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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.



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Crosstabulation Results by Respondent Demographics

Table BRD1: Which of the following operating systems does your smart phone operate on?

Demographic	Apple iOS	Android OS	Microsoft Windows Phone OS	BlackBerry OS	I do not own a smart phone	Total N
Adults	31% (689)	52% (1154)	2% (47)	1% (20)	13% (294)	2203
Gender: Male	28% (302)	55% (588)	2% (20)	1% (16)	13% (135)	1060
Gender: Female	34% (387)	49% (565)	2% (26)	— (4)	14% (159)	1143
Age: 18-29	40% (195)	49% (240)	2% (11)	1% (6)	7% (34)	486
Age: 30-44	34% (187)	56% (309)	1% (5)	1% (8)	7% (41)	551
Age: 45-54	27% (110)	59% (237)	3% (11)	1% (2)	11% (43)	403
Age: 55-64	28% (102)	55% (202)	2% (7)	— (1)	15% (53)	366
Age: 65+	24% (95)	42% (166)	3% (13)	1% (2)	31% (123)	398
PID: Dem (no lean)	30% (216)	55% (397)	2% (15)	1% (6)	12% (83)	716
PID: Ind (no lean)	29% (246)	53% (449)	2% (20)	1% (9)	15% (123)	846
PID: Rep (no lean)	36% (228)	48% (308)	2% (12)	1% (5)	14% (88)	640
PID/Gender: Dem Men	26% (83)	60% (191)	2% (8)	1% (4)	11% (34)	319
PID/Gender: Dem Women	33% (132)	52% (206)	2% (7)	— (1)	12% (49)	397
PID/Gender: Ind Men	27% (113)	55% (227)	1% (6)	2% (8)	14% (57)	411
PID/Gender: Ind Women	30% (133)	51% (221)	3% (15)	— (1)	15% (66)	435
PID/Gender: Rep Men	32% (105)	52% (170)	2% (7)	1% (3)	13% (44)	330
PID/Gender: Rep Women	39% (122)	44% (138)	1% (5)	1% (2)	14% (44)	310
Tea Party: Supporter	35% (197)	54% (304)	3% (17)	1% (4)	8% (45)	567
Tea Party: Not Supporter	30% (492)	52% (843)	2% (30)	1% (16)	15% (245)	1625
Ideo: Liberal (1-3)	34% (260)	52% (395)	3% (25)	1% (10)	9% (71)	761
Ideo: Moderate (4)	30% (133)	54% (239)	2% (7)	1% (5)	14% (62)	446
Ideo: Conservative (5-7)	33% (229)	50% (351)	1% (8)	— (3)	15% (105)	697
Educ: < College	27% (419)	56% (872)	2% (31)	1% (12)	15% (234)	1568
Educ: Bachelors degree	43% (179)	43% (180)	3% (11)	1% (5)	10% (42)	416
Educ: Post-grad	42% (91)	46% (102)	2% (5)	2% (3)	8% (18)	219

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Table BRD1: Which of the following operating systems does your smart phone operate on?

Demographic	Apple iOS	Android OS	Microsoft Windows Phone OS	BlackBerry OS	I do not own a smart phone	Total N
Adults	31% (689)	52% (1154)	2% (47)	1% (20)	13% (294)	2203
Income: Under 50k	24% (327)	55% (731)	2% (32)	1% (12)	18% (235)	1337
Income: 50k-100k	38% (242)	52% (332)	2% (10)	1% (6)	8% (50)	640
Income: 100k+	53% (120)	40% (91)	2% (4)	1% (2)	4% (9)	226
Ethnicity: White	31% (543)	53% (921)	2% (36)	1% (11)	14% (241)	1752
Ethnicity: Hispanic	38% (124)	47% (154)	1% (4)	2% (6)	13% (41)	330
Ethnicity: Afr. Am.	30% (81)	56% (149)	2% (4)	2% (6)	11% (29)	269
Ethnicity: Other	36% (66)	46% (83)	4% (6)	1% (2)	13% (24)	182
Relig: Protestant	33% (165)	48% (244)	2% (8)	1% (6)	16% (83)	506
Relig: Roman Catholic	37% (178)	47% (226)	2% (12)	1% (3)	12% (59)	479
Relig: Ath./Agn./None	29% (175)	57% (343)	3% (16)	1% (4)	11% (66)	603
Relig: Something Else	27% (105)	55% (209)	3% (10)	1% (6)	14% (53)	383
Relig: Evangelical	31% (182)	50% (294)	2% (11)	1% (4)	16% (93)	585
Relig: Non-Evang. Catholics	36% (227)	49% (306)	2% (10)	1% (6)	13% (81)	630
Relig: All Christian	34% (409)	49% (600)	2% (21)	1% (11)	14% (174)	1215
Relig: All Non-Christian	28% (280)	56% (553)	3% (26)	1% (9)	12% (119)	986
Community: Urban	31% (190)	52% (321)	3% (17)	1% (7)	13% (78)	614
Community: Suburban	34% (316)	52% (478)	2% (15)	1% (5)	12% (113)	927
Community: Rural	28% (182)	53% (354)	2% (15)	1% (8)	16% (103)	662
Employ: Private Sector	37% (254)	55% (381)	2% (16)	1% (10)	5% (33)	692
Employ: Government	47% (68)	45% (65)	4% (5)	2% (2)	3% (4)	145
Employ: Self-Employed	37% (66)	51% (90)	3% (6)	1% (2)	7% (13)	177
Employ: Homemaker	33% (66)	54% (106)	1% (1)	2% (3)	11% (21)	197
Employ: Student	38% (42)	45% (50)	1% (1)	— (0)	16% (18)	111
Employ: Retired	22% (96)	48% (210)	3% (11)	— (0)	27% (120)	438
Employ: Unemployed	21% (51)	60% (144)	2% (4)	1% (2)	17% (40)	241
Employ: Other	23% (46)	53% (108)	1% (2)	— (1)	22% (45)	202
Military HH: Yes	31% (122)	52% (205)	3% (11)	1% (4)	14% (55)	397
Military HH: No	31% (568)	53% (948)	2% (36)	1% (15)	13% (239)	1806
RD/WT: Right Direction	33% (254)	50% (382)	3% (23)	1% (8)	13% (100)	767
RD/WT: Wrong Track	30% (435)	54% (772)	2% (23)	1% (12)	13% (194)	1436

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Table BRD1: Which of the following operating systems does your smart phone operate on?

Demographic	Apple iOS	Android OS	Microsoft Windows Phone OS	BlackBerry OS	I do not own a smart phone	Total N
Adults	31% (689)	52% (1154)	2% (47)	1% (20)	13% (294)	2203
Strongly Approve	35% (156)	47% (206)	3% (12)	1% (5)	14% (61)	440
Somewhat Approve	33% (163)	50% (247)	2% (9)	1% (6)	13% (65)	490
Somewhat Disapprove	26% (79)	57% (168)	1% (4)	1% (2)	15% (45)	297
Strongly Disapprove	31% (260)	56% (461)	2% (15)	1% (6)	11% (87)	830
Dont Know / No Opinion	22% (32)	49% (71)	4% (6)	1% (2)	24% (36)	146
#1 Issue: Economy	35% (205)	51% (305)	1% (8)	— (1)	13% (74)	593
#1 Issue: Security	31% (130)	52% (217)	2% (8)	1% (6)	13% (53)	413
#1 Issue: Health Care	29% (140)	56% (273)	2% (8)	1% (4)	13% (63)	489
#1 Issue: Medicare / Social Security	17% (47)	54% (144)	3% (8)	1% (2)	25% (68)	268
#1 Issue: Women's Issues	52% (52)	32% (32)	8% (8)	3% (3)	6% (6)	101
#1 Issue: Education	43% (59)	47% (66)	2% (3)	1% (1)	7% (10)	140
#1 Issue: Energy	32% (34)	56% (59)	2% (2)	2% (2)	7% (8)	106
#1 Issue: Other	24% (23)	61% (58)	1% (1)	1% (1)	13% (13)	95
2016 Vote: Democrat Hillary Clinton	34% (244)	51% (366)	2% (15)	1% (8)	12% (83)	716
2016 Vote: Republican Donald Trump	35% (267)	48% (362)	2% (12)	— (4)	15% (114)	759
2016 Vote: Someone else	27% (50)	60% (110)	2% (4)	2% (3)	9% (16)	184
2012 Vote: Barack Obama	31% (272)	53% (461)	2% (17)	1% (7)	14% (121)	878
2012 Vote: Mitt Romney	39% (202)	45% (234)	2% (11)	1% (4)	13% (67)	518
2012 Vote: Other	19% (19)	61% (62)	6% (6)	3% (3)	10% (11)	102
2012 Vote: Didn't Vote	28% (195)	56% (396)	2% (12)	1% (6)	14% (95)	704
4-Region: Northeast	33% (131)	50% (200)	3% (11)	— (1)	15% (59)	402
4-Region: Midwest	28% (135)	54% (257)	2% (9)	1% (5)	15% (69)	474
4-Region: South	29% (240)	54% (439)	2% (19)	1% (7)	14% (110)	815
4-Region: West	36% (184)	50% (258)	1% (7)	1% (7)	11% (55)	512
Smartphone Users	36% (689)	60% (1154)	2% (47)	1% (20)	— (0)	1909
iOS Users	100% (689)	— (0)	— (0)	— (0)	— (0)	689
Android Users	— (0)	100% (1154)	— (0)	— (0)	— (0)	1154

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

Table BRD2: *In general, how important is it for you to have the newest technology products?*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	15% (333)	32% (697)	33% (724)	15% (327)	6% (123)	2203
Gender: Male	20% (210)	31% (331)	30% (319)	13% (142)	5% (58)	1060
Gender: Female	11% (123)	32% (365)	35% (405)	16% (185)	6% (65)	1143
Age: 18-29	20% (97)	30% (146)	29% (139)	12% (58)	9% (45)	486
Age: 30-44	21% (118)	34% (189)	29% (160)	9% (47)	7% (37)	551
Age: 45-54	15% (61)	35% (143)	31% (123)	14% (56)	5% (20)	403
Age: 55-64	7% (27)	32% (118)	41% (148)	19% (70)	1% (3)	366
Age: 65+	8% (30)	26% (102)	38% (153)	24% (96)	4% (17)	398
PID: Dem (no lean)	18% (127)	37% (262)	29% (208)	13% (90)	4% (30)	716
PID: Ind (no lean)	12% (99)	28% (239)	35% (293)	17% (141)	9% (74)	846
PID: Rep (no lean)	17% (107)	31% (196)	35% (222)	15% (96)	3% (19)	640
PID/Gender: Dem Men	25% (79)	36% (116)	23% (73)	11% (34)	6% (18)	319
PID/Gender: Dem Women	12% (48)	37% (146)	34% (136)	14% (56)	3% (12)	397
PID/Gender: Ind Men	13% (55)	28% (116)	34% (141)	16% (66)	8% (34)	411
PID/Gender: Ind Women	10% (44)	28% (123)	35% (153)	17% (76)	9% (40)	435
PID/Gender: Rep Men	23% (76)	30% (100)	32% (105)	13% (43)	2% (6)	330
PID/Gender: Rep Women	10% (31)	31% (96)	38% (117)	17% (54)	4% (13)	310
Tea Party: Supporter	24% (137)	28% (157)	31% (174)	15% (84)	3% (15)	567
Tea Party: Not Supporter	12% (194)	33% (536)	34% (546)	15% (243)	6% (106)	1625
Ideo: Liberal (1-3)	21% (158)	35% (268)	29% (218)	10% (76)	5% (40)	761
Ideo: Moderate (4)	13% (56)	33% (146)	34% (151)	17% (78)	3% (15)	446
Ideo: Conservative (5-7)	12% (86)	29% (205)	38% (264)	17% (122)	3% (20)	697
Educ: < College	14% (223)	30% (468)	33% (518)	16% (253)	7% (105)	1568
Educ: Bachelors degree	17% (73)	37% (153)	31% (128)	11% (46)	4% (16)	416
Educ: Post-grad	17% (37)	35% (76)	35% (77)	13% (27)	1% (1)	219
Income: Under 50k	15% (196)	29% (382)	33% (435)	17% (225)	7% (99)	1337
Income: 50k-100k	15% (99)	35% (227)	33% (211)	14% (90)	2% (14)	640
Income: 100k+	17% (38)	39% (87)	35% (78)	5% (12)	5% (10)	226
Ethnicity: White	13% (225)	32% (554)	35% (621)	16% (273)	4% (79)	1752
Ethnicity: Hispanic	23% (75)	34% (112)	24% (81)	8% (26)	11% (35)	330

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Table BRD2: *In general, how important is it for you to have the newest technology products?*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	15% (333)	32% (697)	33% (724)	15% (327)	6% (123)	2203
Ethnicity: Afr. Am.	26% (69)	34% (92)	23% (63)	12% (32)	5% (13)	269
Ethnicity: Other	21% (39)	28% (51)	22% (40)	12% (22)	17% (31)	182
Relig: Protestant	11% (56)	31% (156)	38% (191)	18% (89)	3% (15)	506
Relig: Roman Catholic	19% (89)	31% (149)	34% (165)	13% (63)	3% (14)	479
Relig: Ath./Agn./None	17% (102)	31% (189)	31% (184)	12% (75)	9% (53)	603
Relig: Something Else	14% (53)	32% (122)	30% (114)	17% (64)	8% (30)	383
Relig: Evangelical	17% (98)	32% (189)	31% (180)	15% (89)	5% (30)	585
Relig: Non-Evang. Catholics	13% (79)	31% (198)	39% (245)	16% (98)	2% (10)	630
Relig: All Christian	15% (177)	32% (386)	35% (425)	15% (187)	3% (40)	1215
Relig: All Non-Christian	16% (156)	31% (310)	30% (298)	14% (139)	8% (83)	986
Community: Urban	19% (120)	32% (195)	30% (185)	12% (74)	6% (40)	614
Community: Suburban	13% (124)	34% (312)	34% (313)	14% (132)	5% (47)	927
Community: Rural	14% (90)	29% (189)	34% (225)	18% (121)	5% (36)	662
Employ: Private Sector	20% (141)	35% (243)	29% (202)	13% (90)	2% (15)	692
Employ: Government	21% (30)	33% (48)	32% (47)	12% (18)	1% (2)	145
Employ: Self-Employed	13% (24)	41% (73)	34% (61)	10% (17)	2% (3)	177
Employ: Homemaker	13% (26)	38% (74)	33% (64)	10% (20)	7% (13)	197
Employ: Student	19% (21)	31% (34)	21% (24)	12% (14)	16% (18)	111
Employ: Retired	7% (31)	26% (113)	40% (177)	23% (102)	3% (15)	438
Employ: Unemployed	17% (42)	24% (57)	34% (81)	14% (34)	11% (27)	241
Employ: Other	9% (18)	27% (54)	34% (68)	16% (32)	15% (30)	202
Military HH: Yes	16% (65)	30% (118)	34% (133)	17% (68)	3% (13)	397
Military HH: No	15% (268)	32% (578)	33% (590)	14% (259)	6% (110)	1806
RD/WT: Right Direction	22% (165)	30% (227)	31% (235)	14% (106)	4% (34)	767
RD/WT: Wrong Track	12% (168)	33% (470)	34% (488)	15% (221)	6% (89)	1436
Strongly Approve	21% (91)	27% (120)	30% (130)	19% (83)	4% (16)	440
Somewhat Approve	13% (66)	33% (164)	36% (178)	13% (64)	4% (19)	490
Somewhat Disapprove	12% (35)	34% (102)	31% (92)	17% (50)	6% (18)	297
Strongly Disapprove	15% (122)	34% (278)	35% (289)	12% (102)	5% (40)	830
Dont Know / No Opinion	13% (19)	23% (33)	24% (35)	19% (28)	21% (30)	146

Continued on next page

Table BRD2: *In general, how important is it for you to have the newest technology products?*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know / No Opinion	Total N
Adults	15% (333)	32% (697)	33% (724)	15% (327)	6% (123)	2203
#1 Issue: Economy	16% (94)	33% (198)	34% (203)	13% (80)	3% (18)	593
#1 Issue: Security	16% (64)	30% (125)	35% (145)	15% (60)	4% (18)	413
#1 Issue: Health Care	14% (70)	33% (162)	33% (162)	13% (65)	6% (30)	489
#1 Issue: Medicare / Social Security	14% (37)	29% (78)	30% (80)	22% (58)	6% (15)	268
#1 Issue: Women's Issues	15% (15)	42% (42)	26% (26)	9% (9)	8% (8)	101
#1 Issue: Education	19% (26)	25% (35)	34% (48)	12% (16)	10% (15)	140
#1 Issue: Energy	15% (16)	35% (37)	30% (32)	16% (16)	4% (4)	106
#1 Issue: Other	11% (10)	20% (19)	29% (27)	23% (22)	17% (16)	95
2016 Vote: Democrat Hillary Clinton	17% (124)	35% (248)	31% (222)	14% (103)	3% (20)	716
2016 Vote: Republican Donald Trump	16% (120)	31% (239)	33% (250)	16% (124)	4% (27)	759
2016 Vote: Someone else	9% (17)	34% (62)	39% (71)	15% (27)	3% (6)	184
2012 Vote: Barack Obama	17% (152)	34% (302)	30% (264)	15% (132)	3% (27)	878
2012 Vote: Mitt Romney	12% (64)	33% (169)	37% (194)	16% (80)	2% (11)	518
2012 Vote: Other	8% (8)	28% (29)	41% (42)	16% (17)	6% (6)	102
2012 Vote: Didn't Vote	15% (108)	28% (196)	32% (224)	14% (98)	11% (78)	704
4-Region: Northeast	18% (72)	31% (126)	31% (126)	15% (62)	4% (17)	402
4-Region: Midwest	14% (67)	30% (142)	35% (164)	15% (69)	7% (33)	474
4-Region: South	14% (111)	34% (275)	33% (265)	15% (122)	5% (42)	815
4-Region: West	16% (83)	30% (154)	33% (169)	15% (75)	6% (31)	512
Smartphone Users	17% (320)	35% (671)	33% (636)	12% (227)	3% (54)	1909
iOS Users	21% (146)	37% (257)	29% (197)	11% (78)	2% (11)	689
Android Users	14% (162)	34% (393)	36% (418)	12% (141)	3% (40)	1154

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

Table BRD3: *And, how important is it for you to have the newest Apple products?*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	10%	(211)	14%	(306)	21%	(469)	49%	(1080)	6%	(137)	2203
Gender: Male	12%	(125)	15%	(158)	20%	(211)	47%	(500)	6%	(66)	1060
Gender: Female	8%	(86)	13%	(148)	23%	(258)	51%	(580)	6%	(71)	1143
Age: 18-29	16%	(77)	17%	(84)	21%	(102)	37%	(180)	9%	(42)	486
Age: 30-44	13%	(71)	18%	(100)	18%	(101)	42%	(233)	8%	(45)	551
Age: 45-54	7%	(29)	12%	(50)	25%	(102)	49%	(199)	6%	(23)	403
Age: 55-64	4%	(13)	13%	(47)	22%	(82)	59%	(217)	2%	(6)	366
Age: 65+	5%	(21)	6%	(24)	20%	(81)	63%	(250)	5%	(22)	398
PID: Dem (no lean)	11%	(79)	13%	(96)	23%	(167)	47%	(339)	5%	(35)	716
PID: Ind (no lean)	6%	(47)	14%	(118)	19%	(160)	52%	(440)	9%	(80)	846
PID: Rep (no lean)	13%	(85)	14%	(91)	22%	(143)	47%	(300)	3%	(22)	640
PID/Gender: Dem Men	14%	(46)	15%	(49)	21%	(67)	44%	(141)	5%	(17)	319
PID/Gender: Dem Women	8%	(33)	12%	(47)	25%	(100)	50%	(199)	5%	(19)	397
PID/Gender: Ind Men	5%	(22)	15%	(62)	18%	(76)	51%	(212)	10%	(40)	411
PID/Gender: Ind Women	6%	(26)	13%	(56)	19%	(84)	53%	(229)	9%	(40)	435
PID/Gender: Rep Men	17%	(57)	14%	(47)	21%	(68)	45%	(148)	3%	(10)	330
PID/Gender: Rep Women	9%	(28)	14%	(44)	24%	(75)	49%	(152)	4%	(12)	310
Tea Party: Supporter	18%	(102)	15%	(86)	17%	(96)	47%	(264)	3%	(18)	567
Tea Party: Not Supporter	7%	(107)	13%	(219)	23%	(372)	50%	(809)	7%	(117)	1625
Ideo: Liberal (1-3)	14%	(105)	18%	(139)	21%	(157)	42%	(317)	6%	(43)	761
Ideo: Moderate (4)	6%	(28)	13%	(59)	24%	(109)	52%	(234)	4%	(16)	446
Ideo: Conservative (5-7)	8%	(58)	12%	(84)	21%	(146)	55%	(381)	4%	(29)	697
Educ: < College	9%	(142)	12%	(193)	21%	(323)	51%	(797)	7%	(112)	1568
Educ: Bachelors degree	10%	(43)	17%	(72)	23%	(95)	44%	(183)	5%	(22)	416
Educ: Post-grad	12%	(26)	19%	(41)	23%	(50)	45%	(99)	1%	(2)	219
Income: Under 50k	8%	(113)	13%	(168)	20%	(269)	51%	(684)	8%	(102)	1337
Income: 50k-100k	10%	(65)	16%	(101)	23%	(145)	47%	(303)	4%	(26)	640
Income: 100k+	15%	(33)	16%	(36)	24%	(55)	41%	(92)	4%	(9)	226
Ethnicity: White	9%	(152)	14%	(237)	21%	(366)	52%	(905)	5%	(91)	1752
Ethnicity: Hispanic	16%	(52)	19%	(61)	22%	(71)	34%	(111)	10%	(35)	330

Continued on next page

Table BRD3: And, how important is it for you to have the newest Apple products?

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	10%	(211)	14%	(306)	21%	(469)	49%	(1080)	6%	(137)	2203
Ethnicity: Afr. Am.	13%	(35)	17%	(46)	23%	(62)	40%	(109)	7%	(18)	269
Ethnicity: Other	13%	(24)	12%	(22)	23%	(42)	36%	(66)	16%	(28)	182
Relig: Protestant	7%	(34)	13%	(67)	22%	(111)	56%	(282)	3%	(13)	506
Relig: Roman Catholic	11%	(53)	15%	(72)	23%	(109)	47%	(223)	4%	(21)	479
Relig: Ath./Agn./None	11%	(64)	13%	(81)	19%	(115)	48%	(288)	9%	(55)	603
Relig: Something Else	9%	(35)	13%	(48)	21%	(79)	49%	(186)	9%	(35)	383
Relig: Evangelical	11%	(64)	16%	(92)	21%	(125)	47%	(275)	5%	(30)	585
Relig: Non-Evang. Catholics	8%	(49)	14%	(85)	24%	(151)	52%	(328)	3%	(18)	630
Relig: All Christian	9%	(112)	15%	(177)	23%	(275)	50%	(604)	4%	(47)	1215
Relig: All Non-Christian	10%	(99)	13%	(129)	20%	(194)	48%	(474)	9%	(90)	986
Community: Urban	13%	(82)	16%	(99)	20%	(120)	44%	(271)	7%	(42)	614
Community: Suburban	9%	(79)	13%	(120)	24%	(222)	49%	(451)	6%	(54)	927
Community: Rural	8%	(50)	13%	(87)	19%	(127)	54%	(357)	6%	(41)	662
Employ: Private Sector	13%	(88)	16%	(109)	22%	(152)	47%	(322)	3%	(22)	692
Employ: Government	14%	(21)	23%	(33)	25%	(37)	37%	(54)	—	(1)	145
Employ: Self-Employed	11%	(20)	15%	(27)	26%	(46)	45%	(80)	2%	(4)	177
Employ: Homemaker	6%	(11)	20%	(39)	22%	(44)	44%	(87)	8%	(16)	197
Employ: Student	12%	(13)	21%	(24)	20%	(22)	31%	(34)	16%	(18)	111
Employ: Retired	5%	(24)	8%	(33)	20%	(88)	63%	(277)	4%	(16)	438
Employ: Unemployed	10%	(24)	10%	(25)	17%	(42)	51%	(123)	11%	(28)	241
Employ: Other	5%	(11)	8%	(16)	19%	(39)	51%	(102)	17%	(34)	202
Military HH: Yes	12%	(48)	14%	(56)	15%	(61)	52%	(208)	6%	(24)	397
Military HH: No	9%	(163)	14%	(250)	23%	(408)	48%	(872)	6%	(114)	1806
RD/WT: Right Direction	17%	(130)	16%	(119)	19%	(148)	42%	(325)	6%	(45)	767
RD/WT: Wrong Track	6%	(81)	13%	(186)	22%	(321)	53%	(755)	6%	(92)	1436
Strongly Approve	15%	(68)	14%	(62)	20%	(87)	46%	(202)	5%	(21)	440
Somewhat Approve	11%	(52)	16%	(79)	20%	(97)	49%	(239)	5%	(23)	490
Somewhat Disapprove	7%	(20)	15%	(46)	22%	(65)	51%	(151)	6%	(16)	297
Strongly Disapprove	8%	(63)	12%	(101)	23%	(189)	52%	(432)	5%	(44)	830
Dont Know / No Opinion	6%	(8)	12%	(18)	21%	(30)	39%	(57)	22%	(33)	146

Continued on next page

Table BRD3: And, how important is it for you to have the newest Apple products?

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	10%	(211)	14%	(306)	21%	(469)	49%	(1080)	6%	(137)	2203
#1 Issue: Economy	9%	(54)	14%	(86)	21%	(125)	50%	(294)	6%	(34)	593
#1 Issue: Security	13%	(53)	12%	(51)	21%	(89)	48%	(199)	5%	(21)	413
#1 Issue: Health Care	7%	(32)	15%	(75)	22%	(110)	50%	(244)	6%	(28)	489
#1 Issue: Medicare / Social Security	8%	(21)	8%	(22)	23%	(61)	57%	(152)	5%	(12)	268
#1 Issue: Women's Issues	17%	(17)	17%	(17)	21%	(21)	38%	(38)	8%	(8)	101
#1 Issue: Education	14%	(19)	14%	(19)	24%	(34)	39%	(55)	9%	(13)	140
#1 Issue: Energy	12%	(13)	20%	(21)	13%	(14)	50%	(53)	4%	(5)	106
#1 Issue: Other	1%	(1)	15%	(14)	17%	(17)	48%	(45)	18%	(18)	95
2016 Vote: Democrat Hillary Clinton	11%	(77)	14%	(103)	21%	(150)	50%	(356)	4%	(30)	716
2016 Vote: Republican Donald Trump	12%	(93)	14%	(108)	21%	(156)	49%	(376)	3%	(26)	759
2016 Vote: Someone else	4%	(8)	10%	(19)	22%	(40)	59%	(108)	5%	(9)	184
2012 Vote: Barack Obama	11%	(95)	14%	(123)	23%	(202)	48%	(424)	4%	(34)	878
2012 Vote: Mitt Romney	9%	(47)	13%	(69)	21%	(107)	54%	(281)	3%	(15)	518
2012 Vote: Other	5%	(5)	10%	(10)	27%	(28)	50%	(51)	8%	(8)	102
2012 Vote: Didn't Vote	9%	(64)	15%	(104)	19%	(133)	46%	(324)	11%	(79)	704
4-Region: Northeast	10%	(41)	15%	(60)	22%	(88)	48%	(191)	5%	(22)	402
4-Region: Midwest	8%	(40)	12%	(56)	20%	(94)	52%	(248)	8%	(37)	474
4-Region: South	8%	(67)	13%	(108)	23%	(187)	50%	(407)	6%	(47)	815
4-Region: West	12%	(64)	16%	(82)	20%	(100)	46%	(233)	6%	(32)	512
Smartphone Users	11%	(201)	16%	(297)	24%	(449)	47%	(895)	4%	(68)	1909
iOS Users	18%	(127)	28%	(192)	33%	(225)	19%	(132)	2%	(14)	689
Android Users	5%	(61)	9%	(98)	18%	(204)	64%	(742)	4%	(50)	1154

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

Table BRD4: *How much have you seen, read, or heard about the upcoming Apple iPhone release?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	23%	(497)	38%	(843)	24%	(524)	15%	(339)	2203
Gender: Male	25%	(262)	37%	(396)	22%	(239)	15%	(163)	1060
Gender: Female	21%	(235)	39%	(447)	25%	(285)	15%	(176)	1143
Age: 18-29	32%	(157)	33%	(159)	20%	(98)	15%	(72)	486
Age: 30-44	26%	(142)	34%	(189)	23%	(129)	17%	(91)	551
Age: 45-54	21%	(84)	35%	(142)	26%	(104)	18%	(73)	403
Age: 55-64	17%	(63)	47%	(170)	26%	(93)	11%	(39)	366
Age: 65+	13%	(52)	46%	(183)	25%	(99)	16%	(64)	398
PID: Dem (no lean)	26%	(187)	42%	(299)	19%	(135)	13%	(95)	716
PID: Ind (no lean)	19%	(162)	36%	(309)	26%	(221)	18%	(154)	846
PID: Rep (no lean)	23%	(148)	37%	(235)	26%	(168)	14%	(90)	640
PID/Gender: Dem Men	30%	(96)	41%	(132)	15%	(47)	14%	(45)	319
PID/Gender: Dem Women	23%	(90)	42%	(167)	22%	(89)	13%	(50)	397
PID/Gender: Ind Men	18%	(75)	37%	(153)	27%	(110)	18%	(73)	411
PID/Gender: Ind Women	20%	(87)	36%	(156)	25%	(111)	19%	(81)	435
PID/Gender: Rep Men	27%	(91)	34%	(112)	25%	(82)	14%	(45)	330
PID/Gender: Rep Women	18%	(57)	40%	(124)	28%	(85)	14%	(44)	310
Tea Party: Supporter	28%	(158)	40%	(226)	22%	(124)	10%	(59)	567
Tea Party: Not Supporter	21%	(338)	38%	(610)	25%	(400)	17%	(277)	1625
Ideo: Liberal (1-3)	30%	(231)	39%	(295)	18%	(138)	13%	(97)	761
Ideo: Moderate (4)	18%	(82)	44%	(198)	25%	(112)	12%	(54)	446
Ideo: Conservative (5-7)	19%	(133)	39%	(269)	29%	(200)	14%	(95)	697
Educ: < College	21%	(330)	36%	(563)	25%	(398)	18%	(277)	1568
Educ: Bachelors degree	27%	(113)	41%	(172)	21%	(85)	11%	(46)	416
Educ: Post-grad	25%	(54)	49%	(108)	18%	(40)	7%	(16)	219
Income: Under 50k	21%	(277)	37%	(494)	24%	(323)	18%	(243)	1337
Income: 50k-100k	25%	(162)	39%	(253)	23%	(149)	12%	(77)	640
Income: 100k+	26%	(58)	43%	(97)	23%	(51)	9%	(20)	226
Ethnicity: White	20%	(349)	39%	(691)	25%	(445)	15%	(267)	1752
Ethnicity: Hispanic	29%	(95)	38%	(125)	16%	(54)	17%	(55)	330
Ethnicity: Afr. Am.	37%	(100)	33%	(90)	16%	(44)	13%	(35)	269

Continued on next page

Table BRD4: How much have you seen, read, or heard about the upcoming Apple iPhone release?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	23%	(497)	38%	(843)	24%	(524)	15%	(339)	2203
Ethnicity: Other	26%	(48)	34%	(62)	19%	(35)	21%	(37)	182
Relig: Protestant	19%	(98)	44%	(223)	25%	(127)	12%	(59)	506
Relig: Roman Catholic	25%	(118)	43%	(207)	19%	(91)	13%	(63)	479
Relig: Ath./Agn./None	23%	(139)	34%	(206)	24%	(146)	19%	(112)	603
Relig: Something Else	22%	(85)	35%	(136)	24%	(93)	18%	(69)	383
Relig: Evangelical	23%	(137)	37%	(218)	25%	(146)	14%	(84)	585
Relig: Non-Evang. Catholics	22%	(136)	45%	(282)	22%	(138)	12%	(74)	630
Relig: All Christian	22%	(273)	41%	(500)	23%	(284)	13%	(158)	1215
Relig: All Non-Christian	23%	(224)	35%	(342)	24%	(239)	18%	(181)	986
Community: Urban	27%	(164)	38%	(235)	21%	(129)	14%	(86)	614
Community: Suburban	22%	(203)	41%	(384)	21%	(196)	16%	(144)	927
Community: Rural	20%	(130)	34%	(225)	30%	(198)	16%	(109)	662
Employ: Private Sector	25%	(175)	41%	(282)	22%	(152)	12%	(83)	692
Employ: Government	35%	(51)	39%	(56)	22%	(31)	5%	(7)	145
Employ: Self-Employed	21%	(37)	43%	(77)	25%	(45)	11%	(19)	177
Employ: Homemaker	21%	(42)	35%	(68)	26%	(51)	18%	(36)	197
Employ: Student	39%	(43)	24%	(26)	18%	(20)	19%	(21)	111
Employ: Retired	16%	(70)	44%	(191)	25%	(107)	16%	(70)	438
Employ: Unemployed	21%	(50)	34%	(83)	24%	(58)	21%	(50)	241
Employ: Other	15%	(30)	30%	(60)	30%	(60)	26%	(53)	202
Military HH: Yes	24%	(94)	40%	(157)	24%	(95)	13%	(50)	397
Military HH: No	22%	(403)	38%	(686)	24%	(428)	16%	(289)	1806
RD/WT: Right Direction	25%	(189)	36%	(279)	23%	(177)	16%	(123)	767
RD/WT: Wrong Track	21%	(308)	39%	(564)	24%	(347)	15%	(217)	1436
Strongly Approve	22%	(98)	38%	(169)	21%	(90)	19%	(83)	440
Somewhat Approve	23%	(111)	40%	(195)	27%	(131)	11%	(53)	490
Somewhat Disapprove	22%	(66)	41%	(122)	23%	(69)	14%	(41)	297
Strongly Disapprove	25%	(209)	39%	(323)	23%	(192)	13%	(106)	830
Dont Know / No Opinion	10%	(14)	24%	(35)	28%	(41)	38%	(56)	146

Continued on next page

Table BRD4: How much have you seen, read, or heard about the upcoming Apple iPhone release?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	23%	(497)	38%	(843)	24%	(524)	15%	(339)	2203
#1 Issue: Economy	27%	(161)	38%	(226)	22%	(132)	13%	(75)	593
#1 Issue: Security	23%	(96)	37%	(151)	25%	(104)	15%	(61)	413
#1 Issue: Health Care	20%	(97)	41%	(199)	24%	(116)	16%	(77)	489
#1 Issue: Medicare / Social Security	17%	(44)	45%	(120)	20%	(54)	19%	(50)	268
#1 Issue: Women's Issues	22%	(22)	35%	(35)	32%	(32)	10%	(11)	101
#1 Issue: Education	21%	(29)	34%	(48)	31%	(43)	14%	(19)	140
#1 Issue: Energy	32%	(34)	36%	(38)	18%	(19)	14%	(15)	106
#1 Issue: Other	13%	(13)	28%	(27)	25%	(23)	34%	(33)	95
2016 Vote: Democrat Hillary Clinton	26%	(184)	42%	(304)	20%	(146)	11%	(82)	716
2016 Vote: Republican Donald Trump	22%	(169)	40%	(302)	25%	(188)	13%	(101)	759
2016 Vote: Someone else	18%	(33)	38%	(69)	31%	(57)	13%	(24)	184
2012 Vote: Barack Obama	25%	(215)	42%	(366)	22%	(189)	12%	(107)	878
2012 Vote: Mitt Romney	19%	(96)	42%	(219)	27%	(141)	12%	(62)	518
2012 Vote: Other	10%	(10)	41%	(42)	30%	(30)	19%	(20)	102
2012 Vote: Didn't Vote	25%	(174)	31%	(216)	23%	(163)	21%	(150)	704
4-Region: Northeast	25%	(101)	42%	(169)	22%	(90)	11%	(43)	402
4-Region: Midwest	19%	(88)	40%	(190)	27%	(128)	14%	(68)	474
4-Region: South	22%	(180)	36%	(292)	23%	(185)	19%	(158)	815
4-Region: West	25%	(128)	37%	(192)	24%	(121)	14%	(71)	512
Smartphone Users	25%	(474)	41%	(774)	22%	(427)	12%	(235)	1909
iOS Users	35%	(243)	43%	(297)	17%	(119)	5%	(31)	689
Android Users	19%	(218)	39%	(455)	25%	(288)	17%	(193)	1154

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

Table BRD5: How likely are you to purchase the newest Apple iPhone 8 / 8 Plus once it is released?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't Know / No Opinion	Total N
Adults	8% (173)	9% (199)	12% (275)	64% (1400)	7% (157)	2203
Gender: Male	10% (108)	10% (104)	13% (135)	62% (653)	6% (61)	1060
Gender: Female	6% (65)	8% (95)	12% (140)	65% (747)	8% (96)	1143
Age: 18-29	13% (64)	13% (64)	16% (79)	48% (235)	9% (43)	486
Age: 30-44	12% (67)	13% (71)	12% (67)	55% (302)	8% (44)	551
Age: 45-54	5% (18)	7% (28)	11% (46)	68% (276)	9% (35)	403
Age: 55-64	3% (10)	6% (21)	15% (54)	74% (269)	3% (12)	366
Age: 65+	3% (13)	4% (15)	7% (29)	80% (318)	6% (23)	398
PID: Dem (no lean)	9% (62)	11% (76)	15% (106)	61% (434)	5% (38)	716
PID: Ind (no lean)	5% (43)	8% (66)	11% (89)	66% (560)	11% (89)	846
PID: Rep (no lean)	11% (68)	9% (57)	12% (80)	63% (406)	5% (30)	640
PID/Gender: Dem Men	11% (36)	14% (46)	14% (45)	55% (177)	5% (16)	319
PID/Gender: Dem Women	6% (26)	8% (31)	15% (61)	65% (257)	6% (23)	397
PID/Gender: Ind Men	6% (24)	7% (29)	13% (53)	66% (273)	8% (33)	411
PID/Gender: Ind Women	4% (19)	8% (37)	8% (37)	66% (287)	13% (56)	435
PID/Gender: Rep Men	14% (48)	9% (30)	11% (37)	62% (203)	4% (12)	330
PID/Gender: Rep Women	6% (20)	9% (27)	14% (42)	66% (203)	6% (18)	310
Tea Party: Supporter	16% (89)	10% (55)	12% (69)	57% (325)	5% (29)	567
Tea Party: Not Supporter	5% (82)	9% (144)	12% (203)	66% (1071)	8% (126)	1625
Ideo: Liberal (1-3)	13% (98)	13% (100)	13% (103)	53% (404)	7% (57)	761
Ideo: Moderate (4)	4% (20)	9% (40)	13% (60)	70% (310)	4% (16)	446
Ideo: Conservative (5-7)	5% (34)	7% (50)	13% (88)	71% (494)	4% (31)	697
Educ: < College	8% (121)	8% (127)	12% (187)	65% (1015)	7% (117)	1568
Educ: Bachelors degree	7% (29)	12% (51)	14% (58)	59% (247)	7% (31)	416
Educ: Post-grad	10% (23)	10% (21)	14% (30)	62% (137)	4% (9)	219
Income: Under 50k	7% (99)	8% (107)	12% (158)	65% (867)	8% (106)	1337
Income: 50k-100k	8% (50)	10% (65)	12% (78)	64% (412)	5% (35)	640
Income: 100k+	11% (24)	12% (27)	17% (38)	53% (121)	7% (16)	226
Ethnicity: White	7% (125)	8% (135)	11% (200)	67% (1177)	7% (115)	1752
Ethnicity: Hispanic	14% (46)	15% (50)	14% (48)	47% (155)	10% (31)	330

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Table BRD5: How likely are you to purchase the newest Apple iPhone 8 / 8 Plus once it is released?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't Know / No Opinion	Total N
Adults	8% (173)	9% (199)	12% (275)	64% (1400)	7% (157)	2203
Ethnicity: Afr. Am.	12% (33)	15% (40)	17% (47)	50% (135)	5% (14)	269
Ethnicity: Other	8% (15)	13% (24)	16% (28)	48% (87)	15% (28)	182
Relig: Protestant	4% (23)	7% (36)	13% (65)	71% (360)	4% (22)	506
Relig: Roman Catholic	10% (48)	10% (50)	13% (65)	60% (287)	6% (30)	479
Relig: Ath./Agn./None	8% (50)	8% (46)	11% (69)	63% (380)	10% (58)	603
Relig: Something Else	9% (33)	8% (32)	12% (46)	62% (238)	9% (33)	383
Relig: Evangelical	9% (55)	11% (67)	12% (70)	62% (362)	5% (32)	585
Relig: Non-Evang. Catholics	5% (34)	9% (54)	14% (90)	66% (419)	5% (33)	630
Relig: All Christian	7% (89)	10% (121)	13% (159)	64% (781)	5% (65)	1215
Relig: All Non-Christian	8% (83)	8% (78)	12% (116)	63% (617)	9% (92)	986
Community: Urban	11% (65)	13% (78)	12% (73)	57% (351)	8% (47)	614
Community: Suburban	7% (61)	8% (75)	13% (119)	66% (610)	7% (63)	927
Community: Rural	7% (46)	7% (47)	13% (83)	66% (439)	7% (46)	662
Employ: Private Sector	11% (78)	9% (64)	12% (81)	63% (439)	4% (30)	692
Employ: Government	17% (25)	17% (24)	12% (18)	52% (75)	2% (3)	145
Employ: Self-Employed	11% (19)	17% (31)	12% (20)	59% (104)	2% (4)	177
Employ: Homemaker	6% (12)	11% (21)	15% (30)	56% (110)	12% (24)	197
Employ: Student	9% (10)	9% (10)	25% (28)	41% (45)	16% (18)	111
Employ: Retired	3% (12)	3% (15)	11% (46)	79% (345)	5% (20)	438
Employ: Unemployed	6% (14)	8% (20)	13% (32)	63% (153)	9% (22)	241
Employ: Other	2% (4)	7% (13)	10% (20)	64% (128)	18% (36)	202
Military HH: Yes	10% (38)	8% (33)	10% (38)	68% (269)	5% (19)	397
Military HH: No	7% (135)	9% (166)	13% (237)	63% (1131)	8% (138)	1806
RD/WT: Right Direction	14% (108)	11% (84)	11% (86)	57% (437)	7% (51)	767
RD/WT: Wrong Track	4% (64)	8% (115)	13% (189)	67% (962)	7% (106)	1436
Strongly Approve	12% (54)	8% (37)	9% (40)	63% (278)	7% (32)	440
Somewhat Approve	9% (43)	12% (59)	14% (68)	60% (294)	5% (26)	490
Somewhat Disapprove	5% (15)	11% (34)	16% (46)	62% (184)	6% (18)	297
Strongly Disapprove	6% (46)	8% (65)	13% (110)	68% (565)	5% (45)	830
Dont Know / No Opinion	10% (14)	4% (5)	8% (12)	54% (79)	24% (36)	146

Continued on next page

Table BRD5: How likely are you to purchase the newest Apple iPhone 8 / 8 Plus once it is released?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't Know / No Opinion	Total N
Adults	8% (173)	9% (199)	12% (275)	64% (1400)	7% (157)	2203
#1 Issue: Economy	8% (49)	8% (49)	13% (77)	64% (378)	7% (39)	593
#1 Issue: Security	10% (40)	8% (33)	12% (50)	64% (266)	6% (24)	413
#1 Issue: Health Care	6% (27)	9% (46)	13% (64)	67% (329)	5% (23)	489
#1 Issue: Medicare / Social Security	5% (15)	6% (17)	11% (30)	70% (188)	7% (18)	268
#1 Issue: Women's Issues	10% (10)	17% (18)	20% (20)	46% (46)	7% (7)	101
#1 Issue: Education	12% (17)	13% (17)	14% (20)	47% (66)	14% (19)	140
#1 Issue: Energy	13% (13)	13% (14)	9% (10)	59% (62)	6% (7)	106
#1 Issue: Other	2% (2)	6% (6)	4% (4)	68% (64)	20% (19)	95
2016 Vote: Democrat Hillary Clinton	8% (61)	10% (70)	14% (101)	64% (458)	4% (27)	716
2016 Vote: Republican Donald Trump	10% (72)	9% (72)	11% (85)	65% (494)	5% (37)	759
2016 Vote: Someone else	4% (7)	7% (14)	11% (21)	69% (127)	9% (16)	184
2012 Vote: Barack Obama	9% (77)	9% (80)	13% (118)	64% (564)	4% (39)	878
2012 Vote: Mitt Romney	7% (34)	8% (41)	11% (57)	70% (363)	4% (23)	518
2012 Vote: Other	2% (2)	11% (11)	9% (9)	66% (67)	13% (13)	102
2012 Vote: Didn't Vote	8% (59)	10% (67)	13% (91)	58% (405)	12% (82)	704
4-Region: Northeast	8% (30)	9% (36)	12% (47)	65% (262)	7% (26)	402
4-Region: Midwest	8% (36)	6% (29)	13% (60)	67% (317)	7% (32)	474
4-Region: South	8% (61)	9% (72)	13% (110)	62% (509)	8% (63)	815
4-Region: West	9% (45)	12% (62)	11% (58)	61% (311)	7% (36)	512
Smartphone Users	9% (170)	10% (192)	14% (263)	63% (1193)	5% (91)	1909
iOS Users	15% (106)	17% (120)	21% (144)	41% (281)	6% (38)	689
Android Users	4% (52)	6% (64)	9% (105)	77% (885)	4% (48)	1154

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

Table BRD6: How likely are you to purchase the newest Apple iPhone X once it is released?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't Know / No Opinion	Total N
Adults	8% (165)	9% (194)	10% (230)	67% (1466)	7% (147)	2203
Gender: Male	9% (97)	11% (117)	11% (112)	63% (673)	6% (62)	1060
Gender: Female	6% (69)	7% (77)	10% (118)	69% (793)	7% (86)	1143
Age: 18-29	12% (59)	16% (77)	12% (60)	50% (244)	9% (45)	486
Age: 30-44	11% (61)	12% (65)	11% (58)	59% (327)	7% (39)	551
Age: 45-54	6% (23)	6% (23)	10% (41)	71% (286)	8% (30)	403
Age: 55-64	3% (9)	6% (21)	10% (36)	79% (290)	2% (9)	366
Age: 65+	3% (12)	2% (8)	9% (35)	80% (319)	6% (23)	398
PID: Dem (no lean)	9% (61)	10% (70)	12% (84)	64% (460)	6% (40)	716
PID: Ind (no lean)	5% (38)	8% (71)	9% (76)	69% (584)	9% (77)	846
PID: Rep (no lean)	10% (66)	8% (53)	11% (70)	66% (421)	5% (30)	640
PID/Gender: Dem Men	11% (34)	13% (41)	13% (41)	58% (185)	6% (19)	319
PID/Gender: Dem Women	7% (27)	8% (30)	11% (43)	69% (275)	5% (22)	397
PID/Gender: Ind Men	5% (20)	11% (44)	8% (32)	69% (284)	8% (31)	411
PID/Gender: Ind Women	4% (18)	6% (27)	10% (44)	69% (300)	10% (46)	435
PID/Gender: Rep Men	13% (43)	10% (33)	12% (39)	62% (203)	4% (12)	330
PID/Gender: Rep Women	8% (23)	6% (20)	10% (31)	70% (218)	6% (18)	310
Tea Party: Supporter	13% (75)	12% (67)	10% (57)	60% (340)	5% (28)	567
Tea Party: Not Supporter	5% (89)	8% (126)	10% (171)	69% (1120)	7% (119)	1625
Ideo: Liberal (1-3)	12% (94)	12% (89)	11% (85)	58% (440)	7% (53)	761
Ideo: Moderate (4)	3% (15)	8% (37)	13% (57)	71% (316)	5% (21)	446
Ideo: Conservative (5-7)	5% (35)	8% (56)	9% (65)	74% (517)	3% (23)	697
Educ: < College	7% (106)	8% (128)	11% (166)	67% (1049)	8% (119)	1568
Educ: Bachelors degree	9% (37)	11% (47)	8% (33)	67% (277)	5% (22)	416
Educ: Post-grad	10% (22)	9% (19)	14% (32)	64% (140)	3% (6)	219
Income: Under 50k	6% (86)	8% (108)	10% (140)	68% (903)	8% (100)	1337
Income: 50k-100k	8% (54)	11% (69)	9% (58)	67% (427)	5% (32)	640
Income: 100k+	11% (25)	8% (18)	14% (32)	60% (136)	7% (15)	226
Ethnicity: White	7% (119)	8% (138)	9% (159)	70% (1229)	6% (107)	1752
Ethnicity: Hispanic	13% (43)	17% (56)	11% (36)	51% (169)	8% (26)	330

Continued on next page

Table BRD6: How likely are you to purchase the newest Apple iPhone X once it is released?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't Know / No Opinion	Total N
Adults	8% (165)	9% (194)	10% (230)	67% (1466)	7% (147)	2203
Ethnicity: Afr. Am.	11% (30)	14% (38)	17% (46)	52% (139)	6% (17)	269
Ethnicity: Other	9% (17)	10% (18)	14% (26)	54% (98)	13% (23)	182
Relig: Protestant	4% (21)	8% (39)	9% (46)	76% (384)	3% (17)	506
Relig: Roman Catholic	9% (43)	11% (53)	10% (48)	64% (307)	6% (29)	479
Relig: Ath./Agn./None	8% (47)	8% (49)	11% (65)	65% (390)	9% (52)	603
Relig: Something Else	9% (34)	8% (30)	11% (41)	63% (243)	9% (35)	383
Relig: Evangelical	8% (47)	11% (64)	11% (62)	65% (379)	6% (33)	585
Relig: Non-Evang. Catholics	6% (37)	8% (52)	10% (63)	72% (451)	4% (27)	630
Relig: All Christian	7% (85)	10% (116)	10% (124)	68% (831)	5% (60)	1215
Relig: All Non-Christian	8% (81)	8% (79)	11% (106)	64% (633)	9% (87)	986
Community: Urban	11% (66)	11% (66)	11% (67)	60% (367)	8% (47)	614
Community: Suburban	7% (61)	8% (75)	10% (93)	69% (640)	6% (59)	927
Community: Rural	6% (38)	8% (53)	11% (71)	69% (459)	6% (41)	662
Employ: Private Sector	11% (74)	10% (68)	10% (70)	65% (452)	4% (28)	692
Employ: Government	15% (21)	17% (25)	14% (20)	54% (78)	— (1)	145
Employ: Self-Employed	10% (18)	16% (28)	11% (20)	61% (108)	2% (3)	177
Employ: Homemaker	6% (12)	11% (22)	13% (26)	60% (118)	10% (19)	197
Employ: Student	5% (6)	17% (19)	18% (19)	47% (52)	14% (15)	111
Employ: Retired	3% (14)	3% (11)	9% (40)	80% (351)	5% (21)	438
Employ: Unemployed	6% (14)	7% (17)	8% (20)	68% (163)	11% (27)	241
Employ: Other	3% (6)	2% (5)	7% (14)	71% (143)	17% (34)	202
Military HH: Yes	8% (31)	8% (31)	11% (45)	69% (273)	4% (17)	397
Military HH: No	7% (134)	9% (163)	10% (185)	66% (1193)	7% (130)	1806
RD/WT: Right Direction	13% (99)	12% (90)	10% (80)	59% (452)	6% (45)	767
RD/WT: Wrong Track	5% (66)	7% (104)	10% (150)	71% (1013)	7% (103)	1436
Strongly Approve	11% (49)	9% (38)	10% (42)	65% (287)	5% (24)	440
Somewhat Approve	7% (36)	14% (68)	11% (54)	63% (308)	5% (24)	490
Somewhat Disapprove	5% (16)	6% (19)	15% (46)	66% (197)	6% (19)	297
Strongly Disapprove	6% (51)	7% (59)	10% (83)	71% (592)	5% (45)	830
Dont Know / No Opinion	9% (13)	7% (10)	4% (5)	56% (82)	24% (35)	146

Continued on next page

Table BRD6: How likely are you to purchase the newest Apple iPhone X once it is released?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't Know / No Opinion	Total N
Adults	8% (165)	9% (194)	10% (230)	67% (1466)	7% (147)	2203
#1 Issue: Economy	8% (49)	8% (50)	10% (60)	68% (403)	5% (30)	593
#1 Issue: Security	9% (37)	8% (34)	10% (43)	66% (274)	6% (25)	413
#1 Issue: Health Care	5% (24)	8% (38)	12% (60)	70% (343)	5% (23)	489
#1 Issue: Medicare / Social Security	4% (11)	6% (16)	9% (23)	73% (196)	8% (21)	268
#1 Issue: Women's Issues	12% (12)	19% (20)	12% (12)	48% (48)	8% (8)	101
#1 Issue: Education	12% (16)	12% (17)	12% (17)	51% (71)	14% (19)	140
#1 Issue: Energy	13% (14)	11% (12)	11% (11)	60% (63)	5% (5)	106
#1 Issue: Other	1% (1)	8% (8)	4% (4)	70% (67)	16% (15)	95
2016 Vote: Democrat Hillary Clinton	9% (62)	9% (67)	11% (78)	67% (479)	4% (29)	716
2016 Vote: Republican Donald Trump	9% (65)	9% (68)	11% (80)	68% (513)	4% (33)	759
2016 Vote: Someone else	6% (10)	6% (11)	8% (15)	74% (135)	7% (12)	184
2012 Vote: Barack Obama	8% (72)	9% (77)	10% (92)	68% (599)	4% (38)	878
2012 Vote: Mitt Romney	7% (36)	8% (39)	10% (52)	72% (373)	3% (18)	518
2012 Vote: Other	2% (3)	7% (7)	12% (12)	67% (68)	12% (12)	102
2012 Vote: Didn't Vote	8% (54)	10% (71)	11% (74)	60% (425)	11% (80)	704
4-Region: Northeast	7% (28)	9% (37)	10% (40)	68% (273)	6% (24)	402
4-Region: Midwest	6% (29)	8% (37)	10% (47)	71% (335)	6% (27)	474
4-Region: South	7% (57)	9% (70)	12% (99)	65% (530)	7% (60)	815
4-Region: West	10% (51)	10% (51)	9% (46)	64% (327)	7% (36)	512
Smartphone Users	8% (159)	10% (191)	11% (216)	66% (1253)	5% (91)	1909
iOS Users	16% (108)	16% (107)	16% (111)	47% (326)	5% (36)	689
Android Users	4% (41)	6% (72)	8% (92)	78% (898)	4% (50)	1154

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

Table BRD7: Knowing what you know now, are you more likely to purchase the iPhone 8, iPhone 8 Plus, iPhone X, or neither?

Demographic	iPhone 8		iPhone 8 Plus		iPhone X		None of the above		Total N
Adults	8%	(179)	8%	(172)	10%	(226)	74%	(1627)	2203
Gender: Male	8%	(87)	8%	(82)	13%	(142)	71%	(749)	1060
Gender: Female	8%	(91)	8%	(90)	7%	(84)	77%	(877)	1143
Age: 18-29	12%	(56)	11%	(55)	20%	(96)	57%	(278)	486
Age: 30-44	10%	(55)	11%	(60)	14%	(78)	65%	(357)	551
Age: 45-54	8%	(31)	4%	(17)	6%	(26)	82%	(329)	403
Age: 55-64	6%	(23)	7%	(26)	4%	(16)	82%	(301)	366
Age: 65+	3%	(12)	3%	(13)	3%	(10)	91%	(362)	398
PID: Dem (no lean)	9%	(64)	8%	(59)	12%	(88)	70%	(505)	716
PID: Ind (no lean)	7%	(56)	7%	(62)	7%	(63)	79%	(665)	846
PID: Rep (no lean)	9%	(58)	8%	(51)	12%	(74)	71%	(457)	640
PID/Gender: Dem Men	9%	(30)	9%	(28)	18%	(58)	64%	(204)	319
PID/Gender: Dem Women	9%	(34)	8%	(32)	8%	(30)	76%	(301)	397
PID/Gender: Ind Men	6%	(25)	7%	(28)	8%	(33)	79%	(324)	411
PID/Gender: Ind Women	7%	(31)	8%	(33)	7%	(30)	78%	(341)	435
PID/Gender: Rep Men	10%	(32)	8%	(26)	15%	(50)	67%	(222)	330
PID/Gender: Rep Women	8%	(26)	8%	(25)	8%	(25)	76%	(235)	310
Tea Party: Supporter	11%	(62)	11%	(64)	13%	(76)	64%	(365)	567
Tea Party: Not Supporter	7%	(116)	7%	(108)	9%	(148)	77%	(1253)	1625
Ideo: Liberal (1-3)	11%	(81)	11%	(85)	13%	(101)	65%	(495)	761
Ideo: Moderate (4)	10%	(45)	6%	(26)	7%	(32)	77%	(343)	446
Ideo: Conservative (5-7)	6%	(38)	6%	(42)	10%	(70)	78%	(546)	697
Educ: < College	8%	(120)	7%	(112)	9%	(143)	76%	(1193)	1568
Educ: Bachelors degree	9%	(39)	10%	(42)	13%	(55)	67%	(280)	416
Educ: Post-grad	9%	(19)	8%	(18)	13%	(28)	70%	(153)	219
Income: Under 50k	7%	(90)	7%	(100)	9%	(119)	77%	(1029)	1337
Income: 50k-100k	9%	(60)	9%	(55)	12%	(76)	70%	(449)	640
Income: 100k+	13%	(28)	8%	(17)	14%	(31)	66%	(149)	226
Ethnicity: White	8%	(136)	7%	(121)	9%	(161)	76%	(1334)	1752
Ethnicity: Hispanic	11%	(37)	13%	(43)	17%	(55)	59%	(195)	330
Ethnicity: Afr. Am.	10%	(28)	13%	(34)	16%	(42)	61%	(165)	269

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Table BRD7: Knowing what you know now, are you more likely to purchase the iPhone 8, iPhone 8 Plus, iPhone X, or neither?

Demographic	iPhone 8		iPhone 8 Plus		iPhone X		None of the above		Total N
Adults	8%	(179)	8%	(172)	10%	(226)	74%	(1627)	2203
Ethnicity: Other	8%	(15)	9%	(17)	12%	(22)	70%	(128)	182
Relig: Protestant	8%	(38)	6%	(28)	9%	(46)	78%	(394)	506
Relig: Roman Catholic	9%	(43)	9%	(45)	11%	(54)	70%	(337)	479
Relig: Ath./Agn./None	8%	(46)	8%	(47)	10%	(62)	74%	(447)	603
Relig: Something Else	8%	(31)	7%	(28)	12%	(45)	73%	(279)	383
Relig: Evangelical	9%	(51)	9%	(51)	10%	(57)	73%	(426)	585
Relig: Non-Evang. Catholics	8%	(50)	7%	(46)	10%	(61)	75%	(473)	630
Relig: All Christian	8%	(101)	8%	(97)	10%	(118)	74%	(899)	1215
Relig: All Non-Christian	8%	(78)	8%	(75)	11%	(108)	74%	(726)	986
Community: Urban	9%	(55)	9%	(56)	14%	(84)	68%	(419)	614
Community: Suburban	9%	(86)	6%	(58)	10%	(89)	75%	(694)	927
Community: Rural	6%	(37)	9%	(57)	8%	(53)	78%	(514)	662
Employ: Private Sector	10%	(69)	8%	(56)	13%	(89)	69%	(478)	692
Employ: Government	14%	(20)	22%	(32)	15%	(21)	49%	(71)	145
Employ: Self-Employed	9%	(16)	11%	(20)	14%	(24)	66%	(117)	177
Employ: Homemaker	8%	(16)	9%	(19)	11%	(23)	71%	(140)	197
Employ: Student	10%	(11)	9%	(10)	24%	(26)	57%	(63)	111
Employ: Retired	4%	(17)	4%	(16)	3%	(15)	89%	(389)	438
Employ: Unemployed	7%	(16)	4%	(11)	9%	(22)	80%	(193)	241
Employ: Other	6%	(13)	4%	(9)	3%	(6)	87%	(175)	202
Military HH: Yes	6%	(25)	7%	(29)	9%	(36)	77%	(307)	397
Military HH: No	8%	(153)	8%	(143)	10%	(190)	73%	(1320)	1806
RD/WT: Right Direction	9%	(70)	10%	(77)	12%	(94)	69%	(526)	767
RD/WT: Wrong Track	8%	(109)	7%	(95)	9%	(132)	77%	(1101)	1436
Strongly Approve	8%	(35)	10%	(45)	8%	(33)	74%	(326)	440
Somewhat Approve	10%	(48)	9%	(42)	13%	(66)	68%	(334)	490
Somewhat Disapprove	7%	(20)	8%	(25)	11%	(33)	74%	(219)	297
Strongly Disapprove	8%	(69)	6%	(49)	10%	(83)	76%	(629)	830
Dont Know / No Opinion	4%	(6)	8%	(11)	7%	(10)	81%	(118)	146

Continued on next page

Table BRD7: *Knowing what you know now, are you more likely to purchase the iPhone 8, iPhone 8 Plus, iPhone X, or neither?*

Demographic	iPhone 8		iPhone 8 Plus		iPhone X		None of the above		Total N
Adults	8%	(179)	8%	(172)	10%	(226)	74%	(1627)	2203
#1 Issue: Economy	9%	(52)	7%	(39)	12%	(70)	73%	(431)	593
#1 Issue: Security	7%	(28)	8%	(33)	11%	(47)	74%	(305)	413
#1 Issue: Health Care	10%	(47)	8%	(39)	7%	(34)	76%	(369)	489
#1 Issue: Medicare / Social Security	4%	(10)	7%	(18)	3%	(9)	86%	(231)	268
#1 Issue: Women's Issues	19%	(19)	11%	(11)	15%	(15)	55%	(56)	101
#1 Issue: Education	6%	(8)	15%	(21)	17%	(24)	62%	(86)	140
#1 Issue: Energy	10%	(10)	8%	(8)	21%	(22)	62%	(65)	106
#1 Issue: Other	3%	(3)	4%	(4)	6%	(6)	87%	(83)	95
2016 Vote: Democrat Hillary Clinton	9%	(68)	8%	(59)	11%	(78)	71%	(511)	716
2016 Vote: Republican Donald Trump	9%	(69)	9%	(66)	8%	(62)	74%	(562)	759
2016 Vote: Someone else	7%	(12)	6%	(12)	8%	(16)	78%	(144)	184
2012 Vote: Barack Obama	9%	(81)	8%	(70)	9%	(77)	74%	(650)	878
2012 Vote: Mitt Romney	7%	(39)	8%	(39)	8%	(43)	77%	(397)	518
2012 Vote: Other	6%	(6)	6%	(6)	6%	(7)	81%	(83)	102
2012 Vote: Didn't Vote	8%	(53)	8%	(56)	14%	(99)	70%	(496)	704
4-Region: Northeast	9%	(35)	5%	(20)	11%	(44)	75%	(303)	402
4-Region: Midwest	8%	(39)	7%	(33)	8%	(37)	77%	(365)	474
4-Region: South	7%	(54)	9%	(70)	10%	(84)	74%	(607)	815
4-Region: West	10%	(51)	10%	(49)	12%	(60)	69%	(352)	512
Smartphone Users	9%	(169)	9%	(166)	12%	(222)	71%	(1352)	1909
iOS Users	17%	(120)	16%	(113)	20%	(140)	46%	(316)	689
Android Users	4%	(41)	4%	(41)	6%	(75)	86%	(997)	1154

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

Table BRD8A_4: *If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?*

Full glass phone back

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No impact either way		Don't Know / No Opinion		Total N
Adults	9%	(96)	9%	(100)	8%	(91)	11%	(117)	50%	(548)	13%	(146)	1098
Gender: Male	10%	(57)	11%	(60)	8%	(43)	9%	(49)	49%	(271)	14%	(79)	559
Gender: Female	7%	(40)	8%	(41)	9%	(48)	12%	(67)	51%	(277)	12%	(67)	539
Age: 18-29	12%	(28)	12%	(29)	13%	(30)	14%	(34)	34%	(79)	15%	(35)	233
Age: 30-44	12%	(37)	12%	(36)	8%	(25)	11%	(34)	43%	(129)	13%	(38)	299
Age: 45-54	8%	(15)	9%	(18)	7%	(14)	10%	(20)	58%	(118)	9%	(19)	204
Age: 55-64	5%	(9)	5%	(8)	7%	(13)	8%	(14)	63%	(112)	12%	(21)	176
Age: 65+	4%	(7)	5%	(10)	5%	(9)	8%	(15)	60%	(111)	18%	(34)	186
PID: Dem (no lean)	8%	(28)	11%	(40)	8%	(28)	10%	(38)	48%	(171)	15%	(53)	358
PID: Ind (no lean)	8%	(33)	8%	(32)	8%	(36)	9%	(38)	52%	(225)	15%	(64)	429
PID: Rep (no lean)	11%	(34)	9%	(28)	9%	(27)	13%	(41)	49%	(152)	9%	(29)	311
PID/Gender: Dem Men	10%	(16)	12%	(21)	6%	(10)	9%	(15)	44%	(74)	19%	(32)	169
PID/Gender: Dem Women	6%	(12)	10%	(19)	9%	(18)	12%	(22)	51%	(97)	11%	(21)	189
PID/Gender: Ind Men	8%	(18)	8%	(18)	10%	(21)	6%	(14)	52%	(112)	16%	(34)	217
PID/Gender: Ind Women	7%	(15)	7%	(14)	7%	(15)	12%	(24)	53%	(113)	14%	(30)	212
PID/Gender: Rep Men	13%	(22)	12%	(21)	7%	(12)	12%	(20)	49%	(84)	8%	(13)	173
PID/Gender: Rep Women	9%	(12)	5%	(7)	11%	(15)	15%	(20)	49%	(67)	12%	(16)	138
Tea Party: Supporter	14%	(36)	11%	(29)	9%	(23)	10%	(26)	48%	(126)	8%	(21)	262
Tea Party: Not Supporter	7%	(58)	9%	(72)	8%	(68)	11%	(91)	50%	(420)	15%	(125)	832
Ideo: Liberal (1-3)	13%	(51)	13%	(50)	9%	(34)	11%	(42)	45%	(171)	9%	(34)	383
Ideo: Moderate (4)	6%	(13)	9%	(20)	8%	(16)	14%	(31)	52%	(112)	11%	(25)	217
Ideo: Conservative (5-7)	6%	(22)	7%	(23)	9%	(32)	11%	(39)	56%	(197)	11%	(37)	350
Educ: < College	8%	(65)	9%	(70)	8%	(62)	12%	(90)	49%	(380)	14%	(107)	774
Educ: Bachelors degree	10%	(23)	9%	(20)	9%	(19)	8%	(17)	50%	(110)	13%	(29)	217
Educ: Post-grad	8%	(8)	10%	(10)	10%	(10)	9%	(9)	55%	(59)	9%	(10)	107

Continued on next page

Table BRD8A_4: *If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?*

Full glass phone back

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No impact either way		Don't Know / No Opinion		Total N
Adults	9%	(96)	9%	(100)	8%	(91)	11%	(117)	50%	(548)	13%	(146)	1098
Income: Under 50k	8%	(54)	10%	(63)	8%	(53)	11%	(70)	49%	(322)	14%	(92)	654
Income: 50k-100k	9%	(30)	8%	(26)	8%	(27)	11%	(38)	52%	(174)	12%	(41)	336
Income: 100k+	11%	(12)	10%	(11)	10%	(11)	8%	(9)	48%	(52)	12%	(13)	109
Ethnicity: White	8%	(70)	8%	(67)	8%	(72)	11%	(93)	52%	(452)	13%	(116)	870
Ethnicity: Hispanic	14%	(21)	14%	(20)	11%	(16)	7%	(11)	41%	(59)	13%	(19)	146
Ethnicity: Afr. Am.	11%	(17)	13%	(20)	7%	(11)	11%	(17)	47%	(69)	11%	(16)	148
Ethnicity: Other	12%	(10)	16%	(13)	10%	(8)	9%	(7)	34%	(27)	18%	(15)	80
Relig: Protestant	4%	(11)	11%	(29)	9%	(24)	9%	(24)	58%	(155)	10%	(26)	270
Relig: Roman Catholic	14%	(30)	10%	(23)	6%	(14)	12%	(26)	45%	(98)	13%	(27)	219
Relig: Ath./Agn./None	8%	(22)	6%	(18)	8%	(22)	10%	(28)	53%	(154)	16%	(47)	291
Relig: Something Else	12%	(24)	9%	(19)	12%	(24)	10%	(20)	43%	(89)	14%	(29)	206
Relig: Evangelical	8%	(25)	13%	(40)	7%	(21)	11%	(34)	48%	(142)	12%	(34)	296
Relig: Non-Evang. Catholics	8%	(26)	8%	(24)	8%	(23)	11%	(35)	53%	(162)	12%	(35)	304
Relig: All Christian	8%	(51)	11%	(63)	7%	(45)	11%	(68)	51%	(304)	12%	(69)	600
Relig: All Non-Christian	9%	(46)	7%	(37)	9%	(47)	10%	(48)	49%	(243)	15%	(76)	497
Community: Urban	14%	(41)	10%	(30)	7%	(22)	9%	(27)	44%	(129)	15%	(45)	294
Community: Suburban	6%	(29)	8%	(37)	7%	(35)	12%	(58)	55%	(261)	12%	(57)	478
Community: Rural	8%	(26)	10%	(33)	11%	(35)	10%	(31)	48%	(158)	13%	(44)	327
Employ: Private Sector	12%	(41)	10%	(33)	7%	(24)	13%	(47)	51%	(180)	7%	(25)	351
Employ: Government	10%	(7)	25%	(19)	20%	(15)	7%	(5)	35%	(25)	4%	(3)	74
Employ: Self-Employed	11%	(9)	13%	(11)	9%	(7)	9%	(7)	35%	(28)	24%	(19)	81
Employ: Homemaker	7%	(7)	12%	(12)	10%	(10)	11%	(11)	53%	(52)	7%	(7)	99
Employ: Student	10%	(6)	10%	(7)	17%	(11)	15%	(10)	30%	(19)	18%	(11)	64
Employ: Retired	3%	(6)	5%	(10)	5%	(10)	8%	(17)	62%	(133)	17%	(37)	213
Employ: Unemployed	10%	(13)	5%	(6)	8%	(10)	6%	(8)	53%	(66)	17%	(21)	124
Employ: Other	6%	(6)	4%	(4)	5%	(5)	13%	(13)	47%	(44)	23%	(22)	93
Military HH: Yes	7%	(12)	9%	(16)	11%	(19)	6%	(11)	51%	(93)	16%	(29)	181
Military HH: No	9%	(84)	9%	(84)	8%	(72)	12%	(106)	50%	(455)	13%	(116)	918

Continued on next page

Table BRD8A_4: If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?

Full glass phone back

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No impact either way		Don't Know / No Opinion		Total N
Adults	9%	(96)	9%	(100)	8%	(91)	11%	(117)	50%	(548)	13%	(146)	1098
RD/WT: Right Direction	14%	(50)	10%	(36)	7%	(26)	8%	(27)	48%	(169)	13%	(44)	351
RD/WT: Wrong Track	6%	(47)	9%	(64)	9%	(65)	12%	(89)	51%	(379)	14%	(102)	747
Strongly Approve	13%	(27)	8%	(17)	8%	(17)	10%	(21)	48%	(103)	13%	(29)	212
Somewhat Approve	8%	(18)	9%	(21)	9%	(21)	14%	(32)	51%	(119)	10%	(24)	234
Somewhat Disapprove	6%	(9)	15%	(23)	7%	(11)	9%	(13)	49%	(74)	14%	(21)	151
Strongly Disapprove	8%	(34)	8%	(35)	9%	(38)	11%	(48)	53%	(228)	12%	(50)	434
Dont Know / No Opinion	11%	(8)	8%	(5)	7%	(5)	4%	(3)	36%	(24)	34%	(23)	67
#1 Issue: Economy	9%	(30)	10%	(31)	8%	(24)	12%	(38)	52%	(163)	9%	(28)	314
#1 Issue: Security	9%	(16)	5%	(10)	8%	(15)	9%	(16)	56%	(103)	13%	(23)	183
#1 Issue: Health Care	7%	(18)	12%	(30)	9%	(22)	10%	(27)	49%	(124)	13%	(33)	255
#1 Issue: Medicare / Social Security	7%	(9)	6%	(8)	8%	(11)	7%	(9)	56%	(74)	17%	(22)	133
#1 Issue: Education	13%	(10)	3%	(2)	10%	(8)	12%	(9)	41%	(31)	20%	(15)	75
#1 Issue: Energy	8%	(4)	16%	(8)	4%	(2)	16%	(8)	41%	(20)	15%	(7)	50
2016 Vote: Democrat Hillary Clinton	10%	(37)	13%	(47)	6%	(23)	11%	(40)	47%	(174)	13%	(46)	367
2016 Vote: Republican Donald Trump	9%	(33)	8%	(30)	8%	(29)	11%	(40)	54%	(205)	11%	(41)	379
2016 Vote: Someone else	5%	(4)	5%	(5)	11%	(10)	8%	(7)	58%	(52)	13%	(12)	90
2012 Vote: Barack Obama	9%	(42)	11%	(51)	8%	(34)	11%	(50)	48%	(216)	12%	(55)	447
2012 Vote: Mitt Romney	7%	(17)	7%	(18)	9%	(23)	9%	(23)	57%	(141)	11%	(26)	248
2012 Vote: Didn't Vote	10%	(36)	8%	(29)	9%	(32)	11%	(38)	45%	(159)	17%	(61)	354
4-Region: Northeast	11%	(24)	9%	(20)	5%	(11)	10%	(21)	53%	(112)	12%	(26)	214
4-Region: Midwest	6%	(15)	8%	(19)	9%	(20)	9%	(21)	58%	(135)	10%	(24)	233
4-Region: South	8%	(31)	8%	(32)	9%	(37)	11%	(45)	49%	(199)	15%	(60)	404
4-Region: West	11%	(26)	12%	(29)	9%	(23)	12%	(30)	41%	(102)	15%	(37)	247
Smartphone Users	10%	(93)	10%	(96)	9%	(86)	11%	(108)	49%	(477)	11%	(105)	965
iOS Users	16%	(56)	15%	(55)	14%	(49)	13%	(46)	34%	(119)	8%	(29)	354
Android Users	5%	(32)	6%	(35)	6%	(35)	10%	(60)	59%	(346)	13%	(75)	582

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

Table BRD8A_5: *If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?*

Stereo speakers capable of producing 25% louder sound

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	16% (177)	17% (184)	4% (47)	4% (47)	47% (514)	12% (128)	1098
Gender: Male	16% (90)	20% (114)	5% (30)	3% (20)	42% (234)	13% (72)	559
Gender: Female	16% (87)	13% (70)	3% (17)	5% (28)	52% (281)	10% (57)	539
Age: 18-29	26% (61)	21% (50)	6% (13)	3% (7)	31% (73)	12% (29)	233
Age: 30-44	21% (62)	18% (54)	5% (15)	5% (16)	39% (117)	12% (35)	299
Age: 45-54	11% (23)	19% (38)	4% (9)	2% (4)	55% (112)	8% (17)	204
Age: 55-64	10% (18)	12% (22)	2% (4)	6% (10)	61% (107)	9% (16)	176
Age: 65+	7% (14)	11% (20)	3% (6)	5% (10)	57% (106)	17% (31)	186
PID: Dem (no lean)	16% (57)	16% (56)	6% (22)	6% (20)	44% (158)	13% (46)	358
PID: Ind (no lean)	14% (62)	16% (67)	3% (14)	3% (12)	50% (213)	14% (61)	429
PID: Rep (no lean)	19% (59)	20% (61)	3% (11)	5% (15)	46% (144)	7% (21)	311
PID/Gender: Dem Men	16% (26)	19% (32)	7% (12)	6% (10)	37% (63)	16% (26)	169
PID/Gender: Dem Women	16% (30)	13% (24)	5% (10)	6% (11)	50% (95)	10% (19)	189
PID/Gender: Ind Men	13% (28)	19% (40)	4% (9)	2% (5)	46% (99)	16% (35)	217
PID/Gender: Ind Women	16% (33)	13% (27)	2% (5)	3% (7)	53% (113)	13% (27)	212
PID/Gender: Rep Men	20% (35)	24% (42)	5% (8)	3% (4)	42% (72)	6% (11)	173
PID/Gender: Rep Women	17% (24)	14% (19)	2% (2)	8% (10)	52% (72)	7% (10)	138
Tea Party: Supporter	22% (59)	19% (51)	6% (15)	4% (10)	43% (112)	6% (16)	262
Tea Party: Not Supporter	14% (118)	16% (133)	4% (31)	5% (37)	48% (400)	13% (112)	832
Ideo: Liberal (1-3)	22% (84)	19% (72)	5% (19)	5% (18)	41% (155)	9% (34)	383
Ideo: Moderate (4)	12% (26)	22% (47)	7% (15)	3% (7)	47% (102)	9% (20)	217
Ideo: Conservative (5-7)	15% (54)	16% (56)	3% (10)	6% (20)	52% (181)	8% (28)	350
Educ: < College	17% (129)	15% (118)	4% (31)	4% (28)	48% (373)	12% (95)	774
Educ: Bachelors degree	16% (34)	22% (47)	5% (12)	6% (13)	40% (86)	11% (24)	217
Educ: Post-grad	13% (14)	18% (19)	4% (4)	6% (6)	52% (55)	8% (9)	107

Continued on next page

Table BRD8A_5: If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?

Stereo speakers capable of producing 25% louder sound

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	16% (177)	17% (184)	4% (47)	4% (47)	47% (514)	12% (128)	1098
Income: Under 50k	16% (107)	16% (102)	5% (31)	4% (24)	47% (311)	12% (80)	654
Income: 50k-100k	16% (54)	17% (58)	3% (11)	4% (15)	48% (162)	10% (35)	336
Income: 100k+	15% (17)	22% (24)	4% (5)	7% (8)	38% (41)	13% (14)	109
Ethnicity: White	15% (133)	16% (143)	4% (34)	4% (34)	50% (431)	11% (95)	870
Ethnicity: Hispanic	26% (38)	16% (23)	8% (12)	6% (9)	35% (51)	9% (13)	146
Ethnicity: Afr. Am.	20% (30)	15% (22)	7% (10)	6% (9)	39% (57)	13% (20)	148
Ethnicity: Other	19% (15)	23% (19)	3% (3)	6% (4)	32% (26)	17% (14)	80
Relig: Protestant	11% (31)	22% (59)	3% (8)	4% (10)	51% (137)	9% (25)	270
Relig: Roman Catholic	23% (51)	16% (36)	2% (4)	8% (16)	41% (89)	10% (22)	219
Relig: Ath./Agn./None	14% (40)	15% (44)	4% (13)	2% (7)	51% (148)	14% (40)	291
Relig: Something Else	17% (35)	16% (33)	8% (16)	3% (7)	42% (86)	14% (30)	206
Relig: Evangelical	18% (52)	18% (54)	4% (13)	3% (8)	46% (137)	11% (31)	296
Relig: Non-Evang. Catholics	17% (51)	17% (53)	2% (6)	8% (25)	47% (143)	9% (27)	304
Relig: All Christian	17% (103)	18% (107)	3% (19)	6% (33)	47% (280)	10% (58)	600
Relig: All Non-Christian	15% (74)	16% (77)	6% (28)	3% (14)	47% (233)	14% (70)	497
Community: Urban	20% (58)	15% (44)	8% (22)	4% (12)	41% (120)	13% (38)	294
Community: Suburban	12% (58)	19% (91)	3% (13)	5% (25)	50% (241)	10% (50)	478
Community: Rural	19% (62)	15% (50)	3% (11)	3% (11)	47% (153)	12% (41)	327
Employ: Private Sector	16% (57)	20% (71)	4% (16)	4% (15)	48% (169)	7% (23)	351
Employ: Government	36% (27)	11% (8)	9% (7)	6% (5)	36% (27)	1% (1)	74
Employ: Self-Employed	17% (14)	26% (21)	8% (6)	2% (2)	30% (24)	17% (14)	81
Employ: Homemaker	17% (17)	18% (17)	5% (5)	7% (7)	45% (44)	9% (9)	99
Employ: Student	22% (14)	25% (16)	3% (2)	3% (2)	32% (20)	15% (10)	64
Employ: Retired	6% (13)	11% (24)	4% (8)	4% (9)	59% (126)	16% (34)	213
Employ: Unemployed	16% (20)	13% (16)	3% (4)	5% (6)	50% (62)	13% (16)	124
Employ: Other	18% (17)	12% (11)	1% (1)	2% (2)	45% (42)	22% (21)	93
Military HH: Yes	17% (31)	12% (21)	3% (6)	6% (11)	49% (88)	13% (24)	181
Military HH: No	16% (146)	18% (163)	4% (41)	4% (37)	46% (427)	11% (104)	918

Continued on next page

Table BRD8A_5: *If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?*

Stereo speakers capable of producing 25% louder sound

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No impact either way		Don't Know / No Opinion		Total N
Adults	16%	(177)	17%	(184)	4%	(47)	4%	(47)	47%	(514)	12%	(128)	1098
RD/WT: Right Direction	20%	(70)	15%	(54)	4%	(16)	4%	(15)	45%	(159)	11%	(39)	351
RD/WT: Wrong Track	14%	(108)	17%	(130)	4%	(32)	4%	(32)	48%	(356)	12%	(90)	747
Strongly Approve	20%	(42)	16%	(33)	2%	(5)	7%	(15)	44%	(93)	11%	(24)	212
Somewhat Approve	18%	(43)	18%	(43)	3%	(7)	1%	(2)	51%	(118)	9%	(21)	234
Somewhat Disapprove	10%	(14)	21%	(31)	11%	(16)	2%	(3)	45%	(67)	13%	(19)	151
Strongly Disapprove	15%	(66)	16%	(68)	4%	(19)	6%	(26)	50%	(215)	9%	(40)	434
Dont Know / No Opinion	19%	(13)	13%	(9)	—	(0)	2%	(2)	30%	(20)	37%	(25)	67
#1 Issue: Economy	20%	(64)	20%	(63)	2%	(7)	5%	(14)	44%	(139)	9%	(27)	314
#1 Issue: Security	13%	(24)	12%	(22)	7%	(13)	3%	(5)	54%	(99)	11%	(20)	183
#1 Issue: Health Care	13%	(34)	17%	(44)	5%	(13)	5%	(12)	49%	(125)	11%	(27)	255
#1 Issue: Medicare / Social Security	15%	(20)	14%	(19)	1%	(1)	4%	(6)	50%	(67)	16%	(21)	133
#1 Issue: Education	18%	(13)	12%	(9)	4%	(3)	6%	(5)	45%	(33)	16%	(12)	75
#1 Issue: Energy	19%	(10)	24%	(12)	7%	(4)	4%	(2)	32%	(16)	13%	(7)	50
2016 Vote: Democrat Hillary Clinton	16%	(58)	17%	(63)	7%	(27)	5%	(20)	44%	(163)	10%	(37)	367
2016 Vote: Republican Donald Trump	16%	(62)	18%	(69)	3%	(13)	4%	(14)	49%	(185)	10%	(37)	379
2016 Vote: Someone else	11%	(10)	19%	(17)	2%	(2)	4%	(3)	54%	(49)	9%	(8)	90
2012 Vote: Barack Obama	17%	(77)	17%	(75)	6%	(29)	5%	(22)	44%	(199)	10%	(46)	447
2012 Vote: Mitt Romney	13%	(31)	18%	(45)	2%	(4)	5%	(11)	55%	(135)	9%	(21)	248
2012 Vote: Didn't Vote	19%	(66)	16%	(56)	4%	(14)	4%	(13)	42%	(148)	16%	(57)	354
4-Region: Northeast	16%	(35)	14%	(31)	4%	(9)	7%	(14)	48%	(103)	10%	(22)	214
4-Region: Midwest	12%	(27)	15%	(35)	5%	(11)	4%	(8)	54%	(127)	11%	(25)	233
4-Region: South	17%	(71)	17%	(69)	4%	(15)	3%	(12)	45%	(180)	14%	(57)	404
4-Region: West	18%	(45)	20%	(50)	5%	(12)	5%	(13)	42%	(104)	10%	(24)	247
Smartphone Users	18%	(170)	18%	(176)	4%	(42)	5%	(44)	46%	(445)	9%	(88)	965
iOS Users	28%	(99)	29%	(102)	4%	(16)	3%	(11)	29%	(104)	6%	(22)	354
Android Users	11%	(64)	12%	(67)	4%	(25)	5%	(30)	57%	(330)	11%	(66)	582

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

Table BRD8A_6: *If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?*

Instead of a headphone jack, the new phones will include an adapter for use in the charging port

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No impact either way		Don't Know / No Opinion		Total N
Adults	11%	(117)	11%	(120)	9%	(96)	10%	(111)	46%	(510)	13%	(144)	1098
Gender: Male	10%	(58)	12%	(68)	8%	(45)	11%	(63)	43%	(239)	15%	(85)	559
Gender: Female	11%	(59)	10%	(52)	10%	(52)	9%	(47)	50%	(271)	11%	(59)	539
Age: 18-29	13%	(30)	10%	(24)	15%	(35)	18%	(41)	31%	(71)	13%	(31)	233
Age: 30-44	16%	(47)	13%	(39)	9%	(26)	11%	(33)	40%	(119)	12%	(36)	299
Age: 45-54	9%	(19)	10%	(21)	10%	(20)	6%	(12)	53%	(107)	12%	(24)	204
Age: 55-64	5%	(9)	8%	(13)	5%	(9)	11%	(19)	61%	(108)	11%	(19)	176
Age: 65+	7%	(13)	12%	(22)	3%	(6)	3%	(6)	57%	(105)	19%	(34)	186
PID: Dem (no lean)	10%	(36)	11%	(38)	9%	(31)	11%	(39)	47%	(167)	13%	(48)	358
PID: Ind (no lean)	11%	(48)	9%	(40)	7%	(31)	10%	(43)	48%	(207)	14%	(61)	429
PID: Rep (no lean)	11%	(33)	13%	(42)	11%	(35)	9%	(29)	44%	(137)	11%	(36)	311
PID/Gender: Dem Men	10%	(17)	12%	(20)	8%	(14)	13%	(22)	40%	(67)	17%	(29)	169
PID/Gender: Dem Women	10%	(19)	10%	(18)	9%	(17)	9%	(17)	53%	(100)	10%	(19)	189
PID/Gender: Ind Men	11%	(23)	11%	(24)	5%	(10)	11%	(23)	47%	(102)	16%	(35)	217
PID/Gender: Ind Women	12%	(26)	8%	(16)	10%	(21)	9%	(20)	49%	(105)	12%	(25)	212
PID/Gender: Rep Men	10%	(18)	14%	(24)	12%	(21)	11%	(18)	41%	(70)	12%	(21)	173
PID/Gender: Rep Women	11%	(15)	12%	(17)	10%	(14)	8%	(11)	48%	(67)	11%	(15)	138
Tea Party: Supporter	15%	(40)	13%	(34)	17%	(45)	6%	(17)	41%	(108)	7%	(18)	262
Tea Party: Not Supporter	9%	(75)	10%	(86)	6%	(52)	11%	(94)	48%	(400)	15%	(126)	832
Ideo: Liberal (1-3)	16%	(60)	12%	(47)	11%	(42)	11%	(41)	41%	(158)	9%	(35)	383
Ideo: Moderate (4)	8%	(16)	13%	(28)	8%	(18)	10%	(23)	50%	(108)	11%	(23)	217
Ideo: Conservative (5-7)	8%	(29)	10%	(36)	9%	(32)	11%	(37)	50%	(175)	12%	(42)	350
Educ: < College	11%	(84)	10%	(75)	8%	(61)	10%	(75)	48%	(373)	14%	(106)	774
Educ: Bachelors degree	10%	(22)	14%	(30)	12%	(26)	10%	(23)	41%	(89)	12%	(27)	217
Educ: Post-grad	10%	(11)	13%	(14)	9%	(9)	13%	(13)	45%	(48)	10%	(11)	107

Continued on next page

Table BRD8A_6: *If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?*

Instead of a headphone jack, the new phones will include an adapter for use in the charging port

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No impact either way		Don't Know / No Opinion		Total N
Adults	11%	(117)	11%	(120)	9%	(96)	10%	(111)	46%	(510)	13%	(144)	1098
Income: Under 50k	11%	(72)	10%	(66)	9%	(57)	9%	(61)	47%	(307)	14%	(91)	654
Income: 50k-100k	9%	(32)	11%	(38)	9%	(31)	12%	(40)	47%	(157)	11%	(38)	336
Income: 100k+	12%	(13)	15%	(16)	8%	(9)	10%	(10)	42%	(46)	13%	(14)	109
Ethnicity: White	10%	(87)	9%	(80)	10%	(84)	10%	(87)	49%	(423)	13%	(109)	870
Ethnicity: Hispanic	11%	(16)	13%	(20)	19%	(28)	11%	(16)	34%	(50)	11%	(17)	146
Ethnicity: Afr. Am.	14%	(20)	14%	(21)	7%	(10)	10%	(15)	41%	(61)	14%	(21)	148
Ethnicity: Other	13%	(10)	22%	(18)	3%	(3)	11%	(9)	34%	(27)	17%	(14)	80
Relig: Protestant	8%	(23)	13%	(36)	9%	(25)	10%	(27)	49%	(133)	10%	(27)	270
Relig: Roman Catholic	15%	(32)	9%	(21)	10%	(22)	13%	(29)	41%	(90)	12%	(26)	219
Relig: Ath./Agn./None	10%	(28)	8%	(23)	6%	(19)	10%	(29)	52%	(151)	14%	(42)	291
Relig: Something Else	9%	(18)	15%	(31)	11%	(22)	8%	(17)	42%	(86)	16%	(33)	206
Relig: Evangelical	14%	(43)	11%	(34)	10%	(29)	7%	(20)	45%	(133)	13%	(38)	296
Relig: Non-Evang. Catholics	9%	(29)	11%	(32)	9%	(27)	15%	(45)	46%	(139)	10%	(31)	304
Relig: All Christian	12%	(72)	11%	(66)	9%	(56)	11%	(65)	45%	(272)	12%	(69)	600
Relig: All Non-Christian	9%	(46)	11%	(53)	8%	(41)	9%	(46)	48%	(237)	15%	(75)	497
Community: Urban	12%	(37)	14%	(41)	9%	(26)	13%	(37)	37%	(110)	15%	(44)	294
Community: Suburban	9%	(43)	9%	(45)	9%	(42)	11%	(54)	50%	(239)	11%	(55)	478
Community: Rural	12%	(38)	11%	(34)	9%	(28)	6%	(20)	49%	(161)	14%	(45)	327
Employ: Private Sector	12%	(42)	14%	(48)	8%	(30)	10%	(35)	47%	(165)	9%	(31)	351
Employ: Government	16%	(12)	16%	(12)	22%	(17)	10%	(8)	34%	(25)	1%	(1)	74
Employ: Self-Employed	12%	(10)	15%	(12)	5%	(4)	14%	(12)	34%	(28)	19%	(16)	81
Employ: Homemaker	12%	(11)	8%	(8)	15%	(15)	12%	(11)	45%	(44)	9%	(9)	99
Employ: Student	10%	(7)	16%	(10)	18%	(11)	14%	(9)	27%	(17)	15%	(10)	64
Employ: Retired	6%	(13)	9%	(18)	4%	(8)	4%	(9)	60%	(128)	17%	(37)	213
Employ: Unemployed	11%	(14)	4%	(5)	8%	(10)	14%	(18)	48%	(59)	15%	(18)	124
Employ: Other	10%	(9)	7%	(6)	2%	(2)	11%	(10)	47%	(44)	24%	(23)	93
Military HH: Yes	10%	(18)	10%	(18)	12%	(21)	6%	(11)	50%	(90)	13%	(23)	181
Military HH: No	11%	(100)	11%	(102)	8%	(75)	11%	(99)	46%	(421)	13%	(121)	918

Continued on next page

Table BRD8A_6: If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?

Instead of a headphone jack, the new phones will include an adapter for use in the charging port

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No impact either way		Don't Know / No Opinion		Total N
Adults	11%	(117)	11%	(120)	9%	(96)	10%	(111)	46%	(510)	13%	(144)	1098
RD/WT: Right Direction	13%	(45)	14%	(49)	9%	(31)	7%	(26)	45%	(157)	12%	(43)	351
RD/WT: Wrong Track	10%	(72)	9%	(70)	9%	(65)	11%	(85)	47%	(353)	14%	(101)	747
Strongly Approve	14%	(30)	11%	(24)	9%	(19)	9%	(18)	45%	(95)	13%	(27)	212
Somewhat Approve	10%	(23)	16%	(38)	7%	(16)	9%	(21)	48%	(112)	10%	(24)	234
Somewhat Disapprove	2%	(4)	12%	(18)	17%	(25)	12%	(18)	44%	(66)	13%	(20)	151
Strongly Disapprove	11%	(50)	8%	(36)	8%	(35)	12%	(52)	50%	(215)	11%	(46)	434
Dont Know / No Opinion	16%	(11)	6%	(4)	3%	(2)	3%	(2)	33%	(22)	39%	(26)	67
#1 Issue: Economy	10%	(32)	14%	(43)	10%	(31)	12%	(36)	45%	(141)	10%	(30)	314
#1 Issue: Security	11%	(20)	7%	(12)	12%	(21)	10%	(17)	47%	(86)	15%	(27)	183
#1 Issue: Health Care	12%	(31)	9%	(22)	9%	(24)	7%	(19)	51%	(129)	12%	(30)	255
#1 Issue: Medicare / Social Security	10%	(13)	14%	(18)	4%	(5)	4%	(5)	53%	(71)	15%	(21)	133
#1 Issue: Education	11%	(8)	10%	(7)	7%	(6)	13%	(10)	41%	(31)	17%	(13)	75
#1 Issue: Energy	7%	(3)	15%	(7)	3%	(2)	25%	(12)	36%	(18)	14%	(7)	50
2016 Vote: Democrat Hillary Clinton	13%	(46)	11%	(41)	8%	(29)	11%	(40)	46%	(170)	11%	(41)	367
2016 Vote: Republican Donald Trump	11%	(40)	14%	(53)	7%	(28)	7%	(27)	48%	(183)	13%	(48)	379
2016 Vote: Someone else	5%	(4)	6%	(5)	12%	(11)	17%	(15)	51%	(46)	9%	(8)	90
2012 Vote: Barack Obama	12%	(55)	13%	(59)	6%	(28)	9%	(42)	47%	(212)	12%	(52)	447
2012 Vote: Mitt Romney	8%	(20)	11%	(28)	10%	(25)	9%	(22)	50%	(123)	12%	(29)	248
2012 Vote: Didn't Vote	11%	(40)	8%	(27)	12%	(43)	11%	(40)	41%	(144)	17%	(59)	354
4-Region: Northeast	12%	(26)	12%	(25)	3%	(6)	13%	(27)	49%	(104)	12%	(25)	214
4-Region: Midwest	6%	(13)	12%	(28)	8%	(19)	8%	(19)	53%	(124)	13%	(30)	233
4-Region: South	12%	(49)	7%	(30)	11%	(43)	9%	(36)	46%	(185)	15%	(62)	404
4-Region: West	12%	(29)	15%	(37)	12%	(29)	12%	(29)	39%	(97)	11%	(27)	247
Smartphone Users	11%	(110)	11%	(110)	10%	(92)	11%	(109)	46%	(441)	11%	(103)	965
iOS Users	18%	(65)	18%	(63)	13%	(46)	14%	(50)	29%	(102)	8%	(28)	354
Android Users	7%	(39)	7%	(42)	7%	(41)	10%	(59)	56%	(326)	13%	(74)	582

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

Table BRD8A_7: *If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?*
It is slightly larger in size compared to the iPhone 7

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No impact either way		Don't Know / No Opinion		Total N
Adults	10%	(113)	14%	(156)	8%	(88)	6%	(68)	49%	(536)	13%	(137)	1098
Gender: Male	10%	(57)	15%	(84)	10%	(55)	6%	(35)	45%	(249)	14%	(79)	559
Gender: Female	10%	(56)	13%	(72)	6%	(33)	6%	(33)	53%	(287)	11%	(58)	539
Age: 18-29	12%	(28)	18%	(41)	11%	(26)	9%	(20)	36%	(84)	15%	(34)	233
Age: 30-44	13%	(39)	16%	(46)	9%	(28)	6%	(18)	44%	(132)	12%	(35)	299
Age: 45-54	12%	(24)	14%	(28)	7%	(14)	5%	(10)	52%	(107)	10%	(20)	204
Age: 55-64	6%	(11)	12%	(22)	7%	(13)	5%	(9)	58%	(102)	11%	(20)	176
Age: 65+	6%	(11)	10%	(18)	4%	(7)	6%	(10)	60%	(111)	15%	(29)	186
PID: Dem (no lean)	11%	(40)	13%	(48)	9%	(32)	7%	(26)	46%	(165)	13%	(48)	358
PID: Ind (no lean)	9%	(37)	11%	(49)	7%	(30)	6%	(25)	52%	(222)	15%	(65)	429
PID: Rep (no lean)	11%	(36)	19%	(59)	8%	(26)	5%	(17)	48%	(149)	8%	(24)	311
PID/Gender: Dem Men	13%	(21)	12%	(21)	13%	(22)	8%	(13)	38%	(65)	16%	(26)	169
PID/Gender: Dem Women	10%	(19)	14%	(27)	5%	(9)	7%	(13)	53%	(100)	11%	(22)	189
PID/Gender: Ind Men	7%	(16)	11%	(24)	8%	(18)	6%	(13)	49%	(107)	18%	(39)	217
PID/Gender: Ind Women	10%	(21)	12%	(25)	6%	(12)	6%	(12)	54%	(115)	12%	(26)	212
PID/Gender: Rep Men	11%	(19)	23%	(39)	8%	(15)	5%	(8)	45%	(77)	8%	(14)	173
PID/Gender: Rep Women	12%	(16)	14%	(20)	8%	(12)	6%	(8)	52%	(72)	7%	(10)	138
Tea Party: Supporter	15%	(38)	18%	(47)	12%	(32)	4%	(11)	44%	(116)	7%	(18)	262
Tea Party: Not Supporter	9%	(73)	13%	(110)	7%	(55)	7%	(57)	50%	(418)	14%	(119)	832
Ideo: Liberal (1-3)	16%	(62)	16%	(59)	8%	(29)	7%	(25)	46%	(175)	9%	(33)	383
Ideo: Moderate (4)	5%	(11)	17%	(36)	12%	(25)	8%	(17)	50%	(107)	9%	(20)	217
Ideo: Conservative (5-7)	8%	(28)	15%	(52)	8%	(28)	6%	(21)	53%	(186)	10%	(35)	350
Educ: < College	10%	(81)	15%	(113)	7%	(54)	6%	(43)	49%	(377)	14%	(106)	774
Educ: Bachelors degree	10%	(21)	12%	(26)	11%	(25)	8%	(18)	48%	(104)	11%	(24)	217
Educ: Post-grad	10%	(11)	16%	(17)	9%	(9)	6%	(6)	51%	(55)	8%	(8)	107

Continued on next page

Table BRD8A_7: If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?

It is slightly larger in size compared to the iPhone 7

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No impact either way		Don't Know / No Opinion		Total N
Adults	10%	(113)	14%	(156)	8%	(88)	6%	(68)	49%	(536)	13%	(137)	1098
Income: Under 50k	11%	(69)	14%	(90)	6%	(42)	5%	(35)	50%	(328)	14%	(90)	654
Income: 50k-100k	9%	(32)	14%	(48)	10%	(34)	7%	(22)	49%	(164)	11%	(36)	336
Income: 100k+	11%	(12)	17%	(18)	11%	(12)	10%	(11)	41%	(44)	10%	(11)	109
Ethnicity: White	10%	(87)	14%	(118)	7%	(65)	6%	(52)	51%	(444)	12%	(104)	870
Ethnicity: Hispanic	17%	(25)	16%	(23)	12%	(17)	5%	(7)	39%	(57)	12%	(17)	146
Ethnicity: Afr. Am.	10%	(15)	17%	(26)	10%	(14)	8%	(12)	44%	(65)	11%	(16)	148
Ethnicity: Other	13%	(10)	15%	(12)	11%	(9)	5%	(4)	34%	(27)	22%	(17)	80
Relig: Protestant	6%	(16)	18%	(48)	8%	(23)	6%	(17)	53%	(143)	9%	(23)	270
Relig: Roman Catholic	17%	(37)	13%	(28)	10%	(22)	6%	(14)	44%	(95)	10%	(23)	219
Relig: Ath./Agn./None	10%	(28)	12%	(35)	5%	(14)	7%	(20)	51%	(150)	15%	(44)	291
Relig: Something Else	8%	(16)	14%	(29)	12%	(24)	5%	(10)	46%	(95)	15%	(31)	206
Relig: Evangelical	11%	(34)	17%	(52)	7%	(21)	6%	(16)	47%	(139)	12%	(34)	296
Relig: Non-Evang. Catholics	11%	(35)	13%	(40)	9%	(29)	7%	(21)	50%	(151)	9%	(28)	304
Relig: All Christian	11%	(68)	15%	(92)	8%	(50)	6%	(38)	48%	(290)	10%	(62)	600
Relig: All Non-Christian	9%	(45)	13%	(64)	8%	(38)	6%	(30)	49%	(245)	15%	(76)	497
Community: Urban	14%	(41)	17%	(51)	9%	(25)	7%	(20)	40%	(118)	13%	(39)	294
Community: Suburban	8%	(38)	12%	(57)	8%	(39)	7%	(36)	54%	(257)	11%	(51)	478
Community: Rural	11%	(34)	15%	(48)	7%	(24)	4%	(12)	49%	(161)	14%	(47)	327
Employ: Private Sector	12%	(41)	15%	(53)	8%	(28)	7%	(24)	49%	(174)	9%	(30)	351
Employ: Government	16%	(12)	21%	(16)	16%	(12)	8%	(6)	37%	(27)	1%	(1)	74
Employ: Self-Employed	16%	(13)	11%	(9)	14%	(11)	3%	(2)	42%	(34)	15%	(12)	81
Employ: Homemaker	8%	(8)	15%	(14)	5%	(5)	8%	(8)	53%	(52)	12%	(12)	99
Employ: Student	12%	(8)	21%	(13)	11%	(7)	10%	(6)	27%	(17)	20%	(13)	64
Employ: Retired	4%	(10)	13%	(27)	2%	(4)	4%	(9)	61%	(131)	15%	(32)	213
Employ: Unemployed	12%	(15)	8%	(10)	12%	(15)	5%	(6)	49%	(61)	14%	(18)	124
Employ: Other	8%	(7)	14%	(13)	6%	(6)	7%	(6)	44%	(41)	21%	(19)	93
Military HH: Yes	9%	(16)	10%	(19)	8%	(14)	5%	(9)	52%	(95)	15%	(28)	181
Military HH: No	10%	(96)	15%	(137)	8%	(74)	6%	(59)	48%	(441)	12%	(109)	918

Continued on next page

Table BRD8A_7: *If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?*

It is slightly larger in size compared to the iPhone 7

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No impact either way		Don't Know / No Opinion		Total N
Adults	10%	(113)	14%	(156)	8%	(88)	6%	(68)	49%	(536)	13%	(137)	1098
RD/WT: Right Direction	15%	(52)	18%	(62)	8%	(27)	4%	(15)	43%	(153)	12%	(43)	351
RD/WT: Wrong Track	8%	(61)	13%	(94)	8%	(62)	7%	(53)	51%	(384)	13%	(94)	747
Strongly Approve	14%	(29)	17%	(36)	7%	(14)	5%	(11)	44%	(94)	13%	(28)	212
Somewhat Approve	10%	(24)	16%	(38)	6%	(13)	6%	(15)	51%	(119)	11%	(25)	234
Somewhat Disapprove	5%	(7)	15%	(22)	15%	(23)	3%	(4)	51%	(77)	12%	(18)	151
Strongly Disapprove	10%	(44)	12%	(53)	8%	(36)	8%	(37)	51%	(222)	10%	(43)	434
Dont Know / No Opinion	13%	(9)	11%	(8)	4%	(3)	2%	(1)	36%	(24)	35%	(23)	67
#1 Issue: Economy	12%	(37)	17%	(52)	10%	(32)	5%	(17)	48%	(149)	8%	(26)	314
#1 Issue: Security	6%	(11)	16%	(30)	5%	(9)	7%	(12)	52%	(95)	14%	(26)	183
#1 Issue: Health Care	11%	(27)	13%	(33)	9%	(24)	6%	(16)	48%	(123)	12%	(31)	255
#1 Issue: Medicare / Social Security	11%	(14)	10%	(13)	3%	(4)	5%	(7)	57%	(76)	14%	(19)	133
#1 Issue: Education	11%	(8)	8%	(6)	5%	(4)	8%	(6)	48%	(36)	20%	(15)	75
#1 Issue: Energy	8%	(4)	13%	(7)	10%	(5)	13%	(7)	42%	(21)	13%	(7)	50
2016 Vote: Democrat Hillary Clinton	13%	(47)	15%	(55)	7%	(26)	8%	(30)	46%	(170)	11%	(39)	367
2016 Vote: Republican Donald Trump	10%	(36)	17%	(63)	8%	(32)	4%	(15)	51%	(192)	11%	(40)	379
2016 Vote: Someone else	8%	(7)	8%	(7)	7%	(6)	8%	(7)	59%	(53)	10%	(9)	90
2012 Vote: Barack Obama	12%	(56)	13%	(57)	7%	(33)	7%	(32)	49%	(218)	12%	(52)	447
2012 Vote: Mitt Romney	7%	(17)	19%	(47)	8%	(20)	5%	(13)	52%	(130)	9%	(21)	248
2012 Vote: Didn't Vote	11%	(40)	12%	(43)	9%	(33)	6%	(21)	44%	(156)	17%	(61)	354
4-Region: Northeast	12%	(27)	10%	(20)	9%	(19)	6%	(13)	52%	(112)	11%	(23)	214
4-Region: Midwest	7%	(17)	13%	(30)	9%	(20)	5%	(12)	52%	(121)	13%	(31)	233
4-Region: South	11%	(44)	16%	(64)	7%	(30)	5%	(20)	48%	(196)	13%	(52)	404
4-Region: West	10%	(25)	17%	(42)	8%	(19)	9%	(23)	43%	(107)	13%	(32)	247
Smartphone Users	11%	(108)	15%	(149)	9%	(86)	7%	(65)	48%	(463)	10%	(93)	965
iOS Users	19%	(67)	23%	(82)	14%	(50)	7%	(26)	31%	(108)	6%	(20)	354
Android Users	7%	(38)	10%	(59)	6%	(33)	6%	(37)	59%	(343)	12%	(71)	582

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

Table BRD8A_8: *If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?*

It still has a home button and Touch ID fingerprint scanner

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	14% (155)	16% (177)	5% (52)	3% (34)	49% (544)	13% (138)	1098
Gender: Male	14% (76)	17% (93)	5% (29)	4% (22)	47% (261)	14% (78)	559
Gender: Female	15% (79)	16% (84)	4% (23)	2% (11)	52% (283)	11% (59)	539
Age: 18-29	23% (53)	18% (43)	7% (16)	3% (6)	36% (84)	13% (31)	233
Age: 30-44	17% (51)	17% (50)	7% (22)	4% (11)	44% (132)	11% (34)	299
Age: 45-54	9% (19)	19% (38)	3% (6)	5% (10)	55% (111)	10% (20)	204
Age: 55-64	8% (14)	12% (21)	3% (5)	2% (4)	63% (111)	12% (21)	176
Age: 65+	9% (17)	13% (25)	2% (3)	1% (3)	57% (106)	17% (32)	186
PID: Dem (no lean)	14% (52)	16% (56)	4% (14)	4% (15)	48% (171)	14% (50)	358
PID: Ind (no lean)	12% (53)	12% (53)	4% (18)	3% (11)	54% (233)	15% (63)	429
PID: Rep (no lean)	16% (50)	22% (68)	6% (20)	2% (8)	45% (140)	8% (25)	311
PID/Gender: Dem Men	15% (25)	15% (25)	6% (11)	5% (9)	42% (70)	17% (29)	169
PID/Gender: Dem Women	14% (26)	17% (31)	2% (3)	3% (6)	53% (100)	11% (21)	189
PID/Gender: Ind Men	11% (24)	12% (26)	4% (9)	3% (7)	53% (115)	16% (36)	217
PID/Gender: Ind Women	14% (29)	12% (26)	4% (9)	2% (4)	55% (118)	13% (27)	212
PID/Gender: Rep Men	16% (27)	24% (42)	5% (9)	4% (6)	44% (75)	8% (14)	173
PID/Gender: Rep Women	17% (23)	19% (27)	8% (11)	1% (1)	47% (65)	8% (11)	138
Tea Party: Supporter	20% (51)	19% (49)	9% (22)	3% (7)	44% (116)	6% (16)	262
Tea Party: Not Supporter	12% (102)	15% (127)	4% (30)	3% (27)	51% (425)	15% (121)	832
Ideo: Liberal (1-3)	19% (75)	17% (65)	6% (24)	4% (16)	45% (171)	9% (33)	383
Ideo: Moderate (4)	12% (26)	17% (37)	6% (13)	4% (8)	49% (107)	12% (26)	217
Ideo: Conservative (5-7)	11% (38)	18% (61)	4% (14)	2% (8)	55% (193)	10% (35)	350
Educ: < College	14% (109)	15% (113)	5% (35)	3% (25)	50% (389)	13% (103)	774
Educ: Bachelors degree	13% (28)	21% (47)	5% (12)	2% (3)	46% (101)	12% (27)	217
Educ: Post-grad	16% (17)	16% (17)	5% (5)	5% (5)	51% (54)	8% (8)	107

Continued on next page

Table BRD8A_8: *If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?*

It still has a home button and Touch ID fingerprint scanner

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	14% (155)	16% (177)	5% (52)	3% (34)	49% (544)	13% (138)	1098
Income: Under 50k	14% (90)	15% (95)	5% (31)	4% (24)	50% (325)	14% (89)	654
Income: 50k-100k	15% (52)	17% (57)	5% (15)	2% (7)	50% (169)	11% (36)	336
Income: 100k+	12% (13)	23% (25)	5% (5)	2% (3)	46% (50)	12% (13)	109
Ethnicity: White	14% (123)	16% (135)	5% (40)	3% (25)	51% (443)	12% (105)	870
Ethnicity: Hispanic	23% (33)	11% (16)	12% (17)	2% (2)	40% (59)	12% (18)	146
Ethnicity: Afr. Am.	13% (19)	18% (27)	5% (8)	4% (6)	46% (68)	13% (19)	148
Ethnicity: Other	16% (13)	17% (14)	6% (4)	3% (3)	40% (32)	18% (14)	80
Relig: Protestant	10% (26)	23% (63)	4% (10)	3% (8)	53% (142)	8% (22)	270
Relig: Roman Catholic	21% (47)	11% (24)	6% (13)	4% (10)	45% (98)	12% (27)	219
Relig: Ath./Agn./None	12% (35)	13% (38)	3% (7)	2% (6)	55% (161)	15% (45)	291
Relig: Something Else	15% (31)	17% (34)	8% (17)	2% (5)	43% (88)	15% (31)	206
Relig: Evangelical	15% (44)	20% (60)	4% (12)	4% (11)	47% (138)	11% (32)	296
Relig: Non-Evang. Catholics	15% (45)	15% (45)	5% (16)	4% (12)	51% (156)	10% (30)	304
Relig: All Christian	15% (89)	17% (105)	5% (28)	4% (23)	49% (294)	10% (62)	600
Relig: All Non-Christian	13% (66)	14% (72)	5% (24)	2% (11)	50% (249)	15% (75)	497
Community: Urban	16% (47)	17% (51)	7% (22)	3% (10)	43% (126)	13% (38)	294
Community: Suburban	12% (60)	16% (75)	3% (15)	4% (19)	53% (253)	12% (56)	478
Community: Rural	15% (48)	16% (51)	5% (15)	2% (5)	50% (165)	13% (43)	327
Employ: Private Sector	15% (54)	19% (67)	5% (16)	4% (15)	49% (172)	7% (26)	351
Employ: Government	24% (17)	23% (17)	9% (7)	1% (1)	42% (31)	1% (1)	74
Employ: Self-Employed	22% (18)	16% (13)	6% (5)	1% (1)	35% (29)	19% (15)	81
Employ: Homemaker	11% (11)	19% (18)	9% (9)	2% (2)	53% (53)	6% (6)	99
Employ: Student	20% (13)	20% (13)	10% (6)	4% (2)	30% (19)	16% (10)	64
Employ: Retired	9% (19)	12% (25)	2% (5)	1% (2)	59% (126)	17% (35)	213
Employ: Unemployed	15% (18)	11% (14)	2% (3)	4% (5)	52% (65)	16% (19)	124
Employ: Other	6% (5)	9% (9)	2% (1)	5% (4)	53% (49)	26% (24)	93
Military HH: Yes	15% (26)	11% (20)	6% (11)	2% (3)	54% (98)	12% (23)	181
Military HH: No	14% (129)	17% (157)	4% (41)	3% (31)	49% (446)	13% (115)	918

Continued on next page

Table BRD8A_8: *If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?*

It still has a home button and Touch ID fingerprint scanner

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No impact either way		Don't Know / No Opinion		Total N
Adults	14%	(155)	16%	(177)	5%	(52)	3%	(34)	49%	(544)	13%	(138)	1098
RD/WT: Right Direction	17%	(58)	18%	(62)	6%	(21)	3%	(10)	46%	(160)	12%	(41)	351
RD/WT: Wrong Track	13%	(97)	15%	(115)	4%	(31)	3%	(24)	51%	(383)	13%	(97)	747
Strongly Approve	17%	(37)	17%	(36)	6%	(13)	2%	(4)	45%	(95)	13%	(27)	212
Somewhat Approve	16%	(37)	18%	(42)	4%	(8)	3%	(6)	52%	(121)	8%	(19)	234
Somewhat Disapprove	8%	(13)	19%	(29)	8%	(13)	3%	(5)	48%	(72)	13%	(20)	151
Strongly Disapprove	14%	(61)	15%	(64)	4%	(15)	4%	(18)	52%	(226)	11%	(49)	434
Dont Know / No Opinion	11%	(7)	8%	(5)	4%	(3)	—	(0)	43%	(29)	34%	(23)	67
#1 Issue: Economy	15%	(48)	16%	(52)	6%	(17)	3%	(10)	51%	(159)	9%	(27)	314
#1 Issue: Security	11%	(21)	15%	(27)	5%	(10)	4%	(7)	51%	(93)	14%	(25)	183
#1 Issue: Health Care	15%	(39)	17%	(42)	5%	(12)	3%	(9)	49%	(124)	11%	(29)	255
#1 Issue: Medicare / Social Security	14%	(19)	10%	(13)	1%	(2)	2%	(3)	57%	(76)	16%	(21)	133
#1 Issue: Education	11%	(8)	11%	(9)	7%	(5)	2%	(2)	51%	(38)	17%	(13)	75
#1 Issue: Energy	13%	(7)	27%	(14)	2%	(1)	5%	(3)	40%	(20)	13%	(7)	50
2016 Vote: Democrat Hillary Clinton	16%	(57)	17%	(64)	6%	(22)	4%	(16)	46%	(168)	11%	(40)	367
2016 Vote: Republican Donald Trump	15%	(56)	17%	(66)	5%	(18)	2%	(8)	50%	(191)	11%	(41)	379
2016 Vote: Someone else	10%	(9)	10%	(9)	3%	(3)	4%	(4)	64%	(57)	9%	(8)	90
2012 Vote: Barack Obama	14%	(63)	16%	(71)	4%	(20)	4%	(18)	51%	(226)	11%	(49)	447
2012 Vote: Mitt Romney	12%	(30)	21%	(51)	5%	(11)	2%	(4)	51%	(127)	10%	(24)	248
2012 Vote: Didn't Vote	17%	(60)	13%	(45)	6%	(20)	3%	(11)	45%	(158)	17%	(59)	354
4-Region: Northeast	15%	(33)	13%	(27)	3%	(6)	3%	(6)	54%	(116)	12%	(26)	214
4-Region: Midwest	12%	(28)	15%	(36)	2%	(5)	3%	(6)	56%	(130)	12%	(28)	233
4-Region: South	13%	(53)	18%	(71)	6%	(25)	2%	(8)	48%	(194)	13%	(53)	404
4-Region: West	17%	(41)	17%	(43)	6%	(16)	6%	(14)	42%	(104)	12%	(30)	247
Smartphone Users	15%	(149)	17%	(165)	5%	(47)	3%	(31)	49%	(474)	10%	(98)	965
iOS Users	27%	(96)	28%	(99)	6%	(22)	2%	(6)	30%	(106)	7%	(25)	354
Android Users	8%	(47)	10%	(60)	4%	(24)	4%	(23)	61%	(357)	12%	(71)	582

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

Table BRD8A_9: *If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?*

Upgraded Retina HD display with improved color accuracy

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	15% (165)	16% (176)	4% (41)	5% (55)	47% (517)	13% (144)	1098
Gender: Male	15% (85)	18% (100)	4% (20)	6% (32)	44% (244)	14% (77)	559
Gender: Female	15% (80)	14% (76)	4% (21)	4% (23)	51% (273)	12% (67)	539
Age: 18-29	21% (50)	22% (51)	4% (10)	6% (15)	33% (76)	13% (31)	233
Age: 30-44	20% (61)	18% (55)	5% (15)	4% (13)	39% (118)	12% (37)	299
Age: 45-54	13% (26)	11% (23)	3% (7)	3% (7)	57% (116)	12% (24)	204
Age: 55-64	8% (15)	15% (26)	2% (4)	5% (9)	59% (103)	11% (20)	176
Age: 65+	7% (14)	11% (20)	3% (5)	6% (11)	56% (104)	17% (32)	186
PID: Dem (no lean)	15% (53)	16% (57)	4% (16)	7% (26)	44% (158)	14% (49)	358
PID: Ind (no lean)	16% (68)	14% (59)	3% (15)	3% (13)	49% (212)	15% (64)	429
PID: Rep (no lean)	14% (44)	19% (60)	4% (11)	5% (17)	47% (147)	10% (32)	311
PID/Gender: Dem Men	15% (26)	18% (31)	6% (9)	9% (16)	35% (60)	16% (27)	169
PID/Gender: Dem Women	14% (27)	14% (26)	3% (6)	5% (10)	52% (98)	11% (21)	189
PID/Gender: Ind Men	16% (34)	14% (30)	4% (8)	3% (7)	48% (104)	16% (35)	217
PID/Gender: Ind Women	16% (34)	14% (29)	3% (7)	3% (6)	51% (108)	13% (28)	212
PID/Gender: Rep Men	14% (25)	23% (40)	2% (3)	6% (10)	47% (81)	9% (15)	173
PID/Gender: Rep Women	14% (19)	14% (20)	6% (8)	5% (7)	48% (67)	13% (18)	138
Tea Party: Supporter	20% (52)	21% (54)	4% (12)	3% (8)	43% (114)	9% (22)	262
Tea Party: Not Supporter	13% (112)	15% (121)	4% (30)	6% (47)	48% (401)	15% (122)	832
Ideo: Liberal (1-3)	20% (77)	21% (79)	4% (16)	6% (22)	40% (155)	9% (34)	383
Ideo: Moderate (4)	12% (26)	15% (33)	6% (13)	6% (14)	50% (109)	10% (23)	217
Ideo: Conservative (5-7)	12% (42)	17% (59)	3% (11)	4% (15)	52% (182)	12% (41)	350
Educ: < College	15% (117)	13% (102)	4% (30)	6% (44)	48% (371)	14% (111)	774
Educ: Bachelors degree	17% (36)	23% (51)	4% (9)	3% (6)	41% (90)	12% (25)	217
Educ: Post-grad	11% (12)	21% (23)	2% (2)	5% (5)	53% (56)	8% (8)	107

Continued on next page

Table BRD8A_9: If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?

Upgraded Retina HD display with improved color accuracy

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No impact either way		Don't Know / No Opinion		Total N
Adults	15%	(165)	16%	(176)	4%	(41)	5%	(55)	47%	(517)	13%	(144)	1098
Income: Under 50k	14%	(94)	13%	(87)	4%	(29)	5%	(33)	49%	(322)	14%	(89)	654
Income: 50k-100k	16%	(55)	20%	(66)	2%	(7)	5%	(18)	44%	(148)	12%	(42)	336
Income: 100k+	15%	(16)	21%	(23)	5%	(6)	3%	(4)	43%	(47)	12%	(13)	109
Ethnicity: White	14%	(122)	15%	(135)	3%	(30)	5%	(39)	49%	(429)	13%	(114)	870
Ethnicity: Hispanic	26%	(38)	17%	(25)	3%	(5)	7%	(10)	36%	(52)	11%	(16)	146
Ethnicity: Afr. Am.	18%	(27)	15%	(22)	6%	(9)	7%	(11)	43%	(63)	11%	(16)	148
Ethnicity: Other	20%	(16)	24%	(19)	2%	(2)	6%	(5)	31%	(25)	17%	(14)	80
Relig: Protestant	12%	(32)	19%	(52)	5%	(14)	2%	(7)	51%	(138)	10%	(28)	270
Relig: Roman Catholic	20%	(43)	17%	(38)	3%	(6)	8%	(17)	40%	(88)	12%	(26)	219
Relig: Ath./Agn./None	13%	(38)	13%	(37)	4%	(12)	5%	(15)	50%	(146)	15%	(44)	291
Relig: Something Else	16%	(32)	18%	(36)	3%	(7)	4%	(8)	45%	(92)	15%	(30)	206
Relig: Evangelical	18%	(54)	17%	(50)	3%	(10)	5%	(14)	45%	(133)	12%	(35)	296
Relig: Non-Evang. Catholics	14%	(42)	17%	(53)	4%	(12)	6%	(18)	48%	(145)	12%	(35)	304
Relig: All Christian	16%	(96)	17%	(102)	4%	(22)	5%	(32)	46%	(278)	12%	(70)	600
Relig: All Non-Christian	14%	(70)	15%	(73)	4%	(19)	5%	(23)	48%	(239)	15%	(74)	497
Community: Urban	17%	(51)	18%	(53)	5%	(14)	4%	(12)	42%	(125)	14%	(40)	294
Community: Suburban	13%	(61)	17%	(81)	3%	(13)	7%	(34)	49%	(235)	11%	(54)	478
Community: Rural	16%	(53)	13%	(42)	4%	(15)	3%	(10)	48%	(157)	15%	(50)	327
Employ: Private Sector	15%	(53)	18%	(63)	5%	(18)	5%	(17)	48%	(168)	9%	(31)	351
Employ: Government	30%	(22)	17%	(13)	8%	(6)	2%	(1)	41%	(30)	3%	(2)	74
Employ: Self-Employed	18%	(15)	22%	(18)	4%	(3)	5%	(4)	34%	(28)	17%	(14)	81
Employ: Homemaker	12%	(12)	21%	(21)	1%	(1)	6%	(6)	47%	(47)	13%	(13)	99
Employ: Student	23%	(15)	23%	(15)	3%	(2)	7%	(5)	25%	(16)	19%	(12)	64
Employ: Retired	8%	(16)	12%	(25)	2%	(4)	5%	(10)	58%	(123)	16%	(35)	213
Employ: Unemployed	16%	(20)	10%	(13)	4%	(5)	8%	(10)	48%	(59)	13%	(16)	124
Employ: Other	13%	(12)	9%	(9)	2%	(2)	3%	(2)	50%	(47)	23%	(21)	93
Military HH: Yes	16%	(28)	12%	(22)	2%	(4)	4%	(8)	50%	(91)	15%	(27)	181
Military HH: No	15%	(137)	17%	(154)	4%	(37)	5%	(47)	46%	(426)	13%	(117)	918

Continued on next page

Table BRD8A_9: If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?

Upgraded Retina HD display with improved color accuracy

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No impact either way		Don't Know / No Opinion		Total N
Adults	15%	(165)	16%	(176)	4%	(41)	5%	(55)	47%	(517)	13%	(144)	1098
RD/WT: Right Direction	17%	(61)	17%	(60)	4%	(13)	4%	(12)	45%	(158)	13%	(47)	351
RD/WT: Wrong Track	14%	(104)	15%	(115)	4%	(28)	6%	(43)	48%	(359)	13%	(97)	747
Strongly Approve	17%	(35)	16%	(34)	4%	(9)	3%	(7)	44%	(94)	16%	(33)	212
Somewhat Approve	12%	(28)	16%	(38)	5%	(11)	6%	(13)	51%	(120)	10%	(24)	234
Somewhat Disapprove	12%	(18)	21%	(32)	7%	(10)	3%	(5)	46%	(70)	11%	(16)	151
Strongly Disapprove	16%	(70)	15%	(64)	2%	(10)	7%	(29)	49%	(214)	11%	(46)	434
Dont Know / No Opinion	20%	(14)	11%	(7)	2%	(2)	1%	(1)	29%	(20)	36%	(25)	67
#1 Issue: Economy	16%	(51)	19%	(61)	3%	(8)	5%	(16)	47%	(147)	9%	(29)	314
#1 Issue: Security	11%	(21)	15%	(28)	3%	(6)	2%	(4)	53%	(97)	15%	(27)	183
#1 Issue: Health Care	14%	(37)	15%	(39)	4%	(11)	8%	(19)	46%	(118)	12%	(30)	255
#1 Issue: Medicare / Social Security	17%	(22)	11%	(14)	3%	(4)	3%	(4)	52%	(69)	15%	(21)	133
#1 Issue: Education	13%	(10)	13%	(10)	1%	(1)	9%	(7)	43%	(32)	20%	(15)	75
#1 Issue: Energy	13%	(7)	27%	(14)	8%	(4)	3%	(2)	33%	(17)	15%	(7)	50
2016 Vote: Democrat Hillary Clinton	17%	(63)	18%	(68)	3%	(13)	6%	(21)	44%	(162)	11%	(41)	367
2016 Vote: Republican Donald Trump	13%	(50)	17%	(63)	5%	(19)	4%	(14)	49%	(187)	12%	(46)	379
2016 Vote: Someone else	9%	(8)	18%	(16)	2%	(2)	4%	(3)	58%	(52)	10%	(9)	90
2012 Vote: Barack Obama	18%	(83)	15%	(68)	4%	(18)	5%	(23)	46%	(205)	11%	(51)	447
2012 Vote: Mitt Romney	8%	(19)	20%	(50)	3%	(8)	4%	(10)	54%	(133)	11%	(28)	248
2012 Vote: Didn't Vote	17%	(62)	15%	(52)	4%	(14)	6%	(21)	42%	(147)	17%	(58)	354
4-Region: Northeast	14%	(30)	15%	(31)	2%	(5)	6%	(13)	51%	(108)	12%	(26)	214
4-Region: Midwest	8%	(19)	17%	(40)	4%	(10)	5%	(12)	52%	(120)	13%	(31)	233
4-Region: South	17%	(68)	14%	(58)	4%	(14)	4%	(17)	47%	(192)	14%	(55)	404
4-Region: West	19%	(47)	19%	(46)	5%	(12)	5%	(13)	39%	(97)	13%	(32)	247
Smartphone Users	16%	(156)	17%	(168)	4%	(38)	5%	(51)	47%	(450)	11%	(101)	965
iOS Users	25%	(90)	31%	(109)	4%	(15)	5%	(18)	27%	(97)	7%	(24)	354
Android Users	10%	(61)	9%	(53)	3%	(20)	5%	(28)	59%	(342)	13%	(77)	582

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

Table BRD8A_10: *If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?*

Processing speed is 20%-70% faster than the iPhone 7

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	18% (195)	20% (225)	4% (40)	4% (47)	42% (463)	12% (128)	1098
Gender: Male	17% (96)	22% (123)	4% (24)	5% (29)	39% (216)	13% (71)	559
Gender: Female	18% (99)	19% (103)	3% (17)	3% (18)	46% (247)	10% (57)	539
Age: 18-29	26% (61)	23% (54)	5% (12)	5% (11)	29% (67)	12% (28)	233
Age: 30-44	18% (54)	23% (70)	5% (14)	3% (10)	39% (116)	12% (35)	299
Age: 45-54	18% (36)	21% (43)	3% (6)	4% (9)	46% (94)	8% (16)	204
Age: 55-64	10% (18)	18% (33)	3% (6)	5% (9)	53% (93)	10% (17)	176
Age: 65+	14% (27)	14% (27)	1% (2)	4% (7)	50% (93)	16% (31)	186
PID: Dem (no lean)	18% (64)	19% (69)	4% (15)	5% (20)	40% (144)	13% (47)	358
PID: Ind (no lean)	17% (71)	18% (78)	3% (13)	4% (16)	45% (194)	13% (56)	429
PID: Rep (no lean)	19% (59)	25% (78)	4% (12)	4% (12)	40% (125)	8% (25)	311
PID/Gender: Dem Men	20% (34)	18% (30)	5% (9)	7% (12)	34% (58)	16% (27)	169
PID/Gender: Dem Women	16% (30)	21% (39)	3% (6)	4% (8)	46% (86)	10% (20)	189
PID/Gender: Ind Men	15% (32)	22% (47)	3% (6)	4% (9)	43% (93)	14% (31)	217
PID/Gender: Ind Women	19% (40)	15% (31)	3% (7)	3% (7)	48% (102)	12% (26)	212
PID/Gender: Rep Men	18% (30)	27% (46)	5% (9)	5% (9)	38% (65)	8% (13)	173
PID/Gender: Rep Women	21% (29)	23% (32)	2% (3)	2% (3)	43% (59)	8% (11)	138
Tea Party: Supporter	20% (51)	24% (62)	7% (18)	3% (9)	40% (104)	7% (17)	262
Tea Party: Not Supporter	17% (142)	20% (163)	3% (22)	5% (38)	43% (357)	13% (110)	832
Ideo: Liberal (1-3)	21% (82)	24% (93)	4% (15)	4% (15)	38% (145)	9% (33)	383
Ideo: Moderate (4)	14% (31)	23% (51)	6% (12)	4% (8)	45% (98)	7% (16)	217
Ideo: Conservative (5-7)	17% (59)	20% (69)	3% (12)	5% (18)	45% (158)	10% (34)	350
Educ: < College	17% (130)	19% (148)	3% (24)	5% (39)	44% (338)	12% (96)	774
Educ: Bachelors degree	21% (46)	24% (52)	6% (14)	1% (2)	37% (81)	11% (23)	217
Educ: Post-grad	18% (19)	24% (25)	3% (3)	6% (7)	41% (44)	8% (9)	107

Continued on next page

Table BRD8A_10: *If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?*

Processing speed is 20%-70% faster than the iPhone 7

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	18% (195)	20% (225)	4% (40)	4% (47)	42% (463)	12% (128)	1098
Income: Under 50k	16% (106)	19% (123)	4% (28)	5% (30)	44% (286)	12% (81)	654
Income: 50k-100k	19% (62)	23% (76)	3% (10)	4% (14)	41% (138)	11% (36)	336
Income: 100k+	24% (26)	24% (26)	3% (3)	3% (3)	37% (40)	10% (11)	109
Ethnicity: White	17% (148)	21% (179)	3% (28)	4% (33)	45% (388)	11% (93)	870
Ethnicity: Hispanic	21% (31)	24% (35)	6% (9)	4% (6)	33% (48)	11% (16)	146
Ethnicity: Afr. Am.	21% (31)	18% (26)	7% (10)	6% (9)	35% (52)	13% (20)	148
Ethnicity: Other	20% (16)	24% (19)	3% (2)	5% (4)	29% (23)	18% (15)	80
Relig: Protestant	18% (48)	21% (58)	3% (9)	3% (7)	45% (123)	9% (25)	270
Relig: Roman Catholic	25% (54)	19% (42)	2% (5)	7% (15)	36% (79)	11% (25)	219
Relig: Ath./Agn./None	14% (40)	19% (56)	4% (11)	4% (11)	45% (132)	14% (40)	291
Relig: Something Else	15% (31)	26% (54)	4% (9)	3% (7)	38% (79)	13% (26)	206
Relig: Evangelical	21% (62)	19% (57)	4% (13)	4% (11)	42% (124)	10% (30)	296
Relig: Non-Evang. Catholics	20% (61)	19% (58)	3% (8)	6% (18)	42% (127)	10% (31)	304
Relig: All Christian	21% (123)	19% (115)	3% (21)	5% (29)	42% (252)	10% (61)	600
Relig: All Non-Christian	14% (72)	22% (110)	4% (20)	4% (18)	42% (211)	13% (67)	497
Community: Urban	21% (61)	20% (60)	6% (16)	4% (12)	35% (104)	14% (41)	294
Community: Suburban	16% (78)	20% (93)	4% (19)	4% (20)	45% (215)	11% (53)	478
Community: Rural	17% (56)	22% (72)	2% (5)	5% (15)	44% (145)	10% (34)	327
Employ: Private Sector	19% (66)	21% (74)	5% (17)	4% (15)	44% (154)	7% (26)	351
Employ: Government	21% (16)	37% (27)	3% (2)	4% (3)	30% (22)	5% (4)	74
Employ: Self-Employed	17% (13)	28% (23)	3% (2)	6% (5)	32% (26)	15% (12)	81
Employ: Homemaker	14% (14)	18% (18)	3% (3)	6% (6)	50% (49)	8% (8)	99
Employ: Student	25% (16)	31% (20)	3% (2)	4% (2)	20% (13)	16% (10)	64
Employ: Retired	14% (29)	13% (28)	4% (8)	2% (5)	50% (107)	17% (36)	213
Employ: Unemployed	19% (24)	15% (18)	3% (4)	6% (7)	45% (55)	12% (15)	124
Employ: Other	18% (17)	18% (17)	2% (2)	4% (3)	40% (38)	17% (16)	93
Military HH: Yes	16% (30)	20% (35)	3% (5)	4% (8)	44% (79)	13% (24)	181
Military HH: No	18% (165)	21% (190)	4% (35)	4% (40)	42% (384)	11% (103)	918

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Table BRD8A_10: *If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?*

Processing speed is 20%-70% faster than the iPhone 7

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	18% (195)	20% (225)	4% (40)	4% (47)	42% (463)	12% (128)	1098
RD/WT: Right Direction	18% (64)	20% (72)	5% (17)	4% (16)	41% (145)	11% (38)	351
RD/WT: Wrong Track	18% (131)	21% (153)	3% (23)	4% (32)	43% (318)	12% (90)	747
Strongly Approve	18% (39)	19% (41)	4% (8)	5% (12)	41% (86)	12% (26)	212
Somewhat Approve	21% (48)	19% (44)	4% (10)	3% (7)	44% (103)	10% (22)	234
Somewhat Disapprove	14% (21)	27% (41)	4% (6)	2% (2)	42% (64)	11% (17)	151
Strongly Disapprove	17% (75)	20% (85)	4% (15)	6% (26)	44% (191)	10% (41)	434
Dont Know / No Opinion	16% (11)	21% (14)	1% (1)	1% (1)	29% (20)	31% (21)	67
#1 Issue: Economy	21% (66)	21% (65)	3% (10)	5% (15)	43% (135)	7% (23)	314
#1 Issue: Security	15% (28)	17% (31)	6% (11)	3% (5)	48% (87)	11% (21)	183
#1 Issue: Health Care	17% (43)	23% (59)	3% (7)	4% (11)	43% (109)	10% (26)	255
#1 Issue: Medicare / Social Security	15% (20)	19% (25)	1% (1)	4% (5)	45% (60)	17% (22)	133
#1 Issue: Education	18% (13)	17% (13)	3% (2)	9% (7)	34% (25)	19% (14)	75
#1 Issue: Energy	16% (8)	30% (15)	7% (4)	— (0)	33% (17)	13% (7)	50
2016 Vote: Democrat Hillary Clinton	20% (75)	22% (79)	3% (13)	5% (17)	39% (144)	11% (40)	367
2016 Vote: Republican Donald Trump	17% (66)	22% (84)	4% (14)	3% (12)	44% (168)	9% (35)	379
2016 Vote: Someone else	13% (12)	16% (14)	5% (4)	2% (2)	53% (47)	11% (10)	90
2012 Vote: Barack Obama	19% (84)	21% (96)	3% (15)	4% (18)	42% (189)	10% (46)	447
2012 Vote: Mitt Romney	16% (40)	22% (55)	3% (9)	2% (6)	46% (115)	10% (24)	248
2012 Vote: Didn't Vote	19% (68)	18% (63)	4% (15)	6% (23)	37% (131)	16% (55)	354
4-Region: Northeast	17% (36)	18% (38)	4% (9)	5% (10)	46% (98)	10% (22)	214
4-Region: Midwest	13% (31)	22% (52)	2% (4)	4% (9)	50% (116)	9% (21)	233
4-Region: South	19% (76)	18% (74)	5% (21)	3% (13)	40% (162)	14% (58)	404
4-Region: West	21% (52)	25% (62)	2% (6)	6% (15)	35% (87)	11% (27)	247
Smartphone Users	19% (185)	22% (208)	4% (39)	5% (45)	41% (397)	9% (91)	965
iOS Users	34% (121)	31% (111)	5% (19)	4% (13)	19% (67)	7% (23)	354
Android Users	10% (58)	15% (87)	3% (20)	5% (29)	55% (320)	12% (68)	582

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

Table BRD8A_11: *If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?*
Ability to wirelessly charge the phone

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	21% (236)	18% (200)	4% (41)	4% (40)	42% (462)	11% (120)	1098
Gender: Male	23% (128)	17% (94)	4% (25)	5% (26)	39% (219)	12% (66)	559
Gender: Female	20% (108)	20% (106)	3% (16)	2% (13)	45% (243)	10% (54)	539
Age: 18-29	31% (72)	18% (43)	7% (16)	3% (7)	29% (68)	12% (27)	233
Age: 30-44	24% (72)	19% (57)	5% (14)	5% (16)	37% (110)	10% (31)	299
Age: 45-54	21% (43)	16% (34)	2% (4)	4% (9)	47% (95)	9% (19)	204
Age: 55-64	14% (25)	19% (33)	3% (5)	3% (5)	52% (92)	9% (16)	176
Age: 65+	13% (24)	18% (34)	1% (2)	1% (3)	52% (97)	14% (26)	186
PID: Dem (no lean)	22% (79)	16% (56)	4% (13)	5% (19)	40% (142)	13% (48)	358
PID: Ind (no lean)	19% (83)	17% (74)	4% (16)	2% (10)	46% (196)	12% (50)	429
PID: Rep (no lean)	24% (74)	22% (70)	4% (12)	3% (10)	40% (124)	7% (21)	311
PID/Gender: Dem Men	22% (37)	14% (24)	5% (9)	8% (14)	33% (56)	17% (29)	169
PID/Gender: Dem Women	22% (42)	17% (32)	2% (5)	3% (5)	46% (86)	10% (19)	189
PID/Gender: Ind Men	19% (42)	18% (39)	4% (9)	2% (5)	44% (96)	12% (26)	217
PID/Gender: Ind Women	19% (41)	16% (35)	3% (7)	2% (5)	47% (101)	11% (24)	212
PID/Gender: Rep Men	29% (49)	18% (31)	4% (7)	4% (7)	39% (68)	6% (11)	173
PID/Gender: Rep Women	18% (25)	28% (39)	3% (5)	2% (3)	40% (56)	8% (10)	138
Tea Party: Supporter	24% (62)	24% (63)	8% (20)	2% (6)	37% (97)	5% (14)	262
Tea Party: Not Supporter	21% (172)	16% (136)	3% (21)	4% (34)	44% (364)	13% (106)	832
Ideo: Liberal (1-3)	27% (104)	20% (75)	4% (14)	5% (18)	37% (143)	7% (28)	383
Ideo: Moderate (4)	16% (35)	21% (46)	6% (13)	3% (6)	45% (98)	9% (19)	217
Ideo: Conservative (5-7)	22% (76)	18% (63)	3% (11)	4% (15)	45% (157)	8% (29)	350
Educ: < College	21% (161)	16% (123)	4% (29)	4% (35)	44% (343)	11% (85)	774
Educ: Bachelors degree	24% (53)	22% (47)	4% (8)	2% (4)	36% (79)	12% (26)	217
Educ: Post-grad	20% (22)	28% (30)	4% (4)	1% (1)	38% (41)	8% (9)	107

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Table BRD8A_11: *If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?*

Ability to wirelessly charge the phone

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	21% (236)	18% (200)	4% (41)	4% (40)	42% (462)	11% (120)	1098
Income: Under 50k	19% (122)	17% (109)	5% (35)	4% (28)	44% (286)	11% (75)	654
Income: 50k-100k	25% (83)	20% (67)	1% (4)	3% (10)	41% (137)	10% (35)	336
Income: 100k+	28% (31)	22% (24)	2% (2)	2% (2)	36% (39)	10% (11)	109
Ethnicity: White	21% (182)	18% (156)	4% (34)	3% (25)	44% (381)	11% (92)	870
Ethnicity: Hispanic	31% (45)	18% (26)	5% (7)	5% (8)	31% (46)	10% (14)	146
Ethnicity: Afr. Am.	23% (33)	18% (27)	4% (6)	7% (11)	37% (55)	10% (16)	148
Ethnicity: Other	26% (21)	21% (17)	1% (0)	5% (4)	33% (26)	15% (12)	80
Relig: Protestant	21% (58)	23% (63)	2% (6)	2% (6)	45% (121)	7% (18)	270
Relig: Roman Catholic	27% (59)	16% (36)	5% (10)	6% (13)	36% (78)	10% (23)	219
Relig: Ath./Agn./None	20% (59)	16% (46)	3% (9)	2% (5)	46% (134)	13% (39)	291
Relig: Something Else	20% (42)	19% (39)	5% (11)	3% (6)	40% (82)	13% (26)	206
Relig: Evangelical	22% (65)	21% (63)	3% (10)	4% (13)	39% (116)	10% (30)	296
Relig: Non-Evang. Catholics	23% (70)	17% (52)	4% (12)	5% (16)	42% (129)	8% (25)	304
Relig: All Christian	22% (135)	19% (115)	4% (21)	5% (28)	41% (246)	9% (55)	600
Relig: All Non-Christian	20% (101)	17% (85)	4% (19)	2% (11)	43% (216)	13% (65)	497
Community: Urban	23% (67)	19% (55)	6% (18)	4% (11)	35% (103)	14% (40)	294
Community: Suburban	21% (100)	17% (83)	3% (16)	4% (19)	45% (213)	10% (47)	478
Community: Rural	21% (69)	19% (62)	2% (7)	3% (10)	45% (146)	10% (33)	327
Employ: Private Sector	24% (84)	19% (66)	3% (9)	4% (15)	43% (152)	7% (24)	351
Employ: Government	35% (26)	21% (15)	5% (4)	9% (7)	27% (20)	3% (2)	74
Employ: Self-Employed	21% (17)	23% (19)	6% (5)	2% (1)	29% (23)	19% (15)	81
Employ: Homemaker	17% (16)	20% (19)	6% (6)	5% (5)	46% (46)	7% (6)	99
Employ: Student	31% (19)	22% (14)	5% (3)	3% (2)	27% (17)	12% (8)	64
Employ: Retired	13% (28)	16% (34)	3% (6)	1% (2)	52% (111)	15% (32)	213
Employ: Unemployed	18% (23)	19% (24)	4% (5)	5% (6)	40% (50)	13% (17)	124
Employ: Other	23% (22)	10% (9)	2% (2)	2% (2)	46% (43)	17% (16)	93
Military HH: Yes	21% (37)	18% (33)	5% (10)	2% (4)	41% (75)	12% (22)	181
Military HH: No	22% (199)	18% (167)	3% (31)	4% (36)	42% (388)	11% (98)	918

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Table BRD8A_11: *If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?*

Ability to wirelessly charge the phone

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	21% (236)	18% (200)	4% (41)	4% (40)	42% (462)	11% (120)	1098
RD/WT: Right Direction	25% (87)	19% (65)	5% (19)	3% (11)	39% (136)	9% (33)	351
RD/WT: Wrong Track	20% (149)	18% (135)	3% (22)	4% (28)	44% (326)	12% (87)	747
Strongly Approve	24% (51)	17% (36)	4% (9)	3% (7)	42% (90)	9% (20)	212
Somewhat Approve	25% (57)	20% (46)	3% (6)	3% (6)	41% (96)	10% (22)	234
Somewhat Disapprove	15% (22)	23% (35)	8% (12)	1% (1)	42% (64)	11% (17)	151
Strongly Disapprove	22% (94)	16% (71)	3% (11)	5% (22)	45% (194)	10% (41)	434
Dont Know / No Opinion	15% (10)	18% (12)	5% (3)	5% (3)	28% (19)	29% (19)	67
#1 Issue: Economy	24% (74)	20% (61)	4% (11)	5% (14)	41% (128)	8% (24)	314
#1 Issue: Security	19% (34)	18% (34)	4% (7)	4% (7)	45% (82)	10% (19)	183
#1 Issue: Health Care	21% (52)	17% (43)	4% (10)	4% (9)	44% (112)	11% (28)	255
#1 Issue: Medicare / Social Security	21% (28)	14% (19)	1% (1)	3% (4)	47% (63)	14% (19)	133
#1 Issue: Education	21% (16)	21% (15)	4% (3)	2% (1)	39% (29)	14% (10)	75
#1 Issue: Energy	18% (9)	30% (15)	7% (4)	5% (2)	27% (14)	13% (7)	50
2016 Vote: Democrat Hillary Clinton	24% (90)	17% (62)	3% (12)	6% (20)	40% (147)	10% (36)	367
2016 Vote: Republican Donald Trump	21% (79)	22% (82)	3% (13)	2% (7)	44% (166)	8% (32)	379
2016 Vote: Someone else	13% (12)	15% (13)	7% (6)	2% (2)	51% (46)	12% (11)	90
2012 Vote: Barack Obama	23% (102)	18% (80)	4% (18)	4% (17)	42% (189)	9% (42)	447
2012 Vote: Mitt Romney	17% (43)	23% (58)	3% (8)	2% (5)	45% (112)	9% (23)	248
2012 Vote: Didn't Vote	24% (84)	16% (55)	4% (14)	5% (18)	37% (131)	14% (51)	354
4-Region: Northeast	24% (51)	15% (32)	3% (7)	5% (12)	43% (93)	9% (19)	214
4-Region: Midwest	17% (40)	18% (41)	2% (5)	3% (8)	49% (115)	10% (24)	233
4-Region: South	22% (90)	16% (65)	5% (19)	2% (10)	43% (172)	12% (49)	404
4-Region: West	22% (55)	25% (62)	4% (10)	4% (10)	33% (83)	12% (29)	247
Smartphone Users	23% (222)	19% (185)	4% (39)	4% (37)	41% (394)	9% (88)	965
iOS Users	39% (139)	28% (99)	4% (14)	3% (10)	20% (72)	6% (20)	354
Android Users	13% (75)	14% (81)	4% (24)	4% (23)	54% (312)	11% (67)	582

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

Table BRD8A_12: *If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?*

Fast charging capabilities

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	22% (245)	21% (233)	3% (34)	4% (41)	39% (426)	11% (120)	1098
Gender: Male	23% (128)	21% (119)	4% (24)	4% (21)	35% (196)	13% (72)	559
Gender: Female	22% (117)	21% (114)	2% (10)	4% (20)	43% (230)	9% (49)	539
Age: 18-29	32% (76)	21% (48)	5% (12)	5% (12)	23% (55)	13% (30)	233
Age: 30-44	24% (72)	20% (61)	3% (9)	5% (16)	37% (110)	11% (32)	299
Age: 45-54	22% (44)	20% (40)	3% (6)	1% (3)	46% (94)	8% (16)	204
Age: 55-64	15% (26)	23% (41)	3% (6)	1% (2)	48% (84)	10% (17)	176
Age: 65+	15% (27)	23% (43)	1% (1)	4% (7)	45% (83)	14% (25)	186
PID: Dem (no lean)	21% (75)	20% (71)	5% (18)	4% (16)	38% (135)	12% (43)	358
PID: Ind (no lean)	21% (92)	19% (81)	2% (9)	2% (10)	42% (179)	14% (58)	429
PID: Rep (no lean)	25% (78)	26% (81)	2% (7)	5% (14)	36% (112)	6% (19)	311
PID/Gender: Dem Men	24% (40)	18% (30)	6% (11)	5% (9)	32% (53)	15% (26)	169
PID/Gender: Dem Women	18% (35)	22% (41)	4% (7)	4% (7)	43% (82)	9% (18)	189
PID/Gender: Ind Men	18% (40)	22% (48)	4% (8)	2% (4)	38% (82)	16% (35)	217
PID/Gender: Ind Women	25% (52)	16% (33)	— (1)	3% (6)	46% (97)	11% (23)	212
PID/Gender: Rep Men	28% (48)	24% (41)	3% (5)	5% (8)	35% (60)	6% (11)	173
PID/Gender: Rep Women	22% (30)	29% (40)	2% (3)	5% (6)	37% (51)	6% (8)	138
Tea Party: Supporter	26% (67)	24% (64)	6% (15)	3% (8)	35% (91)	7% (18)	262
Tea Party: Not Supporter	21% (177)	20% (169)	2% (19)	4% (33)	40% (333)	12% (102)	832
Ideo: Liberal (1-3)	26% (100)	23% (87)	3% (11)	7% (26)	34% (129)	8% (29)	383
Ideo: Moderate (4)	20% (43)	27% (59)	3% (7)	1% (3)	41% (89)	8% (16)	217
Ideo: Conservative (5-7)	23% (80)	21% (74)	3% (12)	3% (11)	42% (145)	8% (28)	350
Educ: < College	22% (167)	19% (145)	4% (28)	3% (26)	41% (316)	12% (91)	774
Educ: Bachelors degree	25% (54)	28% (60)	1% (2)	5% (11)	31% (68)	10% (21)	217
Educ: Post-grad	22% (23)	26% (28)	3% (3)	3% (3)	39% (41)	7% (7)	107

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Table BRD8A_12: *If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?*

Fast charging capabilities

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	22% (245)	21% (233)	3% (34)	4% (41)	39% (426)	11% (120)	1098
Income: Under 50k	20% (131)	20% (133)	4% (26)	4% (25)	39% (258)	12% (80)	654
Income: 50k-100k	26% (86)	21% (70)	2% (6)	3% (11)	40% (134)	9% (29)	336
Income: 100k+	26% (28)	27% (30)	1% (2)	4% (5)	31% (34)	10% (11)	109
Ethnicity: White	22% (193)	21% (184)	2% (21)	3% (28)	40% (352)	11% (93)	870
Ethnicity: Hispanic	30% (44)	17% (25)	6% (8)	5% (7)	32% (46)	10% (15)	146
Ethnicity: Afr. Am.	21% (31)	22% (32)	8% (12)	7% (10)	33% (49)	10% (15)	148
Ethnicity: Other	27% (22)	21% (17)	1% (1)	4% (3)	32% (25)	16% (13)	80
Relig: Protestant	22% (59)	27% (73)	1% (2)	3% (8)	40% (109)	7% (20)	270
Relig: Roman Catholic	27% (60)	21% (46)	4% (9)	6% (13)	32% (70)	10% (21)	219
Relig: Ath./Agn./None	20% (59)	18% (52)	3% (8)	3% (8)	42% (122)	14% (42)	291
Relig: Something Else	21% (44)	22% (44)	5% (10)	3% (5)	37% (76)	13% (26)	206
Relig: Evangelical	24% (72)	23% (69)	2% (6)	2% (7)	39% (116)	9% (27)	296
Relig: Non-Evang. Catholics	23% (70)	22% (67)	3% (9)	7% (20)	37% (112)	8% (25)	304
Relig: All Christian	24% (142)	23% (136)	3% (15)	5% (27)	38% (228)	9% (52)	600
Relig: All Non-Christian	21% (103)	19% (97)	4% (18)	3% (13)	40% (197)	14% (69)	497
Community: Urban	23% (68)	20% (60)	6% (17)	4% (12)	34% (100)	12% (36)	294
Community: Suburban	22% (104)	21% (99)	2% (11)	4% (19)	41% (196)	10% (48)	478
Community: Rural	22% (73)	23% (74)	2% (5)	3% (10)	40% (130)	11% (36)	327
Employ: Private Sector	24% (85)	22% (76)	3% (12)	5% (16)	40% (139)	7% (23)	351
Employ: Government	29% (21)	25% (18)	2% (2)	11% (8)	32% (24)	1% (1)	74
Employ: Self-Employed	26% (21)	28% (23)	3% (2)	3% (2)	26% (21)	15% (12)	81
Employ: Homemaker	19% (19)	17% (17)	6% (6)	3% (3)	47% (46)	8% (8)	99
Employ: Student	32% (21)	22% (14)	6% (4)	3% (2)	20% (13)	18% (11)	64
Employ: Retired	16% (34)	21% (45)	1% (2)	2% (5)	45% (96)	14% (30)	213
Employ: Unemployed	21% (26)	19% (23)	5% (6)	2% (2)	40% (49)	14% (18)	124
Employ: Other	21% (19)	18% (17)	— (0)	2% (2)	41% (38)	18% (17)	93
Military HH: Yes	22% (40)	16% (28)	5% (9)	3% (6)	40% (73)	13% (24)	181
Military HH: No	22% (206)	22% (205)	3% (24)	4% (35)	38% (353)	10% (96)	918

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Table BRD8A_12: *If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?*

Fast charging capabilities

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	22% (245)	21% (233)	3% (34)	4% (41)	39% (426)	11% (120)	1098
RD/WT: Right Direction	24% (85)	21% (74)	3% (11)	4% (16)	37% (131)	10% (34)	351
RD/WT: Wrong Track	21% (160)	21% (159)	3% (22)	3% (25)	39% (295)	11% (86)	747
Strongly Approve	22% (47)	22% (47)	2% (5)	6% (13)	38% (80)	10% (21)	212
Somewhat Approve	24% (56)	25% (59)	2% (5)	1% (1)	38% (90)	10% (23)	234
Somewhat Disapprove	22% (33)	23% (34)	5% (8)	2% (3)	41% (62)	8% (13)	151
Strongly Disapprove	23% (99)	19% (84)	3% (13)	5% (23)	40% (175)	9% (40)	434
Dont Know / No Opinion	17% (11)	14% (9)	6% (4)	1% (1)	29% (20)	33% (23)	67
#1 Issue: Economy	27% (86)	19% (59)	4% (12)	2% (7)	41% (127)	7% (22)	314
#1 Issue: Security	18% (32)	25% (45)	1% (2)	5% (9)	42% (77)	9% (17)	183
#1 Issue: Health Care	21% (55)	23% (59)	4% (11)	2% (5)	39% (99)	11% (28)	255
#1 Issue: Medicare / Social Security	20% (27)	18% (25)	— (0)	3% (4)	44% (58)	15% (20)	133
#1 Issue: Education	20% (15)	14% (10)	5% (4)	9% (7)	33% (24)	19% (14)	75
#1 Issue: Energy	25% (13)	29% (14)	4% (2)	6% (3)	22% (11)	15% (7)	50
2016 Vote: Democrat Hillary Clinton	25% (92)	22% (81)	4% (15)	6% (20)	35% (127)	9% (32)	367
2016 Vote: Republican Donald Trump	24% (89)	24% (90)	2% (7)	2% (9)	40% (150)	9% (33)	379
2016 Vote: Someone else	17% (15)	18% (16)	2% (1)	3% (3)	51% (46)	10% (9)	90
2012 Vote: Barack Obama	23% (102)	22% (98)	3% (15)	5% (24)	37% (167)	9% (41)	447
2012 Vote: Mitt Romney	22% (53)	25% (62)	2% (4)	3% (7)	41% (101)	8% (20)	248
2012 Vote: Didn't Vote	24% (83)	18% (65)	3% (12)	3% (9)	37% (129)	15% (54)	354
4-Region: Northeast	21% (45)	21% (44)	5% (11)	4% (8)	40% (85)	10% (21)	214
4-Region: Midwest	16% (37)	24% (57)	1% (2)	4% (10)	45% (105)	10% (23)	233
4-Region: South	22% (90)	19% (75)	4% (15)	3% (14)	40% (161)	12% (49)	404
4-Region: West	30% (73)	23% (57)	2% (6)	4% (9)	30% (75)	11% (27)	247
Smartphone Users	24% (231)	23% (219)	3% (33)	4% (39)	38% (364)	8% (79)	965
iOS Users	42% (148)	31% (109)	2% (8)	5% (18)	15% (54)	5% (17)	354
Android Users	13% (75)	18% (103)	4% (21)	4% (21)	52% (300)	11% (62)	582

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

Table BRD8A_13: *If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?*
Inclusion of Bluetooth 5.0

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	13% (138)	15% (160)	4% (44)	4% (46)	51% (565)	13% (144)	1098
Gender: Male	13% (75)	17% (93)	5% (28)	4% (23)	47% (264)	14% (77)	559
Gender: Female	12% (64)	13% (68)	3% (16)	4% (23)	56% (302)	12% (67)	539
Age: 18-29	18% (43)	14% (33)	5% (12)	7% (17)	38% (89)	17% (39)	233
Age: 30-44	16% (47)	18% (54)	4% (12)	5% (15)	46% (136)	12% (35)	299
Age: 45-54	10% (21)	15% (31)	4% (9)	2% (4)	57% (116)	11% (23)	204
Age: 55-64	8% (15)	13% (22)	5% (9)	2% (4)	61% (107)	11% (19)	176
Age: 65+	7% (13)	11% (20)	1% (3)	4% (7)	62% (116)	15% (28)	186
PID: Dem (no lean)	14% (50)	16% (56)	5% (16)	5% (20)	47% (168)	13% (48)	358
PID: Ind (no lean)	11% (48)	13% (55)	2% (8)	4% (15)	55% (235)	16% (67)	429
PID: Rep (no lean)	13% (40)	16% (49)	6% (19)	4% (11)	52% (162)	9% (29)	311
PID/Gender: Dem Men	15% (25)	19% (33)	6% (10)	5% (8)	38% (64)	17% (29)	169
PID/Gender: Dem Women	13% (25)	12% (24)	3% (6)	6% (11)	55% (104)	10% (19)	189
PID/Gender: Ind Men	11% (25)	14% (30)	2% (4)	3% (7)	53% (115)	16% (35)	217
PID/Gender: Ind Women	11% (24)	11% (24)	2% (4)	4% (8)	57% (120)	15% (32)	212
PID/Gender: Rep Men	14% (25)	17% (29)	8% (13)	4% (7)	49% (85)	8% (13)	173
PID/Gender: Rep Women	11% (15)	14% (20)	5% (6)	3% (4)	56% (77)	11% (16)	138
Tea Party: Supporter	19% (49)	16% (41)	4% (11)	5% (13)	49% (128)	7% (20)	262
Tea Party: Not Supporter	11% (88)	14% (118)	4% (33)	4% (33)	52% (435)	15% (125)	832
Ideo: Liberal (1-3)	18% (67)	19% (72)	4% (16)	6% (21)	45% (174)	9% (33)	383
Ideo: Moderate (4)	10% (21)	14% (31)	5% (11)	5% (12)	53% (114)	13% (28)	217
Ideo: Conservative (5-7)	10% (36)	14% (50)	4% (16)	3% (11)	57% (201)	11% (37)	350
Educ: < College	13% (100)	13% (100)	4% (31)	4% (32)	52% (404)	14% (108)	774
Educ: Bachelors degree	12% (26)	18% (39)	5% (11)	4% (9)	48% (105)	12% (27)	217
Educ: Post-grad	12% (13)	20% (21)	2% (2)	5% (5)	52% (56)	9% (10)	107

Continued on next page

Table BRD8A_13: *If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?*
Inclusion of Bluetooth 5.0

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No impact either way		Don't Know / No Opinion		Total N
Adults	13%	(138)	15%	(160)	4%	(44)	4%	(46)	51%	(565)	13%	(144)	1098
Income: Under 50k	12%	(77)	13%	(88)	4%	(28)	5%	(31)	52%	(338)	14%	(92)	654
Income: 50k-100k	13%	(43)	16%	(52)	4%	(13)	3%	(10)	53%	(178)	12%	(41)	336
Income: 100k+	17%	(18)	19%	(20)	2%	(3)	5%	(5)	46%	(50)	11%	(11)	109
Ethnicity: White	11%	(100)	14%	(125)	3%	(26)	4%	(36)	54%	(473)	13%	(110)	870
Ethnicity: Hispanic	19%	(28)	15%	(22)	10%	(14)	6%	(9)	38%	(56)	11%	(16)	146
Ethnicity: Afr. Am.	15%	(23)	17%	(25)	9%	(13)	5%	(8)	42%	(63)	12%	(17)	148
Ethnicity: Other	20%	(16)	13%	(11)	6%	(5)	4%	(3)	36%	(29)	21%	(17)	80
Relig: Protestant	10%	(26)	17%	(45)	3%	(9)	3%	(9)	59%	(159)	8%	(22)	270
Relig: Roman Catholic	18%	(40)	13%	(29)	6%	(14)	7%	(15)	43%	(94)	12%	(27)	219
Relig: Ath./Agn./None	9%	(26)	12%	(35)	2%	(7)	4%	(10)	58%	(168)	15%	(45)	291
Relig: Something Else	14%	(29)	19%	(39)	4%	(8)	3%	(6)	43%	(89)	17%	(34)	206
Relig: Evangelical	15%	(44)	15%	(45)	4%	(10)	4%	(12)	52%	(153)	11%	(32)	296
Relig: Non-Evang. Catholics	13%	(39)	14%	(41)	6%	(18)	6%	(18)	51%	(154)	11%	(33)	304
Relig: All Christian	14%	(83)	14%	(86)	5%	(29)	5%	(30)	51%	(307)	11%	(65)	600
Relig: All Non-Christian	11%	(55)	15%	(75)	3%	(15)	3%	(16)	52%	(257)	16%	(79)	497
Community: Urban	14%	(41)	16%	(47)	6%	(17)	5%	(14)	45%	(132)	15%	(44)	294
Community: Suburban	10%	(49)	15%	(71)	3%	(14)	4%	(21)	55%	(264)	12%	(58)	478
Community: Rural	14%	(47)	13%	(43)	4%	(14)	3%	(11)	52%	(170)	13%	(42)	327
Employ: Private Sector	15%	(52)	18%	(63)	5%	(16)	4%	(13)	52%	(181)	7%	(25)	351
Employ: Government	13%	(9)	17%	(13)	17%	(12)	5%	(3)	45%	(33)	3%	(3)	74
Employ: Self-Employed	14%	(11)	17%	(14)	2%	(2)	8%	(6)	40%	(32)	19%	(15)	81
Employ: Homemaker	10%	(10)	18%	(18)	—	(0)	5%	(5)	55%	(55)	12%	(11)	99
Employ: Student	20%	(13)	18%	(12)	3%	(2)	7%	(4)	29%	(18)	23%	(14)	64
Employ: Retired	7%	(15)	9%	(20)	2%	(5)	3%	(5)	62%	(133)	16%	(35)	213
Employ: Unemployed	14%	(17)	12%	(15)	4%	(5)	4%	(6)	53%	(66)	13%	(17)	124
Employ: Other	12%	(11)	6%	(6)	2%	(1)	4%	(3)	50%	(47)	26%	(24)	93
Military HH: Yes	14%	(25)	11%	(20)	4%	(8)	4%	(7)	52%	(94)	15%	(27)	181
Military HH: No	12%	(113)	15%	(141)	4%	(36)	4%	(39)	51%	(471)	13%	(118)	918

Continued on next page

Table BRD8A_13: *If you knew the following about the newest Apple iPhone 8, would it make you more or less likely to purchase the new iPhone 8 once it is released?*
Inclusion of Bluetooth 5.0

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No impact either way		Don't Know / No Opinion		Total N
Adults	13%	(138)	15%	(160)	4%	(44)	4%	(46)	51%	(565)	13%	(144)	1098
RD/WT: Right Direction	15%	(54)	14%	(51)	6%	(21)	4%	(16)	49%	(173)	11%	(38)	351
RD/WT: Wrong Track	11%	(84)	15%	(110)	3%	(23)	4%	(31)	53%	(393)	14%	(107)	747
Strongly Approve	14%	(29)	16%	(33)	5%	(11)	4%	(8)	51%	(108)	11%	(23)	212
Somewhat Approve	13%	(30)	16%	(36)	3%	(8)	4%	(8)	53%	(125)	11%	(26)	234
Somewhat Disapprove	9%	(13)	17%	(26)	7%	(10)	4%	(6)	47%	(71)	16%	(25)	151
Strongly Disapprove	14%	(59)	12%	(54)	3%	(15)	6%	(24)	54%	(236)	11%	(46)	434
Dont Know / No Opinion	11%	(7)	15%	(10)	—	(0)	—	(0)	38%	(25)	36%	(24)	67
#1 Issue: Economy	15%	(48)	11%	(36)	6%	(18)	5%	(16)	53%	(165)	10%	(31)	314
#1 Issue: Security	11%	(19)	13%	(24)	3%	(5)	3%	(6)	57%	(104)	13%	(25)	183
#1 Issue: Health Care	11%	(28)	20%	(52)	4%	(10)	3%	(8)	49%	(125)	13%	(32)	255
#1 Issue: Medicare / Social Security	12%	(16)	11%	(15)	3%	(4)	3%	(5)	56%	(75)	14%	(19)	133
#1 Issue: Education	10%	(7)	16%	(12)	1%	(1)	6%	(5)	47%	(35)	19%	(15)	75
#1 Issue: Energy	11%	(5)	16%	(8)	4%	(2)	5%	(3)	46%	(23)	17%	(9)	50
2016 Vote: Democrat Hillary Clinton	16%	(58)	16%	(60)	3%	(11)	6%	(23)	47%	(171)	12%	(44)	367
2016 Vote: Republican Donald Trump	11%	(41)	16%	(61)	5%	(18)	3%	(13)	55%	(208)	10%	(38)	379
2016 Vote: Someone else	5%	(5)	15%	(13)	3%	(3)	—	(0)	64%	(57)	13%	(12)	90
2012 Vote: Barack Obama	14%	(65)	15%	(69)	4%	(18)	5%	(22)	50%	(224)	11%	(50)	447
2012 Vote: Mitt Romney	8%	(20)	16%	(41)	5%	(12)	3%	(7)	58%	(144)	10%	(24)	248
2012 Vote: Didn't Vote	14%	(50)	13%	(47)	4%	(14)	4%	(16)	46%	(163)	18%	(63)	354
4-Region: Northeast	15%	(31)	15%	(31)	4%	(8)	4%	(8)	50%	(106)	14%	(29)	214
4-Region: Midwest	8%	(18)	14%	(32)	2%	(6)	2%	(6)	64%	(149)	10%	(23)	233
4-Region: South	13%	(54)	15%	(61)	5%	(19)	3%	(12)	49%	(200)	14%	(58)	404
4-Region: West	14%	(35)	15%	(36)	4%	(11)	8%	(21)	45%	(111)	14%	(34)	247
Smartphone Users	14%	(132)	16%	(153)	4%	(42)	5%	(44)	51%	(492)	11%	(103)	965
iOS Users	25%	(88)	23%	(83)	5%	(17)	4%	(15)	34%	(121)	8%	(30)	354
Android Users	7%	(40)	10%	(61)	4%	(23)	4%	(24)	62%	(362)	12%	(72)	582

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

Table BRD8B_4: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

The iPhone X screen extends to edges of the phone with very little bezel

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	12% (135)	15% (163)	6% (65)	6% (65)	47% (514)	15% (163)	1105
Gender: Male	17% (86)	17% (83)	7% (34)	5% (26)	44% (220)	11% (53)	501
Gender: Female	8% (49)	13% (80)	5% (31)	7% (39)	49% (294)	18% (109)	603
Age: 18-29	20% (52)	17% (44)	8% (19)	8% (19)	30% (76)	17% (42)	252
Age: 30-44	15% (39)	17% (43)	5% (14)	4% (11)	44% (109)	14% (36)	251
Age: 45-54	9% (17)	13% (26)	3% (5)	7% (13)	57% (113)	12% (25)	199
Age: 55-64	7% (13)	13% (24)	6% (11)	5% (9)	56% (107)	14% (26)	190
Age: 65+	7% (15)	13% (27)	7% (15)	6% (12)	51% (109)	16% (34)	212
PID: Dem (no lean)	16% (59)	13% (47)	7% (26)	5% (17)	48% (170)	11% (39)	358
PID: Ind (no lean)	7% (30)	16% (66)	3% (14)	7% (30)	46% (191)	21% (86)	417
PID: Rep (no lean)	14% (46)	15% (50)	8% (25)	5% (18)	46% (153)	11% (38)	329
PID/Gender: Dem Men	23% (35)	14% (20)	8% (11)	3% (5)	47% (70)	6% (9)	150
PID/Gender: Dem Women	12% (24)	13% (27)	7% (14)	6% (12)	48% (100)	14% (30)	208
PID/Gender: Ind Men	9% (18)	19% (36)	3% (6)	7% (14)	44% (85)	18% (34)	194
PID/Gender: Ind Women	5% (12)	13% (29)	4% (8)	7% (16)	47% (106)	23% (52)	223
PID/Gender: Rep Men	21% (34)	17% (26)	11% (17)	4% (6)	41% (64)	6% (10)	157
PID/Gender: Rep Women	7% (13)	14% (24)	5% (9)	7% (11)	51% (88)	16% (28)	172
Tea Party: Supporter	19% (58)	21% (64)	7% (22)	4% (12)	39% (120)	10% (30)	305
Tea Party: Not Supporter	10% (77)	12% (99)	5% (43)	6% (50)	49% (392)	17% (132)	793
Ideo: Liberal (1-3)	19% (71)	19% (72)	6% (23)	5% (18)	39% (147)	13% (48)	378
Ideo: Moderate (4)	10% (23)	14% (33)	6% (14)	6% (13)	53% (120)	11% (26)	229
Ideo: Conservative (5-7)	8% (28)	14% (47)	7% (23)	6% (22)	52% (182)	13% (45)	347
Educ: < College	11% (89)	14% (114)	5% (43)	7% (59)	46% (364)	16% (125)	794
Educ: Bachelors degree	15% (31)	17% (34)	7% (14)	2% (4)	43% (86)	15% (30)	199
Educ: Post-grad	14% (15)	14% (16)	8% (9)	1% (2)	57% (64)	6% (7)	112

Continued on next page

Table BRD8B_4: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

The iPhone X screen extends to edges of the phone with very little bezel

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No impact either way		Don't Know / No Opinion		Total N
Adults	12%	(135)	15%	(163)	6%	(65)	6%	(65)	47%	(514)	15%	(163)	1105
Income: Under 50k	12%	(82)	15%	(102)	5%	(35)	7%	(49)	43%	(296)	17%	(119)	683
Income: 50k-100k	12%	(36)	14%	(43)	6%	(19)	3%	(10)	53%	(161)	12%	(36)	304
Income: 100k+	15%	(17)	15%	(18)	10%	(11)	5%	(6)	48%	(56)	7%	(8)	117
Ethnicity: White	11%	(97)	15%	(129)	6%	(50)	6%	(50)	49%	(428)	15%	(129)	882
Ethnicity: Hispanic	19%	(35)	11%	(20)	3%	(6)	10%	(18)	35%	(64)	22%	(40)	184
Ethnicity: Afr. Am.	17%	(21)	17%	(21)	10%	(12)	4%	(5)	43%	(52)	8%	(10)	121
Ethnicity: Other	17%	(18)	13%	(13)	2%	(2)	10%	(11)	33%	(34)	24%	(25)	102
Relig: Protestant	8%	(20)	14%	(33)	7%	(17)	5%	(13)	54%	(127)	11%	(26)	236
Relig: Roman Catholic	13%	(35)	13%	(33)	4%	(11)	6%	(17)	46%	(120)	17%	(43)	259
Relig: Ath./Agn./None	15%	(45)	17%	(52)	4%	(14)	7%	(22)	43%	(133)	14%	(45)	312
Relig: Something Else	13%	(22)	14%	(24)	4%	(7)	5%	(9)	47%	(83)	18%	(32)	177
Relig: Evangelical	13%	(37)	14%	(41)	9%	(25)	5%	(16)	47%	(134)	12%	(36)	289
Relig: Non-Evang. Catholics	9%	(30)	14%	(46)	6%	(19)	5%	(18)	50%	(162)	15%	(50)	326
Relig: All Christian	11%	(67)	14%	(87)	7%	(44)	5%	(33)	48%	(297)	14%	(86)	615
Relig: All Non-Christian	14%	(67)	15%	(76)	4%	(21)	6%	(32)	44%	(216)	16%	(77)	489
Community: Urban	17%	(54)	12%	(40)	5%	(17)	6%	(18)	45%	(143)	15%	(48)	320
Community: Suburban	11%	(51)	15%	(69)	6%	(26)	7%	(31)	44%	(196)	17%	(76)	450
Community: Rural	9%	(30)	16%	(54)	6%	(21)	5%	(16)	52%	(174)	12%	(39)	335
Employ: Private Sector	15%	(53)	19%	(64)	5%	(18)	5%	(16)	48%	(164)	8%	(27)	342
Employ: Government	15%	(11)	18%	(13)	9%	(7)	11%	(8)	41%	(29)	6%	(4)	71
Employ: Self-Employed	14%	(14)	18%	(17)	7%	(7)	4%	(4)	49%	(47)	8%	(7)	96
Employ: Homemaker	11%	(11)	14%	(14)	6%	(6)	7%	(7)	46%	(46)	15%	(15)	99
Employ: Retired	8%	(18)	10%	(23)	6%	(12)	7%	(16)	55%	(123)	15%	(33)	225
Employ: Unemployed	14%	(16)	11%	(13)	3%	(3)	7%	(8)	43%	(50)	23%	(27)	117
Employ: Other	7%	(7)	9%	(10)	5%	(6)	5%	(5)	41%	(44)	34%	(36)	109
Military HH: Yes	13%	(28)	16%	(34)	5%	(10)	8%	(17)	49%	(106)	10%	(21)	216
Military HH: No	12%	(107)	15%	(129)	6%	(55)	5%	(48)	46%	(408)	16%	(142)	888

Continued on next page

Table BRD8B_4: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

The iPhone X screen extends to edges of the phone with very little bezel

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No impact either way		Don't Know / No Opinion		Total N
Adults	12%	(135)	15%	(163)	6%	(65)	6%	(65)	47%	(514)	15%	(163)	1105
RD/WT: Right Direction	18%	(77)	16%	(68)	7%	(27)	5%	(19)	39%	(163)	15%	(61)	416
RD/WT: Wrong Track	8%	(58)	14%	(95)	5%	(38)	7%	(45)	51%	(351)	15%	(102)	689
Strongly Approve	15%	(35)	16%	(37)	8%	(18)	6%	(13)	41%	(93)	14%	(32)	228
Somewhat Approve	13%	(34)	18%	(46)	6%	(15)	6%	(14)	46%	(118)	11%	(29)	257
Somewhat Disapprove	9%	(13)	14%	(21)	5%	(7)	6%	(9)	51%	(74)	15%	(22)	146
Strongly Disapprove	12%	(48)	14%	(56)	5%	(21)	6%	(23)	50%	(198)	13%	(50)	396
Dont Know / No Opinion	7%	(5)	4%	(3)	4%	(3)	8%	(6)	39%	(31)	38%	(29)	78
#1 Issue: Economy	13%	(36)	14%	(39)	4%	(10)	3%	(9)	55%	(152)	11%	(32)	279
#1 Issue: Security	14%	(31)	14%	(32)	7%	(17)	6%	(14)	43%	(99)	16%	(37)	230
#1 Issue: Health Care	9%	(21)	13%	(29)	9%	(20)	7%	(16)	51%	(120)	12%	(27)	233
#1 Issue: Medicare / Social Security	8%	(11)	14%	(18)	3%	(4)	7%	(10)	49%	(66)	19%	(26)	135
#1 Issue: Women's Issues	8%	(5)	27%	(15)	8%	(4)	6%	(3)	36%	(20)	15%	(9)	55
#1 Issue: Education	22%	(14)	23%	(15)	7%	(4)	7%	(5)	25%	(16)	16%	(11)	65
#1 Issue: Energy	28%	(16)	13%	(7)	6%	(3)	9%	(5)	30%	(17)	13%	(7)	55
#1 Issue: Other	1%	(1)	14%	(7)	4%	(2)	6%	(3)	47%	(25)	27%	(14)	52
2016 Vote: Democrat Hillary Clinton	12%	(43)	17%	(59)	7%	(26)	2%	(8)	48%	(169)	12%	(43)	349
2016 Vote: Republican Donald Trump	14%	(55)	13%	(50)	8%	(29)	6%	(23)	47%	(177)	12%	(47)	380
2016 Vote: Someone else	7%	(7)	12%	(11)	4%	(4)	10%	(9)	56%	(52)	12%	(11)	94
2012 Vote: Barack Obama	14%	(61)	14%	(62)	6%	(26)	6%	(25)	48%	(207)	12%	(50)	430
2012 Vote: Mitt Romney	12%	(32)	12%	(33)	8%	(22)	4%	(11)	53%	(144)	11%	(29)	270
2012 Vote: Other	6%	(3)	20%	(11)	10%	(5)	4%	(2)	43%	(23)	17%	(9)	53
2012 Vote: Didn't Vote	11%	(38)	17%	(58)	3%	(12)	8%	(27)	40%	(140)	21%	(75)	350
4-Region: Northeast	10%	(18)	16%	(31)	5%	(9)	5%	(10)	49%	(93)	14%	(27)	188
4-Region: Midwest	10%	(24)	21%	(50)	7%	(17)	5%	(11)	47%	(113)	11%	(26)	241
4-Region: South	12%	(51)	13%	(55)	5%	(21)	6%	(26)	47%	(192)	16%	(66)	411
4-Region: West	16%	(41)	11%	(28)	6%	(17)	7%	(18)	44%	(116)	17%	(44)	264
Smartphone Users	13%	(126)	16%	(153)	6%	(57)	6%	(60)	47%	(444)	11%	(104)	944

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Table BRD8B_4: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

The iPhone X screen extends to edges of the phone with very little bezel

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No impact either way		Don't Know / No Opinion		Total N
Adults	12%	(135)	15%	(163)	6%	(65)	6%	(65)	47%	(514)	15%	(163)	1105
iOS Users	22%	(72)	20%	(67)	8%	(27)	4%	(15)	37%	(125)	9%	(29)	335
Android Users	8%	(48)	13%	(77)	5%	(29)	7%	(42)	53%	(305)	12%	(71)	572

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

Table BRD8B_5: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

There is no physical home button or Touch ID fingerprint scanner on the iPhone X device

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	10% (105)	10% (108)	9% (95)	12% (136)	45% (492)	15% (168)	1105
Gender: Male	11% (55)	13% (65)	9% (47)	11% (53)	44% (220)	12% (62)	501
Gender: Female	8% (50)	7% (43)	8% (48)	14% (83)	45% (272)	18% (106)	603
Age: 18-29	14% (34)	14% (34)	12% (31)	18% (45)	25% (64)	17% (44)	252
Age: 30-44	13% (32)	11% (29)	9% (23)	11% (27)	42% (106)	14% (34)	251
Age: 45-54	7% (14)	10% (20)	7% (13)	8% (17)	54% (107)	14% (29)	199
Age: 55-64	7% (14)	6% (11)	6% (11)	11% (21)	55% (104)	15% (28)	190
Age: 65+	5% (11)	6% (13)	8% (17)	12% (26)	53% (111)	15% (33)	212
PID: Dem (no lean)	10% (36)	11% (39)	10% (37)	16% (57)	43% (155)	10% (35)	358
PID: Ind (no lean)	5% (23)	8% (34)	9% (39)	11% (47)	45% (187)	21% (87)	417
PID: Rep (no lean)	14% (47)	11% (35)	6% (19)	10% (32)	46% (151)	14% (45)	329
PID/Gender: Dem Men	11% (16)	12% (17)	14% (20)	16% (24)	43% (64)	6% (8)	150
PID/Gender: Dem Women	10% (20)	10% (21)	8% (17)	16% (32)	43% (90)	13% (27)	208
PID/Gender: Ind Men	5% (10)	13% (26)	8% (16)	9% (18)	44% (86)	20% (38)	194
PID/Gender: Ind Women	6% (13)	4% (8)	10% (23)	13% (29)	45% (101)	22% (49)	223
PID/Gender: Rep Men	18% (29)	14% (21)	7% (11)	7% (11)	45% (70)	10% (15)	157
PID/Gender: Rep Women	10% (18)	8% (14)	5% (8)	13% (22)	47% (81)	17% (30)	172
Tea Party: Supporter	18% (54)	14% (42)	9% (27)	13% (39)	36% (110)	11% (34)	305
Tea Party: Not Supporter	7% (52)	8% (66)	9% (69)	12% (94)	48% (380)	17% (132)	793
Ideo: Liberal (1-3)	16% (59)	13% (49)	11% (41)	15% (55)	34% (130)	12% (44)	378
Ideo: Moderate (4)	4% (9)	9% (20)	9% (21)	13% (30)	52% (118)	14% (31)	229
Ideo: Conservative (5-7)	7% (25)	9% (31)	7% (24)	13% (45)	50% (173)	14% (49)	347
Educ: < College	9% (74)	9% (72)	9% (71)	12% (92)	44% (352)	17% (132)	794
Educ: Bachelors degree	11% (22)	10% (20)	8% (16)	17% (33)	40% (80)	14% (28)	199
Educ: Post-grad	8% (9)	14% (15)	8% (9)	10% (11)	54% (60)	7% (7)	112

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Table BRD8B_5: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

There is no physical home button or Touch ID fingerprint scanner on the iPhone X device

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	10% (105)	10% (108)	9% (95)	12% (136)	45% (492)	15% (168)	1105
Income: Under 50k	9% (60)	9% (64)	8% (58)	12% (85)	43% (294)	18% (122)	683
Income: 50k-100k	10% (31)	11% (34)	9% (28)	11% (32)	48% (145)	11% (33)	304
Income: 100k+	12% (14)	8% (9)	8% (10)	16% (19)	45% (53)	11% (13)	117
Ethnicity: White	9% (76)	8% (73)	9% (76)	12% (105)	48% (421)	15% (132)	882
Ethnicity: Hispanic	13% (24)	9% (17)	9% (17)	16% (30)	31% (56)	21% (39)	184
Ethnicity: Afr. Am.	11% (14)	22% (27)	8% (9)	12% (14)	38% (46)	9% (11)	121
Ethnicity: Other	15% (16)	8% (8)	10% (10)	17% (18)	25% (25)	25% (25)	102
Relig: Protestant	6% (13)	8% (19)	6% (15)	16% (37)	51% (121)	13% (31)	236
Relig: Roman Catholic	10% (25)	10% (25)	7% (19)	13% (35)	42% (108)	18% (47)	259
Relig: Ath./Agn./None	11% (35)	10% (31)	10% (31)	12% (38)	43% (133)	14% (43)	312
Relig: Something Else	8% (14)	9% (16)	11% (20)	10% (18)	42% (74)	20% (35)	177
Relig: Evangelical	12% (35)	11% (31)	7% (22)	11% (32)	46% (132)	13% (37)	289
Relig: Non-Evang. Catholics	7% (22)	9% (29)	7% (22)	15% (48)	47% (152)	16% (53)	326
Relig: All Christian	9% (57)	10% (60)	7% (44)	13% (80)	46% (284)	15% (90)	615
Relig: All Non-Christian	10% (49)	10% (48)	10% (51)	12% (56)	42% (207)	16% (78)	489
Community: Urban	12% (39)	9% (30)	8% (25)	14% (44)	41% (131)	16% (52)	320
Community: Suburban	9% (40)	10% (44)	10% (43)	13% (60)	41% (186)	17% (76)	450
Community: Rural	8% (27)	10% (34)	8% (27)	10% (32)	52% (175)	12% (39)	335
Employ: Private Sector	10% (33)	13% (46)	7% (25)	13% (44)	48% (165)	8% (29)	342
Employ: Government	23% (16)	7% (5)	9% (6)	16% (11)	41% (29)	4% (3)	71
Employ: Self-Employed	6% (6)	15% (14)	12% (11)	13% (12)	47% (45)	7% (7)	96
Employ: Homemaker	7% (7)	8% (8)	15% (15)	9% (9)	38% (37)	22% (22)	99
Employ: Retired	6% (14)	7% (16)	6% (12)	14% (32)	52% (118)	14% (32)	225
Employ: Unemployed	13% (15)	6% (7)	8% (9)	14% (17)	37% (43)	22% (26)	117
Employ: Other	7% (8)	5% (5)	10% (11)	4% (4)	40% (44)	34% (38)	109
Military HH: Yes	10% (22)	8% (17)	7% (16)	13% (28)	50% (109)	12% (25)	216
Military HH: No	9% (83)	10% (91)	9% (79)	12% (109)	43% (384)	16% (142)	888

Continued on next page

Table BRD8B_5: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

There is no physical home button or Touch ID fingerprint scanner on the iPhone X device

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	10% (105)	10% (108)	9% (95)	12% (136)	45% (492)	15% (168)	1105
RD/WT: Right Direction	15% (64)	13% (52)	9% (38)	8% (34)	39% (161)	16% (65)	416
RD/WT: Wrong Track	6% (41)	8% (55)	8% (57)	15% (102)	48% (331)	15% (103)	689
Strongly Approve	14% (33)	10% (23)	9% (20)	11% (25)	40% (92)	15% (35)	228
Somewhat Approve	10% (26)	14% (37)	10% (25)	9% (24)	44% (114)	12% (31)	257
Somewhat Disapprove	7% (11)	8% (11)	8% (12)	12% (18)	48% (71)	16% (23)	146
Strongly Disapprove	8% (30)	8% (32)	9% (36)	16% (65)	46% (181)	13% (52)	396
Dont Know / No Opinion	8% (6)	5% (4)	3% (3)	5% (4)	44% (35)	34% (26)	78
#1 Issue: Economy	8% (22)	11% (31)	9% (25)	8% (23)	52% (145)	12% (35)	279
#1 Issue: Security	12% (28)	9% (20)	7% (17)	12% (28)	43% (98)	17% (39)	230
#1 Issue: Health Care	7% (17)	8% (20)	10% (24)	13% (31)	47% (110)	14% (32)	233
#1 Issue: Medicare / Social Security	6% (8)	9% (12)	4% (6)	11% (15)	54% (73)	17% (22)	135
#1 Issue: Women's Issues	13% (7)	14% (8)	13% (7)	17% (10)	29% (16)	14% (8)	55
#1 Issue: Education	17% (11)	11% (7)	11% (7)	21% (14)	26% (17)	14% (9)	65
#1 Issue: Energy	22% (12)	11% (6)	10% (5)	18% (10)	27% (15)	12% (7)	55
#1 Issue: Other	1% (1)	10% (5)	8% (4)	11% (6)	37% (19)	32% (17)	52
2016 Vote: Democrat Hillary Clinton	11% (39)	9% (32)	11% (38)	14% (50)	43% (150)	12% (40)	349
2016 Vote: Republican Donald Trump	12% (46)	12% (45)	6% (24)	11% (44)	45% (170)	13% (51)	380
2016 Vote: Someone else	5% (5)	3% (3)	8% (7)	14% (13)	55% (51)	15% (14)	94
2012 Vote: Barack Obama	10% (44)	10% (45)	8% (35)	14% (60)	46% (198)	11% (49)	430
2012 Vote: Mitt Romney	10% (26)	10% (26)	8% (22)	12% (32)	48% (130)	13% (34)	270
2012 Vote: Other	4% (2)	5% (3)	14% (8)	18% (10)	41% (22)	18% (10)	53
2012 Vote: Didn't Vote	10% (34)	10% (34)	9% (30)	10% (35)	41% (142)	21% (75)	350
4-Region: Northeast	9% (16)	12% (23)	5% (10)	9% (16)	52% (99)	13% (24)	188
4-Region: Midwest	8% (20)	10% (23)	11% (27)	17% (41)	42% (101)	12% (29)	241
4-Region: South	10% (42)	9% (37)	7% (29)	13% (53)	45% (185)	16% (66)	411
4-Region: West	10% (27)	10% (26)	11% (29)	10% (27)	41% (108)	18% (49)	264
Smartphone Users	10% (96)	11% (99)	9% (85)	14% (129)	45% (421)	12% (114)	944

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Table BRD8B_5: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

There is no physical home button or Touch ID fingerprint scanner on the iPhone X device

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	10% (105)	10% (108)	9% (95)	12% (136)	45% (492)	15% (168)	1105
iOS Users	16% (54)	14% (46)	13% (45)	13% (45)	32% (109)	11% (37)	335
Android Users	6% (33)	9% (52)	6% (33)	14% (77)	53% (301)	13% (75)	572

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

Table BRD8B_6: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

Face ID facial recognition software to unlock the phone with your face

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	14% (152)	15% (164)	6% (70)	9% (104)	42% (465)	14% (150)	1105
Gender: Male	17% (87)	17% (84)	6% (29)	9% (46)	41% (203)	11% (53)	501
Gender: Female	11% (65)	13% (80)	7% (41)	10% (59)	43% (262)	16% (96)	603
Age: 18-29	20% (51)	17% (43)	10% (25)	9% (22)	27% (67)	17% (43)	252
Age: 30-44	17% (43)	18% (46)	4% (10)	9% (22)	39% (99)	13% (32)	251
Age: 45-54	8% (16)	13% (26)	5% (9)	13% (27)	48% (97)	12% (25)	199
Age: 55-64	10% (19)	13% (25)	6% (12)	8% (16)	51% (96)	12% (22)	190
Age: 65+	11% (22)	11% (24)	7% (14)	8% (18)	50% (106)	13% (28)	212
PID: Dem (no lean)	14% (52)	16% (57)	8% (29)	10% (36)	42% (150)	10% (34)	358
PID: Ind (no lean)	11% (46)	12% (52)	6% (25)	9% (37)	43% (179)	19% (78)	417
PID: Rep (no lean)	16% (54)	17% (55)	5% (16)	9% (31)	41% (136)	11% (37)	329
PID/Gender: Dem Men	18% (27)	18% (27)	7% (11)	9% (14)	41% (62)	6% (10)	150
PID/Gender: Dem Women	12% (25)	14% (29)	9% (18)	11% (22)	43% (89)	12% (24)	208
PID/Gender: Ind Men	13% (26)	14% (27)	4% (8)	8% (16)	43% (84)	16% (32)	194
PID/Gender: Ind Women	9% (20)	11% (25)	7% (16)	9% (21)	43% (95)	21% (47)	223
PID/Gender: Rep Men	22% (34)	19% (29)	6% (9)	10% (15)	37% (58)	8% (12)	157
PID/Gender: Rep Women	11% (20)	15% (26)	4% (7)	9% (16)	45% (78)	15% (25)	172
Tea Party: Supporter	19% (59)	21% (63)	9% (26)	8% (25)	35% (105)	9% (26)	305
Tea Party: Not Supporter	12% (93)	13% (101)	5% (43)	10% (76)	45% (357)	15% (122)	793
Ideo: Liberal (1-3)	17% (66)	18% (70)	9% (35)	9% (35)	35% (134)	10% (39)	378
Ideo: Moderate (4)	12% (28)	12% (28)	7% (16)	10% (22)	48% (111)	11% (25)	229
Ideo: Conservative (5-7)	11% (38)	16% (56)	5% (17)	11% (37)	45% (157)	12% (42)	347
Educ: < College	14% (109)	14% (111)	6% (50)	9% (69)	42% (337)	15% (118)	794
Educ: Bachelors degree	14% (28)	15% (30)	8% (15)	11% (23)	40% (79)	12% (24)	199
Educ: Post-grad	13% (15)	21% (23)	4% (5)	12% (13)	43% (48)	7% (7)	112

Continued on next page

Table BRD8B_6: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

Face ID facial recognition software to unlock the phone with your face

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	14% (152)	15% (164)	6% (70)	9% (104)	42% (465)	14% (150)	1105
Income: Under 50k	14% (96)	14% (95)	6% (43)	9% (64)	40% (274)	16% (111)	683
Income: 50k-100k	13% (39)	16% (48)	5% (15)	9% (28)	47% (143)	10% (30)	304
Income: 100k+	15% (17)	18% (21)	10% (11)	10% (12)	40% (47)	7% (8)	117
Ethnicity: White	12% (104)	15% (129)	6% (55)	10% (84)	45% (395)	13% (115)	882
Ethnicity: Hispanic	16% (30)	16% (30)	6% (11)	11% (20)	28% (52)	23% (41)	184
Ethnicity: Afr. Am.	26% (31)	19% (23)	5% (6)	7% (8)	36% (43)	8% (10)	121
Ethnicity: Other	17% (17)	12% (12)	8% (9)	12% (12)	27% (27)	24% (24)	102
Relig: Protestant	9% (21)	16% (37)	7% (16)	9% (21)	50% (118)	10% (23)	236
Relig: Roman Catholic	16% (42)	13% (34)	6% (15)	11% (29)	39% (102)	14% (37)	259
Relig: Ath./Agn./None	14% (44)	15% (46)	6% (18)	9% (29)	42% (131)	15% (45)	312
Relig: Something Else	12% (22)	13% (22)	5% (10)	9% (17)	42% (75)	18% (32)	177
Relig: Evangelical	17% (50)	17% (48)	7% (21)	9% (27)	40% (116)	9% (27)	289
Relig: Non-Evang. Catholics	11% (36)	15% (48)	7% (22)	10% (33)	44% (143)	14% (45)	326
Relig: All Christian	14% (86)	16% (96)	7% (43)	10% (59)	42% (259)	12% (72)	615
Relig: All Non-Christian	13% (66)	14% (68)	6% (27)	9% (45)	42% (205)	16% (78)	489
Community: Urban	16% (50)	17% (55)	5% (17)	7% (23)	41% (131)	14% (44)	320
Community: Suburban	14% (63)	13% (60)	8% (34)	11% (51)	40% (178)	14% (63)	450
Community: Rural	11% (38)	15% (49)	6% (19)	9% (31)	46% (156)	13% (42)	335
Employ: Private Sector	14% (49)	17% (57)	8% (28)	10% (35)	43% (147)	7% (26)	342
Employ: Government	24% (17)	17% (12)	8% (6)	12% (8)	36% (26)	3% (2)	71
Employ: Self-Employed	14% (13)	15% (15)	5% (5)	15% (15)	43% (41)	7% (7)	96
Employ: Homemaker	17% (17)	18% (18)	9% (8)	5% (5)	33% (33)	18% (18)	99
Employ: Retired	11% (26)	14% (30)	3% (8)	8% (19)	53% (118)	11% (24)	225
Employ: Unemployed	13% (15)	11% (12)	2% (2)	12% (14)	39% (46)	23% (27)	117
Employ: Other	6% (6)	12% (13)	5% (5)	7% (7)	40% (43)	32% (34)	109
Military HH: Yes	12% (25)	14% (31)	4% (8)	12% (26)	50% (108)	9% (19)	216
Military HH: No	14% (127)	15% (133)	7% (62)	9% (79)	40% (357)	15% (131)	888

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Table BRD8B_6: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

Face ID facial recognition software to unlock the phone with your face

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	14% (152)	15% (164)	6% (70)	9% (104)	42% (465)	14% (150)	1105
RD/WT: Right Direction	19% (81)	18% (74)	5% (23)	8% (33)	35% (147)	14% (58)	416
RD/WT: Wrong Track	10% (71)	13% (90)	7% (47)	10% (71)	46% (317)	13% (92)	689
Strongly Approve	19% (44)	15% (35)	7% (15)	8% (17)	37% (84)	14% (32)	228
Somewhat Approve	15% (38)	21% (54)	4% (11)	9% (24)	40% (104)	10% (26)	257
Somewhat Disapprove	8% (12)	11% (16)	9% (13)	12% (17)	47% (68)	14% (20)	146
Strongly Disapprove	13% (50)	13% (53)	8% (30)	10% (39)	46% (181)	11% (43)	396
Dont Know / No Opinion	10% (7)	8% (6)	1% (1)	9% (7)	36% (28)	37% (29)	78
#1 Issue: Economy	13% (36)	16% (43)	4% (11)	8% (23)	48% (134)	11% (31)	279
#1 Issue: Security	19% (43)	18% (40)	6% (14)	8% (18)	36% (82)	14% (33)	230
#1 Issue: Health Care	10% (23)	13% (30)	8% (19)	11% (25)	49% (114)	10% (23)	233
#1 Issue: Medicare / Social Security	10% (14)	13% (17)	4% (5)	6% (8)	52% (70)	16% (22)	135
#1 Issue: Women's Issues	13% (7)	10% (5)	14% (8)	12% (7)	32% (17)	20% (11)	55
#1 Issue: Education	23% (15)	17% (11)	14% (9)	12% (8)	19% (12)	16% (10)	65
#1 Issue: Energy	14% (8)	21% (12)	8% (4)	15% (8)	29% (16)	14% (8)	55
#1 Issue: Other	11% (6)	10% (5)	— (0)	16% (8)	39% (20)	24% (12)	52
2016 Vote: Democrat Hillary Clinton	15% (54)	16% (54)	9% (31)	8% (27)	43% (150)	9% (33)	349
2016 Vote: Republican Donald Trump	15% (56)	19% (71)	4% (16)	10% (37)	41% (156)	12% (44)	380
2016 Vote: Someone else	8% (7)	6% (6)	7% (6)	18% (17)	49% (45)	13% (12)	94
2012 Vote: Barack Obama	15% (62)	16% (71)	7% (32)	10% (42)	43% (186)	9% (37)	430
2012 Vote: Mitt Romney	14% (37)	13% (35)	6% (17)	11% (29)	44% (119)	12% (33)	270
2012 Vote: Other	5% (3)	10% (5)	16% (9)	17% (9)	36% (19)	16% (9)	53
2012 Vote: Didn't Vote	14% (50)	15% (52)	4% (12)	7% (24)	40% (141)	20% (71)	350
4-Region: Northeast	14% (26)	13% (25)	5% (9)	9% (18)	46% (87)	13% (24)	188
4-Region: Midwest	11% (26)	15% (35)	8% (19)	15% (35)	42% (102)	10% (23)	241
4-Region: South	14% (56)	16% (65)	6% (24)	6% (24)	44% (181)	15% (60)	411
4-Region: West	17% (44)	15% (39)	7% (17)	10% (27)	36% (94)	16% (42)	264
Smartphone Users	15% (138)	16% (151)	7% (68)	10% (94)	42% (394)	11% (100)	944

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Table BRD8B_6: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

Face ID facial recognition software to unlock the phone with your face

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	14% (152)	15% (164)	6% (70)	9% (104)	42% (465)	14% (150)	1105
iOS Users	23% (79)	18% (59)	8% (26)	11% (36)	30% (101)	10% (34)	335
Android Users	9% (49)	16% (92)	6% (35)	10% (56)	49% (280)	11% (61)	572

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

Table BRD8B_7: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

Upgraded Retina HD display with improved color accuracy

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	15% (164)	17% (186)	6% (63)	4% (47)	44% (490)	14% (154)	1105
Gender: Male	18% (91)	18% (89)	8% (39)	5% (24)	41% (205)	11% (53)	501
Gender: Female	12% (73)	16% (98)	4% (23)	4% (23)	47% (285)	17% (101)	603
Age: 18-29	25% (63)	19% (49)	9% (22)	5% (13)	25% (64)	16% (41)	252
Age: 30-44	20% (51)	18% (44)	4% (10)	4% (10)	41% (104)	13% (32)	251
Age: 45-54	11% (21)	14% (27)	3% (7)	5% (10)	53% (105)	15% (29)	199
Age: 55-64	6% (12)	18% (35)	6% (12)	6% (11)	53% (100)	11% (21)	190
Age: 65+	8% (17)	15% (31)	6% (12)	2% (4)	55% (117)	14% (31)	212
PID: Dem (no lean)	18% (63)	17% (61)	7% (25)	4% (14)	46% (165)	9% (31)	358
PID: Ind (no lean)	12% (49)	15% (64)	5% (20)	4% (18)	45% (187)	19% (78)	417
PID: Rep (no lean)	16% (52)	19% (61)	5% (17)	5% (15)	42% (139)	14% (45)	329
PID/Gender: Dem Men	20% (30)	17% (26)	8% (13)	5% (8)	45% (68)	4% (6)	150
PID/Gender: Dem Women	16% (33)	17% (35)	6% (13)	3% (6)	47% (97)	12% (25)	208
PID/Gender: Ind Men	11% (22)	18% (34)	8% (15)	4% (8)	41% (80)	17% (34)	194
PID/Gender: Ind Women	12% (27)	13% (30)	2% (5)	4% (10)	48% (106)	20% (44)	223
PID/Gender: Rep Men	25% (40)	18% (28)	7% (11)	5% (8)	36% (57)	8% (13)	157
PID/Gender: Rep Women	7% (13)	19% (33)	3% (6)	4% (7)	47% (81)	19% (32)	172
Tea Party: Supporter	20% (60)	23% (71)	7% (22)	4% (12)	36% (109)	10% (32)	305
Tea Party: Not Supporter	13% (104)	15% (115)	5% (40)	4% (33)	48% (377)	15% (123)	793
Ideo: Liberal (1-3)	23% (86)	22% (82)	5% (21)	5% (18)	35% (132)	10% (39)	378
Ideo: Moderate (4)	13% (30)	14% (33)	5% (12)	4% (9)	54% (123)	10% (22)	229
Ideo: Conservative (5-7)	10% (36)	17% (59)	8% (29)	3% (10)	48% (165)	14% (48)	347
Educ: < College	13% (106)	15% (116)	7% (55)	5% (38)	45% (359)	15% (120)	794
Educ: Bachelors degree	20% (40)	22% (43)	2% (4)	4% (8)	39% (78)	12% (25)	199
Educ: Post-grad	16% (18)	25% (28)	3% (3)	1% (2)	47% (53)	8% (9)	112

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Table BRD8B_7: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

Upgraded Retina HD display with improved color accuracy

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No impact either way		Don't Know / No Opinion		Total N
Adults	15%	(164)	17%	(186)	6%	(63)	4%	(47)	44%	(490)	14%	(154)	1105
Income: Under 50k	13%	(90)	16%	(109)	6%	(39)	5%	(33)	44%	(297)	17%	(115)	683
Income: 50k-100k	15%	(47)	17%	(52)	4%	(14)	4%	(11)	49%	(149)	10%	(32)	304
Income: 100k+	23%	(27)	22%	(26)	8%	(10)	3%	(3)	37%	(43)	7%	(8)	117
Ethnicity: White	13%	(114)	17%	(150)	5%	(47)	3%	(30)	48%	(419)	14%	(121)	882
Ethnicity: Hispanic	18%	(34)	17%	(31)	8%	(14)	7%	(13)	30%	(56)	20%	(36)	184
Ethnicity: Afr. Am.	24%	(29)	14%	(17)	10%	(12)	3%	(4)	40%	(48)	9%	(11)	121
Ethnicity: Other	21%	(21)	19%	(19)	4%	(4)	14%	(14)	22%	(22)	21%	(22)	102
Relig: Protestant	12%	(28)	16%	(38)	4%	(9)	4%	(9)	54%	(128)	10%	(24)	236
Relig: Roman Catholic	16%	(41)	15%	(38)	7%	(18)	5%	(14)	43%	(111)	14%	(37)	259
Relig: Ath./Agn./None	19%	(58)	17%	(52)	5%	(17)	4%	(14)	41%	(128)	14%	(43)	312
Relig: Something Else	10%	(18)	20%	(36)	4%	(8)	2%	(4)	42%	(74)	21%	(37)	177
Relig: Evangelical	16%	(45)	14%	(42)	7%	(19)	7%	(19)	45%	(131)	11%	(32)	289
Relig: Non-Evang. Catholics	13%	(42)	17%	(56)	6%	(19)	3%	(10)	48%	(156)	13%	(42)	326
Relig: All Christian	14%	(88)	16%	(98)	6%	(38)	5%	(30)	47%	(288)	12%	(74)	615
Relig: All Non-Christian	16%	(77)	18%	(89)	5%	(25)	4%	(18)	41%	(201)	16%	(80)	489
Community: Urban	17%	(53)	17%	(53)	6%	(19)	5%	(15)	40%	(130)	16%	(50)	320
Community: Suburban	16%	(72)	16%	(73)	6%	(27)	5%	(22)	42%	(190)	15%	(66)	450
Community: Rural	12%	(39)	18%	(59)	5%	(17)	3%	(10)	51%	(170)	11%	(38)	335
Employ: Private Sector	18%	(62)	21%	(71)	5%	(18)	3%	(9)	45%	(153)	8%	(29)	342
Employ: Government	21%	(15)	18%	(13)	11%	(8)	4%	(3)	42%	(30)	4%	(3)	71
Employ: Self-Employed	18%	(18)	16%	(16)	5%	(4)	6%	(5)	48%	(46)	7%	(6)	96
Employ: Homemaker	13%	(13)	20%	(19)	4%	(3)	3%	(3)	42%	(42)	18%	(18)	99
Employ: Retired	9%	(19)	14%	(33)	5%	(11)	4%	(10)	55%	(124)	12%	(28)	225
Employ: Unemployed	15%	(17)	14%	(16)	3%	(4)	9%	(10)	40%	(47)	20%	(23)	117
Employ: Other	11%	(12)	9%	(10)	3%	(4)	5%	(6)	39%	(42)	32%	(35)	109
Military HH: Yes	14%	(30)	14%	(31)	4%	(9)	7%	(14)	51%	(110)	10%	(22)	216
Military HH: No	15%	(135)	17%	(155)	6%	(53)	4%	(33)	43%	(380)	15%	(132)	888

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Table BRD8B_7: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

Upgraded Retina HD display with improved color accuracy

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No impact either way		Don't Know / No Opinion		Total N
Adults	15%	(164)	17%	(186)	6%	(63)	4%	(47)	44%	(490)	14%	(154)	1105
RD/WT: Right Direction	19%	(78)	17%	(71)	5%	(23)	4%	(16)	39%	(162)	16%	(66)	416
RD/WT: Wrong Track	13%	(86)	17%	(116)	6%	(40)	5%	(32)	48%	(327)	13%	(88)	689
Strongly Approve	15%	(35)	19%	(43)	5%	(12)	4%	(8)	41%	(92)	17%	(38)	228
Somewhat Approve	16%	(41)	19%	(48)	6%	(14)	3%	(9)	45%	(115)	11%	(29)	257
Somewhat Disapprove	14%	(21)	18%	(26)	3%	(5)	4%	(6)	46%	(68)	14%	(21)	146
Strongly Disapprove	14%	(57)	17%	(66)	7%	(28)	6%	(22)	46%	(184)	10%	(40)	396
Dont Know / No Opinion	14%	(11)	5%	(4)	5%	(4)	3%	(2)	40%	(31)	34%	(26)	78
#1 Issue: Economy	15%	(43)	16%	(45)	3%	(9)	2%	(5)	51%	(142)	13%	(36)	279
#1 Issue: Security	18%	(41)	18%	(42)	4%	(9)	4%	(9)	40%	(93)	15%	(35)	230
#1 Issue: Health Care	14%	(33)	17%	(41)	9%	(21)	3%	(8)	47%	(110)	9%	(21)	233
#1 Issue: Medicare / Social Security	7%	(10)	13%	(17)	2%	(3)	8%	(10)	54%	(72)	17%	(23)	135
#1 Issue: Women's Issues	13%	(7)	22%	(12)	9%	(5)	5%	(3)	35%	(19)	17%	(9)	55
#1 Issue: Education	24%	(16)	16%	(11)	11%	(7)	13%	(9)	19%	(13)	16%	(10)	65
#1 Issue: Energy	26%	(14)	24%	(14)	7%	(4)	3%	(2)	31%	(17)	9%	(5)	55
#1 Issue: Other	1%	(1)	10%	(5)	9%	(5)	5%	(2)	47%	(25)	27%	(14)	52
2016 Vote: Democrat Hillary Clinton	17%	(58)	18%	(63)	7%	(23)	3%	(10)	46%	(159)	10%	(36)	349
2016 Vote: Republican Donald Trump	14%	(55)	18%	(70)	4%	(17)	4%	(17)	46%	(174)	13%	(48)	380
2016 Vote: Someone else	10%	(9)	14%	(13)	6%	(5)	10%	(9)	49%	(46)	11%	(10)	94
2012 Vote: Barack Obama	15%	(66)	18%	(79)	6%	(25)	5%	(21)	47%	(201)	9%	(37)	430
2012 Vote: Mitt Romney	14%	(37)	16%	(44)	5%	(13)	3%	(9)	49%	(132)	13%	(34)	270
2012 Vote: Other	10%	(5)	18%	(10)	10%	(5)	8%	(4)	38%	(20)	16%	(9)	53
2012 Vote: Didn't Vote	16%	(55)	15%	(53)	5%	(19)	4%	(13)	39%	(136)	21%	(74)	350
4-Region: Northeast	15%	(28)	16%	(31)	3%	(5)	4%	(8)	50%	(94)	12%	(22)	188
4-Region: Midwest	17%	(41)	17%	(40)	9%	(22)	5%	(13)	43%	(104)	8%	(20)	241
4-Region: South	13%	(52)	16%	(67)	5%	(21)	3%	(14)	46%	(187)	17%	(69)	411
4-Region: West	16%	(43)	18%	(48)	5%	(14)	5%	(13)	39%	(104)	16%	(43)	264
Smartphone Users	16%	(154)	19%	(175)	6%	(59)	4%	(40)	44%	(418)	10%	(98)	944

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Table BRD8B_7: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

Upgraded Retina HD display with improved color accuracy

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	15% (164)	17% (186)	6% (63)	4% (47)	44% (490)	14% (154)	1105
iOS Users	29% (99)	22% (74)	6% (20)	3% (11)	31% (103)	9% (29)	335
Android Users	9% (50)	16% (89)	6% (37)	5% (27)	53% (303)	11% (65)	572

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

Table BRD8B_8: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

Ability to use Animojis, which are animated emojis based on your facial expressions

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	10% (108)	12% (128)	7% (76)	7% (79)	51% (559)	14% (154)	1105
Gender: Male	11% (54)	15% (75)	8% (41)	7% (35)	47% (236)	12% (60)	501
Gender: Female	9% (54)	9% (53)	6% (34)	7% (44)	54% (324)	16% (94)	603
Age: 18-29	17% (43)	22% (55)	8% (19)	8% (19)	31% (77)	15% (39)	252
Age: 30-44	12% (31)	13% (33)	6% (14)	7% (18)	48% (121)	13% (33)	251
Age: 45-54	7% (14)	8% (15)	7% (14)	7% (13)	57% (114)	14% (29)	199
Age: 55-64	6% (11)	6% (11)	6% (12)	8% (16)	64% (121)	10% (20)	190
Age: 65+	4% (9)	7% (14)	8% (16)	6% (13)	59% (126)	16% (34)	212
PID: Dem (no lean)	10% (36)	14% (52)	10% (36)	8% (27)	49% (176)	9% (32)	358
PID: Ind (no lean)	8% (31)	9% (38)	6% (24)	7% (29)	52% (219)	18% (76)	417
PID: Rep (no lean)	13% (41)	12% (39)	5% (15)	7% (23)	50% (165)	14% (47)	329
PID/Gender: Dem Men	9% (14)	20% (29)	12% (18)	5% (8)	49% (74)	5% (8)	150
PID/Gender: Dem Women	10% (22)	11% (22)	9% (18)	9% (19)	49% (102)	12% (24)	208
PID/Gender: Ind Men	8% (15)	12% (23)	6% (12)	9% (17)	48% (93)	18% (34)	194
PID/Gender: Ind Women	7% (17)	7% (15)	6% (12)	5% (11)	57% (126)	19% (41)	223
PID/Gender: Rep Men	16% (25)	14% (23)	7% (12)	6% (10)	44% (69)	12% (18)	157
PID/Gender: Rep Women	9% (16)	9% (16)	2% (4)	7% (13)	55% (95)	16% (28)	172
Tea Party: Supporter	15% (46)	15% (47)	7% (22)	7% (22)	44% (134)	11% (33)	305
Tea Party: Not Supporter	8% (62)	10% (81)	7% (53)	7% (54)	53% (424)	15% (119)	793
Ideo: Liberal (1-3)	16% (59)	15% (57)	9% (34)	8% (29)	42% (158)	11% (41)	378
Ideo: Moderate (4)	5% (11)	13% (30)	7% (15)	8% (19)	55% (127)	12% (28)	229
Ideo: Conservative (5-7)	7% (26)	9% (33)	6% (22)	8% (29)	56% (195)	12% (43)	347
Educ: < College	10% (77)	11% (87)	7% (59)	7% (54)	50% (398)	15% (119)	794
Educ: Bachelors degree	10% (20)	13% (25)	6% (12)	10% (19)	47% (94)	14% (29)	199
Educ: Post-grad	10% (11)	14% (16)	4% (5)	5% (6)	61% (68)	6% (7)	112

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Table BRD8B_8: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

Ability to use Animojis, which are animated emojis based on your facial expressions

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	10% (108)	12% (128)	7% (76)	7% (79)	51% (559)	14% (154)	1105
Income: Under 50k	9% (62)	12% (80)	7% (49)	7% (48)	48% (327)	17% (116)	683
Income: 50k-100k	10% (29)	11% (34)	7% (20)	6% (19)	56% (169)	11% (32)	304
Income: 100k+	14% (17)	12% (14)	5% (6)	10% (12)	54% (63)	6% (7)	117
Ethnicity: White	8% (72)	11% (97)	6% (53)	7% (59)	54% (480)	14% (121)	882
Ethnicity: Hispanic	13% (25)	17% (32)	6% (11)	13% (23)	33% (60)	18% (33)	184
Ethnicity: Afr. Am.	15% (18)	18% (22)	15% (18)	4% (5)	41% (49)	8% (10)	121
Ethnicity: Other	18% (18)	9% (9)	5% (5)	15% (15)	30% (31)	23% (24)	102
Relig: Protestant	7% (17)	10% (24)	5% (13)	7% (17)	60% (141)	10% (25)	236
Relig: Roman Catholic	7% (18)	14% (36)	6% (15)	9% (24)	49% (127)	15% (39)	259
Relig: Ath./Agn./None	13% (41)	10% (32)	7% (21)	8% (25)	48% (149)	14% (43)	312
Relig: Something Else	9% (15)	13% (23)	7% (13)	6% (11)	46% (82)	18% (32)	177
Relig: Evangelical	12% (34)	13% (38)	8% (24)	4% (13)	50% (144)	12% (35)	289
Relig: Non-Evang. Catholics	5% (17)	10% (34)	5% (17)	9% (30)	56% (184)	14% (44)	326
Relig: All Christian	8% (52)	12% (72)	7% (41)	7% (43)	53% (328)	13% (79)	615
Relig: All Non-Christian	12% (57)	11% (56)	7% (34)	7% (36)	47% (230)	15% (75)	489
Community: Urban	13% (42)	14% (46)	5% (16)	9% (28)	45% (144)	14% (44)	320
Community: Suburban	9% (42)	11% (49)	7% (30)	8% (36)	50% (223)	15% (69)	450
Community: Rural	7% (24)	10% (33)	9% (29)	4% (15)	57% (192)	12% (42)	335
Employ: Private Sector	11% (39)	14% (48)	6% (19)	8% (27)	52% (179)	9% (29)	342
Employ: Government	16% (11)	16% (11)	8% (6)	8% (6)	47% (33)	5% (3)	71
Employ: Self-Employed	9% (9)	16% (15)	11% (10)	5% (5)	53% (51)	5% (5)	96
Employ: Homemaker	12% (12)	14% (14)	8% (8)	7% (7)	42% (41)	17% (17)	99
Employ: Retired	6% (13)	5% (10)	7% (16)	7% (16)	61% (138)	14% (32)	225
Employ: Unemployed	9% (11)	10% (11)	5% (6)	8% (10)	45% (52)	22% (26)	117
Employ: Other	8% (9)	6% (7)	6% (6)	5% (6)	47% (51)	28% (30)	109
Military HH: Yes	10% (22)	8% (18)	6% (13)	9% (20)	55% (119)	11% (24)	216
Military HH: No	10% (86)	12% (110)	7% (63)	7% (59)	50% (441)	15% (131)	888

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Table BRD8B_8: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

Ability to use Animojis, which are animated emojis based on your facial expressions

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No impact either way		Don't Know / No Opinion		Total N
Adults	10%	(108)	12%	(128)	7%	(76)	7%	(79)	51%	(559)	14%	(154)	1105
RD/WT: Right Direction	14%	(58)	15%	(64)	6%	(24)	6%	(24)	45%	(186)	14%	(59)	416
RD/WT: Wrong Track	7%	(50)	9%	(64)	7%	(51)	8%	(55)	54%	(373)	14%	(95)	689
Strongly Approve	15%	(34)	11%	(26)	6%	(13)	5%	(12)	46%	(105)	16%	(37)	228
Somewhat Approve	10%	(26)	15%	(39)	6%	(16)	7%	(17)	51%	(131)	11%	(28)	257
Somewhat Disapprove	8%	(12)	11%	(16)	5%	(8)	7%	(10)	55%	(81)	14%	(21)	146
Strongly Disapprove	8%	(30)	11%	(43)	9%	(37)	8%	(31)	54%	(212)	11%	(44)	396
Dont Know / No Opinion	8%	(7)	6%	(5)	3%	(2)	11%	(9)	40%	(31)	31%	(25)	78
#1 Issue: Economy	10%	(29)	8%	(23)	5%	(13)	5%	(15)	59%	(166)	12%	(34)	279
#1 Issue: Security	10%	(23)	14%	(33)	6%	(14)	7%	(15)	50%	(115)	13%	(31)	230
#1 Issue: Health Care	9%	(20)	11%	(25)	9%	(22)	9%	(21)	52%	(121)	11%	(25)	233
#1 Issue: Medicare / Social Security	4%	(6)	8%	(11)	4%	(5)	8%	(11)	56%	(76)	19%	(26)	135
#1 Issue: Women's Issues	6%	(3)	28%	(15)	9%	(5)	6%	(3)	38%	(21)	13%	(7)	55
#1 Issue: Education	20%	(13)	17%	(11)	10%	(7)	9%	(6)	26%	(17)	18%	(11)	65
#1 Issue: Energy	18%	(10)	12%	(7)	13%	(7)	9%	(5)	34%	(19)	14%	(8)	55
#1 Issue: Other	10%	(5)	5%	(3)	7%	(4)	5%	(3)	50%	(26)	23%	(12)	52
2016 Vote: Democrat Hillary Clinton	9%	(32)	13%	(47)	10%	(34)	5%	(19)	53%	(183)	10%	(34)	349
2016 Vote: Republican Donald Trump	13%	(51)	8%	(30)	6%	(23)	8%	(29)	52%	(196)	14%	(52)	380
2016 Vote: Someone else	5%	(5)	8%	(8)	5%	(5)	11%	(11)	58%	(54)	12%	(11)	94
2012 Vote: Barack Obama	10%	(41)	12%	(52)	9%	(40)	7%	(31)	54%	(232)	8%	(34)	430
2012 Vote: Mitt Romney	9%	(23)	7%	(19)	6%	(16)	8%	(23)	57%	(153)	13%	(36)	270
2012 Vote: Other	9%	(5)	12%	(6)	10%	(5)	6%	(3)	47%	(25)	16%	(9)	53
2012 Vote: Didn't Vote	11%	(39)	14%	(50)	4%	(14)	6%	(22)	43%	(150)	22%	(76)	350
4-Region: Northeast	5%	(10)	13%	(24)	9%	(16)	6%	(11)	56%	(106)	11%	(21)	188
4-Region: Midwest	10%	(24)	13%	(30)	9%	(21)	10%	(24)	49%	(118)	10%	(24)	241
4-Region: South	10%	(39)	9%	(38)	7%	(28)	5%	(20)	53%	(219)	16%	(67)	411
4-Region: West	13%	(35)	14%	(36)	4%	(10)	9%	(24)	44%	(117)	16%	(42)	264
Smartphone Users	11%	(104)	13%	(119)	7%	(65)	8%	(71)	52%	(487)	10%	(99)	944

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Table BRD8B_8: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

Ability to use Animojis, which are animated emojis based on your facial expressions

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	10% (108)	12% (128)	7% (76)	7% (79)	51% (559)	14% (154)	1105
iOS Users	18% (60)	16% (54)	7% (22)	8% (27)	43% (144)	9% (29)	335
Android Users	7% (38)	10% (57)	7% (41)	7% (41)	57% (328)	12% (68)	572

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

Table BRD8B_9: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

Ability to wirelessly charge the phone

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	18% (198)	20% (226)	5% (60)	4% (49)	39% (434)	12% (138)	1105
Gender: Male	17% (87)	23% (113)	8% (39)	6% (28)	38% (191)	9% (43)	501
Gender: Female	18% (111)	19% (113)	3% (20)	3% (21)	40% (243)	16% (95)	603
Age: 18-29	26% (67)	22% (55)	8% (21)	4% (10)	25% (63)	14% (36)	252
Age: 30-44	24% (61)	23% (57)	5% (13)	4% (9)	32% (79)	13% (32)	251
Age: 45-54	12% (24)	19% (37)	4% (9)	5% (11)	47% (94)	12% (25)	199
Age: 55-64	12% (23)	18% (35)	4% (8)	6% (11)	49% (93)	10% (20)	190
Age: 65+	11% (24)	20% (42)	4% (9)	4% (8)	49% (104)	12% (25)	212
PID: Dem (no lean)	19% (67)	23% (84)	5% (19)	7% (24)	39% (140)	7% (25)	358
PID: Ind (no lean)	15% (65)	16% (66)	6% (24)	4% (15)	41% (170)	19% (77)	417
PID: Rep (no lean)	20% (66)	23% (76)	5% (16)	3% (9)	38% (125)	11% (36)	329
PID/Gender: Dem Men	13% (20)	29% (44)	9% (14)	8% (12)	38% (57)	3% (4)	150
PID/Gender: Dem Women	23% (47)	19% (40)	3% (6)	6% (13)	40% (82)	10% (21)	208
PID/Gender: Ind Men	16% (30)	17% (32)	8% (15)	5% (10)	40% (77)	15% (30)	194
PID/Gender: Ind Women	15% (34)	15% (34)	4% (9)	3% (6)	42% (93)	21% (47)	223
PID/Gender: Rep Men	23% (37)	24% (37)	7% (11)	4% (7)	36% (57)	6% (9)	157
PID/Gender: Rep Women	17% (30)	23% (39)	3% (6)	2% (3)	39% (68)	16% (27)	172
Tea Party: Supporter	24% (72)	25% (75)	6% (19)	5% (15)	32% (97)	9% (28)	305
Tea Party: Not Supporter	16% (126)	19% (151)	5% (41)	4% (32)	42% (335)	14% (108)	793
Ideo: Liberal (1-3)	23% (88)	23% (87)	7% (27)	5% (20)	31% (119)	10% (36)	378
Ideo: Moderate (4)	13% (29)	24% (56)	5% (11)	6% (13)	44% (101)	9% (20)	229
Ideo: Conservative (5-7)	16% (57)	20% (68)	5% (19)	4% (13)	42% (147)	12% (43)	347
Educ: < College	16% (127)	18% (139)	6% (50)	6% (45)	41% (322)	14% (111)	794
Educ: Bachelors degree	25% (50)	28% (55)	3% (6)	1% (2)	32% (64)	11% (21)	199
Educ: Post-grad	19% (21)	28% (32)	4% (4)	2% (2)	43% (48)	5% (6)	112

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Table BRD8B_9: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

Ability to wirelessly charge the phone

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	18% (198)	20% (226)	5% (60)	4% (49)	39% (434)	12% (138)	1105
Income: Under 50k	16% (111)	18% (123)	6% (38)	4% (31)	40% (272)	16% (107)	683
Income: 50k-100k	20% (60)	24% (72)	4% (11)	3% (10)	40% (123)	9% (28)	304
Income: 100k+	22% (26)	26% (30)	8% (10)	8% (9)	33% (39)	3% (3)	117
Ethnicity: White	17% (147)	21% (186)	5% (48)	3% (30)	41% (362)	12% (108)	882
Ethnicity: Hispanic	23% (42)	20% (36)	6% (11)	8% (15)	23% (42)	21% (38)	184
Ethnicity: Afr. Am.	22% (26)	22% (26)	5% (6)	5% (6)	42% (51)	5% (6)	121
Ethnicity: Other	24% (25)	13% (13)	6% (6)	13% (13)	21% (21)	23% (23)	102
Relig: Protestant	14% (34)	21% (50)	7% (16)	4% (10)	44% (105)	9% (22)	236
Relig: Roman Catholic	18% (46)	21% (53)	5% (13)	5% (13)	39% (100)	13% (33)	259
Relig: Ath./Agn./None	19% (61)	21% (64)	5% (15)	5% (16)	36% (112)	14% (44)	312
Relig: Something Else	16% (28)	20% (35)	4% (7)	3% (5)	41% (72)	17% (30)	177
Relig: Evangelical	20% (58)	18% (53)	7% (21)	5% (15)	41% (118)	8% (24)	289
Relig: Non-Evang. Catholics	16% (51)	22% (73)	5% (17)	4% (13)	40% (131)	12% (40)	326
Relig: All Christian	18% (109)	21% (126)	6% (38)	5% (28)	41% (249)	10% (65)	615
Relig: All Non-Christian	18% (89)	20% (99)	4% (22)	4% (21)	38% (184)	15% (73)	489
Community: Urban	20% (64)	21% (67)	6% (18)	5% (16)	36% (116)	12% (40)	320
Community: Suburban	19% (86)	22% (98)	5% (24)	5% (21)	36% (160)	13% (60)	450
Community: Rural	14% (48)	18% (60)	5% (18)	4% (12)	47% (158)	12% (39)	335
Employ: Private Sector	19% (65)	27% (92)	6% (22)	4% (13)	36% (123)	8% (26)	342
Employ: Government	27% (19)	22% (16)	5% (4)	7% (5)	38% (27)	1% (1)	71
Employ: Self-Employed	16% (16)	25% (24)	6% (6)	4% (3)	44% (42)	5% (5)	96
Employ: Homemaker	23% (23)	19% (19)	5% (5)	5% (4)	32% (31)	17% (16)	99
Employ: Retired	13% (30)	16% (37)	3% (6)	6% (12)	52% (117)	10% (23)	225
Employ: Unemployed	16% (19)	13% (15)	6% (7)	8% (9)	35% (41)	23% (26)	117
Employ: Other	13% (14)	11% (12)	6% (6)	2% (2)	41% (44)	27% (29)	109
Military HH: Yes	13% (27)	19% (41)	5% (11)	8% (17)	48% (103)	8% (17)	216
Military HH: No	19% (171)	21% (184)	5% (49)	4% (32)	37% (331)	14% (121)	888

Continued on next page

Table BRD8B_9: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

Ability to wirelessly charge the phone

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	18% (198)	20% (226)	5% (60)	4% (49)	39% (434)	12% (138)	1105
RD/WT: Right Direction	20% (84)	21% (88)	6% (24)	4% (17)	35% (147)	13% (55)	416
RD/WT: Wrong Track	16% (114)	20% (138)	5% (35)	5% (32)	42% (287)	12% (82)	689
Strongly Approve	22% (50)	20% (45)	5% (12)	5% (10)	35% (79)	14% (31)	228
Somewhat Approve	18% (47)	23% (59)	5% (13)	3% (8)	42% (107)	9% (23)	257
Somewhat Disapprove	11% (16)	26% (38)	5% (8)	5% (8)	38% (55)	14% (21)	146
Strongly Disapprove	18% (73)	19% (75)	6% (25)	6% (22)	41% (163)	10% (38)	396
Dont Know / No Opinion	15% (12)	11% (8)	2% (2)	1% (1)	39% (30)	32% (25)	78
#1 Issue: Economy	19% (52)	22% (62)	3% (8)	2% (7)	42% (118)	11% (31)	279
#1 Issue: Security	22% (51)	20% (46)	3% (6)	4% (9)	39% (89)	12% (28)	230
#1 Issue: Health Care	18% (41)	19% (45)	7% (17)	5% (12)	42% (99)	8% (20)	233
#1 Issue: Medicare / Social Security	4% (6)	19% (25)	2% (3)	7% (9)	52% (70)	16% (22)	135
#1 Issue: Women's Issues	23% (13)	19% (11)	10% (6)	6% (3)	30% (16)	12% (7)	55
#1 Issue: Education	27% (17)	22% (14)	11% (7)	12% (8)	14% (9)	14% (9)	65
#1 Issue: Energy	21% (12)	27% (15)	13% (7)	1% (1)	26% (14)	12% (7)	55
#1 Issue: Other	11% (5)	16% (9)	9% (5)	2% (1)	35% (18)	27% (14)	52
2016 Vote: Democrat Hillary Clinton	20% (70)	21% (74)	5% (17)	4% (15)	42% (145)	8% (28)	349
2016 Vote: Republican Donald Trump	19% (72)	22% (82)	4% (17)	3% (12)	41% (155)	11% (42)	380
2016 Vote: Someone else	14% (13)	15% (14)	8% (7)	6% (6)	44% (41)	13% (13)	94
2012 Vote: Barack Obama	20% (84)	22% (96)	5% (23)	5% (22)	40% (172)	8% (32)	430
2012 Vote: Mitt Romney	17% (47)	21% (57)	5% (14)	4% (10)	42% (112)	11% (29)	270
2012 Vote: Other	11% (6)	21% (11)	14% (7)	3% (2)	34% (18)	16% (9)	53
2012 Vote: Didn't Vote	17% (61)	18% (61)	4% (14)	4% (15)	38% (132)	19% (68)	350
4-Region: Northeast	18% (34)	20% (38)	3% (6)	4% (8)	44% (83)	10% (19)	188
4-Region: Midwest	19% (46)	21% (51)	8% (19)	3% (8)	41% (98)	8% (20)	241
4-Region: South	17% (70)	21% (85)	6% (24)	4% (15)	38% (158)	14% (59)	411
4-Region: West	18% (48)	19% (51)	4% (11)	7% (19)	36% (95)	15% (40)	264
Smartphone Users	20% (187)	22% (208)	6% (56)	5% (44)	38% (362)	9% (87)	944

Continued on next page

Table BRD8B_9: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

Ability to wirelessly charge the phone

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	18% (198)	20% (226)	5% (60)	4% (49)	39% (434)	12% (138)	1105
iOS Users	35% (116)	29% (98)	4% (13)	4% (13)	21% (70)	7% (24)	335
Android Users	11% (63)	19% (107)	6% (36)	5% (26)	49% (279)	11% (60)	572

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

Table BRD8B_10: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

Fast charging capabilities

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	20% (223)	21% (230)	6% (68)	3% (33)	37% (412)	13% (139)	1105
Gender: Male	21% (107)	21% (103)	8% (42)	4% (20)	36% (179)	10% (50)	501
Gender: Female	19% (116)	21% (127)	4% (26)	2% (13)	39% (233)	15% (89)	603
Age: 18-29	28% (70)	24% (62)	6% (15)	4% (10)	22% (56)	15% (38)	252
Age: 30-44	28% (70)	20% (50)	6% (16)	3% (8)	32% (81)	11% (27)	251
Age: 45-54	15% (30)	19% (37)	6% (12)	3% (7)	44% (87)	13% (26)	199
Age: 55-64	13% (25)	20% (38)	8% (15)	2% (4)	46% (88)	11% (20)	190
Age: 65+	13% (27)	21% (44)	4% (9)	2% (5)	47% (100)	13% (27)	212
PID: Dem (no lean)	21% (76)	25% (90)	7% (25)	3% (11)	36% (130)	7% (26)	358
PID: Ind (no lean)	16% (68)	19% (78)	5% (21)	4% (15)	38% (159)	18% (76)	417
PID: Rep (no lean)	24% (78)	19% (62)	7% (21)	2% (7)	37% (123)	11% (37)	329
PID/Gender: Dem Men	19% (28)	29% (44)	10% (14)	4% (5)	35% (53)	4% (6)	150
PID/Gender: Dem Women	23% (48)	22% (46)	5% (11)	3% (5)	37% (77)	10% (20)	208
PID/Gender: Ind Men	16% (30)	19% (37)	8% (16)	6% (11)	35% (68)	16% (32)	194
PID/Gender: Ind Women	17% (38)	19% (42)	2% (5)	2% (5)	41% (91)	20% (44)	223
PID/Gender: Rep Men	31% (48)	15% (23)	7% (12)	3% (4)	37% (58)	8% (12)	157
PID/Gender: Rep Women	17% (30)	23% (39)	6% (10)	2% (3)	38% (65)	14% (24)	172
Tea Party: Supporter	27% (81)	21% (63)	8% (26)	4% (11)	32% (98)	9% (26)	305
Tea Party: Not Supporter	18% (141)	21% (167)	5% (42)	2% (19)	39% (312)	14% (111)	793
Ideo: Liberal (1-3)	27% (100)	26% (99)	8% (31)	3% (10)	27% (102)	10% (36)	378
Ideo: Moderate (4)	16% (37)	22% (50)	5% (11)	3% (7)	44% (101)	10% (23)	229
Ideo: Conservative (5-7)	16% (56)	19% (67)	7% (26)	4% (12)	42% (147)	11% (39)	347
Educ: < College	19% (149)	18% (139)	7% (53)	4% (31)	39% (311)	14% (112)	794
Educ: Bachelors degree	25% (49)	28% (56)	5% (11)	1% (3)	29% (58)	11% (22)	199
Educ: Post-grad	22% (25)	31% (35)	4% (4)	— (0)	39% (43)	5% (5)	112

Continued on next page

Table BRD8B_10: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

Fast charging capabilities

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	20% (223)	21% (230)	6% (68)	3% (33)	37% (412)	13% (139)	1105
Income: Under 50k	18% (125)	20% (135)	6% (43)	4% (28)	36% (246)	16% (106)	683
Income: 50k-100k	21% (65)	21% (64)	5% (16)	1% (4)	42% (129)	9% (27)	304
Income: 100k+	28% (33)	27% (31)	7% (8)	1% (2)	32% (38)	5% (5)	117
Ethnicity: White	19% (164)	21% (189)	6% (52)	3% (25)	39% (347)	12% (106)	882
Ethnicity: Hispanic	23% (42)	20% (36)	9% (17)	6% (11)	22% (41)	21% (38)	184
Ethnicity: Afr. Am.	25% (30)	22% (26)	7% (8)	3% (3)	38% (45)	6% (7)	121
Ethnicity: Other	28% (29)	15% (15)	8% (8)	5% (5)	19% (19)	25% (26)	102
Relig: Protestant	19% (44)	21% (49)	5% (13)	3% (7)	43% (102)	9% (21)	236
Relig: Roman Catholic	19% (50)	18% (46)	7% (18)	5% (13)	38% (97)	13% (35)	259
Relig: Ath./Agn./None	21% (67)	20% (62)	7% (21)	2% (6)	36% (111)	15% (45)	312
Relig: Something Else	20% (35)	24% (43)	5% (8)	2% (3)	32% (57)	17% (31)	177
Relig: Evangelical	23% (65)	20% (57)	6% (18)	4% (11)	39% (113)	9% (25)	289
Relig: Non-Evang. Catholics	17% (56)	21% (69)	6% (21)	4% (13)	40% (129)	12% (38)	326
Relig: All Christian	20% (121)	20% (126)	6% (39)	4% (24)	39% (242)	10% (63)	615
Relig: All Non-Christian	21% (102)	21% (105)	6% (29)	2% (9)	34% (168)	16% (76)	489
Community: Urban	21% (67)	21% (66)	7% (22)	3% (9)	35% (114)	13% (42)	320
Community: Suburban	22% (97)	21% (95)	7% (31)	3% (15)	33% (149)	14% (62)	450
Community: Rural	18% (59)	21% (69)	4% (14)	3% (9)	45% (149)	10% (34)	335
Employ: Private Sector	21% (73)	24% (82)	8% (27)	3% (9)	37% (128)	7% (23)	342
Employ: Government	25% (18)	27% (19)	5% (3)	2% (1)	38% (27)	3% (2)	71
Employ: Self-Employed	20% (19)	26% (25)	2% (2)	9% (8)	39% (38)	3% (3)	96
Employ: Homemaker	24% (24)	20% (20)	4% (4)	1% (1)	36% (36)	15% (14)	99
Employ: Retired	14% (31)	18% (41)	4% (10)	4% (10)	49% (110)	10% (23)	225
Employ: Unemployed	18% (21)	19% (22)	7% (8)	1% (1)	33% (38)	22% (26)	117
Employ: Other	23% (25)	11% (11)	5% (5)	1% (1)	28% (30)	33% (36)	109
Military HH: Yes	18% (39)	21% (46)	3% (7)	5% (10)	44% (95)	9% (20)	216
Military HH: No	21% (183)	21% (184)	7% (61)	3% (24)	36% (317)	13% (119)	888

Continued on next page

Table BRD8B_10: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*
Fast charging capabilities

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	20% (223)	21% (230)	6% (68)	3% (33)	37% (412)	13% (139)	1105
RD/WT: Right Direction	22% (90)	21% (87)	6% (26)	3% (12)	34% (143)	14% (57)	416
RD/WT: Wrong Track	19% (132)	21% (143)	6% (41)	3% (22)	39% (269)	12% (82)	689
Strongly Approve	24% (54)	16% (36)	6% (14)	3% (7)	37% (85)	15% (33)	228
Somewhat Approve	21% (54)	24% (60)	5% (13)	4% (11)	37% (96)	9% (22)	257
Somewhat Disapprove	15% (23)	23% (34)	4% (6)	5% (7)	38% (56)	14% (20)	146
Strongly Disapprove	20% (78)	24% (95)	7% (29)	1% (5)	37% (148)	10% (40)	396
Dont Know / No Opinion	17% (13)	6% (5)	8% (6)	4% (3)	34% (27)	31% (24)	78
#1 Issue: Economy	20% (57)	20% (55)	6% (16)	1% (3)	42% (118)	11% (31)	279
#1 Issue: Security	23% (53)	19% (44)	5% (11)	3% (8)	37% (84)	13% (31)	230
#1 Issue: Health Care	21% (50)	21% (49)	9% (20)	3% (7)	38% (89)	8% (18)	233
#1 Issue: Medicare / Social Security	8% (11)	17% (23)	4% (5)	6% (8)	49% (66)	16% (22)	135
#1 Issue: Women's Issues	23% (12)	28% (16)	8% (4)	5% (3)	24% (13)	12% (7)	55
#1 Issue: Education	35% (22)	18% (12)	13% (9)	4% (3)	15% (10)	15% (9)	65
#1 Issue: Energy	18% (10)	39% (21)	6% (3)	1% (1)	25% (14)	12% (7)	55
#1 Issue: Other	14% (7)	20% (11)	— (0)	4% (2)	35% (18)	27% (14)	52
2016 Vote: Democrat Hillary Clinton	21% (74)	25% (88)	8% (28)	2% (6)	35% (122)	9% (31)	349
2016 Vote: Republican Donald Trump	21% (81)	20% (77)	6% (21)	3% (11)	39% (148)	11% (42)	380
2016 Vote: Someone else	14% (13)	20% (18)	2% (2)	7% (7)	45% (42)	12% (11)	94
2012 Vote: Barack Obama	22% (94)	24% (102)	7% (31)	3% (12)	36% (156)	8% (36)	430
2012 Vote: Mitt Romney	19% (52)	21% (55)	5% (14)	2% (5)	42% (112)	12% (31)	270
2012 Vote: Other	16% (8)	23% (12)	6% (3)	7% (4)	36% (19)	13% (7)	53
2012 Vote: Didn't Vote	19% (68)	17% (61)	5% (19)	4% (13)	36% (124)	18% (65)	350
4-Region: Northeast	18% (34)	21% (40)	4% (7)	3% (5)	43% (81)	11% (21)	188
4-Region: Midwest	22% (52)	20% (49)	10% (23)	4% (9)	35% (84)	10% (24)	241
4-Region: South	18% (74)	21% (87)	6% (23)	3% (12)	39% (162)	13% (52)	411
4-Region: West	23% (61)	20% (54)	5% (14)	3% (7)	33% (86)	16% (42)	264
Smartphone Users	22% (205)	22% (207)	6% (59)	3% (32)	38% (355)	9% (86)	944

Continued on next page

Table BRD8B_10: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

Fast charging capabilities

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	20% (223)	21% (230)	6% (68)	3% (33)	37% (412)	13% (139)	1105
iOS Users	34% (115)	28% (95)	6% (19)	3% (8)	22% (73)	8% (26)	335
Android Users	14% (78)	18% (105)	7% (39)	4% (22)	47% (271)	10% (57)	572

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

Table BRD8B_11: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

Two additional hours of battery life compared to the iPhone 7

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	20% (216)	23% (250)	3% (37)	3% (33)	38% (425)	13% (144)	1105
Gender: Male	20% (102)	26% (128)	3% (17)	4% (22)	36% (181)	10% (52)	501
Gender: Female	19% (114)	20% (121)	3% (20)	2% (11)	40% (244)	15% (92)	603
Age: 18-29	29% (74)	25% (63)	3% (8)	3% (8)	23% (57)	17% (42)	252
Age: 30-44	23% (59)	26% (66)	3% (7)	2% (5)	33% (82)	13% (33)	251
Age: 45-54	15% (30)	16% (31)	4% (7)	4% (9)	50% (99)	11% (23)	199
Age: 55-64	14% (27)	22% (43)	4% (8)	3% (5)	47% (88)	10% (19)	190
Age: 65+	12% (26)	22% (47)	3% (7)	3% (7)	47% (99)	13% (27)	212
PID: Dem (no lean)	24% (85)	24% (87)	4% (16)	2% (7)	38% (137)	7% (26)	358
PID: Ind (no lean)	15% (63)	22% (90)	1% (4)	4% (18)	38% (159)	20% (83)	417
PID: Rep (no lean)	20% (67)	22% (73)	5% (17)	3% (8)	39% (129)	11% (35)	329
PID/Gender: Dem Men	21% (32)	31% (47)	5% (8)	2% (3)	36% (54)	4% (6)	150
PID/Gender: Dem Women	26% (53)	19% (40)	4% (8)	2% (3)	40% (83)	10% (20)	208
PID/Gender: Ind Men	13% (26)	25% (48)	1% (1)	7% (14)	35% (68)	19% (37)	194
PID/Gender: Ind Women	17% (37)	19% (42)	1% (3)	2% (4)	41% (92)	20% (45)	223
PID/Gender: Rep Men	28% (44)	21% (34)	5% (8)	3% (4)	38% (59)	5% (8)	157
PID/Gender: Rep Women	14% (23)	23% (39)	5% (9)	2% (4)	40% (70)	16% (27)	172
Tea Party: Supporter	25% (76)	26% (78)	4% (13)	4% (12)	32% (97)	9% (29)	305
Tea Party: Not Supporter	18% (139)	22% (171)	3% (24)	2% (18)	41% (326)	14% (114)	793
Ideo: Liberal (1-3)	32% (121)	23% (86)	5% (17)	3% (11)	28% (106)	10% (37)	378
Ideo: Moderate (4)	13% (29)	25% (58)	4% (9)	4% (10)	45% (103)	9% (21)	229
Ideo: Conservative (5-7)	13% (43)	26% (89)	2% (8)	3% (11)	44% (152)	13% (44)	347
Educ: < College	18% (140)	21% (167)	3% (27)	4% (29)	40% (316)	14% (114)	794
Educ: Bachelors degree	28% (56)	22% (45)	4% (8)	1% (2)	32% (64)	12% (24)	199
Educ: Post-grad	17% (19)	34% (38)	2% (2)	2% (2)	40% (45)	6% (6)	112

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Table BRD8B_11: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*
Two additional hours of battery life compared to the iPhone 7

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	20% (216)	23% (250)	3% (37)	3% (33)	38% (425)	13% (144)	1105
Income: Under 50k	18% (121)	21% (142)	3% (20)	4% (27)	39% (263)	16% (109)	683
Income: 50k-100k	20% (61)	25% (75)	4% (12)	2% (5)	40% (122)	10% (30)	304
Income: 100k+	29% (34)	28% (33)	4% (5)	1% (2)	34% (40)	4% (5)	117
Ethnicity: White	18% (160)	23% (205)	3% (29)	2% (21)	40% (353)	13% (114)	882
Ethnicity: Hispanic	24% (44)	19% (34)	5% (8)	6% (11)	26% (48)	21% (38)	184
Ethnicity: Afr. Am.	23% (28)	23% (28)	3% (3)	4% (4)	40% (48)	7% (8)	121
Ethnicity: Other	27% (27)	16% (16)	4% (4)	8% (8)	23% (24)	22% (22)	102
Relig: Protestant	15% (35)	25% (60)	3% (7)	3% (7)	44% (103)	10% (23)	236
Relig: Roman Catholic	19% (50)	21% (55)	4% (9)	5% (13)	39% (100)	13% (33)	259
Relig: Ath./Agn./None	24% (76)	19% (60)	4% (11)	3% (8)	36% (111)	14% (45)	312
Relig: Something Else	16% (28)	25% (43)	4% (7)	2% (3)	36% (64)	18% (31)	177
Relig: Evangelical	21% (60)	25% (72)	3% (7)	3% (9)	39% (112)	10% (28)	289
Relig: Non-Evang. Catholics	16% (51)	23% (74)	4% (12)	4% (13)	42% (137)	12% (39)	326
Relig: All Christian	18% (111)	24% (147)	3% (19)	4% (22)	40% (249)	11% (67)	615
Relig: All Non-Christian	21% (104)	21% (103)	4% (18)	2% (11)	36% (175)	16% (77)	489
Community: Urban	22% (71)	22% (72)	3% (11)	4% (12)	35% (112)	13% (42)	320
Community: Suburban	21% (93)	23% (102)	3% (13)	4% (18)	37% (164)	14% (61)	450
Community: Rural	15% (51)	23% (76)	4% (13)	1% (3)	45% (149)	12% (41)	335
Employ: Private Sector	21% (71)	27% (94)	4% (15)	2% (7)	38% (130)	7% (25)	342
Employ: Government	33% (23)	26% (19)	4% (3)	2% (1)	34% (24)	1% (1)	71
Employ: Self-Employed	20% (19)	32% (30)	1% (1)	3% (3)	40% (39)	4% (4)	96
Employ: Homemaker	20% (19)	22% (22)	4% (4)	2% (2)	34% (33)	18% (18)	99
Employ: Retired	13% (30)	20% (46)	3% (8)	5% (11)	47% (106)	11% (25)	225
Employ: Unemployed	20% (24)	16% (19)	3% (3)	3% (4)	37% (43)	21% (24)	117
Employ: Other	17% (19)	7% (8)	2% (2)	3% (3)	40% (44)	31% (33)	109
Military HH: Yes	19% (40)	23% (50)	1% (2)	6% (13)	42% (91)	9% (20)	216
Military HH: No	20% (175)	22% (199)	4% (35)	2% (20)	38% (334)	14% (124)	888

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Table BRD8B_11: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*
Two additional hours of battery life compared to the iPhone 7

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	20% (216)	23% (250)	3% (37)	3% (33)	38% (425)	13% (144)	1105
RD/WT: Right Direction	21% (88)	23% (96)	4% (16)	3% (14)	36% (150)	13% (53)	416
RD/WT: Wrong Track	19% (128)	22% (154)	3% (21)	3% (20)	40% (275)	13% (91)	689
Strongly Approve	22% (50)	18% (42)	5% (12)	3% (6)	37% (85)	14% (33)	228
Somewhat Approve	18% (46)	30% (76)	1% (4)	4% (10)	38% (96)	10% (25)	257
Somewhat Disapprove	16% (24)	24% (35)	2% (3)	6% (9)	39% (56)	13% (19)	146
Strongly Disapprove	22% (86)	23% (91)	5% (19)	2% (7)	40% (157)	9% (37)	396
Dont Know / No Opinion	13% (10)	8% (6)	— (0)	2% (1)	39% (31)	38% (29)	78
#1 Issue: Economy	18% (51)	23% (63)	2% (6)	3% (7)	44% (123)	10% (28)	279
#1 Issue: Security	18% (41)	27% (61)	4% (9)	1% (3)	35% (81)	15% (34)	230
#1 Issue: Health Care	19% (44)	21% (48)	5% (12)	4% (9)	42% (98)	9% (22)	233
#1 Issue: Medicare / Social Security	11% (15)	20% (27)	1% (1)	5% (7)	43% (58)	19% (26)	135
#1 Issue: Women's Issues	21% (12)	24% (13)	4% (2)	7% (4)	28% (16)	15% (9)	55
#1 Issue: Education	34% (22)	20% (13)	7% (4)	4% (3)	19% (12)	16% (10)	65
#1 Issue: Energy	36% (20)	20% (11)	4% (2)	1% (1)	28% (16)	11% (6)	55
#1 Issue: Other	19% (10)	23% (12)	— (0)	— (0)	39% (20)	19% (10)	52
2016 Vote: Democrat Hillary Clinton	24% (85)	22% (78)	5% (19)	1% (5)	37% (131)	9% (31)	349
2016 Vote: Republican Donald Trump	19% (71)	24% (91)	4% (14)	3% (11)	40% (151)	11% (43)	380
2016 Vote: Someone else	14% (13)	19% (18)	3% (3)	6% (5)	49% (46)	10% (9)	94
2012 Vote: Barack Obama	21% (91)	25% (106)	5% (21)	3% (14)	38% (164)	8% (34)	430
2012 Vote: Mitt Romney	17% (46)	24% (65)	3% (8)	2% (6)	43% (117)	10% (28)	270
2012 Vote: Other	15% (8)	33% (18)	6% (3)	3% (2)	33% (17)	10% (5)	53
2012 Vote: Didn't Vote	20% (69)	18% (61)	1% (4)	3% (12)	36% (126)	22% (77)	350
4-Region: Northeast	16% (31)	22% (41)	4% (7)	3% (5)	43% (82)	12% (23)	188
4-Region: Midwest	23% (55)	23% (56)	3% (7)	3% (7)	36% (86)	12% (29)	241
4-Region: South	17% (71)	24% (98)	2% (9)	3% (12)	41% (167)	13% (54)	411
4-Region: West	22% (58)	21% (55)	5% (14)	3% (9)	34% (90)	14% (38)	264
Smartphone Users	21% (201)	24% (224)	4% (35)	3% (30)	38% (361)	10% (93)	944

Continued on next page

Table BRD8B_11: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?**Two additional hours of battery life compared to the iPhone 7*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	20% (216)	23% (250)	3% (37)	3% (33)	38% (425)	13% (144)	1105
iOS Users	37% (123)	29% (98)	3% (10)	1% (5)	23% (76)	7% (23)	335
Android Users	13% (75)	20% (114)	3% (20)	4% (24)	48% (274)	11% (65)	572

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

Table BRD8B_12: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*

Inclusion of Bluetooth 5.0

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	12% (128)	16% (173)	6% (69)	4% (41)	48% (531)	15% (162)	1105
Gender: Male	16% (79)	19% (93)	7% (34)	5% (26)	43% (215)	11% (55)	501
Gender: Female	8% (49)	13% (80)	6% (35)	3% (15)	52% (316)	18% (107)	603
Age: 18-29	19% (48)	16% (40)	11% (28)	5% (13)	33% (82)	16% (42)	252
Age: 30-44	13% (33)	20% (51)	4% (10)	3% (8)	44% (110)	15% (39)	251
Age: 45-54	8% (16)	12% (23)	6% (13)	3% (6)	55% (110)	16% (31)	199
Age: 55-64	7% (14)	16% (31)	5% (9)	4% (7)	57% (108)	11% (21)	190
Age: 65+	8% (18)	13% (28)	5% (10)	3% (7)	57% (120)	14% (29)	212
PID: Dem (no lean)	12% (42)	18% (63)	7% (26)	4% (14)	51% (181)	9% (32)	358
PID: Ind (no lean)	10% (41)	14% (57)	6% (24)	3% (15)	47% (195)	21% (86)	417
PID: Rep (no lean)	14% (45)	16% (53)	6% (18)	4% (13)	47% (155)	14% (44)	329
PID/Gender: Dem Men	14% (21)	20% (30)	10% (15)	5% (7)	47% (71)	4% (7)	150
PID/Gender: Dem Women	10% (21)	16% (33)	6% (12)	3% (7)	53% (109)	12% (25)	208
PID/Gender: Ind Men	13% (25)	16% (31)	6% (11)	6% (11)	43% (83)	17% (33)	194
PID/Gender: Ind Women	7% (16)	12% (26)	6% (13)	2% (4)	50% (111)	24% (53)	223
PID/Gender: Rep Men	21% (33)	21% (32)	5% (8)	5% (8)	38% (60)	10% (16)	157
PID/Gender: Rep Women	7% (12)	12% (21)	6% (10)	3% (5)	55% (95)	17% (29)	172
Tea Party: Supporter	18% (54)	19% (58)	9% (27)	4% (11)	41% (125)	10% (30)	305
Tea Party: Not Supporter	9% (74)	14% (115)	5% (42)	3% (27)	51% (404)	16% (130)	793
Ideo: Liberal (1-3)	16% (60)	19% (73)	8% (30)	4% (14)	40% (150)	14% (51)	378
Ideo: Moderate (4)	10% (23)	13% (31)	7% (17)	4% (10)	54% (124)	11% (24)	229
Ideo: Conservative (5-7)	9% (31)	17% (58)	4% (15)	4% (14)	53% (185)	13% (45)	347
Educ: < College	11% (88)	14% (111)	7% (56)	4% (35)	48% (380)	16% (124)	794
Educ: Bachelors degree	13% (26)	18% (36)	5% (11)	3% (6)	47% (93)	14% (27)	199
Educ: Post-grad	13% (14)	24% (27)	2% (3)	— (0)	51% (57)	10% (11)	112

Continued on next page

Table BRD8B_12: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*
Inclusion of Bluetooth 5.0

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No impact either way		Don't Know / No Opinion		Total N
Adults	12%	(128)	16%	(173)	6%	(69)	4%	(41)	48%	(531)	15%	(162)	1105
Income: Under 50k	11%	(74)	14%	(93)	7%	(45)	5%	(32)	47%	(324)	17%	(115)	683
Income: 50k-100k	12%	(36)	17%	(52)	6%	(18)	2%	(6)	51%	(155)	12%	(36)	304
Income: 100k+	15%	(18)	24%	(28)	4%	(5)	3%	(3)	44%	(52)	9%	(11)	117
Ethnicity: White	10%	(91)	16%	(139)	6%	(51)	3%	(29)	50%	(444)	15%	(128)	882
Ethnicity: Hispanic	13%	(23)	15%	(27)	9%	(17)	7%	(12)	36%	(66)	21%	(38)	184
Ethnicity: Afr. Am.	16%	(19)	20%	(24)	7%	(8)	5%	(6)	45%	(54)	8%	(10)	121
Ethnicity: Other	18%	(18)	10%	(11)	10%	(10)	6%	(7)	32%	(33)	24%	(24)	102
Relig: Protestant	12%	(28)	14%	(33)	4%	(10)	3%	(7)	56%	(132)	11%	(26)	236
Relig: Roman Catholic	11%	(29)	12%	(32)	5%	(14)	6%	(17)	50%	(129)	15%	(39)	259
Relig: Ath./Agn./None	11%	(35)	17%	(53)	7%	(22)	4%	(12)	44%	(138)	17%	(52)	312
Relig: Something Else	10%	(17)	16%	(29)	8%	(14)	2%	(3)	45%	(80)	19%	(34)	177
Relig: Evangelical	16%	(46)	15%	(45)	6%	(18)	3%	(9)	50%	(144)	10%	(28)	289
Relig: Non-Evang. Catholics	9%	(30)	14%	(47)	5%	(16)	5%	(17)	52%	(168)	15%	(48)	326
Relig: All Christian	12%	(75)	15%	(92)	5%	(34)	4%	(26)	51%	(312)	12%	(76)	615
Relig: All Non-Christian	11%	(53)	17%	(82)	7%	(35)	3%	(15)	45%	(218)	18%	(86)	489
Community: Urban	12%	(39)	16%	(51)	7%	(21)	3%	(11)	47%	(151)	15%	(47)	320
Community: Suburban	12%	(55)	16%	(73)	7%	(30)	5%	(23)	44%	(200)	15%	(69)	450
Community: Rural	10%	(34)	15%	(50)	5%	(17)	2%	(7)	54%	(180)	14%	(46)	335
Employ: Private Sector	15%	(51)	17%	(57)	7%	(22)	4%	(14)	49%	(168)	9%	(29)	342
Employ: Government	16%	(11)	24%	(17)	4%	(3)	4%	(3)	46%	(32)	7%	(5)	71
Employ: Self-Employed	10%	(10)	18%	(17)	6%	(6)	4%	(4)	56%	(54)	6%	(6)	96
Employ: Homemaker	10%	(10)	15%	(15)	11%	(11)	5%	(5)	43%	(42)	17%	(16)	99
Employ: Retired	8%	(18)	12%	(28)	4%	(9)	4%	(10)	60%	(134)	12%	(26)	225
Employ: Unemployed	12%	(14)	14%	(16)	5%	(6)	2%	(2)	42%	(49)	26%	(30)	117
Employ: Other	5%	(6)	11%	(12)	8%	(9)	1%	(1)	40%	(44)	34%	(37)	109
Military HH: Yes	15%	(33)	12%	(26)	4%	(8)	5%	(12)	54%	(117)	10%	(21)	216
Military HH: No	11%	(95)	17%	(147)	7%	(61)	3%	(30)	47%	(414)	16%	(141)	888

Continued on next page

Table BRD8B_12: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?*
Inclusion of Bluetooth 5.0

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		No impact either way		Don't Know / No Opinion		Total N
Adults	12%	(128)	16%	(173)	6%	(69)	4%	(41)	48%	(531)	15%	(162)	1105
RD/WT: Right Direction	17%	(69)	15%	(64)	7%	(28)	3%	(14)	43%	(177)	15%	(63)	416
RD/WT: Wrong Track	9%	(59)	16%	(109)	6%	(41)	4%	(28)	51%	(354)	14%	(99)	689
Strongly Approve	16%	(35)	15%	(33)	8%	(18)	3%	(8)	43%	(98)	15%	(35)	228
Somewhat Approve	13%	(34)	17%	(42)	8%	(20)	2%	(5)	50%	(128)	10%	(26)	257
Somewhat Disapprove	9%	(13)	15%	(22)	5%	(8)	7%	(10)	48%	(70)	16%	(23)	146
Strongly Disapprove	9%	(38)	18%	(73)	5%	(20)	4%	(14)	52%	(206)	12%	(46)	396
Dont Know / No Opinion	10%	(8)	4%	(3)	4%	(3)	4%	(3)	36%	(28)	42%	(33)	78
#1 Issue: Economy	13%	(36)	13%	(36)	3%	(8)	2%	(5)	57%	(159)	13%	(35)	279
#1 Issue: Security	14%	(32)	20%	(46)	4%	(8)	4%	(10)	45%	(104)	13%	(30)	230
#1 Issue: Health Care	10%	(24)	16%	(37)	8%	(19)	4%	(9)	50%	(116)	12%	(29)	233
#1 Issue: Medicare / Social Security	7%	(9)	12%	(16)	3%	(4)	7%	(9)	54%	(73)	18%	(24)	135
#1 Issue: Women's Issues	5%	(3)	24%	(13)	11%	(6)	5%	(3)	39%	(22)	15%	(8)	55
#1 Issue: Education	16%	(10)	20%	(13)	16%	(10)	4%	(3)	25%	(16)	19%	(12)	65
#1 Issue: Energy	15%	(8)	13%	(7)	20%	(11)	5%	(3)	34%	(19)	14%	(8)	55
#1 Issue: Other	10%	(5)	11%	(6)	6%	(3)	—	(0)	41%	(22)	31%	(16)	52
2016 Vote: Democrat Hillary Clinton	12%	(40)	16%	(57)	7%	(24)	3%	(11)	52%	(180)	11%	(37)	349
2016 Vote: Republican Donald Trump	15%	(55)	16%	(60)	6%	(21)	2%	(9)	48%	(184)	14%	(52)	380
2016 Vote: Someone else	5%	(5)	19%	(17)	3%	(2)	5%	(5)	54%	(51)	14%	(13)	94
2012 Vote: Barack Obama	13%	(57)	17%	(73)	6%	(26)	4%	(19)	50%	(216)	9%	(39)	430
2012 Vote: Mitt Romney	12%	(33)	13%	(36)	5%	(14)	2%	(7)	54%	(147)	13%	(34)	270
2012 Vote: Other	8%	(4)	27%	(14)	4%	(2)	3%	(2)	39%	(21)	19%	(10)	53
2012 Vote: Didn't Vote	10%	(33)	14%	(50)	8%	(27)	4%	(14)	42%	(147)	23%	(79)	350
4-Region: Northeast	9%	(17)	17%	(32)	4%	(8)	5%	(9)	53%	(100)	12%	(22)	188
4-Region: Midwest	13%	(31)	18%	(43)	7%	(17)	4%	(10)	47%	(112)	12%	(28)	241
4-Region: South	9%	(39)	15%	(60)	7%	(28)	4%	(16)	49%	(202)	16%	(66)	411
4-Region: West	16%	(41)	15%	(39)	6%	(16)	2%	(6)	44%	(117)	17%	(46)	264
Smartphone Users	13%	(123)	17%	(159)	7%	(66)	4%	(38)	48%	(455)	11%	(103)	944

Continued on next page

Table BRD8B_12: *If you knew the following about the newest Apple iPhone X, would it make you more or less likely to purchase the new iPhone X once it is released?**Inclusion of Bluetooth 5.0*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	No impact either way	Don't Know / No Opinion	Total N
Adults	12% (128)	16% (173)	6% (69)	4% (41)	48% (531)	15% (162)	1105
iOS Users	21% (69)	22% (72)	6% (20)	3% (10)	40% (133)	9% (32)	335
Android Users	8% (46)	14% (82)	7% (40)	4% (24)	54% (311)	12% (69)	572

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

Table BRD9A: How willing are you to pay \$999 for the new iPhone X?

Demographic	Very willing		Somewhat willing		Not too willing		Not willing at all		Don't Know / No Opinion		Total N
Adults	6%	(70)	8%	(91)	10%	(109)	68%	(750)	7%	(79)	1099
Gender: Male	8%	(42)	11%	(60)	12%	(64)	62%	(346)	7%	(41)	553
Gender: Female	5%	(28)	6%	(30)	8%	(45)	74%	(405)	7%	(38)	546
Age: 18-29	10%	(25)	18%	(45)	13%	(34)	47%	(119)	12%	(31)	253
Age: 30-44	8%	(22)	9%	(24)	12%	(32)	61%	(159)	9%	(23)	260
Age: 45-54	4%	(8)	5%	(9)	8%	(17)	75%	(147)	7%	(14)	195
Age: 55-64	4%	(8)	5%	(11)	6%	(13)	82%	(162)	2%	(5)	198
Age: 65+	3%	(7)	1%	(2)	7%	(13)	85%	(164)	4%	(7)	193
PID: Dem (no lean)	7%	(26)	12%	(42)	11%	(38)	65%	(233)	5%	(18)	357
PID: Ind (no lean)	4%	(17)	5%	(21)	9%	(35)	73%	(291)	9%	(37)	401
PID: Rep (no lean)	8%	(26)	8%	(29)	11%	(36)	66%	(226)	7%	(24)	341
PID/Gender: Dem Men	9%	(14)	18%	(31)	13%	(21)	53%	(88)	7%	(11)	165
PID/Gender: Dem Women	6%	(12)	6%	(11)	9%	(17)	75%	(145)	4%	(7)	192
PID/Gender: Ind Men	6%	(12)	6%	(12)	12%	(24)	68%	(139)	8%	(17)	204
PID/Gender: Ind Women	3%	(6)	4%	(9)	5%	(11)	77%	(152)	10%	(20)	197
PID/Gender: Rep Men	9%	(16)	10%	(18)	10%	(19)	65%	(119)	7%	(13)	184
PID/Gender: Rep Women	6%	(10)	7%	(11)	11%	(17)	69%	(108)	7%	(11)	157
Tea Party: Supporter	14%	(39)	12%	(33)	9%	(25)	61%	(172)	5%	(14)	283
Tea Party: Not Supporter	4%	(29)	7%	(58)	10%	(84)	71%	(576)	8%	(65)	812
Ideo: Liberal (1-3)	11%	(44)	12%	(48)	12%	(47)	56%	(218)	8%	(31)	387
Ideo: Moderate (4)	3%	(6)	6%	(13)	6%	(14)	80%	(176)	4%	(9)	219
Ideo: Conservative (5-7)	4%	(15)	7%	(26)	11%	(39)	73%	(266)	5%	(18)	365
Educ: < College	5%	(41)	7%	(59)	10%	(76)	69%	(540)	9%	(69)	785
Educ: Bachelors degree	8%	(16)	13%	(26)	10%	(19)	65%	(132)	5%	(9)	202
Educ: Post-grad	11%	(13)	6%	(7)	12%	(13)	70%	(78)	1%	(1)	112
Income: Under 50k	6%	(39)	8%	(54)	10%	(68)	68%	(469)	9%	(59)	687
Income: 50k-100k	6%	(18)	10%	(28)	10%	(30)	69%	(202)	5%	(16)	295
Income: 100k+	11%	(13)	8%	(9)	10%	(12)	68%	(79)	4%	(4)	116
Ethnicity: White	5%	(46)	7%	(59)	9%	(75)	73%	(635)	6%	(52)	867
Ethnicity: Hispanic	12%	(19)	12%	(20)	12%	(19)	49%	(79)	15%	(24)	161

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Table BRD9A: How willing are you to pay \$999 for the new iPhone X?

Demographic	Very willing		Somewhat willing		Not too willing		Not willing at all		Don't Know / No Opinion		Total N
Adults	6%	(70)	8%	(91)	10%	(109)	68%	(750)	7%	(79)	1099
Ethnicity: Afr. Am.	12%	(17)	15%	(21)	14%	(20)	52%	(75)	8%	(11)	143
Ethnicity: Other	7%	(7)	13%	(12)	16%	(14)	45%	(40)	19%	(17)	89
Relig: Protestant	4%	(11)	6%	(15)	11%	(28)	76%	(196)	3%	(7)	257
Relig: Roman Catholic	7%	(16)	8%	(19)	9%	(21)	68%	(165)	9%	(21)	242
Relig: Ath./Agn./None	6%	(19)	8%	(23)	8%	(22)	67%	(200)	12%	(35)	299
Relig: Something Else	7%	(14)	10%	(20)	13%	(26)	64%	(125)	6%	(12)	197
Relig: Evangelical	9%	(25)	10%	(29)	12%	(35)	64%	(184)	5%	(13)	286
Relig: Non-Evang. Catholics	4%	(12)	6%	(20)	8%	(25)	76%	(239)	6%	(19)	315
Relig: All Christian	6%	(36)	8%	(48)	10%	(61)	70%	(423)	5%	(32)	601
Relig: All Non-Christian	7%	(33)	9%	(43)	10%	(48)	66%	(325)	9%	(47)	496
Community: Urban	11%	(33)	12%	(36)	10%	(32)	59%	(184)	9%	(27)	311
Community: Suburban	5%	(21)	5%	(25)	11%	(52)	71%	(330)	8%	(36)	463
Community: Rural	5%	(16)	9%	(30)	8%	(26)	73%	(236)	5%	(17)	324
Employ: Private Sector	8%	(30)	9%	(33)	7%	(25)	70%	(250)	5%	(19)	356
Employ: Government	7%	(6)	13%	(10)	21%	(16)	54%	(42)	4%	(3)	78
Employ: Self-Employed	9%	(9)	13%	(12)	10%	(9)	63%	(57)	4%	(4)	90
Employ: Homemaker	6%	(6)	9%	(8)	16%	(14)	57%	(51)	11%	(10)	89
Employ: Student	4%	(2)	21%	(12)	20%	(11)	39%	(21)	16%	(9)	55
Employ: Retired	3%	(5)	1%	(2)	8%	(18)	85%	(182)	3%	(6)	214
Employ: Unemployed	7%	(9)	8%	(10)	6%	(8)	68%	(89)	11%	(14)	130
Employ: Other	4%	(3)	4%	(4)	9%	(8)	67%	(58)	16%	(14)	86
Military HH: Yes	9%	(19)	5%	(10)	5%	(10)	74%	(154)	7%	(15)	208
Military HH: No	6%	(51)	9%	(81)	11%	(99)	67%	(596)	7%	(64)	890
RD/WT: Right Direction	11%	(43)	10%	(40)	11%	(42)	60%	(240)	8%	(33)	397
RD/WT: Wrong Track	4%	(27)	7%	(51)	9%	(66)	73%	(510)	7%	(47)	702
Strongly Approve	10%	(22)	8%	(17)	6%	(12)	70%	(152)	7%	(14)	217
Somewhat Approve	5%	(13)	11%	(29)	16%	(43)	64%	(170)	4%	(11)	267
Somewhat Disapprove	9%	(12)	7%	(10)	12%	(16)	65%	(91)	7%	(11)	141
Strongly Disapprove	5%	(20)	7%	(27)	8%	(31)	74%	(300)	7%	(27)	405
Dont Know / No Opinion	3%	(2)	11%	(8)	10%	(7)	52%	(36)	24%	(16)	69

Continued on next page

Table BRD9A: How willing are you to pay \$999 for the new iPhone X?

Demographic	Very willing		Somewhat willing		Not too willing		Not willing at all		Don't Know / No Opinion		Total N
Adults	6%	(70)	8%	(91)	10%	(109)	68%	(750)	7%	(79)	1099
#1 Issue: Economy	5%	(14)	9%	(25)	10%	(30)	70%	(203)	6%	(17)	289
#1 Issue: Security	6%	(12)	7%	(15)	6%	(13)	71%	(140)	9%	(17)	196
#1 Issue: Health Care	5%	(12)	7%	(16)	10%	(22)	74%	(167)	4%	(10)	227
#1 Issue: Medicare / Social Security	5%	(7)	3%	(4)	11%	(15)	78%	(106)	4%	(5)	137
#1 Issue: Education	9%	(7)	17%	(13)	20%	(16)	42%	(33)	12%	(9)	78
#1 Issue: Energy	15%	(11)	17%	(12)	6%	(5)	59%	(42)	3%	(2)	72
#1 Issue: Other	3%	(1)	—	(0)	5%	(2)	62%	(31)	31%	(15)	50
2016 Vote: Democrat Hillary Clinton	6%	(23)	12%	(42)	11%	(39)	66%	(238)	5%	(19)	361
2016 Vote: Republican Donald Trump	7%	(28)	9%	(33)	8%	(33)	72%	(277)	4%	(14)	384
2016 Vote: Someone else	6%	(5)	3%	(3)	8%	(7)	75%	(65)	7%	(6)	87
2012 Vote: Barack Obama	7%	(30)	6%	(25)	10%	(42)	72%	(313)	6%	(26)	436
2012 Vote: Mitt Romney	7%	(18)	6%	(17)	9%	(24)	75%	(194)	3%	(7)	260
2012 Vote: Didn't Vote	5%	(18)	13%	(47)	12%	(41)	57%	(201)	13%	(45)	354
4-Region: Northeast	7%	(16)	9%	(20)	8%	(17)	69%	(148)	6%	(14)	214
4-Region: Midwest	7%	(16)	7%	(17)	10%	(23)	70%	(167)	6%	(15)	239
4-Region: South	4%	(16)	7%	(28)	11%	(44)	70%	(275)	8%	(30)	394
4-Region: West	8%	(21)	11%	(27)	10%	(25)	64%	(160)	8%	(20)	252
Smartphone Users	7%	(68)	9%	(86)	11%	(102)	67%	(637)	6%	(61)	953
iOS Users	13%	(45)	15%	(52)	14%	(46)	52%	(176)	7%	(22)	341
Android Users	3%	(19)	5%	(29)	8%	(45)	77%	(445)	7%	(38)	576

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

Table BRD9B: How willing are you to pay \$55 a month for 18 months for the new iPhone X?

Demographic	Very willing		Somewhat willing		Not too willing		Not willing at all		Don't Know / No Opinion		Total N
Adults	9%	(98)	11%	(125)	14%	(153)	59%	(648)	7%	(79)	1104
Gender: Male	11%	(58)	13%	(65)	11%	(55)	58%	(293)	7%	(36)	508
Gender: Female	7%	(41)	10%	(60)	16%	(98)	59%	(355)	7%	(43)	597
Age: 18-29	15%	(34)	17%	(40)	14%	(34)	45%	(103)	9%	(21)	232
Age: 30-44	14%	(40)	15%	(44)	14%	(41)	51%	(147)	6%	(18)	290
Age: 45-54	5%	(11)	9%	(19)	17%	(35)	61%	(127)	8%	(16)	208
Age: 55-64	3%	(5)	10%	(17)	13%	(21)	72%	(121)	2%	(3)	168
Age: 65+	4%	(8)	3%	(6)	11%	(22)	73%	(150)	10%	(20)	205
PID: Dem (no lean)	10%	(36)	11%	(39)	16%	(57)	58%	(207)	5%	(20)	360
PID: Ind (no lean)	6%	(29)	10%	(46)	14%	(60)	59%	(264)	11%	(47)	445
PID: Rep (no lean)	11%	(34)	13%	(40)	12%	(36)	59%	(177)	4%	(13)	299
PID/Gender: Dem Men	15%	(22)	9%	(15)	12%	(19)	57%	(87)	7%	(11)	154
PID/Gender: Dem Women	6%	(13)	12%	(25)	19%	(38)	59%	(120)	4%	(9)	205
PID/Gender: Ind Men	7%	(14)	12%	(24)	10%	(21)	62%	(128)	10%	(20)	207
PID/Gender: Ind Women	6%	(15)	9%	(21)	17%	(40)	57%	(135)	11%	(27)	238
PID/Gender: Rep Men	14%	(21)	18%	(26)	11%	(16)	53%	(78)	3%	(5)	146
PID/Gender: Rep Women	8%	(13)	9%	(14)	13%	(20)	65%	(99)	5%	(8)	154
Tea Party: Supporter	16%	(44)	15%	(44)	13%	(36)	51%	(144)	6%	(16)	284
Tea Party: Not Supporter	7%	(53)	10%	(82)	14%	(118)	61%	(497)	8%	(63)	813
Ideo: Liberal (1-3)	16%	(59)	11%	(42)	15%	(55)	52%	(196)	6%	(21)	374
Ideo: Moderate (4)	6%	(14)	14%	(31)	18%	(42)	57%	(129)	5%	(12)	227
Ideo: Conservative (5-7)	5%	(16)	10%	(33)	11%	(36)	69%	(229)	6%	(19)	332
Educ: < College	9%	(72)	11%	(82)	13%	(102)	60%	(468)	7%	(59)	783
Educ: Bachelors degree	7%	(15)	14%	(30)	17%	(36)	54%	(115)	8%	(18)	215
Educ: Post-grad	10%	(11)	12%	(13)	15%	(16)	61%	(65)	2%	(2)	106
Income: Under 50k	10%	(64)	10%	(62)	13%	(81)	60%	(388)	8%	(54)	650
Income: 50k-100k	7%	(26)	14%	(48)	15%	(51)	58%	(201)	6%	(19)	345
Income: 100k+	8%	(9)	13%	(15)	19%	(21)	54%	(59)	5%	(6)	109
Ethnicity: White	7%	(64)	10%	(91)	14%	(127)	61%	(540)	7%	(63)	885
Ethnicity: Hispanic	9%	(16)	19%	(32)	14%	(24)	48%	(81)	9%	(16)	169

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Table BRD9B: How willing are you to pay \$55 a month for 18 months for the new iPhone X?

Demographic	Very willing		Somewhat willing		Not too willing		Not willing at all		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(98)	11%	(125)	14%	(153)	59%	(648)	7%	(79)	1104
Ethnicity: Afr. Am.	21%	(26)	15%	(18)	9%	(11)	49%	(62)	6%	(7)	126
Ethnicity: Other	8%	(8)	17%	(15)	16%	(15)	49%	(46)	10%	(9)	93
Relig: Protestant	6%	(15)	9%	(23)	17%	(41)	64%	(160)	4%	(10)	249
Relig: Roman Catholic	12%	(28)	11%	(26)	12%	(29)	58%	(138)	7%	(16)	237
Relig: Ath./Agn./None	9%	(27)	14%	(43)	13%	(41)	56%	(169)	8%	(24)	304
Relig: Something Else	11%	(20)	7%	(12)	13%	(25)	58%	(108)	11%	(21)	186
Relig: Evangelical	10%	(30)	13%	(39)	13%	(38)	58%	(173)	6%	(18)	299
Relig: Non-Evang. Catholics	7%	(21)	10%	(31)	16%	(49)	63%	(198)	5%	(16)	315
Relig: All Christian	8%	(51)	11%	(70)	14%	(88)	60%	(371)	6%	(34)	614
Relig: All Non-Christian	10%	(47)	11%	(55)	13%	(66)	56%	(277)	9%	(45)	490
Community: Urban	11%	(35)	13%	(40)	15%	(45)	50%	(151)	10%	(31)	303
Community: Suburban	8%	(35)	12%	(56)	14%	(63)	62%	(286)	5%	(24)	464
Community: Rural	8%	(28)	9%	(29)	13%	(45)	62%	(211)	7%	(24)	337
Employ: Private Sector	13%	(43)	12%	(41)	16%	(54)	56%	(187)	3%	(11)	336
Employ: Government	18%	(12)	24%	(16)	10%	(7)	43%	(29)	5%	(3)	67
Employ: Self-Employed	10%	(9)	21%	(18)	14%	(12)	52%	(45)	3%	(3)	87
Employ: Homemaker	5%	(6)	9%	(10)	16%	(17)	58%	(63)	12%	(12)	109
Employ: Student	9%	(5)	26%	(14)	14%	(8)	37%	(20)	14%	(8)	56
Employ: Retired	3%	(8)	4%	(9)	11%	(25)	74%	(165)	8%	(18)	224
Employ: Unemployed	13%	(14)	6%	(7)	13%	(15)	62%	(69)	5%	(5)	111
Employ: Other	1%	(1)	9%	(10)	14%	(16)	60%	(69)	17%	(19)	116
Military HH: Yes	10%	(18)	12%	(23)	9%	(17)	66%	(124)	4%	(7)	189
Military HH: No	9%	(80)	11%	(103)	15%	(137)	57%	(524)	8%	(73)	916
RD/WT: Right Direction	14%	(50)	15%	(57)	11%	(39)	54%	(199)	7%	(25)	370
RD/WT: Wrong Track	7%	(48)	9%	(68)	16%	(114)	61%	(449)	7%	(54)	734
Strongly Approve	13%	(28)	10%	(22)	12%	(26)	60%	(133)	6%	(14)	223
Somewhat Approve	11%	(24)	17%	(38)	13%	(29)	51%	(114)	8%	(18)	223
Somewhat Disapprove	2%	(3)	11%	(17)	19%	(29)	62%	(97)	6%	(10)	156
Strongly Disapprove	8%	(35)	9%	(40)	15%	(65)	63%	(267)	4%	(19)	425
Dont Know / No Opinion	10%	(8)	12%	(9)	5%	(4)	49%	(37)	24%	(19)	77

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Table BRD9B: How willing are you to pay \$55 a month for 18 months for the new iPhone X?

Demographic	Very willing		Somewhat willing		Not too willing		Not willing at all		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(98)	11%	(125)	14%	(153)	59%	(648)	7%	(79)	1104
#1 Issue: Economy	9%	(28)	11%	(32)	13%	(39)	63%	(193)	4%	(13)	304
#1 Issue: Security	9%	(20)	14%	(31)	12%	(26)	56%	(121)	8%	(18)	217
#1 Issue: Health Care	9%	(25)	12%	(31)	14%	(37)	60%	(156)	5%	(14)	262
#1 Issue: Medicare / Social Security	4%	(6)	8%	(11)	9%	(12)	69%	(90)	10%	(13)	131
#1 Issue: Women's Issues	16%	(8)	19%	(10)	30%	(15)	26%	(14)	9%	(5)	52
#1 Issue: Education	7%	(4)	6%	(4)	18%	(11)	57%	(35)	12%	(7)	61
2016 Vote: Democrat Hillary Clinton	10%	(35)	11%	(40)	15%	(52)	60%	(211)	4%	(16)	355
2016 Vote: Republican Donald Trump	9%	(33)	14%	(51)	11%	(42)	60%	(226)	6%	(24)	375
2016 Vote: Someone else	8%	(7)	7%	(7)	16%	(16)	64%	(62)	5%	(4)	97
2012 Vote: Barack Obama	10%	(46)	11%	(47)	17%	(76)	58%	(254)	4%	(18)	442
2012 Vote: Mitt Romney	7%	(17)	8%	(21)	10%	(27)	68%	(175)	7%	(18)	258
2012 Vote: Other	1%	(1)	14%	(8)	15%	(8)	61%	(33)	9%	(5)	54
2012 Vote: Didn't Vote	10%	(35)	14%	(50)	12%	(42)	53%	(185)	11%	(39)	351
4-Region: Northeast	7%	(14)	8%	(14)	15%	(29)	64%	(120)	5%	(10)	188
4-Region: Midwest	9%	(20)	10%	(24)	15%	(35)	63%	(148)	4%	(9)	236
4-Region: South	11%	(47)	11%	(48)	11%	(46)	57%	(239)	10%	(42)	422
4-Region: West	7%	(18)	15%	(39)	17%	(43)	54%	(141)	7%	(18)	259
Smartphone Users	10%	(97)	13%	(120)	15%	(145)	57%	(544)	5%	(49)	956
iOS Users	17%	(60)	19%	(66)	21%	(72)	37%	(130)	6%	(20)	348
Android Users	6%	(33)	9%	(51)	11%	(64)	69%	(401)	5%	(29)	578

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

Table BRD10: How favorable or unfavorable are you towards facial recognition software in devices such as the iPhone X?

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't Know / No Opinion	Total N
Adults	13% (295)	21% (457)	14% (319)	25% (556)	26% (576)	2203
Gender: Male	16% (167)	23% (241)	13% (139)	25% (267)	23% (246)	1060
Gender: Female	11% (128)	19% (215)	16% (180)	25% (289)	29% (330)	1143
Age: 18-29	15% (71)	24% (116)	18% (87)	22% (109)	21% (102)	486
Age: 30-44	17% (92)	19% (105)	15% (85)	26% (143)	23% (126)	551
Age: 45-54	10% (39)	17% (69)	11% (45)	30% (119)	32% (131)	403
Age: 55-64	11% (40)	24% (89)	16% (58)	24% (88)	25% (91)	366
Age: 65+	13% (53)	20% (78)	11% (44)	24% (97)	32% (126)	398
PID: Dem (no lean)	15% (109)	21% (150)	17% (123)	25% (177)	22% (158)	716
PID: Ind (no lean)	10% (80)	19% (158)	14% (116)	26% (221)	32% (271)	846
PID: Rep (no lean)	17% (106)	23% (149)	12% (80)	25% (159)	23% (147)	640
PID/Gender: Dem Men	17% (54)	23% (72)	15% (49)	26% (83)	19% (61)	319
PID/Gender: Dem Women	14% (54)	20% (78)	19% (74)	24% (93)	24% (97)	397
PID/Gender: Ind Men	11% (47)	20% (84)	13% (55)	26% (109)	28% (116)	411
PID/Gender: Ind Women	8% (34)	17% (74)	14% (61)	26% (112)	36% (155)	435
PID/Gender: Rep Men	20% (66)	26% (85)	10% (35)	23% (75)	21% (69)	330
PID/Gender: Rep Women	13% (40)	21% (64)	14% (45)	27% (84)	25% (78)	310
Tea Party: Supporter	21% (119)	21% (117)	15% (87)	24% (134)	19% (110)	567
Tea Party: Not Supporter	11% (174)	21% (340)	14% (232)	26% (418)	28% (461)	1625
Ideo: Liberal (1-3)	20% (151)	20% (155)	18% (136)	21% (159)	21% (161)	761
Ideo: Moderate (4)	8% (38)	24% (106)	14% (65)	27% (122)	26% (116)	446
Ideo: Conservative (5-7)	11% (79)	23% (157)	14% (95)	27% (189)	25% (177)	697
Educ: < College	13% (203)	19% (301)	14% (216)	27% (428)	27% (419)	1568
Educ: Bachelors degree	14% (57)	24% (100)	17% (72)	19% (80)	26% (108)	416
Educ: Post-grad	16% (35)	25% (55)	14% (32)	22% (49)	22% (49)	219
Income: Under 50k	12% (163)	21% (286)	14% (181)	27% (364)	26% (344)	1337
Income: 50k-100k	14% (92)	20% (126)	16% (104)	22% (144)	27% (175)	640
Income: 100k+	18% (41)	20% (45)	15% (35)	21% (48)	25% (57)	226
Ethnicity: White	12% (212)	21% (364)	15% (262)	24% (429)	28% (485)	1752
Ethnicity: Hispanic	18% (58)	22% (72)	13% (43)	27% (89)	21% (68)	330

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Table BRD10: How favorable or unfavorable are you towards facial recognition software in devices such as the iPhone X?

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	13%	(295)	21%	(457)	14%	(319)	25%	(556)	26%	(576)	2203
Ethnicity: Afr. Am.	20%	(55)	22%	(58)	12%	(32)	29%	(77)	17%	(47)	269
Ethnicity: Other	16%	(29)	19%	(35)	14%	(25)	27%	(50)	24%	(44)	182
Relig: Protestant	11%	(55)	22%	(114)	17%	(84)	24%	(121)	26%	(133)	506
Relig: Roman Catholic	17%	(80)	23%	(110)	11%	(51)	23%	(109)	27%	(129)	479
Relig: Ath./Agn./None	13%	(77)	18%	(109)	16%	(95)	25%	(152)	28%	(171)	603
Relig: Something Else	14%	(52)	19%	(72)	17%	(64)	26%	(101)	24%	(94)	383
Relig: Evangelical	14%	(82)	23%	(136)	13%	(75)	26%	(154)	24%	(138)	585
Relig: Non-Evang. Catholics	13%	(83)	22%	(140)	13%	(85)	24%	(149)	28%	(173)	630
Relig: All Christian	14%	(165)	23%	(276)	13%	(160)	25%	(303)	26%	(311)	1215
Relig: All Non-Christian	13%	(129)	18%	(181)	16%	(158)	26%	(253)	27%	(265)	986
Community: Urban	17%	(105)	24%	(145)	15%	(95)	20%	(125)	23%	(143)	614
Community: Suburban	12%	(113)	21%	(193)	13%	(122)	26%	(239)	28%	(260)	927
Community: Rural	12%	(77)	18%	(118)	15%	(103)	29%	(192)	26%	(172)	662
Employ: Private Sector	14%	(98)	21%	(149)	17%	(119)	25%	(171)	23%	(156)	692
Employ: Government	19%	(28)	27%	(39)	14%	(21)	21%	(30)	19%	(28)	145
Employ: Self-Employed	17%	(30)	24%	(42)	12%	(21)	23%	(42)	24%	(42)	177
Employ: Homemaker	8%	(15)	21%	(41)	16%	(32)	23%	(46)	32%	(63)	197
Employ: Student	14%	(15)	30%	(33)	14%	(16)	22%	(24)	21%	(23)	111
Employ: Retired	13%	(59)	19%	(85)	14%	(61)	26%	(115)	27%	(119)	438
Employ: Unemployed	14%	(33)	16%	(38)	13%	(31)	31%	(76)	26%	(63)	241
Employ: Other	9%	(17)	15%	(30)	9%	(19)	27%	(54)	40%	(81)	202
Military HH: Yes	15%	(58)	23%	(93)	11%	(45)	25%	(99)	26%	(103)	397
Military HH: No	13%	(237)	20%	(364)	15%	(274)	25%	(457)	26%	(473)	1806
RD/WT: Right Direction	19%	(149)	22%	(171)	12%	(89)	22%	(172)	24%	(185)	767
RD/WT: Wrong Track	10%	(146)	20%	(285)	16%	(230)	27%	(384)	27%	(391)	1436
Strongly Approve	20%	(86)	19%	(86)	11%	(47)	25%	(108)	26%	(113)	440
Somewhat Approve	12%	(58)	24%	(120)	15%	(74)	23%	(113)	25%	(125)	490
Somewhat Disapprove	11%	(32)	24%	(71)	16%	(48)	23%	(68)	26%	(78)	297
Strongly Disapprove	13%	(109)	18%	(153)	17%	(138)	27%	(224)	25%	(205)	830
Dont Know / No Opinion	7%	(11)	18%	(27)	8%	(12)	29%	(42)	37%	(54)	146

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Table BRD10: How favorable or unfavorable are you towards facial recognition software in devices such as the iPhone X?

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't Know / No Opinion		Total N
Adults	13%	(295)	21%	(457)	14%	(319)	25%	(556)	26%	(576)	2203
#1 Issue: Economy	14%	(84)	22%	(131)	14%	(82)	24%	(144)	26%	(151)	593
#1 Issue: Security	16%	(66)	22%	(90)	11%	(47)	21%	(87)	30%	(123)	413
#1 Issue: Health Care	11%	(54)	20%	(96)	17%	(83)	29%	(141)	24%	(115)	489
#1 Issue: Medicare / Social Security	15%	(39)	22%	(60)	12%	(32)	26%	(68)	25%	(68)	268
#1 Issue: Women's Issues	7%	(7)	26%	(27)	21%	(21)	26%	(26)	19%	(19)	101
#1 Issue: Education	15%	(20)	16%	(23)	18%	(26)	28%	(39)	23%	(32)	140
#1 Issue: Energy	17%	(18)	19%	(20)	18%	(19)	19%	(20)	26%	(28)	106
#1 Issue: Other	7%	(6)	11%	(11)	10%	(9)	32%	(31)	40%	(38)	95
2016 Vote: Democrat Hillary Clinton	16%	(113)	22%	(156)	17%	(118)	23%	(163)	23%	(167)	716
2016 Vote: Republican Donald Trump	14%	(110)	22%	(165)	13%	(100)	27%	(208)	23%	(176)	759
2016 Vote: Someone else	7%	(13)	18%	(34)	16%	(30)	28%	(52)	30%	(55)	184
2012 Vote: Barack Obama	17%	(150)	21%	(183)	15%	(132)	23%	(203)	24%	(209)	878
2012 Vote: Mitt Romney	12%	(62)	22%	(114)	14%	(72)	27%	(141)	25%	(129)	518
2012 Vote: Other	3%	(3)	23%	(23)	17%	(17)	29%	(30)	29%	(29)	102
2012 Vote: Didn't Vote	11%	(79)	19%	(136)	14%	(99)	26%	(182)	30%	(208)	704
4-Region: Northeast	15%	(61)	19%	(77)	16%	(63)	22%	(87)	28%	(113)	402
4-Region: Midwest	13%	(59)	18%	(84)	17%	(78)	30%	(141)	23%	(111)	474
4-Region: South	13%	(102)	22%	(177)	13%	(104)	26%	(210)	27%	(222)	815
4-Region: West	14%	(73)	23%	(118)	14%	(73)	23%	(118)	25%	(130)	512
Smartphone Users	14%	(270)	21%	(410)	16%	(297)	25%	(482)	24%	(450)	1909
iOS Users	22%	(150)	24%	(163)	17%	(118)	16%	(113)	21%	(145)	689
Android Users	10%	(111)	19%	(223)	14%	(160)	31%	(360)	26%	(300)	1154

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

Table BRD11_4: How much do you agree or disagree with each of the following with regards to facial recognition software in devices such as the iPhone X?
 It makes me nervous

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	26% (577)	24% (539)	13% (279)	14% (299)	23% (509)	2203
Gender: Male	23% (241)	26% (271)	13% (137)	15% (157)	24% (255)	1060
Gender: Female	29% (337)	23% (268)	12% (142)	12% (142)	22% (254)	1143
Age: 18-29	22% (105)	29% (139)	14% (69)	13% (62)	23% (111)	486
Age: 30-44	28% (152)	22% (122)	14% (76)	14% (74)	23% (126)	551
Age: 45-54	29% (117)	24% (98)	10% (39)	13% (51)	24% (98)	403
Age: 55-64	25% (92)	27% (98)	16% (57)	14% (51)	18% (67)	366
Age: 65+	28% (110)	20% (81)	10% (39)	15% (60)	27% (108)	398
PID: Dem (no lean)	26% (189)	25% (181)	12% (87)	16% (115)	20% (144)	716
PID: Ind (no lean)	25% (210)	23% (194)	12% (99)	14% (116)	27% (226)	846
PID: Rep (no lean)	28% (178)	25% (163)	15% (93)	10% (67)	22% (139)	640
PID/Gender: Dem Men	22% (70)	27% (85)	10% (31)	16% (51)	26% (82)	319
PID/Gender: Dem Women	30% (119)	24% (96)	14% (57)	16% (64)	15% (61)	397
PID/Gender: Ind Men	21% (87)	23% (94)	14% (56)	17% (72)	25% (103)	411
PID/Gender: Ind Women	28% (123)	23% (101)	10% (43)	10% (45)	28% (124)	435
PID/Gender: Rep Men	25% (83)	28% (92)	15% (51)	10% (34)	21% (70)	330
PID/Gender: Rep Women	31% (95)	23% (71)	14% (42)	11% (33)	22% (69)	310
Tea Party: Supporter	33% (186)	28% (159)	12% (70)	12% (70)	15% (82)	567
Tea Party: Not Supporter	24% (387)	23% (381)	13% (209)	14% (227)	26% (422)	1625
Ideo: Liberal (1-3)	28% (210)	27% (202)	14% (109)	13% (101)	18% (139)	761
Ideo: Moderate (4)	25% (112)	30% (134)	11% (51)	13% (59)	20% (90)	446
Ideo: Conservative (5-7)	27% (191)	25% (172)	13% (93)	14% (95)	21% (146)	697
Educ: < College	27% (418)	22% (352)	13% (197)	14% (218)	24% (383)	1568
Educ: Bachelors degree	25% (106)	29% (119)	12% (49)	11% (47)	23% (95)	416
Educ: Post-grad	24% (53)	31% (68)	16% (34)	15% (34)	14% (31)	219

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Table BRD11_4: How much do you agree or disagree with each of the following with regards to facial recognition software in devices such as the iPhone X?

It makes me nervous

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	26% (577)	24% (539)	13% (279)	14% (299)	23% (509)	2203
Income: Under 50k	27% (365)	23% (310)	11% (148)	14% (185)	25% (329)	1337
Income: 50k-100k	24% (155)	28% (178)	14% (91)	13% (86)	20% (131)	640
Income: 100k+	25% (57)	23% (51)	18% (41)	12% (27)	22% (49)	226
Ethnicity: White	27% (467)	25% (439)	13% (222)	12% (218)	23% (405)	1752
Ethnicity: Hispanic	26% (87)	24% (80)	11% (35)	16% (51)	23% (77)	330
Ethnicity: Afr. Am.	24% (65)	22% (60)	14% (38)	18% (49)	21% (57)	269
Ethnicity: Other	25% (45)	22% (41)	10% (19)	17% (31)	25% (46)	182
Relig: Protestant	27% (139)	25% (128)	13% (65)	14% (73)	20% (101)	506
Relig: Roman Catholic	28% (135)	24% (113)	11% (52)	15% (70)	23% (108)	479
Relig: Ath./Agn./None	24% (145)	24% (142)	12% (70)	14% (82)	27% (164)	603
Relig: Something Else	26% (100)	27% (102)	13% (51)	11% (44)	23% (87)	383
Relig: Evangelical	29% (170)	23% (133)	14% (84)	12% (70)	22% (128)	585
Relig: Non-Evang. Catholics	26% (162)	26% (162)	12% (73)	16% (103)	21% (131)	630
Relig: All Christian	27% (332)	24% (295)	13% (157)	14% (173)	21% (258)	1215
Relig: All Non-Christian	25% (245)	25% (244)	12% (121)	13% (126)	25% (250)	986
Community: Urban	26% (159)	23% (142)	12% (75)	13% (80)	26% (157)	614
Community: Suburban	24% (219)	25% (233)	14% (131)	14% (130)	23% (214)	927
Community: Rural	30% (198)	25% (163)	11% (74)	13% (88)	21% (138)	662
Employ: Private Sector	27% (189)	26% (181)	14% (95)	13% (93)	20% (135)	692
Employ: Government	28% (40)	29% (42)	22% (31)	6% (9)	16% (23)	145
Employ: Self-Employed	26% (46)	29% (51)	12% (21)	10% (18)	23% (41)	177
Employ: Homemaker	24% (47)	28% (56)	16% (32)	11% (22)	21% (41)	197
Employ: Student	16% (17)	23% (26)	17% (19)	17% (19)	27% (30)	111
Employ: Retired	25% (108)	22% (96)	11% (48)	18% (80)	24% (105)	438
Employ: Unemployed	29% (69)	22% (54)	6% (15)	15% (36)	27% (66)	241
Employ: Other	30% (60)	17% (34)	9% (17)	11% (22)	33% (68)	202
Military HH: Yes	30% (117)	22% (88)	14% (54)	14% (57)	20% (80)	397
Military HH: No	25% (460)	25% (451)	12% (225)	13% (242)	24% (428)	1806

Continued on next page

Table BRD11_4: How much do you agree or disagree with each of the following with regards to facial recognition software in devices such as the iPhone X?
It makes me nervous

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	26% (577)	24% (539)	13% (279)	14% (299)	23% (509)	2203
RD/WT: Right Direction	29% (219)	24% (186)	12% (95)	12% (90)	23% (177)	767
RD/WT: Wrong Track	25% (358)	25% (353)	13% (184)	14% (208)	23% (332)	1436
Strongly Approve	31% (138)	23% (99)	10% (43)	13% (59)	23% (101)	440
Somewhat Approve	27% (130)	27% (134)	13% (65)	10% (47)	23% (114)	490
Somewhat Disapprove	19% (57)	28% (84)	17% (50)	15% (45)	21% (61)	297
Strongly Disapprove	27% (222)	23% (188)	14% (114)	16% (135)	21% (171)	830
Dont Know / No Opinion	21% (30)	23% (33)	6% (9)	9% (13)	42% (61)	146
#1 Issue: Economy	24% (141)	25% (146)	13% (78)	15% (88)	24% (140)	593
#1 Issue: Security	26% (109)	24% (99)	11% (46)	14% (56)	25% (103)	413
#1 Issue: Health Care	27% (132)	27% (130)	15% (72)	13% (62)	19% (92)	489
#1 Issue: Medicare / Social Security	29% (79)	21% (56)	11% (29)	14% (38)	25% (66)	268
#1 Issue: Women's Issues	25% (25)	33% (33)	17% (17)	7% (7)	18% (18)	101
#1 Issue: Education	26% (37)	26% (36)	9% (13)	15% (21)	24% (33)	140
#1 Issue: Energy	29% (31)	23% (24)	14% (15)	13% (14)	21% (22)	106
#1 Issue: Other	25% (23)	16% (15)	10% (9)	14% (13)	36% (34)	95
2016 Vote: Democrat Hillary Clinton	25% (182)	25% (181)	15% (107)	16% (116)	18% (130)	716
2016 Vote: Republican Donald Trump	32% (241)	25% (191)	11% (80)	11% (85)	22% (163)	759
2016 Vote: Someone else	27% (50)	24% (45)	10% (19)	14% (25)	24% (45)	184
2012 Vote: Barack Obama	27% (239)	24% (210)	13% (115)	16% (142)	20% (172)	878
2012 Vote: Mitt Romney	31% (159)	25% (127)	12% (65)	12% (62)	20% (105)	518
2012 Vote: Other	25% (25)	31% (32)	11% (11)	10% (10)	24% (24)	102
2012 Vote: Didn't Vote	22% (152)	24% (170)	13% (89)	12% (85)	30% (208)	704
4-Region: Northeast	25% (102)	26% (103)	12% (47)	14% (55)	24% (94)	402
4-Region: Midwest	28% (133)	27% (130)	13% (60)	13% (62)	19% (89)	474
4-Region: South	23% (184)	22% (183)	14% (111)	14% (114)	27% (223)	815
4-Region: West	31% (158)	24% (123)	12% (62)	13% (67)	20% (102)	512
Smartphone Users	27% (514)	26% (488)	13% (254)	13% (257)	21% (395)	1909
iOS Users	28% (193)	29% (200)	15% (105)	11% (79)	16% (112)	689
Android Users	26% (296)	24% (273)	12% (135)	15% (173)	24% (277)	1154

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

Table BRD11_5: How much do you agree or disagree with each of the following with regards to facial recognition software in devices such as the iPhone X?

It makes me concerned about my privacy

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	32% (711)	24% (523)	13% (277)	10% (219)	21% (474)	2203
Gender: Male	30% (317)	25% (264)	13% (137)	11% (114)	21% (227)	1060
Gender: Female	34% (394)	23% (259)	12% (139)	9% (104)	22% (247)	1143
Age: 18-29	29% (141)	24% (115)	16% (78)	10% (48)	21% (103)	486
Age: 30-44	34% (186)	22% (120)	12% (65)	10% (56)	22% (123)	551
Age: 45-54	35% (142)	27% (108)	9% (38)	7% (28)	22% (88)	403
Age: 55-64	30% (110)	28% (102)	15% (54)	11% (41)	16% (59)	366
Age: 65+	33% (132)	20% (78)	11% (42)	11% (46)	25% (100)	398
PID: Dem (no lean)	33% (240)	25% (181)	13% (90)	11% (81)	17% (124)	716
PID: Ind (no lean)	32% (268)	21% (176)	11% (96)	10% (85)	26% (223)	846
PID: Rep (no lean)	32% (204)	26% (167)	14% (90)	8% (52)	20% (127)	640
PID/Gender: Dem Men	29% (94)	26% (83)	12% (37)	11% (37)	21% (68)	319
PID/Gender: Dem Women	37% (145)	25% (98)	13% (53)	11% (45)	14% (55)	397
PID/Gender: Ind Men	29% (120)	22% (91)	12% (50)	12% (50)	24% (100)	411
PID/Gender: Ind Women	34% (147)	19% (85)	10% (46)	8% (35)	28% (123)	435
PID/Gender: Rep Men	31% (103)	27% (90)	15% (50)	8% (27)	18% (59)	330
PID/Gender: Rep Women	33% (101)	25% (76)	13% (40)	8% (25)	22% (68)	310
Tea Party: Supporter	39% (224)	23% (133)	14% (77)	10% (56)	14% (77)	567
Tea Party: Not Supporter	30% (483)	24% (390)	12% (199)	10% (161)	24% (392)	1625
Ideo: Liberal (1-3)	34% (259)	27% (203)	13% (99)	11% (80)	16% (119)	761
Ideo: Moderate (4)	32% (143)	28% (125)	12% (56)	8% (37)	19% (86)	446
Ideo: Conservative (5-7)	34% (235)	23% (161)	14% (97)	10% (68)	20% (136)	697
Educ: < College	32% (496)	22% (343)	13% (201)	10% (160)	23% (368)	1568
Educ: Bachelors degree	32% (135)	27% (114)	13% (52)	9% (38)	19% (78)	416
Educ: Post-grad	37% (81)	30% (66)	11% (24)	10% (21)	12% (27)	219

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Table BRD11_5: How much do you agree or disagree with each of the following with regards to facial recognition software in devices such as the iPhone X?

It makes me concerned about my privacy

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	32% (711)	24% (523)	13% (277)	10% (219)	21% (474)	2203
Income: Under 50k	33% (448)	21% (287)	12% (157)	10% (137)	23% (309)	1337
Income: 50k-100k	30% (192)	28% (180)	14% (89)	9% (55)	19% (125)	640
Income: 100k+	32% (72)	25% (57)	14% (31)	12% (27)	17% (39)	226
Ethnicity: White	31% (552)	25% (436)	12% (218)	9% (161)	22% (385)	1752
Ethnicity: Hispanic	38% (125)	19% (63)	10% (32)	11% (37)	22% (73)	330
Ethnicity: Afr. Am.	38% (102)	21% (57)	12% (32)	13% (36)	16% (42)	269
Ethnicity: Other	31% (57)	16% (30)	15% (27)	12% (22)	26% (47)	182
Relig: Protestant	32% (163)	26% (130)	15% (74)	10% (49)	18% (90)	506
Relig: Roman Catholic	35% (166)	21% (98)	13% (62)	10% (50)	21% (103)	479
Relig: Ath./Agn./None	29% (176)	23% (141)	11% (67)	12% (71)	25% (149)	603
Relig: Something Else	34% (128)	27% (103)	11% (40)	6% (24)	23% (86)	383
Relig: Evangelical	34% (201)	23% (135)	15% (86)	9% (52)	19% (111)	585
Relig: Non-Evang. Catholics	33% (205)	23% (144)	13% (83)	11% (71)	20% (126)	630
Relig: All Christian	33% (406)	23% (279)	14% (169)	10% (124)	20% (238)	1215
Relig: All Non-Christian	31% (304)	25% (244)	11% (107)	10% (95)	24% (236)	986
Community: Urban	35% (214)	21% (129)	11% (66)	11% (67)	23% (138)	614
Community: Suburban	31% (284)	24% (225)	14% (130)	9% (86)	22% (202)	927
Community: Rural	32% (213)	26% (169)	12% (81)	10% (66)	20% (133)	662
Employ: Private Sector	34% (237)	27% (185)	12% (82)	10% (71)	17% (117)	692
Employ: Government	33% (48)	36% (52)	12% (18)	5% (8)	13% (19)	145
Employ: Self-Employed	33% (58)	27% (49)	12% (22)	8% (15)	19% (34)	177
Employ: Homemaker	28% (56)	29% (58)	15% (29)	7% (13)	21% (41)	197
Employ: Student	27% (30)	19% (21)	20% (23)	10% (11)	24% (27)	111
Employ: Retired	30% (133)	21% (90)	13% (59)	14% (60)	22% (96)	438
Employ: Unemployed	38% (92)	15% (36)	7% (17)	13% (32)	27% (64)	241
Employ: Other	28% (56)	16% (33)	14% (28)	5% (10)	37% (75)	202
Military HH: Yes	36% (141)	20% (80)	17% (66)	10% (38)	18% (71)	397
Military HH: No	32% (570)	25% (443)	12% (211)	10% (180)	22% (402)	1806

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Table BRD11_5: How much do you agree or disagree with each of the following with regards to facial recognition software in devices such as the iPhone X?

It makes me concerned about my privacy

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	32% (711)	24% (523)	13% (277)	10% (219)	21% (474)	2203
RD/WT: Right Direction	34% (264)	22% (168)	13% (99)	9% (68)	22% (169)	767
RD/WT: Wrong Track	31% (447)	25% (355)	12% (178)	11% (151)	21% (305)	1436
Strongly Approve	37% (164)	21% (90)	10% (43)	11% (47)	21% (95)	440
Somewhat Approve	31% (152)	24% (117)	15% (74)	8% (39)	22% (107)	490
Somewhat Disapprove	26% (78)	30% (90)	14% (42)	8% (25)	21% (62)	297
Strongly Disapprove	34% (283)	24% (196)	12% (103)	12% (98)	18% (150)	830
Dont Know / No Opinion	23% (34)	20% (29)	9% (13)	7% (10)	41% (59)	146
#1 Issue: Economy	31% (186)	25% (145)	13% (79)	10% (57)	21% (125)	593
#1 Issue: Security	29% (119)	26% (106)	12% (48)	11% (44)	23% (96)	413
#1 Issue: Health Care	33% (164)	26% (125)	14% (67)	8% (39)	19% (94)	489
#1 Issue: Medicare / Social Security	33% (89)	21% (57)	13% (35)	11% (30)	21% (57)	268
#1 Issue: Women's Issues	38% (39)	23% (23)	15% (15)	8% (8)	15% (15)	101
#1 Issue: Education	34% (47)	21% (29)	10% (14)	14% (20)	21% (30)	140
#1 Issue: Energy	36% (38)	24% (26)	7% (8)	12% (13)	20% (21)	106
#1 Issue: Other	31% (30)	11% (11)	11% (11)	8% (7)	38% (36)	95
2016 Vote: Democrat Hillary Clinton	33% (239)	25% (180)	13% (96)	12% (86)	16% (115)	716
2016 Vote: Republican Donald Trump	36% (273)	24% (181)	11% (86)	9% (67)	20% (152)	759
2016 Vote: Someone else	38% (70)	21% (39)	10% (19)	8% (15)	22% (41)	184
2012 Vote: Barack Obama	32% (282)	25% (222)	12% (106)	12% (105)	18% (162)	878
2012 Vote: Mitt Romney	35% (181)	23% (120)	14% (72)	9% (45)	19% (101)	518
2012 Vote: Other	40% (41)	26% (26)	11% (11)	4% (4)	19% (19)	102
2012 Vote: Didn't Vote	29% (207)	22% (154)	12% (88)	9% (64)	27% (191)	704
4-Region: Northeast	33% (131)	25% (101)	13% (51)	10% (41)	19% (78)	402
4-Region: Midwest	31% (148)	24% (112)	16% (76)	10% (49)	19% (90)	474
4-Region: South	30% (244)	23% (190)	10% (85)	11% (87)	26% (209)	815
4-Region: West	37% (189)	23% (120)	13% (65)	8% (41)	19% (97)	512
Smartphone Users	33% (631)	25% (481)	13% (245)	10% (188)	19% (365)	1909
iOS Users	36% (248)	27% (187)	13% (93)	9% (59)	15% (101)	689
Android Users	31% (363)	24% (277)	12% (135)	11% (122)	22% (257)	1154

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

Table BRD12: Does knowing that all facial recognition data and operations are performed only on your device, and not over the cloud, make you more or less favorable towards facial recognition software?

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't Know / No Opinion	Total N
Adults	13% (281)	21% (461)	25% (558)	5% (114)	9% (204)	27% (586)	2203
Gender: Male	17% (182)	20% (212)	23% (248)	5% (55)	10% (106)	24% (258)	1060
Gender: Female	9% (98)	22% (249)	27% (310)	5% (59)	9% (98)	29% (328)	1143
Age: 18-29	15% (74)	22% (108)	22% (109)	8% (40)	8% (41)	23% (114)	486
Age: 30-44	15% (83)	22% (120)	21% (118)	5% (30)	11% (60)	25% (140)	551
Age: 45-54	9% (38)	23% (91)	24% (95)	5% (18)	9% (35)	31% (125)	403
Age: 55-64	9% (34)	22% (81)	33% (120)	3% (11)	9% (33)	24% (87)	366
Age: 65+	13% (52)	15% (62)	29% (116)	4% (15)	9% (35)	30% (119)	398
PID: Dem (no lean)	14% (104)	22% (158)	26% (183)	4% (27)	9% (67)	25% (177)	716
PID: Ind (no lean)	10% (83)	18% (156)	26% (216)	6% (53)	10% (80)	31% (259)	846
PID: Rep (no lean)	15% (94)	23% (148)	25% (159)	5% (34)	9% (56)	23% (150)	640
PID/Gender: Dem Men	19% (61)	19% (62)	21% (68)	5% (15)	10% (32)	26% (83)	319
PID/Gender: Dem Women	11% (43)	24% (96)	29% (116)	3% (13)	9% (35)	24% (94)	397
PID/Gender: Ind Men	13% (55)	17% (69)	26% (105)	6% (24)	11% (47)	27% (112)	411
PID/Gender: Ind Women	7% (28)	20% (87)	25% (111)	7% (29)	8% (34)	34% (147)	435
PID/Gender: Rep Men	20% (67)	25% (82)	23% (75)	5% (16)	8% (27)	19% (63)	330
PID/Gender: Rep Women	9% (27)	21% (66)	27% (84)	6% (18)	9% (29)	28% (87)	310
Tea Party: Supporter	19% (107)	23% (132)	24% (138)	6% (35)	8% (46)	19% (109)	567
Tea Party: Not Supporter	11% (173)	20% (328)	26% (420)	5% (76)	10% (157)	29% (472)	1625
Ideo: Liberal (1-3)	18% (133)	25% (193)	23% (178)	6% (44)	8% (63)	20% (150)	761
Ideo: Moderate (4)	11% (47)	19% (86)	30% (135)	6% (26)	10% (45)	24% (107)	446
Ideo: Conservative (5-7)	11% (79)	21% (148)	29% (202)	5% (33)	8% (59)	25% (176)	697
Educ: < College	13% (196)	18% (279)	24% (375)	6% (86)	11% (170)	29% (462)	1568
Educ: Bachelors degree	12% (51)	29% (119)	28% (117)	5% (19)	5% (21)	21% (89)	416
Educ: Post-grad	15% (33)	29% (63)	30% (66)	4% (9)	6% (13)	16% (35)	219

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Table BRD12: Does knowing that all facial recognition data and operations are performed only on your device, and not over the cloud, make you more or less favorable towards facial recognition software?

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't Know / No Opinion	Total N
Adults	13% (281)	21% (461)	25% (558)	5% (114)	9% (204)	27% (586)	2203
Income: Under 50k	12% (160)	19% (252)	25% (332)	6% (74)	11% (142)	28% (377)	1337
Income: 50k-100k	13% (84)	22% (140)	27% (175)	4% (27)	7% (47)	26% (167)	640
Income: 100k+	16% (37)	31% (70)	23% (51)	5% (12)	6% (14)	19% (42)	226
Ethnicity: White	11% (197)	22% (390)	26% (456)	4% (78)	9% (156)	27% (474)	1752
Ethnicity: Hispanic	18% (60)	21% (68)	21% (68)	7% (24)	9% (29)	24% (80)	330
Ethnicity: Afr. Am.	19% (52)	14% (39)	25% (66)	7% (20)	12% (32)	23% (61)	269
Ethnicity: Other	17% (32)	18% (32)	20% (36)	9% (17)	8% (15)	28% (51)	182
Relig: Protestant	10% (52)	22% (112)	29% (146)	5% (23)	8% (40)	27% (134)	506
Relig: Roman Catholic	15% (72)	19% (90)	23% (111)	6% (28)	9% (45)	27% (132)	479
Relig: Ath./Agn./None	12% (71)	20% (120)	28% (166)	4% (22)	9% (53)	28% (171)	603
Relig: Something Else	12% (47)	23% (89)	23% (88)	7% (27)	10% (37)	25% (95)	383
Relig: Evangelical	16% (91)	20% (117)	26% (153)	4% (26)	8% (48)	26% (149)	585
Relig: Non-Evang. Catholics	11% (71)	21% (134)	24% (150)	6% (39)	10% (66)	27% (170)	630
Relig: All Christian	13% (162)	21% (251)	25% (303)	5% (65)	9% (114)	26% (320)	1215
Relig: All Non-Christian	12% (118)	21% (209)	26% (254)	5% (49)	9% (90)	27% (266)	986
Community: Urban	17% (103)	20% (122)	22% (137)	6% (38)	8% (49)	27% (166)	614
Community: Suburban	11% (106)	23% (209)	25% (228)	5% (45)	10% (97)	26% (241)	927
Community: Rural	11% (71)	20% (129)	29% (193)	5% (31)	9% (58)	27% (179)	662
Employ: Private Sector	15% (103)	24% (169)	25% (173)	5% (32)	8% (57)	23% (158)	692
Employ: Government	14% (21)	31% (44)	22% (32)	8% (12)	9% (13)	15% (22)	145
Employ: Self-Employed	17% (30)	24% (43)	25% (44)	6% (11)	11% (20)	16% (29)	177
Employ: Homemaker	9% (17)	23% (46)	23% (45)	5% (11)	7% (13)	33% (65)	197
Employ: Student	13% (15)	21% (23)	26% (29)	10% (11)	7% (8)	23% (25)	111
Employ: Retired	12% (52)	16% (72)	31% (137)	3% (15)	10% (44)	27% (117)	438
Employ: Unemployed	9% (23)	16% (38)	23% (54)	4% (11)	13% (30)	35% (85)	241
Employ: Other	10% (20)	12% (25)	21% (43)	6% (13)	9% (18)	42% (84)	202
Military HH: Yes	12% (46)	21% (82)	26% (104)	7% (26)	9% (37)	26% (101)	397
Military HH: No	13% (234)	21% (379)	25% (454)	5% (88)	9% (167)	27% (484)	1806

Continued on next page

Table BRD12: Does knowing that all facial recognition data and operations are performed only on your device, and not over the cloud, make you more or less favorable towards facial recognition software?

Demographic	Much more favorable	Somewhat more favorable	Neither more nor less favorable	Somewhat less favorable	Much less favorable	Don't Know / No Opinion	Total N
Adults	13% (281)	21% (461)	25% (558)	5% (114)	9% (204)	27% (586)	2203
RD/WT: Right Direction	17% (134)	22% (166)	24% (181)	4% (27)	7% (56)	26% (202)	767
RD/WT: Wrong Track	10% (146)	20% (294)	26% (377)	6% (87)	10% (148)	27% (384)	1436
Strongly Approve	19% (81)	19% (84)	25% (109)	3% (14)	8% (34)	27% (118)	440
Somewhat Approve	12% (59)	23% (113)	29% (140)	3% (17)	8% (40)	25% (122)	490
Somewhat Disapprove	11% (33)	23% (67)	24% (70)	6% (19)	8% (24)	28% (85)	297
Strongly Disapprove	11% (95)	21% (178)	27% (224)	6% (50)	11% (90)	23% (193)	830
Dont Know / No Opinion	8% (12)	13% (20)	10% (15)	10% (15)	11% (16)	46% (67)	146
#1 Issue: Economy	12% (69)	24% (140)	26% (153)	5% (32)	8% (48)	26% (151)	593
#1 Issue: Security	16% (67)	20% (81)	28% (114)	3% (11)	8% (32)	26% (108)	413
#1 Issue: Health Care	12% (58)	20% (100)	26% (126)	8% (39)	11% (54)	23% (111)	489
#1 Issue: Medicare / Social Security	12% (33)	16% (42)	25% (68)	3% (8)	11% (30)	33% (88)	268
#1 Issue: Women's Issues	6% (6)	30% (30)	29% (29)	8% (8)	5% (5)	22% (22)	101
#1 Issue: Education	15% (21)	19% (27)	16% (22)	6% (8)	13% (18)	31% (43)	140
#1 Issue: Energy	18% (19)	32% (34)	17% (17)	6% (6)	7% (7)	20% (21)	106
#1 Issue: Other	7% (7)	8% (8)	30% (28)	1% (1)	10% (10)	44% (42)	95
2016 Vote: Democrat Hillary Clinton	14% (97)	25% (176)	27% (191)	5% (32)	10% (70)	21% (149)	716
2016 Vote: Republican Donald Trump	13% (96)	21% (159)	29% (219)	4% (33)	9% (67)	24% (185)	759
2016 Vote: Someone else	13% (24)	19% (35)	25% (47)	7% (13)	10% (19)	25% (46)	184
2012 Vote: Barack Obama	15% (131)	22% (193)	26% (226)	5% (46)	9% (82)	23% (200)	878
2012 Vote: Mitt Romney	11% (59)	22% (114)	30% (156)	4% (21)	8% (41)	25% (128)	518
2012 Vote: Other	8% (8)	20% (20)	32% (33)	6% (6)	10% (11)	24% (24)	102
2012 Vote: Didn't Vote	12% (82)	19% (133)	20% (144)	6% (41)	10% (71)	33% (233)	704
4-Region: Northeast	11% (44)	22% (87)	23% (92)	4% (18)	9% (37)	31% (124)	402
4-Region: Midwest	11% (53)	23% (107)	25% (118)	5% (22)	12% (55)	25% (119)	474
4-Region: South	14% (112)	20% (163)	25% (201)	6% (50)	8% (67)	27% (223)	815
4-Region: West	14% (72)	20% (103)	29% (147)	5% (24)	9% (45)	23% (120)	512
Smartphone Users	14% (266)	22% (425)	26% (492)	5% (98)	9% (169)	24% (459)	1909
iOS Users	19% (131)	26% (178)	28% (191)	4% (27)	6% (39)	18% (123)	689
Android Users	10% (119)	20% (233)	24% (279)	6% (68)	11% (127)	28% (328)	1154

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

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
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

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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: 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
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

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
#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

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

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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

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
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

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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

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

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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

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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

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

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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

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**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

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

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

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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

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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

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

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**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

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

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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

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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

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

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**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

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

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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

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

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**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

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

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

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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

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

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

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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

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

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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

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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

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

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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

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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

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

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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

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

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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

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

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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

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	

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

