



# MORNING CONSULT

Morning Consult  
National Tracking Poll #170923  
September 29 - October 01, 2017

## Crosstabulation Results

### Methodology:

This poll was conducted from September 29 - October 01, 2017, among a national sample of 2201 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.



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## Crosstabulation Results by Respondent Demographics

**Table BRD1:** How much have you seen, read, or heard about Twitter increasing the character limit of Tweets from 140 characters to 280 characters?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	13%	(278)	25%	(555)	18%	(398)	44%	(969)	2201
Gender: Male	16%	(167)	27%	(283)	18%	(194)	39%	(416)	1060
Gender: Female	10%	(111)	24%	(272)	18%	(205)	49%	(554)	1141
Age: 18-29	18%	(80)	29%	(134)	17%	(78)	36%	(166)	458
Age: 30-44	19%	(111)	24%	(140)	15%	(86)	42%	(240)	577
Age: 45-54	8%	(29)	25%	(89)	21%	(76)	47%	(169)	362
Age: 55-64	10%	(40)	27%	(111)	22%	(90)	41%	(164)	406
Age: 65+	5%	(18)	20%	(81)	17%	(68)	58%	(231)	398
PID: Dem (no lean)	14%	(103)	30%	(225)	18%	(136)	37%	(275)	738
PID: Ind (no lean)	10%	(77)	21%	(152)	18%	(136)	51%	(379)	744
PID: Rep (no lean)	14%	(99)	25%	(178)	18%	(127)	44%	(316)	719
PID/Gender: Dem Men	20%	(61)	30%	(93)	17%	(54)	34%	(105)	313
PID/Gender: Dem Women	10%	(41)	31%	(132)	19%	(82)	40%	(170)	425
PID/Gender: Ind Men	9%	(35)	23%	(87)	20%	(74)	47%	(176)	371
PID/Gender: Ind Women	11%	(42)	18%	(66)	17%	(62)	54%	(203)	373
PID/Gender: Rep Men	19%	(71)	28%	(104)	18%	(66)	36%	(135)	376
PID/Gender: Rep Women	8%	(28)	22%	(74)	18%	(61)	53%	(181)	343
Tea Party: Supporter	22%	(139)	25%	(158)	15%	(92)	37%	(232)	620
Tea Party: Not Supporter	9%	(139)	25%	(396)	19%	(305)	47%	(732)	1572
Ideo: Liberal (1-3)	22%	(151)	29%	(206)	18%	(125)	31%	(218)	700
Ideo: Moderate (4)	10%	(53)	26%	(135)	19%	(96)	45%	(232)	515
Ideo: Conservative (5-7)	8%	(61)	23%	(175)	17%	(131)	51%	(383)	750
Educ: < College	10%	(163)	23%	(356)	18%	(284)	49%	(764)	1567
Educ: Bachelors degree	19%	(79)	31%	(130)	16%	(67)	34%	(140)	416
Educ: Post-grad	17%	(37)	31%	(68)	22%	(48)	30%	(66)	219
Income: Under 50k	11%	(147)	24%	(323)	17%	(232)	48%	(643)	1344
Income: 50k-100k	14%	(83)	26%	(159)	21%	(131)	39%	(236)	609
Income: 100k+	20%	(48)	29%	(73)	15%	(36)	37%	(90)	248
Ethnicity: White	12%	(213)	24%	(425)	18%	(322)	45%	(790)	1750

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**Table BRD1:** How much have you seen, read, or heard about Twitter increasing the character limit of Tweets from 140 characters to 280 characters?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	13%	(278)	25%	(555)	18%	(398)	44%	(969)	2201
Ethnicity: Hispanic	23%	(75)	30%	(98)	20%	(67)	27%	(89)	329
Ethnicity: Afr. Am.	17%	(45)	29%	(79)	14%	(38)	40%	(107)	269
Ethnicity: Other	11%	(21)	28%	(51)	21%	(38)	40%	(73)	182
Relig: Protestant	12%	(70)	24%	(135)	17%	(95)	47%	(270)	570
Relig: Roman Catholic	17%	(82)	27%	(126)	18%	(87)	38%	(178)	473
Relig: Ath./Agn./None	10%	(60)	23%	(143)	20%	(121)	47%	(285)	608
Relig: Something Else	11%	(35)	30%	(95)	17%	(52)	42%	(131)	313
Relig: Evangelical	18%	(119)	22%	(145)	16%	(106)	45%	(300)	670
Relig: Non-Evang. Catholics	11%	(65)	28%	(171)	20%	(119)	42%	(253)	608
Relig: All Christian	14%	(184)	25%	(317)	18%	(225)	43%	(553)	1278
Relig: All Non-Christian	10%	(94)	26%	(237)	19%	(173)	45%	(417)	921
Community: Urban	18%	(110)	25%	(155)	16%	(98)	42%	(261)	625
Community: Suburban	11%	(107)	27%	(268)	19%	(190)	43%	(419)	984
Community: Rural	10%	(61)	22%	(131)	19%	(110)	49%	(290)	592
Employ: Private Sector	18%	(128)	27%	(194)	17%	(121)	38%	(267)	710
Employ: Government	20%	(30)	37%	(57)	15%	(22)	29%	(44)	154
Employ: Self-Employed	13%	(27)	29%	(58)	23%	(46)	35%	(71)	204
Employ: Homemaker	6%	(9)	19%	(31)	23%	(36)	52%	(82)	158
Employ: Student	14%	(13)	31%	(29)	13%	(12)	42%	(40)	94
Employ: Retired	8%	(38)	21%	(101)	19%	(93)	53%	(258)	490
Employ: Unemployed	8%	(19)	23%	(54)	17%	(39)	52%	(122)	235
Employ: Other	8%	(13)	19%	(30)	18%	(28)	54%	(85)	156
Military HH: Yes	17%	(74)	27%	(120)	16%	(71)	40%	(176)	441
Military HH: No	12%	(204)	25%	(435)	19%	(327)	45%	(793)	1760
RD/WT: Right Direction	16%	(144)	23%	(206)	19%	(167)	42%	(370)	887
RD/WT: Wrong Track	10%	(135)	27%	(349)	18%	(231)	46%	(599)	1314
Strongly Approve	16%	(82)	21%	(109)	18%	(96)	46%	(240)	526
Somewhat Approve	10%	(43)	27%	(115)	18%	(77)	46%	(197)	432
Somewhat Disapprove	11%	(31)	28%	(83)	17%	(50)	44%	(129)	293
Strongly Disapprove	14%	(116)	28%	(236)	19%	(157)	40%	(337)	846
Dont Know / No Opinion	6%	(7)	12%	(13)	18%	(19)	63%	(66)	105

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**Table BRD1:** How much have you seen, read, or heard about Twitter increasing the character limit of Tweets from 140 characters to 280 characters?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	13%	(278)	25%	(555)	18%	(398)	44%	(969)	2201
#1 Issue: Economy	10%	(65)	27%	(165)	21%	(131)	42%	(259)	619
#1 Issue: Security	11%	(49)	24%	(104)	17%	(76)	48%	(212)	441
#1 Issue: Health Care	12%	(54)	29%	(130)	18%	(80)	41%	(183)	446
#1 Issue: Medicare / Social Security	10%	(29)	20%	(56)	15%	(41)	55%	(151)	276
#1 Issue: Women's Issues	24%	(26)	30%	(33)	14%	(15)	33%	(36)	110
#1 Issue: Education	22%	(26)	20%	(23)	24%	(29)	34%	(40)	119
#1 Issue: Energy	24%	(25)	30%	(31)	12%	(12)	33%	(34)	103
#1 Issue: Other	6%	(5)	14%	(12)	17%	(14)	64%	(56)	88
2016 Vote: Democrat Hillary Clinton	17%	(126)	29%	(212)	19%	(137)	36%	(264)	738
2016 Vote: Republican Donald Trump	12%	(96)	25%	(203)	18%	(140)	45%	(358)	797
2016 Vote: Someone else	15%	(26)	22%	(39)	18%	(32)	46%	(82)	180
2012 Vote: Barack Obama	16%	(147)	28%	(252)	17%	(152)	39%	(347)	898
2012 Vote: Mitt Romney	10%	(59)	25%	(144)	17%	(100)	47%	(269)	572
2012 Vote: Other	7%	(6)	19%	(18)	19%	(18)	55%	(50)	92
2012 Vote: Didn't Vote	10%	(60)	22%	(142)	20%	(128)	48%	(302)	633
4-Region: Northeast	13%	(51)	23%	(94)	20%	(79)	44%	(178)	402
4-Region: Midwest	9%	(40)	25%	(119)	19%	(92)	47%	(222)	474
4-Region: South	15%	(123)	26%	(211)	17%	(140)	42%	(341)	815
4-Region: West	12%	(64)	26%	(131)	17%	(88)	45%	(229)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table BRD2\_4:** Does Twitter increasing the character limit of Tweets to 280 characters make you more or less likely to use Twitter for each of the following?*Tweeting yourself*

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	11% (235)	10% (230)	28% (624)	3% (66)	9% (187)	39% (859)	2201
Gender: Male	14% (147)	13% (135)	26% (279)	3% (37)	8% (81)	36% (381)	1060
Gender: Female	8% (88)	8% (95)	30% (345)	3% (29)	9% (106)	42% (478)	1141
Age: 18-29	19% (89)	17% (78)	25% (115)	3% (15)	5% (23)	30% (139)	458
Age: 30-44	15% (88)	12% (72)	26% (149)	5% (28)	8% (46)	34% (193)	577
Age: 45-54	7% (24)	12% (43)	28% (102)	3% (10)	8% (30)	42% (153)	362
Age: 55-64	6% (24)	6% (24)	33% (135)	2% (10)	8% (33)	44% (179)	406
Age: 65+	2% (10)	3% (13)	31% (123)	1% (3)	14% (55)	49% (195)	398
PID: Dem (no lean)	12% (85)	13% (96)	28% (209)	4% (29)	9% (65)	34% (255)	738
PID: Ind (no lean)	9% (64)	7% (55)	27% (199)	2% (18)	9% (70)	46% (338)	744
PID: Rep (no lean)	12% (86)	11% (79)	30% (217)	3% (19)	7% (52)	37% (266)	719
PID/Gender: Dem Men	17% (52)	16% (51)	22% (70)	5% (14)	8% (26)	32% (100)	313
PID/Gender: Dem Women	8% (33)	11% (45)	33% (139)	3% (15)	9% (39)	36% (155)	425
PID/Gender: Ind Men	10% (36)	7% (25)	27% (102)	3% (12)	8% (31)	45% (166)	371
PID/Gender: Ind Women	8% (28)	8% (30)	26% (97)	2% (6)	10% (39)	46% (173)	373
PID/Gender: Rep Men	16% (59)	16% (59)	29% (108)	3% (11)	6% (24)	31% (115)	376
PID/Gender: Rep Women	8% (27)	6% (20)	32% (109)	2% (8)	8% (28)	44% (151)	343
Tea Party: Supporter	20% (126)	15% (93)	26% (162)	3% (19)	5% (33)	30% (187)	620
Tea Party: Not Supporter	7% (109)	9% (136)	29% (459)	3% (47)	10% (154)	42% (667)	1572
Ideo: Liberal (1-3)	17% (118)	16% (113)	30% (208)	4% (26)	8% (54)	26% (182)	700
Ideo: Moderate (4)	9% (49)	10% (49)	33% (168)	2% (12)	9% (46)	37% (191)	515
Ideo: Conservative (5-7)	8% (57)	7% (53)	29% (220)	3% (22)	10% (73)	43% (325)	750
Educ: < College	10% (160)	10% (149)	24% (383)	3% (43)	10% (153)	43% (679)	1567
Educ: Bachelors degree	11% (46)	13% (55)	38% (159)	3% (14)	5% (21)	29% (120)	416
Educ: Post-grad	13% (29)	12% (25)	38% (82)	4% (9)	6% (14)	27% (60)	219

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**Table BRD2\_4:** Does Twitter increasing the character limit of Tweets to 280 characters make you more or less likely to use Twitter for each of the following?

*Tweeting yourself*

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	11% (235)	10% (230)	28% (624)	3% (66)	9% (187)	39% (859)	2201
Income: Under 50k	11% (154)	11% (144)	25% (340)	3% (34)	9% (126)	41% (546)	1344
Income: 50k-100k	8% (51)	9% (55)	33% (202)	4% (26)	8% (48)	37% (227)	609
Income: 100k+	12% (30)	13% (31)	33% (82)	2% (6)	6% (14)	34% (85)	248
Ethnicity: White	9% (160)	10% (171)	30% (525)	3% (45)	8% (144)	40% (705)	1750
Ethnicity: Hispanic	21% (68)	17% (55)	23% (75)	3% (9)	9% (29)	28% (94)	329
Ethnicity: Afr. Am.	17% (47)	13% (34)	21% (55)	5% (14)	9% (24)	35% (95)	269
Ethnicity: Other	16% (28)	13% (24)	24% (44)	4% (7)	10% (18)	33% (59)	182
Relig: Protestant	9% (53)	10% (55)	34% (192)	2% (10)	10% (58)	36% (203)	570
Relig: Roman Catholic	15% (69)	12% (58)	24% (115)	2% (9)	9% (43)	38% (179)	473
Relig: Ath./Agn./None	8% (48)	9% (57)	30% (185)	3% (20)	6% (34)	43% (264)	608
Relig: Something Else	11% (34)	11% (33)	30% (94)	4% (13)	8% (25)	37% (114)	313
Relig: Evangelical	15% (102)	14% (90)	23% (156)	3% (23)	11% (74)	33% (224)	670
Relig: Non-Evang. Catholics	8% (51)	8% (49)	31% (189)	2% (10)	9% (53)	42% (255)	608
Relig: All Christian	12% (154)	11% (140)	27% (345)	3% (33)	10% (128)	37% (479)	1278
Relig: All Non-Christian	9% (81)	10% (90)	30% (279)	4% (33)	6% (60)	41% (378)	921
Community: Urban	12% (78)	11% (70)	26% (160)	3% (21)	8% (52)	39% (245)	625
Community: Suburban	9% (92)	11% (108)	32% (318)	3% (29)	9% (84)	36% (353)	984
Community: Rural	11% (65)	9% (52)	25% (146)	3% (16)	9% (51)	44% (261)	592
Employ: Private Sector	13% (96)	13% (92)	32% (230)	4% (30)	7% (47)	30% (215)	710
Employ: Government	24% (37)	16% (25)	29% (44)	4% (6)	3% (5)	24% (37)	154
Employ: Self-Employed	13% (27)	13% (26)	25% (50)	3% (7)	12% (24)	34% (70)	204
Employ: Homemaker	5% (9)	4% (6)	29% (45)	2% (3)	12% (18)	48% (76)	158
Employ: Student	10% (9)	19% (18)	24% (23)	1% (1)	4% (4)	42% (39)	94
Employ: Retired	4% (21)	5% (23)	30% (146)	1% (5)	12% (58)	48% (236)	490
Employ: Unemployed	10% (23)	9% (22)	21% (50)	4% (9)	9% (21)	47% (110)	235
Employ: Other	9% (14)	11% (17)	22% (35)	4% (6)	6% (10)	48% (74)	156
Military HH: Yes	13% (57)	11% (51)	28% (122)	2% (9)	8% (36)	38% (167)	441
Military HH: No	10% (178)	10% (179)	29% (503)	3% (57)	9% (151)	39% (692)	1760

Continued on next page

**Table BRD2\_4:** Does Twitter increasing the character limit of Tweets to 280 characters make you more or less likely to use Twitter for each of the following?

## Tweeting yourself

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	11% (235)	10% (230)	28% (624)	3% (66)	9% (187)	39% (859)	2201
RD/WT: Right Direction	15% (134)	12% (110)	25% (222)	3% (23)	6% (54)	39% (344)	887
RD/WT: Wrong Track	8% (101)	9% (120)	31% (402)	3% (42)	10% (134)	39% (515)	1314
Strongly Approve	16% (83)	9% (48)	25% (134)	2% (10)	6% (31)	42% (222)	526
Somewhat Approve	7% (31)	14% (61)	29% (125)	3% (12)	8% (36)	38% (166)	432
Somewhat Disapprove	11% (34)	12% (35)	27% (80)	4% (11)	6% (17)	40% (117)	293
Strongly Disapprove	9% (79)	10% (85)	32% (270)	4% (32)	12% (101)	33% (279)	846
Dont Know / No Opinion	8% (8)	2% (2)	14% (15)	2% (2)	3% (3)	72% (75)	105
#1 Issue: Economy	11% (70)	10% (61)	31% (190)	2% (12)	9% (53)	38% (232)	619
#1 Issue: Security	8% (34)	11% (46)	27% (119)	3% (11)	10% (43)	43% (188)	441
#1 Issue: Health Care	10% (44)	10% (43)	29% (130)	4% (17)	7% (31)	41% (182)	446
#1 Issue: Medicare / Social Security	7% (19)	10% (26)	27% (75)	1% (3)	10% (28)	45% (125)	276
#1 Issue: Women's Issues	16% (18)	8% (9)	31% (34)	6% (6)	7% (8)	32% (35)	110
#1 Issue: Education	14% (17)	23% (27)	20% (23)	8% (9)	8% (9)	28% (33)	119
#1 Issue: Energy	23% (24)	12% (12)	29% (30)	6% (6)	8% (8)	22% (23)	103
#1 Issue: Other	11% (9)	6% (5)	27% (24)	2% (2)	8% (7)	46% (41)	88
2016 Vote: Democrat Hillary Clinton	12% (85)	12% (89)	29% (217)	4% (33)	9% (63)	34% (251)	738
2016 Vote: Republican Donald Trump	12% (96)	10% (77)	30% (239)	2% (15)	6% (48)	40% (322)	797
2016 Vote: Someone else	7% (12)	11% (19)	33% (59)	5% (9)	13% (23)	32% (58)	180
2012 Vote: Barack Obama	10% (90)	12% (106)	29% (264)	4% (37)	9% (81)	36% (320)	898
2012 Vote: Mitt Romney	10% (58)	8% (45)	34% (195)	2% (13)	7% (39)	39% (222)	572
2012 Vote: Other	4% (4)	7% (7)	27% (25)	2% (2)	5% (5)	54% (50)	92
2012 Vote: Didn't Vote	13% (83)	11% (69)	22% (139)	2% (14)	10% (62)	42% (267)	633
4-Region: Northeast	13% (54)	8% (32)	24% (95)	3% (12)	8% (33)	44% (176)	402
4-Region: Midwest	6% (27)	8% (37)	32% (150)	4% (17)	8% (37)	44% (206)	474
4-Region: South	14% (114)	11% (90)	27% (222)	3% (24)	9% (71)	36% (294)	815
4-Region: West	8% (41)	14% (71)	31% (157)	3% (14)	9% (46)	36% (183)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD2\_5:** Does Twitter increasing the character limit of Tweets to 280 characters make you more or less likely to use Twitter for each of the following?

Reading others Tweets

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	11% (250)	10% (227)	29% (648)	4% (89)	8% (170)	37% (817)	2201
Gender: Male	14% (151)	12% (129)	29% (303)	4% (46)	6% (67)	34% (363)	1060
Gender: Female	9% (99)	9% (98)	30% (345)	4% (44)	9% (103)	40% (453)	1141
Age: 18-29	18% (82)	19% (85)	25% (113)	8% (34)	4% (20)	27% (124)	458
Age: 30-44	17% (96)	12% (70)	28% (163)	4% (23)	7% (40)	32% (184)	577
Age: 45-54	7% (26)	10% (35)	31% (111)	4% (15)	7% (26)	41% (150)	362
Age: 55-64	8% (32)	5% (20)	33% (134)	3% (11)	7% (30)	44% (177)	406
Age: 65+	3% (13)	4% (16)	32% (127)	1% (6)	14% (54)	46% (182)	398
PID: Dem (no lean)	13% (95)	12% (89)	30% (219)	5% (35)	9% (63)	32% (237)	738
PID: Ind (no lean)	8% (57)	9% (64)	27% (201)	4% (28)	9% (66)	44% (328)	744
PID: Rep (no lean)	14% (98)	10% (73)	32% (228)	4% (27)	6% (42)	35% (251)	719
PID/Gender: Dem Men	18% (57)	14% (45)	26% (80)	5% (16)	7% (23)	29% (92)	313
PID/Gender: Dem Women	9% (38)	10% (45)	33% (139)	4% (19)	9% (40)	34% (145)	425
PID/Gender: Ind Men	8% (29)	8% (29)	29% (106)	4% (15)	8% (30)	44% (162)	371
PID/Gender: Ind Women	7% (28)	9% (35)	26% (95)	4% (13)	10% (36)	45% (166)	373
PID/Gender: Rep Men	17% (64)	15% (55)	31% (117)	4% (16)	4% (14)	29% (109)	376
PID/Gender: Rep Women	10% (34)	5% (18)	32% (111)	3% (11)	8% (27)	41% (142)	343
Tea Party: Supporter	22% (137)	13% (82)	28% (175)	4% (27)	4% (28)	28% (172)	620
Tea Party: Not Supporter	7% (113)	9% (143)	30% (470)	4% (63)	9% (142)	41% (640)	1572
Ideo: Liberal (1-3)	17% (120)	16% (115)	29% (202)	7% (46)	7% (50)	24% (167)	700
Ideo: Moderate (4)	10% (52)	9% (46)	33% (169)	3% (14)	9% (46)	37% (189)	515
Ideo: Conservative (5-7)	8% (59)	7% (56)	32% (244)	3% (24)	8% (62)	41% (305)	750
Educ: < College	11% (170)	9% (147)	26% (415)	4% (57)	9% (135)	41% (643)	1567
Educ: Bachelors degree	12% (49)	14% (59)	37% (152)	5% (20)	5% (20)	28% (116)	416
Educ: Post-grad	14% (31)	10% (21)	37% (82)	6% (13)	7% (15)	26% (58)	219

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**Table BRD2\_5:** Does Twitter increasing the character limit of Tweets to 280 characters make you more or less likely to use Twitter for each of the following?

Reading others Tweets

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	11% (250)	10% (227)	29% (648)	4% (89)	8% (170)	37% (817)	2201
Income: Under 50k	12% (160)	10% (136)	28% (372)	3% (45)	8% (103)	39% (530)	1344
Income: 50k-100k	10% (62)	10% (61)	31% (189)	5% (33)	9% (53)	35% (211)	609
Income: 100k+	12% (29)	12% (29)	35% (87)	5% (11)	6% (14)	31% (76)	248
Ethnicity: White	10% (170)	9% (163)	31% (537)	4% (67)	8% (135)	39% (678)	1750
Ethnicity: Hispanic	24% (78)	14% (46)	25% (82)	6% (19)	5% (16)	27% (88)	329
Ethnicity: Afr. Am.	19% (50)	16% (43)	21% (58)	4% (12)	8% (21)	31% (84)	269
Ethnicity: Other	16% (30)	11% (20)	29% (54)	6% (10)	8% (14)	30% (54)	182
Relig: Protestant	10% (57)	9% (52)	35% (199)	3% (18)	9% (54)	33% (190)	570
Relig: Roman Catholic	16% (73)	12% (58)	26% (125)	3% (12)	7% (32)	37% (173)	473
Relig: Ath./Agn./None	8% (46)	10% (62)	31% (188)	5% (28)	5% (33)	41% (251)	608
Relig: Something Else	11% (34)	10% (31)	29% (91)	7% (21)	10% (32)	33% (104)	313
Relig: Evangelical	17% (115)	12% (79)	27% (180)	3% (21)	9% (58)	32% (217)	670
Relig: Non-Evang. Catholics	9% (55)	9% (55)	31% (188)	3% (20)	8% (48)	40% (243)	608
Relig: All Christian	13% (170)	10% (134)	29% (368)	3% (41)	8% (105)	36% (460)	1278
Relig: All Non-Christian	9% (80)	10% (93)	30% (280)	5% (49)	7% (65)	39% (355)	921
Community: Urban	16% (100)	10% (63)	24% (153)	3% (20)	9% (59)	37% (230)	625
Community: Suburban	10% (96)	10% (103)	34% (330)	5% (46)	7% (69)	35% (341)	984
Community: Rural	9% (54)	10% (61)	28% (165)	4% (24)	7% (42)	41% (245)	592
Employ: Private Sector	15% (107)	12% (83)	33% (238)	4% (29)	5% (37)	30% (216)	710
Employ: Government	20% (31)	17% (27)	34% (53)	4% (6)	3% (4)	21% (33)	154
Employ: Self-Employed	14% (28)	15% (31)	21% (42)	9% (18)	9% (19)	32% (66)	204
Employ: Homemaker	6% (10)	7% (11)	29% (45)	3% (5)	11% (18)	44% (69)	158
Employ: Student	13% (12)	8% (7)	23% (22)	12% (11)	9% (9)	35% (33)	94
Employ: Retired	5% (25)	6% (27)	31% (150)	2% (9)	11% (55)	46% (223)	490
Employ: Unemployed	9% (21)	12% (28)	24% (57)	2% (5)	8% (18)	45% (106)	235
Employ: Other	11% (17)	8% (12)	27% (42)	3% (5)	6% (10)	45% (71)	156
Military HH: Yes	16% (69)	9% (41)	30% (130)	4% (20)	6% (26)	35% (155)	441
Military HH: No	10% (182)	11% (185)	29% (518)	4% (70)	8% (144)	38% (661)	1760

Continued on next page

**Table BRD2\_5:** Does Twitter increasing the character limit of Tweets to 280 characters make you more or less likely to use Twitter for each of the following?

Reading others Tweets

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	11% (250)	10% (227)	29% (648)	4% (89)	8% (170)	37% (817)	2201
RD/WT: Right Direction	16% (145)	11% (102)	27% (244)	4% (32)	5% (42)	36% (323)	887
RD/WT: Wrong Track	8% (105)	9% (125)	31% (405)	4% (58)	10% (128)	38% (493)	1314
Strongly Approve	17% (92)	10% (51)	26% (139)	2% (11)	4% (19)	41% (214)	526
Somewhat Approve	8% (34)	12% (51)	31% (134)	6% (24)	8% (33)	36% (156)	432
Somewhat Disapprove	11% (31)	11% (34)	32% (92)	3% (10)	8% (24)	35% (102)	293
Strongly Disapprove	11% (92)	10% (86)	31% (263)	5% (44)	11% (91)	32% (270)	846
Dont Know / No Opinion	2% (2)	6% (6)	19% (20)	1% (1)	2% (2)	71% (74)	105
#1 Issue: Economy	10% (62)	11% (68)	30% (185)	5% (31)	8% (49)	36% (224)	619
#1 Issue: Security	12% (55)	8% (36)	28% (125)	2% (8)	8% (33)	42% (184)	441
#1 Issue: Health Care	11% (47)	9% (38)	33% (146)	3% (15)	7% (30)	38% (169)	446
#1 Issue: Medicare / Social Security	9% (25)	8% (23)	28% (78)	3% (8)	10% (29)	41% (113)	276
#1 Issue: Women's Issues	9% (9)	16% (17)	35% (38)	6% (7)	4% (4)	30% (33)	110
#1 Issue: Education	20% (24)	16% (19)	23% (27)	8% (9)	8% (10)	26% (31)	119
#1 Issue: Energy	21% (22)	17% (18)	27% (27)	8% (8)	7% (7)	20% (21)	103
#1 Issue: Other	7% (6)	8% (7)	25% (22)	4% (3)	9% (7)	48% (42)	88
2016 Vote: Democrat Hillary Clinton	12% (85)	14% (100)	30% (220)	4% (29)	9% (67)	32% (237)	738
2016 Vote: Republican Donald Trump	13% (107)	9% (73)	31% (247)	4% (28)	5% (39)	38% (303)	797
2016 Vote: Someone else	10% (18)	6% (11)	34% (60)	7% (13)	9% (17)	33% (60)	180
2012 Vote: Barack Obama	13% (114)	11% (96)	31% (276)	4% (33)	9% (80)	33% (300)	898
2012 Vote: Mitt Romney	11% (60)	8% (46)	34% (194)	4% (23)	5% (30)	38% (218)	572
2012 Vote: Other	5% (5)	4% (4)	32% (29)	2% (2)	8% (7)	49% (44)	92
2012 Vote: Didn't Vote	11% (68)	13% (81)	23% (146)	5% (32)	8% (52)	40% (255)	633
4-Region: Northeast	12% (50)	11% (42)	25% (102)	3% (13)	7% (27)	42% (167)	402
4-Region: Midwest	8% (37)	8% (38)	31% (147)	4% (17)	9% (43)	41% (193)	474
4-Region: South	14% (114)	12% (100)	28% (228)	4% (33)	7% (57)	35% (284)	815
4-Region: West	10% (50)	9% (47)	34% (171)	5% (27)	8% (43)	34% (173)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD2\_6:** Does Twitter increasing the character limit of Tweets to 280 characters make you more or less likely to use Twitter for each of the following?

*Checking Twitter for news about current events*

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	11% (244)	11% (240)	29% (635)	3% (70)	8% (179)	38% (833)	2201
Gender: Male	15% (154)	12% (132)	27% (282)	4% (39)	9% (92)	34% (360)	1060
Gender: Female	8% (89)	9% (108)	31% (353)	3% (31)	8% (87)	41% (473)	1141
Age: 18-29	17% (80)	20% (93)	22% (100)	6% (29)	7% (30)	28% (127)	458
Age: 30-44	16% (90)	13% (77)	28% (161)	3% (18)	7% (42)	33% (189)	577
Age: 45-54	7% (26)	9% (33)	30% (111)	3% (11)	8% (28)	43% (154)	362
Age: 55-64	8% (32)	6% (26)	33% (135)	1% (4)	8% (33)	44% (177)	406
Age: 65+	4% (16)	3% (12)	32% (128)	2% (8)	12% (46)	47% (187)	398
PID: Dem (no lean)	12% (87)	12% (88)	30% (222)	4% (30)	9% (66)	33% (245)	738
PID: Ind (no lean)	8% (62)	9% (70)	26% (191)	2% (18)	9% (68)	45% (333)	744
PID: Rep (no lean)	13% (95)	11% (82)	31% (221)	3% (21)	6% (45)	35% (254)	719
PID/Gender: Dem Men	18% (57)	12% (37)	26% (81)	5% (16)	11% (33)	28% (89)	313
PID/Gender: Dem Women	7% (30)	12% (51)	33% (141)	3% (14)	8% (33)	37% (156)	425
PID/Gender: Ind Men	10% (36)	9% (34)	26% (95)	2% (9)	10% (37)	43% (160)	371
PID/Gender: Ind Women	7% (27)	10% (36)	26% (96)	2% (9)	8% (32)	47% (174)	373
PID/Gender: Rep Men	16% (62)	16% (61)	28% (106)	4% (13)	6% (22)	30% (112)	376
PID/Gender: Rep Women	10% (33)	6% (21)	34% (115)	2% (8)	7% (23)	42% (143)	343
Tea Party: Supporter	22% (134)	16% (98)	27% (169)	2% (13)	6% (35)	28% (173)	620
Tea Party: Not Supporter	7% (110)	9% (142)	29% (463)	4% (56)	9% (144)	42% (656)	1572
Ideo: Liberal (1-3)	16% (113)	18% (123)	29% (206)	5% (33)	8% (55)	24% (169)	700
Ideo: Moderate (4)	11% (55)	10% (50)	32% (162)	3% (14)	8% (42)	37% (192)	515
Ideo: Conservative (5-7)	8% (60)	7% (54)	32% (241)	2% (15)	9% (70)	41% (311)	750
Educ: < College	10% (162)	10% (160)	25% (396)	3% (44)	10% (151)	42% (653)	1567
Educ: Bachelors degree	13% (54)	12% (52)	39% (161)	3% (13)	3% (14)	29% (122)	416
Educ: Post-grad	13% (28)	13% (28)	36% (78)	6% (12)	6% (14)	27% (58)	219

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**Table BRD2\_6:** Does Twitter increasing the character limit of Tweets to 280 characters make you more or less likely to use Twitter for each of the following?

Checking Twitter for news about current events

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	11% (244)	11% (240)	29% (635)	3% (70)	8% (179)	38% (833)	2201
Income: Under 50k	11% (151)	11% (144)	26% (345)	4% (48)	9% (124)	40% (533)	1344
Income: 50k-100k	9% (56)	12% (71)	33% (201)	3% (17)	7% (42)	36% (222)	609
Income: 100k+	15% (37)	10% (25)	36% (89)	2% (4)	5% (13)	32% (79)	248
Ethnicity: White	10% (169)	10% (168)	31% (541)	3% (44)	8% (140)	39% (689)	1750
Ethnicity: Hispanic	24% (79)	15% (48)	22% (72)	4% (14)	9% (29)	26% (87)	329
Ethnicity: Afr. Am.	18% (49)	15% (40)	20% (53)	6% (17)	8% (20)	33% (90)	269
Ethnicity: Other	14% (26)	18% (32)	23% (41)	5% (9)	11% (19)	30% (55)	182
Relig: Protestant	11% (61)	7% (42)	36% (204)	3% (17)	9% (50)	34% (195)	570
Relig: Roman Catholic	14% (66)	15% (70)	25% (117)	2% (9)	8% (37)	37% (173)	473
Relig: Ath./Agn./None	7% (45)	11% (64)	30% (182)	4% (22)	7% (41)	42% (253)	608
Relig: Something Else	11% (33)	11% (35)	28% (89)	4% (14)	9% (29)	36% (113)	313
Relig: Evangelical	17% (114)	12% (81)	26% (176)	3% (21)	9% (63)	32% (216)	670
Relig: Non-Evang. Catholics	8% (51)	10% (60)	31% (188)	2% (13)	8% (46)	41% (250)	608
Relig: All Christian	13% (164)	11% (140)	28% (364)	3% (34)	9% (109)	36% (466)	1278
Relig: All Non-Christian	9% (79)	11% (99)	29% (271)	4% (36)	8% (70)	40% (366)	921
Community: Urban	15% (91)	13% (79)	23% (144)	3% (18)	8% (53)	38% (240)	625
Community: Suburban	9% (89)	11% (107)	33% (328)	3% (32)	8% (80)	35% (348)	984
Community: Rural	11% (64)	9% (54)	27% (163)	3% (19)	8% (46)	41% (246)	592
Employ: Private Sector	16% (112)	12% (88)	32% (226)	3% (22)	6% (43)	31% (220)	710
Employ: Government	15% (24)	24% (36)	27% (42)	2% (3)	11% (16)	21% (32)	154
Employ: Self-Employed	16% (32)	14% (28)	22% (44)	6% (13)	8% (17)	34% (68)	204
Employ: Homemaker	6% (10)	6% (9)	29% (47)	4% (6)	7% (11)	48% (76)	158
Employ: Student	10% (9)	13% (13)	28% (26)	6% (5)	9% (8)	35% (33)	94
Employ: Retired	5% (25)	4% (21)	32% (159)	1% (6)	10% (49)	47% (230)	490
Employ: Unemployed	7% (16)	11% (27)	22% (52)	4% (10)	10% (23)	45% (107)	235
Employ: Other	11% (17)	12% (18)	25% (39)	2% (3)	7% (12)	43% (68)	156
Military HH: Yes	14% (62)	11% (50)	28% (123)	3% (14)	8% (35)	35% (156)	441
Military HH: No	10% (181)	11% (190)	29% (512)	3% (55)	8% (145)	38% (677)	1760

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**Table BRD2\_6:** Does Twitter increasing the character limit of Tweets to 280 characters make you more or less likely to use Twitter for each of the following?

Checking Twitter for news about current events

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	11% (244)	11% (240)	29% (635)	3% (70)	8% (179)	38% (833)	2201
RD/WT: Right Direction	16% (143)	13% (116)	25% (225)	3% (22)	7% (58)	36% (322)	887
RD/WT: Wrong Track	8% (100)	9% (124)	31% (410)	4% (47)	9% (121)	39% (511)	1314
Strongly Approve	17% (88)	11% (58)	26% (137)	1% (7)	4% (24)	40% (212)	526
Somewhat Approve	10% (42)	12% (51)	29% (123)	3% (15)	9% (38)	38% (162)	432
Somewhat Disapprove	7% (22)	12% (35)	31% (91)	5% (13)	8% (22)	37% (109)	293
Strongly Disapprove	10% (88)	11% (92)	31% (266)	3% (29)	11% (93)	33% (277)	846
Dont Know / No Opinion	4% (4)	3% (4)	17% (18)	5% (5)	2% (2)	69% (72)	105
#1 Issue: Economy	12% (73)	13% (80)	30% (184)	3% (17)	7% (44)	36% (222)	619
#1 Issue: Security	8% (36)	9% (38)	29% (128)	3% (13)	8% (37)	43% (189)	441
#1 Issue: Health Care	10% (44)	10% (46)	29% (128)	4% (17)	7% (32)	40% (178)	446
#1 Issue: Medicare / Social Security	7% (18)	8% (21)	30% (84)	2% (6)	11% (29)	43% (118)	276
#1 Issue: Women's Issues	11% (12)	18% (20)	32% (35)	3% (3)	4% (4)	32% (35)	110
#1 Issue: Education	25% (29)	11% (14)	24% (28)	4% (5)	11% (13)	25% (30)	119
#1 Issue: Energy	22% (23)	19% (19)	26% (27)	1% (1)	12% (12)	20% (21)	103
#1 Issue: Other	9% (8)	3% (2)	25% (22)	8% (7)	9% (8)	47% (41)	88
2016 Vote: Democrat Hillary Clinton	12% (88)	12% (89)	30% (224)	3% (24)	9% (63)	34% (250)	738
2016 Vote: Republican Donald Trump	13% (101)	10% (82)	30% (237)	3% (21)	6% (46)	39% (310)	797
2016 Vote: Someone else	8% (13)	8% (15)	37% (66)	4% (7)	11% (20)	33% (59)	180
2012 Vote: Barack Obama	11% (100)	11% (102)	30% (272)	4% (32)	9% (79)	35% (313)	898
2012 Vote: Mitt Romney	10% (57)	9% (51)	34% (194)	2% (13)	6% (36)	38% (220)	572
2012 Vote: Other	3% (3)	5% (5)	28% (26)	3% (3)	7% (6)	53% (49)	92
2012 Vote: Didn't Vote	13% (80)	13% (80)	22% (142)	3% (22)	9% (57)	40% (251)	633
4-Region: Northeast	11% (44)	12% (49)	24% (95)	3% (11)	8% (31)	43% (172)	402
4-Region: Midwest	6% (31)	9% (43)	31% (146)	3% (14)	9% (43)	42% (197)	474
4-Region: South	14% (118)	10% (84)	29% (233)	3% (28)	8% (65)	35% (286)	815
4-Region: West	10% (51)	13% (64)	32% (161)	3% (16)	8% (41)	35% (178)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD2\_7:** Does Twitter increasing the character limit of Tweets to 280 characters make you more or less likely to use Twitter for each of the following?  
*Checking Twitter for news about celebrities*

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	10% (231)	9% (202)	29% (629)	3% (76)	9% (208)	39% (855)	2201
Gender: Male	14% (147)	11% (119)	27% (288)	4% (40)	9% (96)	35% (370)	1060
Gender: Female	7% (84)	7% (83)	30% (341)	3% (36)	10% (113)	42% (484)	1141
Age: 18-29	17% (78)	21% (96)	23% (104)	5% (25)	6% (26)	28% (130)	458
Age: 30-44	15% (87)	11% (65)	28% (162)	4% (25)	8% (44)	34% (194)	577
Age: 45-54	7% (24)	6% (20)	29% (104)	3% (11)	11% (40)	45% (163)	362
Age: 55-64	8% (30)	3% (13)	33% (132)	2% (7)	10% (41)	45% (182)	406
Age: 65+	3% (12)	2% (7)	32% (126)	2% (9)	14% (57)	47% (186)	398
PID: Dem (no lean)	10% (77)	11% (82)	29% (217)	5% (36)	9% (69)	35% (257)	738
PID: Ind (no lean)	7% (53)	8% (60)	27% (199)	2% (18)	10% (73)	46% (340)	744
PID: Rep (no lean)	14% (101)	8% (60)	30% (213)	3% (22)	9% (66)	36% (258)	719
PID/Gender: Dem Men	14% (45)	15% (48)	26% (82)	6% (20)	8% (25)	30% (93)	313
PID/Gender: Dem Women	7% (32)	8% (34)	32% (135)	4% (17)	10% (44)	39% (164)	425
PID/Gender: Ind Men	8% (29)	9% (34)	26% (98)	2% (9)	10% (38)	44% (163)	371
PID/Gender: Ind Women	6% (24)	7% (26)	27% (101)	3% (9)	9% (35)	47% (177)	373
PID/Gender: Rep Men	19% (73)	10% (36)	29% (109)	3% (11)	8% (32)	30% (114)	376
PID/Gender: Rep Women	8% (29)	7% (24)	30% (104)	3% (11)	10% (34)	42% (143)	343
Tea Party: Supporter	22% (136)	14% (86)	26% (160)	3% (16)	7% (45)	29% (178)	620
Tea Party: Not Supporter	6% (95)	7% (116)	30% (466)	4% (61)	10% (163)	43% (672)	1572
Ideo: Liberal (1-3)	16% (111)	15% (103)	29% (203)	5% (36)	10% (69)	25% (177)	700
Ideo: Moderate (4)	9% (44)	11% (54)	31% (162)	2% (10)	9% (45)	39% (200)	515
Ideo: Conservative (5-7)	8% (59)	5% (37)	31% (230)	3% (21)	11% (81)	43% (322)	750
Educ: < College	10% (151)	9% (143)	25% (386)	3% (54)	10% (163)	43% (670)	1567
Educ: Bachelors degree	12% (51)	10% (43)	38% (158)	3% (11)	6% (26)	30% (127)	416
Educ: Post-grad	14% (30)	8% (16)	39% (84)	5% (11)	9% (19)	27% (58)	219

Continued on next page

**Table BRD2\_7:** Does Twitter increasing the character limit of Tweets to 280 characters make you more or less likely to use Twitter for each of the following?

Checking Twitter for news about celebrities

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	10% (231)	9% (202)	29% (629)	3% (76)	9% (208)	39% (855)	2201
Income: Under 50k	10% (134)	9% (122)	27% (357)	4% (52)	10% (131)	41% (548)	1344
Income: 50k-100k	10% (61)	10% (61)	31% (191)	3% (17)	9% (55)	37% (225)	609
Income: 100k+	14% (36)	8% (20)	32% (80)	3% (7)	9% (22)	33% (82)	248
Ethnicity: White	10% (169)	7% (127)	30% (520)	3% (59)	10% (167)	40% (707)	1750
Ethnicity: Hispanic	23% (76)	15% (50)	23% (75)	6% (19)	5% (17)	28% (91)	329
Ethnicity: Afr. Am.	14% (37)	17% (47)	25% (68)	2% (5)	8% (20)	34% (92)	269
Ethnicity: Other	14% (25)	15% (28)	22% (40)	7% (12)	11% (20)	31% (56)	182
Relig: Protestant	8% (46)	8% (46)	35% (197)	3% (15)	11% (62)	36% (204)	570
Relig: Roman Catholic	17% (80)	10% (48)	25% (119)	3% (14)	8% (40)	37% (173)	473
Relig: Ath./Agn./None	7% (40)	8% (50)	29% (179)	4% (24)	8% (46)	44% (269)	608
Relig: Something Else	10% (32)	9% (27)	29% (89)	5% (17)	11% (34)	36% (114)	313
Relig: Evangelical	15% (102)	12% (83)	26% (172)	3% (18)	11% (74)	33% (221)	670
Relig: Non-Evang. Catholics	9% (56)	7% (42)	31% (188)	3% (17)	9% (54)	41% (250)	608
Relig: All Christian	12% (158)	10% (125)	28% (360)	3% (35)	10% (128)	37% (471)	1278
Relig: All Non-Christian	8% (72)	8% (76)	29% (269)	4% (41)	9% (80)	42% (383)	921
Community: Urban	14% (85)	11% (71)	25% (155)	4% (23)	7% (46)	39% (245)	625
Community: Suburban	9% (91)	8% (82)	32% (318)	3% (33)	10% (103)	36% (357)	984
Community: Rural	9% (55)	8% (49)	26% (156)	3% (19)	10% (59)	43% (253)	592
Employ: Private Sector	14% (99)	11% (77)	32% (225)	4% (31)	7% (51)	32% (227)	710
Employ: Government	19% (30)	24% (37)	27% (42)	6% (9)	3% (5)	20% (31)	154
Employ: Self-Employed	15% (31)	10% (20)	22% (44)	5% (9)	14% (28)	35% (72)	204
Employ: Homemaker	6% (9)	5% (8)	27% (42)	3% (5)	10% (16)	49% (78)	158
Employ: Student	10% (10)	15% (15)	26% (24)	3% (3)	9% (9)	36% (34)	94
Employ: Retired	4% (21)	2% (11)	32% (156)	2% (8)	13% (62)	48% (233)	490
Employ: Unemployed	8% (18)	9% (21)	24% (57)	3% (6)	9% (22)	47% (111)	235
Employ: Other	9% (14)	9% (15)	25% (39)	3% (5)	10% (15)	44% (69)	156
Military HH: Yes	14% (61)	12% (52)	26% (114)	3% (14)	9% (39)	36% (160)	441
Military HH: No	10% (170)	9% (150)	29% (514)	4% (62)	10% (170)	39% (694)	1760

Continued on next page

**Table BRD2\_7:** Does Twitter increasing the character limit of Tweets to 280 characters make you more or less likely to use Twitter for each of the following?

Checking Twitter for news about celebrities

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	10% (231)	9% (202)	29% (629)	3% (76)	9% (208)	39% (855)	2201
RD/WT: Right Direction	16% (138)	12% (108)	24% (210)	4% (38)	7% (61)	37% (332)	887
RD/WT: Wrong Track	7% (92)	7% (94)	32% (419)	3% (39)	11% (147)	40% (523)	1314
Strongly Approve	15% (81)	8% (40)	24% (128)	4% (20)	8% (42)	41% (215)	526
Somewhat Approve	10% (43)	12% (52)	28% (122)	4% (17)	8% (36)	38% (163)	432
Somewhat Disapprove	8% (24)	13% (38)	31% (89)	3% (10)	8% (24)	37% (107)	293
Strongly Disapprove	10% (82)	8% (67)	32% (271)	4% (30)	12% (102)	35% (294)	846
Dont Know / No Opinion	2% (2)	5% (6)	17% (18)	— (0)	3% (4)	72% (75)	105
#1 Issue: Economy	10% (62)	9% (53)	29% (180)	4% (27)	10% (62)	38% (236)	619
#1 Issue: Security	12% (54)	7% (29)	27% (117)	3% (11)	9% (40)	43% (189)	441
#1 Issue: Health Care	9% (40)	10% (46)	29% (127)	2% (11)	9% (41)	41% (182)	446
#1 Issue: Medicare / Social Security	8% (21)	6% (17)	30% (82)	1% (3)	12% (34)	43% (118)	276
#1 Issue: Women's Issues	13% (14)	7% (7)	33% (36)	12% (13)	5% (5)	31% (34)	110
#1 Issue: Education	13% (16)	25% (29)	25% (29)	3% (4)	8% (10)	26% (31)	119
#1 Issue: Energy	20% (20)	17% (18)	28% (29)	6% (6)	9% (9)	20% (21)	103
#1 Issue: Other	5% (4)	2% (2)	31% (27)	2% (1)	9% (8)	51% (45)	88
2016 Vote: Democrat Hillary Clinton	11% (82)	10% (70)	31% (232)	3% (26)	9% (69)	35% (259)	738
2016 Vote: Republican Donald Trump	11% (90)	10% (77)	28% (227)	2% (17)	9% (69)	40% (317)	797
2016 Vote: Someone else	8% (15)	8% (14)	34% (61)	4% (8)	13% (24)	32% (58)	180
2012 Vote: Barack Obama	11% (99)	8% (76)	31% (282)	3% (30)	9% (83)	36% (327)	898
2012 Vote: Mitt Romney	10% (57)	7% (37)	33% (188)	2% (13)	9% (52)	39% (224)	572
2012 Vote: Other	4% (4)	2% (2)	26% (24)	2% (1)	12% (11)	53% (49)	92
2012 Vote: Didn't Vote	11% (71)	13% (82)	21% (133)	5% (31)	10% (61)	40% (255)	633
4-Region: Northeast	12% (47)	10% (39)	23% (91)	4% (15)	8% (32)	44% (177)	402
4-Region: Midwest	6% (30)	8% (40)	30% (142)	3% (12)	9% (44)	44% (206)	474
4-Region: South	13% (102)	11% (87)	29% (234)	3% (25)	9% (72)	36% (294)	815
4-Region: West	10% (52)	7% (37)	32% (161)	5% (23)	12% (61)	35% (177)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD3:** *In your opinion, is President Trumps use of Twitter a good or bad thing for the country?*

Demographic	A good thing		A bad thing		Don't Know / No Opinion		Total N
Adults	27%	(585)	54%	(1183)	20%	(433)	2201
Gender: Male	33%	(347)	47%	(497)	20%	(216)	1060
Gender: Female	21%	(238)	60%	(686)	19%	(217)	1141
Age: 18-29	25%	(116)	56%	(255)	19%	(87)	458
Age: 30-44	31%	(177)	50%	(288)	19%	(112)	577
Age: 45-54	25%	(91)	50%	(182)	25%	(89)	362
Age: 55-64	27%	(110)	59%	(240)	14%	(56)	406
Age: 65+	23%	(91)	55%	(218)	22%	(88)	398
PID: Dem (no lean)	14%	(105)	73%	(542)	12%	(91)	738
PID: Ind (no lean)	20%	(149)	56%	(414)	24%	(181)	744
PID: Rep (no lean)	46%	(331)	32%	(227)	22%	(161)	719
PID/Gender: Dem Men	21%	(67)	64%	(200)	14%	(45)	313
PID/Gender: Dem Women	9%	(38)	80%	(341)	11%	(46)	425
PID/Gender: Ind Men	24%	(88)	53%	(196)	23%	(87)	371
PID/Gender: Ind Women	16%	(61)	58%	(218)	25%	(94)	373
PID/Gender: Rep Men	51%	(192)	27%	(100)	22%	(84)	376
PID/Gender: Rep Women	41%	(139)	37%	(127)	22%	(77)	343
Tea Party: Supporter	50%	(310)	35%	(214)	15%	(96)	620
Tea Party: Not Supporter	17%	(272)	62%	(967)	21%	(333)	1572
Ideo: Liberal (1-3)	23%	(159)	69%	(482)	8%	(59)	700
Ideo: Moderate (4)	19%	(96)	59%	(302)	23%	(118)	515
Ideo: Conservative (5-7)	40%	(303)	37%	(281)	22%	(166)	750
Educ: < College	26%	(410)	51%	(803)	23%	(353)	1567
Educ: Bachelors degree	28%	(117)	58%	(243)	13%	(55)	416
Educ: Post-grad	26%	(58)	62%	(136)	11%	(24)	219
Income: Under 50k	27%	(358)	52%	(693)	22%	(293)	1344
Income: 50k-100k	26%	(161)	57%	(346)	17%	(102)	609
Income: 100k+	27%	(67)	58%	(143)	15%	(37)	248
Ethnicity: White	28%	(482)	53%	(934)	19%	(334)	1750
Ethnicity: Hispanic	35%	(115)	45%	(149)	20%	(66)	329

Continued on next page

**Table BRD3:** *In your opinion, is President Trumps use of Twitter a good or bad thing for the country?*

Demographic	A good thing		A bad thing		Don't Know / No Opinion		Total N
Adults	27%	(585)	54%	(1183)	20%	(433)	2201
Ethnicity: Afr. Am.	22%	(60)	57%	(154)	20%	(54)	269
Ethnicity: Other	24%	(43)	52%	(95)	24%	(44)	182
Relig: Protestant	31%	(174)	52%	(294)	18%	(101)	570
Relig: Roman Catholic	36%	(172)	48%	(226)	16%	(74)	473
Relig: Ath./Agn./None	17%	(104)	63%	(384)	20%	(120)	608
Relig: Something Else	25%	(77)	54%	(170)	21%	(65)	313
Relig: Evangelical	34%	(229)	42%	(282)	24%	(158)	670
Relig: Non-Evang. Catholics	29%	(174)	57%	(345)	15%	(89)	608
Relig: All Christian	32%	(403)	49%	(627)	19%	(247)	1278
Relig: All Non-Christian	20%	(182)	60%	(554)	20%	(186)	921
Community: Urban	24%	(149)	54%	(339)	22%	(137)	625
Community: Suburban	26%	(258)	57%	(564)	16%	(162)	984
Community: Rural	30%	(178)	47%	(279)	23%	(134)	592
Employ: Private Sector	28%	(198)	57%	(406)	15%	(106)	710
Employ: Government	41%	(63)	45%	(69)	15%	(22)	154
Employ: Self-Employed	29%	(59)	46%	(93)	25%	(51)	204
Employ: Homemaker	26%	(41)	47%	(75)	27%	(43)	158
Employ: Student	14%	(13)	71%	(66)	16%	(15)	94
Employ: Retired	24%	(117)	57%	(281)	19%	(92)	490
Employ: Unemployed	24%	(56)	51%	(120)	25%	(59)	235
Employ: Other	25%	(38)	47%	(73)	29%	(45)	156
Military HH: Yes	38%	(166)	46%	(205)	16%	(70)	441
Military HH: No	24%	(419)	56%	(978)	21%	(363)	1760
RD/WT: Right Direction	50%	(440)	24%	(213)	26%	(234)	887
RD/WT: Wrong Track	11%	(146)	74%	(970)	15%	(199)	1314
Strongly Approve	63%	(333)	16%	(86)	20%	(107)	526
Somewhat Approve	30%	(128)	40%	(171)	31%	(133)	432
Somewhat Disapprove	18%	(54)	61%	(179)	21%	(60)	293
Strongly Disapprove	7%	(57)	85%	(718)	8%	(71)	846
Dont Know / No Opinion	13%	(14)	27%	(28)	60%	(62)	105

Continued on next page

**Table BRD3:** *In your opinion, is President Trump's use of Twitter a good or bad thing for the country?*

Demographic	A good thing		A bad thing		Don't Know / No Opinion		Total N
Adults	27%	(585)	54%	(1183)	20%	(433)	2201
#1 Issue: Economy	30%	(189)	51%	(319)	18%	(112)	619
#1 Issue: Security	35%	(154)	43%	(191)	22%	(97)	441
#1 Issue: Health Care	20%	(88)	63%	(282)	17%	(76)	446
#1 Issue: Medicare / Social Security	20%	(56)	55%	(152)	25%	(69)	276
#1 Issue: Women's Issues	23%	(26)	63%	(69)	14%	(15)	110
#1 Issue: Education	27%	(32)	54%	(64)	19%	(23)	119
#1 Issue: Energy	35%	(36)	53%	(55)	12%	(12)	103
#1 Issue: Other	6%	(5)	60%	(53)	34%	(30)	88
2016 Vote: Democrat Hillary Clinton	12%	(85)	77%	(570)	11%	(83)	738
2016 Vote: Republican Donald Trump	49%	(390)	29%	(230)	22%	(177)	797
2016 Vote: Someone else	9%	(16)	71%	(128)	20%	(36)	180
2012 Vote: Barack Obama	16%	(143)	72%	(647)	12%	(108)	898
2012 Vote: Mitt Romney	43%	(247)	34%	(193)	23%	(132)	572
2012 Vote: Other	34%	(31)	42%	(38)	25%	(23)	92
2012 Vote: Didn't Vote	25%	(160)	48%	(302)	27%	(171)	633
4-Region: Northeast	28%	(112)	52%	(209)	20%	(80)	402
4-Region: Midwest	23%	(109)	56%	(267)	21%	(98)	474
4-Region: South	29%	(233)	52%	(423)	20%	(159)	815
4-Region: West	26%	(131)	55%	(283)	19%	(96)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD4:** *And, thinking about President Trumps Tweeting, is Twitters increase of the character limit of Tweets to 280 characters a positive development, or a negative development?*

Demographic	A positive development		A negative development		Don't Know / No Opinion		Total N
Adults	25%	(555)	42%	(933)	32%	(713)	2201
Gender: Male	32%	(342)	37%	(393)	31%	(324)	1060
Gender: Female	19%	(212)	47%	(541)	34%	(389)	1141
Age: 18-29	29%	(135)	44%	(203)	26%	(120)	458
Age: 30-44	29%	(165)	40%	(231)	31%	(181)	577
Age: 45-54	24%	(87)	42%	(151)	34%	(124)	362
Age: 55-64	25%	(100)	45%	(181)	31%	(125)	406
Age: 65+	17%	(67)	42%	(168)	41%	(162)	398
PID: Dem (no lean)	17%	(124)	60%	(445)	23%	(169)	738
PID: Ind (no lean)	19%	(139)	42%	(309)	40%	(296)	744
PID: Rep (no lean)	41%	(292)	25%	(179)	35%	(248)	719
PID/Gender: Dem Men	25%	(78)	53%	(166)	22%	(68)	313
PID/Gender: Dem Women	11%	(45)	66%	(279)	24%	(101)	425
PID/Gender: Ind Men	24%	(88)	37%	(138)	39%	(146)	371
PID/Gender: Ind Women	14%	(51)	46%	(172)	40%	(150)	373
PID/Gender: Rep Men	47%	(176)	24%	(89)	29%	(111)	376
PID/Gender: Rep Women	34%	(116)	26%	(90)	40%	(138)	343
Tea Party: Supporter	45%	(281)	29%	(180)	26%	(159)	620
Tea Party: Not Supporter	17%	(271)	48%	(752)	35%	(550)	1572
Ideo: Liberal (1-3)	23%	(159)	60%	(419)	17%	(121)	700
Ideo: Moderate (4)	22%	(115)	44%	(227)	34%	(173)	515
Ideo: Conservative (5-7)	35%	(260)	28%	(209)	37%	(281)	750
Educ: < College	25%	(393)	40%	(625)	35%	(549)	1567
Educ: Bachelors degree	25%	(103)	49%	(202)	27%	(110)	416
Educ: Post-grad	27%	(58)	49%	(106)	25%	(54)	219
Income: Under 50k	26%	(345)	40%	(539)	34%	(460)	1344
Income: 50k-100k	24%	(149)	46%	(281)	30%	(180)	609
Income: 100k+	25%	(61)	46%	(114)	29%	(73)	248

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**Table BRD4:** *And, thinking about President Trumps Tweeting, is Twitters increase of the character limit of Tweets to 280 characters a positive development, or a negative development?*

Demographic	A positive development		A negative development		Don't Know / No Opinion		Total N
Adults	25%	(555)	42%	(933)	32%	(713)	2201
Ethnicity: White	26%	(448)	42%	(731)	33%	(571)	1750
Ethnicity: Hispanic	38%	(124)	34%	(112)	28%	(94)	329
Ethnicity: Afr. Am.	23%	(62)	48%	(130)	28%	(76)	269
Ethnicity: Other	24%	(44)	40%	(72)	36%	(66)	182
Relig: Protestant	28%	(159)	40%	(230)	32%	(181)	570
Relig: Roman Catholic	34%	(159)	37%	(173)	30%	(140)	473
Relig: Ath./Agn./None	17%	(103)	49%	(296)	34%	(209)	608
Relig: Something Else	24%	(74)	46%	(143)	31%	(96)	313
Relig: Evangelical	34%	(226)	35%	(235)	31%	(209)	670
Relig: Non-Evang. Catholics	25%	(150)	43%	(259)	33%	(199)	608
Relig: All Christian	29%	(377)	39%	(494)	32%	(408)	1278
Relig: All Non-Christian	19%	(177)	48%	(439)	33%	(305)	921
Community: Urban	25%	(159)	43%	(269)	31%	(197)	625
Community: Suburban	22%	(221)	45%	(448)	32%	(315)	984
Community: Rural	29%	(174)	37%	(216)	34%	(201)	592
Employ: Private Sector	27%	(192)	46%	(328)	27%	(190)	710
Employ: Government	41%	(62)	41%	(64)	18%	(28)	154
Employ: Self-Employed	35%	(72)	35%	(72)	30%	(60)	204
Employ: Homemaker	22%	(34)	39%	(62)	39%	(62)	158
Employ: Student	19%	(18)	52%	(49)	29%	(27)	94
Employ: Retired	19%	(93)	42%	(204)	39%	(193)	490
Employ: Unemployed	22%	(52)	40%	(95)	37%	(88)	235
Employ: Other	20%	(30)	39%	(61)	41%	(65)	156
Military HH: Yes	35%	(154)	36%	(158)	29%	(129)	441
Military HH: No	23%	(400)	44%	(775)	33%	(585)	1760
RD/WT: Right Direction	45%	(403)	19%	(165)	36%	(319)	887
RD/WT: Wrong Track	12%	(152)	58%	(768)	30%	(394)	1314

Continued on next page

**Table BRD4:** And, thinking about President Trumps Tweeting, is Twitters increase of the character limit of Tweets to 280 characters a positive development, or a negative development?

Demographic	A positive development		A negative development		Don't Know / No Opinion		Total N
Adults	25%	(555)	42%	(933)	32%	(713)	2201
Strongly Approve	53%	(277)	14%	(71)	34%	(177)	526
Somewhat Approve	30%	(129)	29%	(124)	41%	(178)	432
Somewhat Disapprove	21%	(63)	45%	(132)	34%	(98)	293
Strongly Disapprove	10%	(81)	70%	(588)	21%	(177)	846
Dont Know / No Opinion	4%	(5)	17%	(18)	78%	(82)	105
#1 Issue: Economy	28%	(171)	42%	(258)	31%	(190)	619
#1 Issue: Security	33%	(145)	32%	(141)	35%	(155)	441
#1 Issue: Health Care	20%	(88)	49%	(219)	31%	(138)	446
#1 Issue: Medicare / Social Security	18%	(50)	44%	(120)	38%	(106)	276
#1 Issue: Women's Issues	19%	(21)	55%	(60)	26%	(28)	110
#1 Issue: Education	26%	(31)	47%	(55)	27%	(32)	119
#1 Issue: Energy	41%	(42)	39%	(40)	20%	(21)	103
#1 Issue: Other	7%	(6)	44%	(38)	50%	(43)	88
2016 Vote: Democrat Hillary Clinton	14%	(101)	64%	(471)	23%	(166)	738
2016 Vote: Republican Donald Trump	41%	(324)	21%	(168)	38%	(306)	797
2016 Vote: Someone else	12%	(21)	53%	(96)	35%	(62)	180
2012 Vote: Barack Obama	18%	(160)	59%	(531)	23%	(208)	898
2012 Vote: Mitt Romney	36%	(205)	25%	(143)	39%	(224)	572
2012 Vote: Other	24%	(22)	25%	(23)	51%	(47)	92
2012 Vote: Didn't Vote	26%	(165)	37%	(234)	37%	(234)	633
4-Region: Northeast	23%	(93)	42%	(169)	35%	(139)	402
4-Region: Midwest	24%	(112)	40%	(191)	36%	(171)	474
4-Region: South	30%	(241)	41%	(333)	29%	(240)	815
4-Region: West	21%	(109)	47%	(239)	32%	(163)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD5:** How much have you seen, read, or heard about the death of Hugh Hefner, the founder of Playboy Magazine?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	29%	(643)	46%	(1017)	15%	(340)	9%	(201)	2201
Gender: Male	30%	(315)	44%	(471)	16%	(172)	10%	(101)	1060
Gender: Female	29%	(328)	48%	(546)	15%	(168)	9%	(100)	1141
Age: 18-29	34%	(157)	37%	(169)	15%	(67)	14%	(66)	458
Age: 30-44	39%	(224)	38%	(219)	13%	(74)	10%	(59)	577
Age: 45-54	26%	(95)	48%	(174)	18%	(64)	8%	(30)	362
Age: 55-64	24%	(99)	56%	(228)	15%	(62)	4%	(17)	406
Age: 65+	17%	(68)	57%	(227)	18%	(72)	8%	(30)	398
PID: Dem (no lean)	31%	(231)	47%	(346)	14%	(105)	8%	(56)	738
PID: Ind (no lean)	26%	(191)	45%	(337)	18%	(131)	11%	(85)	744
PID: Rep (no lean)	31%	(222)	46%	(334)	14%	(104)	8%	(60)	719
PID/Gender: Dem Men	29%	(92)	47%	(146)	15%	(48)	9%	(27)	313
PID/Gender: Dem Women	33%	(139)	47%	(199)	13%	(57)	7%	(30)	425
PID/Gender: Ind Men	24%	(88)	45%	(165)	20%	(76)	11%	(41)	371
PID/Gender: Ind Women	27%	(102)	46%	(172)	15%	(55)	12%	(44)	373
PID/Gender: Rep Men	36%	(135)	42%	(160)	13%	(49)	9%	(33)	376
PID/Gender: Rep Women	25%	(87)	51%	(175)	16%	(55)	8%	(27)	343
Tea Party: Supporter	37%	(227)	44%	(275)	13%	(81)	6%	(37)	620
Tea Party: Not Supporter	26%	(415)	47%	(736)	16%	(257)	10%	(165)	1572
Ideo: Liberal (1-3)	36%	(249)	44%	(306)	13%	(94)	7%	(51)	700
Ideo: Moderate (4)	25%	(130)	52%	(269)	13%	(66)	10%	(50)	515
Ideo: Conservative (5-7)	26%	(196)	49%	(370)	18%	(134)	7%	(50)	750
Educ: < College	28%	(435)	46%	(726)	16%	(243)	10%	(163)	1567
Educ: Bachelors degree	33%	(139)	46%	(189)	16%	(65)	5%	(22)	416
Educ: Post-grad	32%	(69)	47%	(102)	14%	(32)	7%	(16)	219
Income: Under 50k	29%	(393)	44%	(590)	16%	(219)	11%	(142)	1344
Income: 50k-100k	28%	(170)	50%	(303)	15%	(91)	7%	(45)	609
Income: 100k+	32%	(79)	50%	(125)	12%	(29)	6%	(14)	248
Ethnicity: White	29%	(510)	48%	(835)	15%	(269)	8%	(137)	1750
Ethnicity: Hispanic	42%	(139)	34%	(112)	12%	(39)	12%	(40)	329
Ethnicity: Afr. Am.	31%	(83)	43%	(116)	14%	(37)	12%	(32)	269

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**Table BRD5:** How much have you seen, read, or heard about the death of Hugh Hefner, the founder of Playboy Magazine?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	29%	(643)	46%	(1017)	15%	(340)	9%	(201)	2201
Ethnicity: Other	27%	(50)	36%	(66)	19%	(34)	18%	(32)	182
Relig: Protestant	27%	(155)	49%	(280)	17%	(94)	7%	(40)	570
Relig: Roman Catholic	31%	(144)	49%	(233)	13%	(63)	7%	(32)	473
Relig: Ath./Agn./None	29%	(176)	46%	(278)	16%	(95)	10%	(59)	608
Relig: Something Else	31%	(96)	41%	(129)	14%	(45)	13%	(42)	313
Relig: Evangelical	31%	(208)	43%	(285)	17%	(115)	9%	(61)	670
Relig: Non-Evang. Catholics	26%	(161)	53%	(324)	14%	(85)	6%	(39)	608
Relig: All Christian	29%	(369)	48%	(609)	16%	(200)	8%	(100)	1278
Relig: All Non-Christian	30%	(273)	44%	(407)	15%	(140)	11%	(101)	921
Community: Urban	34%	(214)	44%	(276)	12%	(75)	9%	(59)	625
Community: Suburban	28%	(277)	48%	(469)	16%	(154)	9%	(85)	984
Community: Rural	26%	(152)	46%	(272)	19%	(110)	10%	(57)	592
Employ: Private Sector	34%	(244)	46%	(326)	13%	(89)	7%	(51)	710
Employ: Government	28%	(42)	47%	(72)	18%	(27)	8%	(12)	154
Employ: Self-Employed	36%	(73)	40%	(81)	18%	(36)	7%	(14)	204
Employ: Homemaker	23%	(37)	48%	(77)	14%	(22)	15%	(23)	158
Employ: Student	32%	(30)	39%	(37)	13%	(12)	16%	(15)	94
Employ: Retired	20%	(99)	56%	(274)	18%	(88)	6%	(29)	490
Employ: Unemployed	30%	(70)	38%	(88)	19%	(45)	14%	(32)	235
Employ: Other	31%	(48)	40%	(62)	13%	(21)	16%	(24)	156
Military HH: Yes	31%	(137)	47%	(208)	16%	(70)	6%	(26)	441
Military HH: No	29%	(506)	46%	(809)	15%	(270)	10%	(175)	1760
RD/WT: Right Direction	33%	(291)	43%	(378)	15%	(135)	9%	(83)	887
RD/WT: Wrong Track	27%	(352)	49%	(639)	16%	(205)	9%	(118)	1314
Strongly Approve	34%	(179)	45%	(235)	15%	(80)	6%	(33)	526
Somewhat Approve	25%	(107)	51%	(220)	15%	(67)	9%	(38)	432
Somewhat Disapprove	24%	(69)	48%	(140)	18%	(53)	11%	(31)	293
Strongly Disapprove	31%	(263)	46%	(386)	14%	(120)	9%	(76)	846
Dont Know / No Opinion	24%	(25)	35%	(36)	19%	(20)	22%	(23)	105

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**Table BRD5:** How much have you seen, read, or heard about the death of Hugh Hefner, the founder of Playboy Magazine?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	29%	(643)	46%	(1017)	15%	(340)	9%	(201)	2201
#1 Issue: Economy	29%	(180)	45%	(281)	18%	(113)	7%	(45)	619
#1 Issue: Security	29%	(127)	47%	(209)	13%	(57)	11%	(48)	441
#1 Issue: Health Care	32%	(144)	44%	(196)	15%	(67)	9%	(38)	446
#1 Issue: Medicare / Social Security	22%	(60)	56%	(153)	17%	(46)	6%	(17)	276
#1 Issue: Women's Issues	36%	(39)	38%	(42)	19%	(21)	7%	(8)	110
#1 Issue: Education	34%	(41)	40%	(48)	11%	(13)	15%	(17)	119
#1 Issue: Energy	38%	(39)	43%	(44)	11%	(11)	8%	(8)	103
#1 Issue: Other	13%	(12)	51%	(45)	13%	(11)	23%	(20)	88
2016 Vote: Democrat Hillary Clinton	32%	(233)	47%	(344)	15%	(114)	6%	(47)	738
2016 Vote: Republican Donald Trump	30%	(236)	49%	(391)	15%	(116)	7%	(54)	797
2016 Vote: Someone else	30%	(54)	41%	(73)	21%	(38)	8%	(14)	180
2012 Vote: Barack Obama	32%	(292)	47%	(424)	14%	(124)	7%	(59)	898
2012 Vote: Mitt Romney	27%	(155)	50%	(287)	16%	(92)	7%	(39)	572
2012 Vote: Other	19%	(17)	44%	(41)	33%	(30)	4%	(4)	92
2012 Vote: Didn't Vote	28%	(176)	42%	(263)	15%	(94)	16%	(100)	633
4-Region: Northeast	28%	(114)	46%	(186)	16%	(63)	10%	(38)	402
4-Region: Midwest	23%	(107)	54%	(254)	15%	(71)	9%	(42)	474
4-Region: South	32%	(260)	45%	(365)	15%	(120)	9%	(70)	815
4-Region: West	32%	(162)	41%	(211)	17%	(87)	10%	(51)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD6\_4:** How relevant is Playboy Magazine to each of the following?  
The world as a whole

Demographic	Very relevant	Somewhat relevant	Not too relevant	Not relevant at all	Don't Know / No Opinion	Total N
Adults	18% (386)	29% (637)	22% (490)	19% (424)	12% (264)	2201
Gender: Male	21% (222)	32% (336)	22% (235)	15% (159)	10% (107)	1060
Gender: Female	14% (164)	26% (302)	22% (254)	23% (265)	14% (157)	1141
Age: 18-29	25% (115)	32% (146)	18% (81)	12% (57)	13% (59)	458
Age: 30-44	22% (125)	34% (197)	18% (107)	14% (83)	11% (65)	577
Age: 45-54	14% (51)	24% (86)	26% (93)	21% (76)	15% (55)	362
Age: 55-64	16% (65)	28% (115)	26% (105)	20% (82)	10% (39)	406
Age: 65+	8% (30)	23% (93)	26% (103)	32% (126)	11% (46)	398
PID: Dem (no lean)	21% (156)	32% (235)	20% (150)	17% (128)	9% (70)	738
PID: Ind (no lean)	16% (118)	27% (200)	22% (167)	18% (136)	17% (124)	744
PID: Rep (no lean)	16% (113)	28% (203)	24% (173)	22% (160)	10% (70)	719
PID/Gender: Dem Men	28% (88)	31% (98)	18% (57)	11% (36)	11% (34)	313
PID/Gender: Dem Women	16% (68)	32% (137)	22% (92)	22% (92)	9% (36)	425
PID/Gender: Ind Men	16% (60)	28% (104)	27% (99)	17% (63)	12% (45)	371
PID/Gender: Ind Women	15% (58)	26% (96)	18% (68)	20% (73)	21% (79)	373
PID/Gender: Rep Men	20% (75)	35% (133)	21% (79)	16% (61)	8% (28)	376
PID/Gender: Rep Women	11% (38)	20% (70)	28% (95)	29% (99)	12% (42)	343
Tea Party: Supporter	25% (158)	31% (191)	18% (115)	18% (115)	7% (42)	620
Tea Party: Not Supporter	15% (229)	28% (441)	24% (373)	20% (308)	14% (220)	1572
Ideo: Liberal (1-3)	22% (155)	33% (234)	22% (152)	15% (105)	8% (55)	700
Ideo: Moderate (4)	18% (93)	28% (146)	23% (119)	17% (86)	14% (71)	515
Ideo: Conservative (5-7)	14% (103)	26% (198)	24% (181)	28% (208)	8% (61)	750
Educ: < College	19% (293)	29% (452)	21% (322)	18% (287)	14% (212)	1567
Educ: Bachelors degree	16% (65)	28% (117)	26% (108)	22% (92)	8% (34)	416
Educ: Post-grad	13% (28)	31% (68)	27% (60)	20% (45)	8% (18)	219
Income: Under 50k	18% (248)	31% (414)	21% (281)	17% (224)	13% (178)	1344
Income: 50k-100k	17% (103)	28% (168)	21% (125)	25% (152)	10% (62)	609
Income: 100k+	14% (35)	23% (56)	34% (84)	19% (48)	10% (24)	248

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**Table BRD6\_4:** How relevant is Playboy Magazine to each of the following?

The world as a whole

Demographic	Very relevant	Somewhat relevant	Not too relevant	Not relevant at all	Don't Know / No Opinion	Total N
Adults	18% (386)	29% (637)	22% (490)	19% (424)	12% (264)	2201
Ethnicity: White	17% (298)	28% (489)	24% (425)	20% (348)	11% (190)	1750
Ethnicity: Hispanic	27% (88)	32% (106)	19% (64)	9% (31)	12% (40)	329
Ethnicity: Afr. Am.	21% (56)	35% (93)	13% (36)	15% (40)	16% (43)	269
Ethnicity: Other	18% (32)	31% (56)	16% (29)	19% (35)	17% (30)	182
Relig: Protestant	17% (97)	24% (139)	24% (138)	25% (144)	9% (52)	570
Relig: Roman Catholic	21% (100)	30% (142)	21% (100)	17% (82)	10% (48)	473
Relig: Ath./Agn./None	15% (92)	29% (176)	25% (155)	17% (104)	13% (82)	608
Relig: Something Else	16% (50)	33% (102)	20% (64)	18% (55)	13% (42)	313
Relig: Evangelical	22% (145)	26% (176)	18% (118)	22% (150)	12% (80)	670
Relig: Non-Evang. Catholics	16% (99)	30% (181)	25% (153)	19% (115)	10% (60)	608
Relig: All Christian	19% (244)	28% (358)	21% (271)	21% (265)	11% (140)	1278
Relig: All Non-Christian	15% (142)	30% (278)	24% (219)	17% (159)	13% (124)	921
Community: Urban	21% (129)	29% (181)	22% (140)	17% (105)	11% (71)	625
Community: Suburban	16% (160)	29% (283)	25% (242)	19% (192)	11% (107)	984
Community: Rural	16% (97)	29% (174)	18% (108)	21% (127)	14% (86)	592
Employ: Private Sector	20% (142)	29% (207)	25% (177)	19% (132)	7% (52)	710
Employ: Government	24% (38)	31% (48)	20% (31)	17% (26)	7% (11)	154
Employ: Self-Employed	19% (38)	36% (73)	19% (39)	19% (38)	8% (16)	204
Employ: Homemaker	11% (17)	24% (37)	16% (26)	24% (39)	25% (39)	158
Employ: Student	23% (21)	24% (23)	26% (24)	11% (11)	16% (15)	94
Employ: Retired	12% (61)	26% (127)	24% (117)	27% (132)	11% (53)	490
Employ: Unemployed	18% (42)	31% (73)	20% (46)	13% (30)	19% (45)	235
Employ: Other	18% (28)	32% (49)	19% (29)	10% (16)	21% (33)	156
Military HH: Yes	22% (98)	29% (128)	22% (99)	18% (78)	8% (37)	441
Military HH: No	16% (288)	29% (510)	22% (391)	20% (345)	13% (227)	1760
RD/WT: Right Direction	22% (193)	28% (248)	20% (173)	19% (167)	12% (105)	887
RD/WT: Wrong Track	15% (193)	30% (389)	24% (317)	20% (256)	12% (158)	1314

Continued on next page

**Table BRD6\_4:** How relevant is Playboy Magazine to each of the following?  
The world as a whole

Demographic	Very relevant	Somewhat relevant	Not too relevant	Not relevant at all	Don't Know / No Opinion	Total N
Adults	18% (386)	29% (637)	22% (490)	19% (424)	12% (264)	2201
Strongly Approve	22% (117)	26% (138)	17% (89)	22% (116)	13% (66)	526
Somewhat Approve	15% (65)	32% (137)	26% (110)	20% (84)	8% (35)	432
Somewhat Disapprove	16% (46)	31% (91)	25% (74)	17% (50)	11% (32)	293
Strongly Disapprove	18% (148)	30% (250)	24% (201)	19% (158)	10% (88)	846
Dont Know / No Opinion	10% (10)	20% (20)	16% (16)	15% (16)	40% (42)	105
#1 Issue: Economy	16% (101)	30% (184)	25% (153)	19% (120)	10% (61)	619
#1 Issue: Security	16% (72)	26% (114)	21% (92)	25% (108)	12% (55)	441
#1 Issue: Health Care	22% (96)	27% (121)	22% (100)	13% (58)	16% (69)	446
#1 Issue: Medicare / Social Security	13% (35)	31% (85)	22% (59)	24% (67)	11% (29)	276
#1 Issue: Women's Issues	23% (26)	26% (29)	23% (25)	18% (20)	10% (11)	110
#1 Issue: Education	21% (24)	41% (48)	16% (19)	14% (17)	9% (10)	119
#1 Issue: Energy	19% (19)	36% (37)	27% (28)	10% (10)	8% (8)	103
#1 Issue: Other	15% (13)	21% (19)	14% (12)	27% (24)	23% (20)	88
2016 Vote: Democrat Hillary Clinton	17% (126)	31% (232)	25% (185)	16% (121)	10% (74)	738
2016 Vote: Republican Donald Trump	18% (144)	28% (222)	21% (170)	23% (181)	10% (81)	797
2016 Vote: Someone else	10% (18)	31% (55)	25% (46)	22% (40)	11% (21)	180
2012 Vote: Barack Obama	19% (170)	31% (283)	23% (203)	17% (156)	10% (88)	898
2012 Vote: Mitt Romney	14% (79)	27% (153)	24% (139)	26% (148)	9% (54)	572
2012 Vote: Other	16% (14)	26% (24)	21% (19)	25% (23)	12% (11)	92
2012 Vote: Didn't Vote	19% (119)	28% (178)	20% (129)	15% (96)	18% (111)	633
4-Region: Northeast	17% (70)	28% (114)	20% (79)	20% (78)	15% (61)	402
4-Region: Midwest	13% (61)	31% (148)	22% (103)	22% (102)	13% (60)	474
4-Region: South	19% (152)	28% (224)	23% (187)	19% (154)	12% (97)	815
4-Region: West	20% (104)	30% (152)	24% (122)	17% (89)	9% (45)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table BRD6\_5: How relevant is Playboy Magazine to each of the following?**  
 Your generation

Demographic	Very relevant	Somewhat relevant	Not too relevant	Not relevant at all	Don't Know / No Opinion	Total N
Adults	21% (466)	25% (541)	25% (540)	19% (426)	10% (228)	2201
Gender: Male	28% (299)	26% (280)	23% (247)	14% (148)	8% (85)	1060
Gender: Female	15% (167)	23% (261)	26% (292)	24% (277)	13% (143)	1141
Age: 18-29	24% (109)	20% (90)	30% (138)	15% (70)	11% (52)	458
Age: 30-44	25% (142)	25% (145)	25% (142)	15% (87)	11% (61)	577
Age: 45-54	18% (65)	25% (89)	24% (87)	20% (73)	13% (48)	362
Age: 55-64	23% (91)	30% (121)	23% (91)	19% (78)	6% (24)	406
Age: 65+	15% (59)	24% (96)	21% (82)	30% (117)	11% (44)	398
PID: Dem (no lean)	22% (161)	28% (204)	24% (174)	19% (141)	8% (59)	738
PID: Ind (no lean)	18% (134)	23% (171)	26% (196)	18% (135)	15% (108)	744
PID: Rep (no lean)	24% (171)	23% (166)	24% (170)	21% (150)	9% (62)	719
PID/Gender: Dem Men	30% (93)	27% (84)	24% (75)	11% (35)	8% (26)	313
PID/Gender: Dem Women	16% (68)	28% (120)	23% (99)	25% (106)	8% (33)	425
PID/Gender: Ind Men	23% (84)	24% (89)	27% (100)	16% (60)	10% (37)	371
PID/Gender: Ind Women	14% (51)	22% (82)	26% (95)	20% (74)	19% (71)	373
PID/Gender: Rep Men	32% (122)	28% (107)	19% (72)	14% (53)	6% (22)	376
PID/Gender: Rep Women	14% (49)	17% (60)	29% (99)	28% (97)	11% (39)	343
Tea Party: Supporter	31% (190)	24% (146)	22% (137)	18% (109)	6% (38)	620
Tea Party: Not Supporter	18% (276)	25% (390)	26% (401)	20% (315)	12% (190)	1572
Ideo: Liberal (1-3)	25% (176)	26% (184)	26% (185)	15% (108)	7% (47)	700
Ideo: Moderate (4)	23% (119)	24% (123)	23% (120)	19% (96)	11% (59)	515
Ideo: Conservative (5-7)	18% (133)	26% (194)	24% (177)	25% (187)	8% (59)	750
Educ: < College	22% (338)	23% (362)	24% (376)	19% (305)	12% (186)	1567
Educ: Bachelors degree	18% (76)	29% (122)	27% (113)	19% (80)	6% (26)	416
Educ: Post-grad	24% (53)	26% (58)	23% (50)	19% (41)	8% (17)	219
Income: Under 50k	22% (289)	24% (328)	24% (325)	18% (246)	12% (155)	1344
Income: 50k-100k	20% (121)	25% (155)	24% (147)	22% (133)	9% (54)	609
Income: 100k+	23% (56)	23% (58)	27% (68)	19% (47)	8% (20)	248

Continued on next page

**Table BRD6\_5:** How relevant is Playboy Magazine to each of the following?

Your generation

Demographic	Very relevant	Somewhat relevant	Not too relevant	Not relevant at all	Don't Know / No Opinion	Total N
Adults	21% (466)	25% (541)	25% (540)	19% (426)	10% (228)	2201
Ethnicity: White	21% (364)	26% (462)	24% (421)	19% (340)	9% (163)	1750
Ethnicity: Hispanic	27% (89)	20% (66)	31% (101)	11% (36)	11% (36)	329
Ethnicity: Afr. Am.	26% (69)	21% (57)	20% (55)	19% (52)	13% (36)	269
Ethnicity: Other	18% (33)	12% (22)	35% (64)	18% (34)	16% (29)	182
Relig: Protestant	18% (101)	23% (133)	24% (136)	27% (151)	8% (48)	570
Relig: Roman Catholic	26% (123)	27% (128)	24% (115)	15% (72)	7% (35)	473
Relig: Ath./Agn./None	20% (119)	24% (147)	27% (162)	16% (99)	13% (80)	608
Relig: Something Else	20% (62)	26% (81)	25% (77)	19% (59)	11% (34)	313
Relig: Evangelical	24% (164)	21% (142)	20% (132)	25% (165)	10% (67)	670
Relig: Non-Evang. Catholics	20% (121)	28% (168)	28% (169)	17% (103)	8% (47)	608
Relig: All Christian	22% (285)	24% (311)	24% (301)	21% (268)	9% (114)	1278
Relig: All Non-Christian	20% (181)	25% (228)	26% (239)	17% (158)	12% (115)	921
Community: Urban	26% (160)	23% (144)	23% (147)	18% (111)	10% (64)	625
Community: Suburban	19% (190)	28% (276)	24% (237)	20% (193)	9% (89)	984
Community: Rural	20% (117)	21% (121)	26% (156)	21% (122)	13% (75)	592
Employ: Private Sector	25% (174)	27% (189)	24% (171)	18% (128)	7% (47)	710
Employ: Government	27% (41)	20% (31)	29% (45)	16% (25)	8% (12)	154
Employ: Self-Employed	25% (52)	26% (53)	24% (48)	19% (39)	6% (12)	204
Employ: Homemaker	11% (18)	20% (31)	27% (42)	23% (36)	20% (32)	158
Employ: Student	16% (15)	17% (16)	34% (32)	19% (18)	14% (13)	94
Employ: Retired	19% (95)	27% (133)	20% (99)	24% (119)	9% (44)	490
Employ: Unemployed	16% (38)	22% (51)	29% (67)	16% (38)	17% (41)	235
Employ: Other	21% (33)	24% (37)	22% (35)	15% (23)	18% (27)	156
Military HH: Yes	27% (119)	21% (92)	28% (123)	17% (77)	7% (30)	441
Military HH: No	20% (347)	25% (449)	24% (417)	20% (349)	11% (199)	1760
RD/WT: Right Direction	27% (238)	23% (200)	21% (185)	18% (162)	11% (101)	887
RD/WT: Wrong Track	17% (228)	26% (341)	27% (355)	20% (264)	10% (127)	1314

Continued on next page

**Table BRD6\_5:** How relevant is Playboy Magazine to each of the following?

Your generation

Demographic	Very relevant	Somewhat relevant	Not too relevant	Not relevant at all	Don't Know / No Opinion	Total N
Adults	21% (466)	25% (541)	25% (540)	19% (426)	10% (228)	2201
Strongly Approve	28% (147)	24% (127)	17% (88)	20% (104)	11% (60)	526
Somewhat Approve	21% (92)	25% (109)	29% (125)	16% (69)	9% (37)	432
Somewhat Disapprove	17% (49)	26% (76)	32% (95)	17% (51)	7% (21)	293
Strongly Disapprove	19% (163)	25% (211)	25% (215)	22% (183)	9% (74)	846
Dont Know / No Opinion	14% (15)	17% (18)	17% (18)	18% (19)	34% (36)	105
#1 Issue: Economy	20% (126)	26% (163)	27% (167)	19% (115)	8% (48)	619
#1 Issue: Security	20% (87)	23% (101)	21% (94)	25% (110)	11% (50)	441
#1 Issue: Health Care	20% (88)	27% (119)	26% (114)	16% (70)	12% (54)	446
#1 Issue: Medicare / Social Security	22% (61)	26% (73)	22% (60)	20% (55)	10% (27)	276
#1 Issue: Women's Issues	23% (25)	14% (15)	26% (29)	26% (29)	11% (12)	110
#1 Issue: Education	23% (27)	30% (36)	26% (31)	13% (15)	8% (9)	119
#1 Issue: Energy	28% (29)	25% (25)	30% (31)	12% (12)	5% (6)	103
#1 Issue: Other	28% (24)	10% (9)	15% (13)	22% (19)	26% (22)	88
2016 Vote: Democrat Hillary Clinton	22% (164)	26% (195)	26% (190)	16% (120)	9% (69)	738
2016 Vote: Republican Donald Trump	24% (190)	24% (192)	23% (182)	21% (164)	9% (68)	797
2016 Vote: Someone else	16% (30)	22% (39)	28% (50)	23% (41)	11% (20)	180
2012 Vote: Barack Obama	24% (211)	27% (245)	23% (210)	18% (158)	8% (74)	898
2012 Vote: Mitt Romney	20% (113)	24% (139)	24% (136)	25% (140)	8% (44)	572
2012 Vote: Other	18% (17)	24% (22)	23% (21)	26% (23)	9% (9)	92
2012 Vote: Didn't Vote	19% (121)	21% (134)	27% (173)	16% (104)	16% (101)	633
4-Region: Northeast	21% (85)	25% (100)	24% (96)	18% (71)	12% (50)	402
4-Region: Midwest	18% (83)	25% (120)	25% (117)	21% (98)	12% (56)	474
4-Region: South	21% (172)	24% (193)	24% (195)	21% (167)	11% (87)	815
4-Region: West	25% (126)	25% (128)	26% (132)	18% (90)	7% (35)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD6\_6: How relevant is Playboy Magazine to each of the following?  
Your parents' generation**

Demographic	Very relevant	Somewhat relevant	Not too relevant	Not relevant at all	Don't Know / No Opinion	Total N
Adults	24% (539)	29% (643)	17% (384)	17% (378)	12% (257)	2201
Gender: Male	27% (289)	32% (341)	17% (184)	13% (141)	10% (104)	1060
Gender: Female	22% (249)	27% (303)	17% (200)	21% (237)	13% (153)	1141
Age: 18-29	32% (148)	31% (143)	14% (62)	10% (45)	13% (60)	458
Age: 30-44	33% (189)	31% (179)	14% (79)	12% (67)	11% (63)	577
Age: 45-54	22% (81)	30% (108)	17% (61)	15% (55)	16% (56)	362
Age: 55-64	22% (91)	33% (133)	18% (75)	19% (78)	7% (29)	406
Age: 65+	7% (29)	20% (81)	27% (107)	33% (133)	12% (48)	398
PID: Dem (no lean)	28% (206)	31% (229)	16% (116)	16% (116)	10% (71)	738
PID: Ind (no lean)	23% (170)	29% (217)	17% (126)	15% (114)	16% (117)	744
PID: Rep (no lean)	23% (163)	27% (197)	20% (142)	21% (148)	10% (69)	719
PID/Gender: Dem Men	33% (102)	35% (108)	12% (37)	11% (33)	10% (32)	313
PID/Gender: Dem Women	24% (104)	28% (121)	19% (79)	19% (83)	9% (39)	425
PID/Gender: Ind Men	24% (88)	31% (117)	19% (69)	13% (49)	13% (48)	371
PID/Gender: Ind Women	22% (82)	27% (101)	15% (56)	17% (65)	19% (69)	373
PID/Gender: Rep Men	26% (99)	31% (116)	21% (78)	16% (59)	6% (24)	376
PID/Gender: Rep Women	19% (64)	24% (82)	19% (65)	26% (89)	13% (45)	343
Tea Party: Supporter	31% (194)	29% (179)	16% (97)	17% (107)	7% (43)	620
Tea Party: Not Supporter	22% (342)	29% (461)	18% (287)	17% (270)	14% (212)	1572
Ideo: Liberal (1-3)	31% (219)	35% (246)	14% (100)	12% (87)	7% (47)	700
Ideo: Moderate (4)	24% (123)	29% (147)	20% (101)	15% (78)	13% (67)	515
Ideo: Conservative (5-7)	19% (146)	26% (197)	21% (155)	25% (187)	9% (65)	750
Educ: < College	25% (388)	27% (426)	18% (276)	17% (270)	13% (206)	1567
Educ: Bachelors degree	24% (99)	36% (148)	16% (67)	17% (73)	7% (30)	416
Educ: Post-grad	24% (52)	32% (70)	19% (42)	16% (35)	10% (21)	219
Income: Under 50k	24% (329)	28% (377)	17% (234)	17% (231)	13% (174)	1344
Income: 50k-100k	25% (150)	30% (185)	16% (100)	19% (113)	10% (61)	609
Income: 100k+	24% (60)	33% (82)	21% (51)	13% (33)	9% (22)	248

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**Table BRD6\_6:** How relevant is Playboy Magazine to each of the following?

Your parents' generation

Demographic	Very relevant	Somewhat relevant	Not too relevant	Not relevant at all	Don't Know / No Opinion	Total N
Adults	24% (539)	29% (643)	17% (384)	17% (378)	12% (257)	2201
Ethnicity: White	24% (424)	30% (524)	18% (319)	17% (302)	10% (181)	1750
Ethnicity: Hispanic	32% (105)	34% (113)	13% (44)	9% (29)	12% (38)	329
Ethnicity: Afr. Am.	27% (74)	28% (76)	13% (36)	16% (43)	15% (40)	269
Ethnicity: Other	22% (41)	24% (43)	16% (29)	18% (33)	20% (36)	182
Relig: Protestant	18% (103)	30% (169)	20% (116)	23% (129)	9% (52)	570
Relig: Roman Catholic	24% (115)	34% (159)	19% (88)	14% (68)	9% (42)	473
Relig: Ath./Agn./None	28% (168)	29% (178)	17% (105)	12% (72)	14% (86)	608
Relig: Something Else	29% (91)	23% (73)	15% (46)	20% (63)	13% (41)	313
Relig: Evangelical	23% (152)	29% (191)	15% (99)	23% (154)	11% (74)	670
Relig: Non-Evang. Catholics	21% (128)	33% (201)	22% (135)	15% (89)	9% (56)	608
Relig: All Christian	22% (280)	31% (392)	18% (233)	19% (243)	10% (131)	1278
Relig: All Non-Christian	28% (259)	27% (250)	16% (151)	15% (135)	14% (126)	921
Community: Urban	27% (169)	26% (165)	18% (113)	17% (106)	11% (71)	625
Community: Suburban	25% (242)	31% (304)	19% (188)	15% (151)	10% (99)	984
Community: Rural	22% (127)	29% (174)	14% (83)	20% (121)	15% (86)	592
Employ: Private Sector	29% (207)	34% (244)	17% (118)	13% (92)	7% (49)	710
Employ: Government	26% (40)	37% (56)	15% (23)	14% (22)	9% (14)	154
Employ: Self-Employed	33% (67)	28% (58)	13% (26)	20% (40)	6% (13)	204
Employ: Homemaker	20% (32)	23% (37)	14% (21)	20% (31)	23% (37)	158
Employ: Student	23% (21)	34% (32)	18% (17)	7% (6)	17% (16)	94
Employ: Retired	14% (69)	24% (120)	24% (117)	27% (134)	10% (51)	490
Employ: Unemployed	26% (60)	23% (55)	17% (40)	15% (34)	19% (45)	235
Employ: Other	27% (43)	26% (41)	14% (22)	12% (19)	20% (31)	156
Military HH: Yes	26% (112)	30% (131)	20% (87)	17% (76)	8% (33)	441
Military HH: No	24% (426)	29% (512)	17% (297)	17% (301)	13% (224)	1760
RD/WT: Right Direction	26% (228)	27% (239)	18% (156)	18% (160)	12% (104)	887
RD/WT: Wrong Track	24% (311)	31% (405)	17% (229)	17% (218)	12% (152)	1314

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**Table BRD6\_6:** How relevant is Playboy Magazine to each of the following?

Your parents' generation

Demographic	Very relevant	Somewhat relevant	Not too relevant	Not relevant at all	Don't Know / No Opinion	Total N
Adults	24% (539)	29% (643)	17% (384)	17% (378)	12% (257)	2201
Strongly Approve	26% (134)	24% (127)	19% (100)	19% (102)	12% (63)	526
Somewhat Approve	24% (104)	32% (137)	17% (72)	17% (75)	10% (44)	432
Somewhat Disapprove	19% (57)	35% (102)	19% (54)	18% (52)	10% (28)	293
Strongly Disapprove	27% (228)	30% (258)	17% (143)	16% (137)	10% (81)	846
Dont Know / No Opinion	14% (15)	20% (21)	15% (15)	12% (13)	39% (41)	105
#1 Issue: Economy	25% (155)	30% (183)	18% (112)	17% (108)	10% (61)	619
#1 Issue: Security	22% (96)	24% (107)	20% (86)	22% (97)	13% (56)	441
#1 Issue: Health Care	25% (113)	32% (140)	15% (68)	13% (57)	15% (66)	446
#1 Issue: Medicare / Social Security	21% (57)	28% (77)	21% (57)	22% (60)	9% (25)	276
#1 Issue: Women's Issues	26% (29)	33% (37)	17% (18)	15% (16)	9% (10)	110
#1 Issue: Education	28% (33)	38% (46)	13% (15)	11% (14)	9% (11)	119
#1 Issue: Energy	36% (37)	37% (38)	13% (13)	7% (7)	8% (8)	103
#1 Issue: Other	22% (19)	18% (16)	17% (15)	21% (19)	22% (20)	88
2016 Vote: Democrat Hillary Clinton	25% (187)	33% (244)	18% (131)	14% (102)	10% (74)	738
2016 Vote: Republican Donald Trump	25% (199)	26% (205)	19% (148)	21% (169)	10% (76)	797
2016 Vote: Someone else	20% (36)	31% (55)	18% (33)	19% (34)	12% (22)	180
2012 Vote: Barack Obama	26% (236)	30% (273)	18% (165)	16% (142)	9% (83)	898
2012 Vote: Mitt Romney	20% (116)	28% (162)	19% (108)	24% (137)	9% (49)	572
2012 Vote: Other	22% (20)	31% (28)	14% (13)	18% (16)	16% (14)	92
2012 Vote: Didn't Vote	26% (167)	28% (176)	16% (99)	13% (81)	17% (110)	633
4-Region: Northeast	23% (93)	27% (107)	18% (72)	18% (72)	14% (58)	402
4-Region: Midwest	22% (105)	29% (137)	19% (90)	17% (81)	13% (60)	474
4-Region: South	24% (196)	29% (237)	17% (140)	17% (141)	12% (101)	815
4-Region: West	28% (145)	32% (163)	16% (81)	16% (84)	7% (38)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD7: Have you ever read an article from Playboy Magazine?**

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	55% (1204)	40% (870)	6% (127)	2201
Gender: Male	70% (744)	24% (254)	6% (62)	1060
Gender: Female	40% (460)	54% (617)	6% (65)	1141
Age: 18-29	44% (203)	47% (216)	9% (40)	458
Age: 30-44	54% (309)	40% (228)	7% (39)	577
Age: 45-54	52% (187)	42% (153)	6% (23)	362
Age: 55-64	69% (278)	29% (117)	3% (10)	406
Age: 65+	57% (226)	39% (157)	4% (15)	398
PID: Dem (no lean)	54% (397)	42% (307)	5% (34)	738
PID: Ind (no lean)	55% (408)	37% (272)	9% (63)	744
PID: Rep (no lean)	55% (398)	40% (291)	4% (30)	719
PID/Gender: Dem Men	69% (215)	28% (86)	4% (12)	313
PID/Gender: Dem Women	43% (182)	52% (221)	5% (22)	425
PID/Gender: Ind Men	70% (260)	21% (77)	9% (34)	371
PID/Gender: Ind Women	40% (148)	52% (195)	8% (29)	373
PID/Gender: Rep Men	72% (269)	24% (90)	4% (16)	376
PID/Gender: Rep Women	38% (129)	58% (201)	4% (14)	343
Tea Party: Supporter	63% (393)	34% (212)	2% (15)	620
Tea Party: Not Supporter	51% (805)	42% (655)	7% (112)	1572
Ideo: Liberal (1-3)	58% (407)	37% (257)	5% (36)	700
Ideo: Moderate (4)	58% (299)	37% (193)	5% (24)	515
Ideo: Conservative (5-7)	53% (394)	44% (329)	4% (27)	750
Educ: < College	54% (849)	39% (617)	6% (101)	1567
Educ: Bachelors degree	52% (218)	44% (182)	4% (16)	416
Educ: Post-grad	63% (137)	33% (72)	4% (10)	219
Income: Under 50k	55% (734)	38% (517)	7% (93)	1344
Income: 50k-100k	53% (324)	43% (264)	3% (21)	609
Income: 100k+	58% (145)	36% (89)	5% (13)	248
Ethnicity: White	58% (1007)	38% (670)	4% (73)	1750
Ethnicity: Hispanic	51% (169)	40% (133)	9% (28)	329

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**Table BRD7: Have you ever read an article from Playboy Magazine?**

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	55%	(1204)	40%	(870)	6%	(127)	2201
Ethnicity: Afr. Am.	43%	(115)	45%	(121)	12%	(32)	269
Ethnicity: Other	44%	(81)	44%	(80)	12%	(21)	182
Relig: Protestant	54%	(307)	43%	(244)	3%	(19)	570
Relig: Roman Catholic	60%	(284)	35%	(166)	5%	(22)	473
Relig: Ath./Agn./None	55%	(337)	36%	(219)	9%	(52)	608
Relig: Something Else	55%	(171)	38%	(120)	7%	(21)	313
Relig: Evangelical	52%	(345)	45%	(299)	4%	(26)	670
Relig: Non-Evang. Catholics	57%	(349)	38%	(232)	4%	(27)	608
Relig: All Christian	54%	(694)	42%	(531)	4%	(53)	1278
Relig: All Non-Christian	55%	(509)	37%	(339)	8%	(73)	921
Community: Urban	56%	(349)	37%	(230)	7%	(46)	625
Community: Suburban	53%	(524)	42%	(410)	5%	(50)	984
Community: Rural	56%	(331)	39%	(231)	5%	(30)	592
Employ: Private Sector	58%	(410)	39%	(274)	4%	(26)	710
Employ: Government	60%	(92)	35%	(55)	4%	(7)	154
Employ: Self-Employed	55%	(111)	39%	(80)	6%	(13)	204
Employ: Homemaker	38%	(61)	51%	(81)	10%	(16)	158
Employ: Student	33%	(31)	60%	(56)	7%	(7)	94
Employ: Retired	62%	(306)	34%	(167)	3%	(17)	490
Employ: Unemployed	48%	(113)	42%	(98)	10%	(24)	235
Employ: Other	51%	(79)	38%	(59)	11%	(17)	156
Military HH: Yes	69%	(306)	27%	(119)	4%	(16)	441
Military HH: No	51%	(898)	43%	(751)	6%	(111)	1760
RD/WT: Right Direction	57%	(507)	37%	(328)	6%	(52)	887
RD/WT: Wrong Track	53%	(697)	41%	(543)	6%	(75)	1314
Strongly Approve	60%	(314)	36%	(190)	4%	(22)	526
Somewhat Approve	55%	(236)	41%	(177)	4%	(19)	432
Somewhat Disapprove	54%	(159)	41%	(119)	5%	(15)	293
Strongly Disapprove	54%	(453)	41%	(346)	5%	(46)	846
Dont Know / No Opinion	40%	(42)	37%	(39)	23%	(24)	105

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**Table BRD7: Have you ever read an article from Playboy Magazine?**

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	55%	(1204)	40%	(870)	6%	(127)	2201
#1 Issue: Economy	58%	(358)	37%	(229)	5%	(32)	619
#1 Issue: Security	50%	(222)	44%	(195)	5%	(24)	441
#1 Issue: Health Care	52%	(233)	41%	(183)	7%	(30)	446
#1 Issue: Medicare / Social Security	63%	(174)	34%	(93)	3%	(9)	276
#1 Issue: Women's Issues	46%	(51)	44%	(49)	9%	(10)	110
#1 Issue: Education	55%	(65)	39%	(46)	6%	(7)	119
#1 Issue: Energy	63%	(65)	35%	(36)	2%	(2)	103
#1 Issue: Other	41%	(36)	44%	(38)	15%	(13)	88
2016 Vote: Democrat Hillary Clinton	55%	(405)	40%	(296)	5%	(37)	738
2016 Vote: Republican Donald Trump	60%	(475)	37%	(291)	4%	(31)	797
2016 Vote: Someone else	58%	(105)	35%	(63)	7%	(12)	180
2012 Vote: Barack Obama	58%	(524)	38%	(337)	4%	(38)	898
2012 Vote: Mitt Romney	58%	(330)	38%	(219)	4%	(24)	572
2012 Vote: Other	55%	(51)	37%	(34)	7%	(7)	92
2012 Vote: Didn't Vote	46%	(293)	44%	(280)	9%	(59)	633
4-Region: Northeast	54%	(217)	40%	(160)	6%	(24)	402
4-Region: Midwest	57%	(270)	37%	(175)	6%	(29)	474
4-Region: South	52%	(421)	42%	(340)	7%	(54)	815
4-Region: West	58%	(295)	38%	(196)	4%	(20)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD8:** *With the death of Hugh Hefner, what do you think should be done with the Playboy brand?*

Demographic	The brand should be retired		Playboy should be rebranded to something new		The Playboy brand should continue on, as is, with no changes		Other:		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	23%	(516)	12%	(255)	39%	(850)	2%	(44)	24%	(536)	2201
Gender: Male	18%	(191)	13%	(137)	47%	(500)	2%	(23)	20%	(209)	1060
Gender: Female	29%	(325)	10%	(118)	31%	(350)	2%	(21)	29%	(327)	1141
Age: 18-29	20%	(93)	21%	(97)	38%	(176)	3%	(15)	17%	(77)	458
Age: 30-44	22%	(129)	12%	(70)	42%	(242)	2%	(12)	22%	(124)	577
Age: 45-54	22%	(81)	11%	(41)	38%	(139)	2%	(8)	26%	(93)	362
Age: 55-64	23%	(94)	6%	(26)	43%	(174)	2%	(6)	26%	(106)	406
Age: 65+	30%	(119)	5%	(22)	30%	(118)	1%	(2)	34%	(136)	398
PID: Dem (no lean)	20%	(149)	16%	(116)	38%	(283)	2%	(15)	24%	(175)	738
PID: Ind (no lean)	23%	(171)	9%	(66)	40%	(300)	2%	(13)	26%	(194)	744
PID: Rep (no lean)	27%	(196)	10%	(74)	37%	(267)	2%	(16)	23%	(167)	719
PID/Gender: Dem Men	15%	(46)	18%	(57)	47%	(146)	1%	(3)	19%	(60)	313
PID/Gender: Dem Women	24%	(103)	14%	(59)	32%	(137)	3%	(12)	27%	(115)	425
PID/Gender: Ind Men	19%	(69)	9%	(33)	49%	(181)	2%	(8)	22%	(80)	371
PID/Gender: Ind Women	27%	(102)	9%	(33)	32%	(119)	2%	(6)	31%	(114)	373
PID/Gender: Rep Men	20%	(75)	13%	(47)	46%	(172)	3%	(12)	18%	(69)	376
PID/Gender: Rep Women	35%	(121)	8%	(26)	27%	(94)	1%	(4)	29%	(98)	343
Tea Party: Supporter	29%	(180)	14%	(85)	41%	(256)	2%	(15)	14%	(85)	620
Tea Party: Not Supporter	21%	(335)	11%	(170)	38%	(590)	2%	(29)	29%	(448)	1572
Ideo: Liberal (1-3)	21%	(147)	19%	(135)	36%	(253)	2%	(16)	21%	(149)	700
Ideo: Moderate (4)	24%	(124)	9%	(48)	42%	(215)	2%	(10)	23%	(119)	515
Ideo: Conservative (5-7)	28%	(212)	8%	(57)	38%	(288)	2%	(13)	24%	(180)	750
Educ: < College	23%	(366)	11%	(165)	40%	(629)	2%	(35)	24%	(372)	1567
Educ: Bachelors degree	24%	(100)	14%	(59)	35%	(147)	1%	(6)	25%	(105)	416
Educ: Post-grad	23%	(51)	14%	(31)	33%	(73)	2%	(4)	27%	(59)	219

Continued on next page

**Table BRD8:** *With the death of Hugh Hefner, what do you think should be done with the Playboy brand?*

Demographic	The brand should be retired		Playboy should be rebranded to something new		The Playboy brand should continue on, as is, with no changes		Other:		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	23%	(516)	12%	(255)	39%	(850)	2%	(44)	24%	(536)	2201
Income: Under 50k	23%	(303)	11%	(153)	40%	(541)	2%	(27)	24%	(321)	1344
Income: 50k-100k	25%	(151)	12%	(72)	37%	(224)	2%	(11)	25%	(151)	609
Income: 100k+	25%	(62)	12%	(29)	34%	(85)	3%	(7)	26%	(64)	248
Ethnicity: White	24%	(419)	10%	(182)	40%	(694)	2%	(34)	24%	(421)	1750
Ethnicity: Hispanic	23%	(76)	22%	(72)	34%	(113)	3%	(11)	17%	(57)	329
Ethnicity: Afr. Am.	25%	(67)	17%	(44)	32%	(86)	2%	(5)	25%	(66)	269
Ethnicity: Other	16%	(30)	16%	(29)	38%	(69)	3%	(6)	27%	(49)	182
Relig: Protestant	31%	(178)	11%	(61)	32%	(180)	2%	(9)	25%	(141)	570
Relig: Roman Catholic	22%	(103)	15%	(71)	43%	(203)	—	(2)	20%	(94)	473
Relig: Ath./Agn./None	18%	(109)	9%	(53)	41%	(248)	3%	(17)	30%	(181)	608
Relig: Something Else	20%	(63)	15%	(46)	38%	(118)	3%	(11)	24%	(75)	313
Relig: Evangelical	33%	(218)	12%	(77)	33%	(223)	2%	(12)	21%	(140)	670
Relig: Non-Evang. Catholics	21%	(126)	13%	(79)	43%	(260)	1%	(5)	23%	(139)	608
Relig: All Christian	27%	(344)	12%	(156)	38%	(483)	1%	(17)	22%	(278)	1278
Relig: All Non-Christian	19%	(172)	11%	(99)	40%	(366)	3%	(28)	28%	(256)	921
Community: Urban	20%	(127)	14%	(85)	38%	(237)	2%	(13)	26%	(163)	625
Community: Suburban	24%	(234)	11%	(108)	40%	(391)	2%	(20)	23%	(231)	984
Community: Rural	26%	(155)	11%	(63)	37%	(221)	2%	(11)	24%	(142)	592
Employ: Private Sector	26%	(183)	11%	(81)	40%	(285)	2%	(17)	20%	(144)	710
Employ: Government	23%	(36)	26%	(40)	35%	(54)	—	(1)	15%	(24)	154
Employ: Self-Employed	23%	(47)	17%	(34)	36%	(73)	3%	(7)	21%	(44)	204
Employ: Homemaker	28%	(44)	10%	(16)	37%	(58)	2%	(4)	23%	(36)	158
Employ: Student	11%	(11)	25%	(24)	36%	(34)	6%	(5)	22%	(21)	94
Employ: Retired	25%	(125)	5%	(23)	36%	(176)	—	(0)	34%	(166)	490
Employ: Unemployed	17%	(40)	10%	(23)	44%	(102)	3%	(8)	26%	(62)	235
Employ: Other	21%	(32)	9%	(14)	44%	(68)	1%	(2)	25%	(39)	156
Military HH: Yes	27%	(121)	12%	(54)	40%	(175)	1%	(5)	19%	(85)	441
Military HH: No	22%	(395)	11%	(201)	38%	(674)	2%	(39)	26%	(451)	1760

Continued on next page

**Table BRD8:** With the death of Hugh Hefner, what do you think should be done with the Playboy brand?

Demographic	The brand should be retired		Playboy should be rebranded to something new		The Playboy brand should continue on, as is, with no changes		Other:		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	23%	(516)	12%	(255)	39%	(850)	2%	(44)	24%	(536)	2201
RD/WT: Right Direction	24%	(209)	12%	(104)	40%	(351)	2%	(16)	23%	(208)	887
RD/WT: Wrong Track	23%	(308)	11%	(151)	38%	(499)	2%	(29)	25%	(328)	1314
Strongly Approve	26%	(137)	7%	(39)	43%	(228)	2%	(12)	21%	(110)	526
Somewhat Approve	24%	(102)	14%	(58)	39%	(170)	1%	(6)	22%	(95)	432
Somewhat Disapprove	23%	(68)	16%	(47)	35%	(101)	2%	(6)	24%	(71)	293
Strongly Disapprove	23%	(197)	12%	(101)	37%	(315)	2%	(18)	25%	(214)	846
Dont Know / No Opinion	11%	(12)	10%	(10)	33%	(34)	3%	(3)	43%	(45)	105
#1 Issue: Economy	21%	(129)	12%	(77)	43%	(269)	1%	(9)	22%	(137)	619
#1 Issue: Security	27%	(118)	10%	(45)	37%	(162)	2%	(10)	24%	(106)	441
#1 Issue: Health Care	22%	(99)	12%	(53)	41%	(182)	2%	(10)	23%	(102)	446
#1 Issue: Medicare / Social Security	24%	(67)	6%	(18)	39%	(107)	—	(1)	30%	(84)	276
#1 Issue: Women's Issues	29%	(32)	17%	(19)	26%	(29)	4%	(4)	24%	(26)	110
#1 Issue: Education	27%	(32)	13%	(16)	44%	(52)	1%	(2)	14%	(17)	119
#1 Issue: Energy	22%	(22)	21%	(21)	30%	(30)	—	(0)	28%	(29)	103
#1 Issue: Other	19%	(17)	9%	(7)	21%	(19)	11%	(10)	40%	(35)	88
2016 Vote: Democrat Hillary Clinton	22%	(160)	15%	(109)	36%	(264)	1%	(8)	27%	(197)	738
2016 Vote: Republican Donald Trump	26%	(210)	9%	(72)	41%	(327)	2%	(19)	21%	(170)	797
2016 Vote: Someone else	28%	(50)	8%	(15)	36%	(64)	2%	(3)	26%	(47)	180
2012 Vote: Barack Obama	20%	(183)	12%	(112)	42%	(373)	1%	(8)	25%	(222)	898
2012 Vote: Mitt Romney	31%	(178)	8%	(47)	35%	(198)	4%	(20)	23%	(129)	572
2012 Vote: Other	35%	(32)	2%	(2)	33%	(30)	—	(0)	29%	(27)	92
2012 Vote: Didn't Vote	18%	(117)	15%	(94)	39%	(249)	3%	(16)	25%	(157)	633
4-Region: Northeast	23%	(91)	11%	(46)	37%	(147)	2%	(7)	28%	(111)	402
4-Region: Midwest	22%	(106)	12%	(56)	41%	(192)	1%	(5)	24%	(115)	474
4-Region: South	26%	(211)	10%	(85)	37%	(297)	2%	(20)	25%	(201)	815
4-Region: West	21%	(109)	13%	(69)	42%	(213)	2%	(12)	21%	(109)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD9:** Does the death of Hugh Hefner make you more or less likely to support the Playboy brand?

Demographic	Much more likely to support	Somewhat more likely to support	Neither more nor less likely to support	Somewhat less likely to support	Much less likely to support	Don't Know / No Opinion	Total N
Adults	8% (175)	7% (163)	52% (1148)	3% (66)	6% (138)	23% (511)	2201
Gender: Male	12% (124)	10% (111)	51% (538)	3% (34)	5% (55)	19% (198)	1060
Gender: Female	4% (50)	4% (51)	54% (611)	3% (32)	7% (83)	27% (313)	1141
Age: 18-29	12% (56)	16% (75)	40% (184)	5% (24)	4% (16)	22% (102)	458
Age: 30-44	14% (80)	9% (52)	47% (274)	3% (20)	5% (28)	21% (123)	577
Age: 45-54	3% (13)	6% (21)	55% (201)	2% (8)	7% (26)	26% (94)	362
Age: 55-64	5% (21)	2% (9)	61% (248)	2% (6)	7% (28)	23% (93)	406
Age: 65+	1% (5)	1% (5)	61% (241)	2% (8)	10% (40)	25% (99)	398
PID: Dem (no lean)	8% (62)	10% (71)	52% (387)	3% (21)	6% (41)	21% (156)	738
PID: Ind (no lean)	5% (34)	6% (47)	54% (402)	3% (22)	7% (50)	25% (189)	744
PID: Rep (no lean)	11% (79)	6% (45)	50% (359)	3% (24)	7% (48)	23% (166)	719
PID/Gender: Dem Men	13% (42)	14% (43)	46% (144)	3% (10)	5% (15)	18% (58)	313
PID/Gender: Dem Women	5% (20)	7% (28)	57% (243)	3% (11)	6% (25)	23% (98)	425
PID/Gender: Ind Men	5% (17)	8% (30)	59% (220)	3% (11)	5% (20)	20% (73)	371
PID/Gender: Ind Women	5% (17)	4% (16)	49% (183)	3% (11)	8% (30)	31% (116)	373
PID/Gender: Rep Men	17% (65)	10% (37)	46% (174)	4% (14)	5% (20)	18% (67)	376
PID/Gender: Rep Women	4% (14)	2% (7)	54% (185)	3% (10)	8% (28)	29% (99)	343
Tea Party: Supporter	17% (108)	11% (71)	46% (287)	4% (23)	7% (43)	14% (89)	620
Tea Party: Not Supporter	4% (66)	6% (89)	55% (858)	3% (44)	6% (96)	27% (419)	1572
Ideo: Liberal (1-3)	12% (87)	12% (81)	50% (350)	4% (31)	4% (30)	17% (121)	700
Ideo: Moderate (4)	7% (34)	8% (40)	57% (295)	2% (10)	6% (30)	21% (106)	515
Ideo: Conservative (5-7)	6% (42)	4% (30)	57% (429)	3% (20)	9% (64)	22% (166)	750
Educ: < College	7% (115)	8% (122)	50% (787)	3% (43)	7% (106)	25% (393)	1567
Educ: Bachelors degree	8% (33)	7% (29)	58% (240)	4% (16)	5% (20)	19% (79)	416
Educ: Post-grad	12% (27)	5% (11)	55% (121)	3% (7)	6% (13)	18% (39)	219
Income: Under 50k	8% (104)	9% (116)	50% (672)	3% (41)	6% (87)	24% (324)	1344
Income: 50k-100k	7% (43)	6% (39)	54% (328)	3% (17)	7% (43)	23% (139)	609
Income: 100k+	11% (27)	3% (7)	60% (149)	3% (8)	3% (8)	19% (48)	248
Ethnicity: White	7% (130)	6% (97)	55% (965)	3% (54)	6% (110)	23% (394)	1750

Continued on next page

**Table BRD9:** Does the death of Hugh Hefner make you more or less likely to support the Playboy brand?

Demographic	Much more likely to support	Somewhat more likely to support	Neither more nor less likely to support	Somewhat less likely to support	Much less likely to support	Don't Know / No Opinion	Total N
Adults	8% (175)	7% (163)	52% (1148)	3% (66)	6% (138)	23% (511)	2201
Ethnicity: Hispanic	13% (44)	15% (49)	38% (125)	8% (27)	7% (25)	18% (60)	329
Ethnicity: Afr. Am.	10% (28)	14% (37)	41% (109)	3% (7)	6% (15)	27% (72)	269
Ethnicity: Other	9% (16)	15% (28)	41% (74)	3% (5)	7% (13)	25% (45)	182
Relig: Protestant	6% (33)	5% (31)	60% (341)	2% (13)	8% (46)	19% (107)	570
Relig: Roman Catholic	10% (48)	9% (42)	50% (238)	4% (21)	5% (22)	21% (102)	473
Relig: Ath./Agn./None	6% (38)	7% (45)	53% (322)	2% (11)	4% (26)	27% (166)	608
Relig: Something Else	9% (28)	8% (25)	49% (154)	4% (12)	5% (17)	25% (77)	313
Relig: Evangelical	13% (85)	8% (54)	45% (302)	3% (23)	10% (70)	20% (136)	670
Relig: Non-Evang. Catholics	4% (23)	6% (39)	61% (369)	3% (20)	4% (25)	22% (131)	608
Relig: All Christian	8% (108)	7% (93)	52% (671)	3% (43)	7% (96)	21% (267)	1278
Relig: All Non-Christian	7% (66)	8% (70)	52% (476)	3% (23)	5% (43)	26% (243)	921
Community: Urban	12% (78)	8% (52)	47% (293)	3% (20)	6% (38)	23% (144)	625
Community: Suburban	6% (59)	6% (62)	56% (554)	4% (35)	6% (60)	22% (215)	984
Community: Rural	6% (38)	8% (49)	51% (301)	2% (12)	7% (41)	26% (152)	592
Employ: Private Sector	11% (81)	7% (50)	54% (382)	4% (26)	6% (44)	18% (127)	710
Employ: Government	9% (14)	23% (35)	44% (68)	4% (7)	6% (10)	13% (21)	154
Employ: Self-Employed	10% (20)	13% (27)	43% (87)	6% (12)	6% (12)	22% (46)	204
Employ: Homemaker	6% (9)	4% (7)	50% (80)	2% (2)	9% (15)	29% (46)	158
Employ: Student	6% (6)	15% (14)	41% (39)	3% (3)	2% (2)	33% (31)	94
Employ: Retired	4% (20)	3% (13)	60% (293)	1% (6)	7% (34)	25% (124)	490
Employ: Unemployed	5% (12)	3% (7)	56% (131)	3% (7)	6% (14)	27% (64)	235
Employ: Other	9% (14)	6% (10)	44% (69)	2% (4)	5% (7)	34% (52)	156
Military HH: Yes	13% (57)	9% (42)	51% (226)	5% (22)	5% (24)	16% (70)	441
Military HH: No	7% (117)	7% (121)	52% (922)	3% (45)	6% (114)	25% (441)	1760
RD/WT: Right Direction	13% (116)	11% (94)	46% (408)	4% (34)	6% (56)	20% (178)	887
RD/WT: Wrong Track	4% (58)	5% (68)	56% (740)	2% (32)	6% (83)	25% (332)	1314

Continued on next page

**Table BRD9:** Does the death of Hugh Hefner make you more or less likely to support the Playboy brand?

Demographic	Much more likely to support	Somewhat more likely to support	Neither more nor less likely to support	Somewhat less likely to support	Much less likely to support	Don't Know / No Opinion	Total N
Adults	8% (175)	7% (163)	52% (1148)	3% (66)	6% (138)	23% (511)	2201
Strongly Approve	14% (75)	6% (31)	50% (261)	2% (11)	8% (41)	20% (106)	526
Somewhat Approve	6% (25)	12% (54)	53% (231)	6% (24)	4% (19)	18% (79)	432
Somewhat Disapprove	4% (12)	9% (26)	49% (144)	4% (12)	6% (19)	27% (80)	293
Strongly Disapprove	7% (57)	5% (44)	57% (485)	2% (20)	7% (57)	22% (183)	846
Dont Know / No Opinion	5% (5)	7% (7)	26% (28)	— (0)	3% (3)	59% (62)	105
#1 Issue: Economy	8% (50)	7% (44)	55% (340)	2% (15)	5% (30)	23% (140)	619
#1 Issue: Security	7% (33)	3% (15)	54% (237)	3% (12)	9% (40)	24% (104)	441
#1 Issue: Health Care	8% (34)	6% (27)	55% (246)	3% (14)	4% (19)	24% (106)	446
#1 Issue: Medicare / Social Security	6% (17)	6% (17)	53% (145)	3% (8)	10% (27)	22% (62)	276
#1 Issue: Women's Issues	12% (13)	9% (10)	43% (48)	4% (5)	9% (9)	23% (25)	110
#1 Issue: Education	12% (14)	19% (23)	39% (46)	5% (6)	5% (6)	20% (23)	119
#1 Issue: Energy	11% (11)	18% (18)	46% (48)	7% (8)	3% (3)	15% (15)	103
#1 Issue: Other	4% (3)	8% (7)	44% (39)	— (0)	4% (3)	40% (35)	88
2016 Vote: Democrat Hillary Clinton	7% (55)	8% (59)	54% (395)	3% (25)	5% (38)	22% (166)	738
2016 Vote: Republican Donald Trump	10% (82)	6% (52)	53% (423)	2% (17)	7% (59)	21% (165)	797
2016 Vote: Someone else	4% (6)	6% (11)	53% (95)	7% (12)	6% (11)	25% (44)	180
2012 Vote: Barack Obama	10% (90)	6% (52)	55% (490)	4% (32)	4% (39)	22% (194)	898
2012 Vote: Mitt Romney	7% (39)	5% (30)	57% (326)	2% (10)	9% (49)	21% (118)	572
2012 Vote: Other	4% (4)	2% (2)	61% (56)	2% (1)	10% (9)	22% (20)	92
2012 Vote: Didn't Vote	6% (37)	12% (78)	43% (275)	4% (23)	6% (41)	28% (179)	633
4-Region: Northeast	9% (36)	7% (26)	49% (197)	3% (11)	7% (29)	25% (102)	402
4-Region: Midwest	5% (24)	7% (34)	53% (251)	3% (13)	8% (36)	24% (116)	474
4-Region: South	8% (65)	6% (50)	52% (425)	3% (22)	7% (58)	24% (194)	815
4-Region: West	10% (49)	10% (52)	54% (276)	4% (20)	3% (15)	19% (99)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD10\_4:** *In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?*  
*Technology industry*

Demographic	A major priority		A minor priority		Not a priority at all		Don't Know / No Opinion		Total N
Adults	66%	(1443)	17%	(373)	6%	(134)	11%	(251)	2201
Gender: Male	66%	(696)	17%	(179)	8%	(82)	10%	(103)	1060
Gender: Female	65%	(747)	17%	(194)	5%	(52)	13%	(148)	1141
Age: 18-29	52%	(240)	18%	(85)	12%	(54)	17%	(79)	458
Age: 30-44	60%	(347)	19%	(111)	7%	(41)	13%	(78)	577
Age: 45-54	70%	(255)	16%	(57)	3%	(11)	11%	(39)	362
Age: 55-64	78%	(318)	14%	(56)	3%	(11)	5%	(20)	406
Age: 65+	71%	(282)	16%	(64)	4%	(17)	9%	(35)	398
PID: Dem (no lean)	69%	(510)	15%	(108)	6%	(41)	11%	(79)	738
PID: Ind (no lean)	61%	(451)	17%	(123)	7%	(52)	16%	(117)	744
PID: Rep (no lean)	67%	(481)	20%	(143)	6%	(41)	8%	(55)	719
PID/Gender: Dem Men	66%	(208)	16%	(49)	8%	(26)	10%	(30)	313
PID/Gender: Dem Women	71%	(302)	14%	(59)	4%	(16)	11%	(48)	425
PID/Gender: Ind Men	64%	(239)	15%	(54)	8%	(29)	13%	(49)	371
PID/Gender: Ind Women	57%	(213)	19%	(69)	6%	(23)	18%	(68)	373
PID/Gender: Rep Men	66%	(249)	20%	(76)	7%	(27)	6%	(23)	376
PID/Gender: Rep Women	68%	(232)	19%	(66)	4%	(14)	9%	(32)	343
Tea Party: Supporter	69%	(426)	20%	(123)	6%	(36)	6%	(36)	620
Tea Party: Not Supporter	64%	(1012)	16%	(248)	6%	(98)	14%	(214)	1572
Ideo: Liberal (1-3)	68%	(475)	19%	(130)	5%	(38)	8%	(57)	700
Ideo: Moderate (4)	66%	(338)	16%	(82)	6%	(31)	13%	(64)	515
Ideo: Conservative (5-7)	70%	(524)	16%	(123)	6%	(46)	8%	(57)	750
Educ: < College	63%	(984)	17%	(269)	7%	(111)	13%	(203)	1567
Educ: Bachelors degree	72%	(300)	16%	(67)	4%	(15)	8%	(34)	416
Educ: Post-grad	73%	(159)	17%	(38)	3%	(7)	6%	(14)	219
Income: Under 50k	64%	(859)	17%	(234)	7%	(89)	12%	(162)	1344
Income: 50k-100k	67%	(408)	17%	(101)	6%	(36)	11%	(65)	609
Income: 100k+	71%	(175)	15%	(38)	4%	(10)	10%	(24)	248

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**Table BRD10\_4:** In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?  
 Technology industry

Demographic	A major priority		A minor priority		Not a priority at all		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	66%	(1443)	17%	(373)	6%	(134)	11%	(251)	2201
Ethnicity: White	68%	(1186)	17%	(294)	5%	(92)	10%	(179)	1750
Ethnicity: Hispanic	57%	(186)	19%	(64)	13%	(44)	11%	(35)	329
Ethnicity: Afr. Am.	59%	(159)	19%	(50)	7%	(20)	15%	(40)	269
Ethnicity: Other	54%	(98)	16%	(30)	12%	(22)	18%	(32)	182
Relig: Protestant	75%	(427)	15%	(85)	4%	(23)	6%	(35)	570
Relig: Roman Catholic	65%	(306)	20%	(97)	6%	(28)	9%	(42)	473
Relig: Ath./Agn./None	58%	(353)	16%	(95)	8%	(50)	18%	(110)	608
Relig: Something Else	65%	(203)	15%	(47)	8%	(24)	12%	(39)	313
Relig: Evangelical	70%	(469)	19%	(126)	3%	(23)	8%	(52)	670
Relig: Non-Evang. Catholics	68%	(416)	17%	(105)	6%	(37)	8%	(49)	608
Relig: All Christian	69%	(885)	18%	(231)	5%	(60)	8%	(102)	1278
Relig: All Non-Christian	60%	(556)	15%	(143)	8%	(74)	16%	(148)	921
Community: Urban	63%	(391)	16%	(103)	7%	(45)	14%	(86)	625
Community: Suburban	66%	(651)	17%	(169)	6%	(60)	11%	(103)	984
Community: Rural	68%	(400)	17%	(101)	5%	(29)	10%	(62)	592
Employ: Private Sector	67%	(477)	18%	(129)	5%	(38)	9%	(67)	710
Employ: Government	59%	(91)	19%	(29)	12%	(19)	10%	(15)	154
Employ: Self-Employed	66%	(134)	20%	(42)	9%	(19)	5%	(10)	204
Employ: Homemaker	62%	(98)	11%	(17)	5%	(7)	22%	(36)	158
Employ: Student	54%	(51)	21%	(20)	6%	(6)	18%	(17)	94
Employ: Retired	73%	(356)	16%	(78)	4%	(22)	7%	(35)	490
Employ: Unemployed	58%	(135)	15%	(36)	8%	(18)	19%	(45)	235
Employ: Other	65%	(101)	15%	(23)	4%	(6)	17%	(26)	156
Military HH: Yes	69%	(303)	16%	(71)	7%	(32)	8%	(35)	441
Military HH: No	65%	(1140)	17%	(302)	6%	(102)	12%	(216)	1760
RD/WT: Right Direction	62%	(553)	21%	(188)	7%	(62)	10%	(85)	887
RD/WT: Wrong Track	68%	(890)	14%	(186)	6%	(73)	13%	(166)	1314

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**Table BRD10\_4:** In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?  
Technology industry

Demographic	A major priority		A minor priority		Not a priority at all		Don't Know / No Opinion		Total N
Adults	66%	(1443)	17%	(373)	6%	(134)	11%	(251)	2201
Strongly Approve	66%	(347)	21%	(108)	5%	(27)	8%	(44)	526
Somewhat Approve	67%	(291)	19%	(81)	7%	(28)	7%	(32)	432
Somewhat Disapprove	67%	(195)	20%	(58)	6%	(19)	7%	(21)	293
Strongly Disapprove	68%	(572)	14%	(119)	6%	(47)	13%	(108)	846
Dont Know / No Opinion	35%	(37)	7%	(8)	13%	(14)	44%	(46)	105
#1 Issue: Economy	71%	(439)	15%	(90)	5%	(32)	9%	(58)	619
#1 Issue: Security	66%	(293)	18%	(78)	5%	(22)	11%	(48)	441
#1 Issue: Health Care	66%	(295)	15%	(67)	5%	(24)	13%	(59)	446
#1 Issue: Medicare / Social Security	66%	(181)	19%	(52)	6%	(17)	9%	(26)	276
#1 Issue: Women's Issues	58%	(64)	22%	(24)	8%	(8)	12%	(14)	110
#1 Issue: Education	55%	(66)	24%	(29)	8%	(9)	13%	(15)	119
#1 Issue: Energy	62%	(63)	21%	(22)	12%	(13)	5%	(5)	103
#1 Issue: Other	47%	(41)	13%	(12)	10%	(9)	30%	(26)	88
2016 Vote: Democrat Hillary Clinton	69%	(511)	16%	(115)	5%	(34)	11%	(78)	738
2016 Vote: Republican Donald Trump	68%	(540)	19%	(153)	5%	(41)	8%	(63)	797
2016 Vote: Someone else	62%	(112)	15%	(27)	10%	(18)	13%	(23)	180
2012 Vote: Barack Obama	69%	(617)	16%	(148)	4%	(37)	11%	(97)	898
2012 Vote: Mitt Romney	70%	(400)	18%	(104)	5%	(31)	7%	(38)	572
2012 Vote: Other	69%	(63)	14%	(13)	3%	(3)	14%	(13)	92
2012 Vote: Didn't Vote	57%	(358)	17%	(108)	10%	(63)	16%	(103)	633
4-Region: Northeast	62%	(249)	19%	(77)	6%	(24)	13%	(52)	402
4-Region: Midwest	65%	(308)	15%	(69)	6%	(28)	15%	(69)	474
4-Region: South	68%	(556)	17%	(138)	6%	(49)	9%	(72)	815
4-Region: West	65%	(331)	17%	(89)	7%	(33)	11%	(57)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD10\_5:** *In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?*  
 Manufacturing industry

Demographic	A major priority		A minor priority		Not a priority at all		Don't Know / No Opinion		Total N
Adults	63%	(1394)	19%	(408)	6%	(132)	12%	(267)	2201
Gender: Male	62%	(662)	20%	(209)	7%	(78)	10%	(111)	1060
Gender: Female	64%	(733)	17%	(199)	5%	(54)	14%	(156)	1141
Age: 18-29	51%	(235)	19%	(86)	11%	(52)	19%	(85)	458
Age: 30-44	54%	(312)	25%	(147)	7%	(40)	13%	(77)	577
Age: 45-54	69%	(251)	15%	(55)	3%	(10)	13%	(46)	362
Age: 55-64	76%	(309)	15%	(61)	2%	(10)	6%	(26)	406
Age: 65+	72%	(287)	15%	(58)	5%	(20)	8%	(33)	398
PID: Dem (no lean)	62%	(460)	18%	(135)	7%	(51)	12%	(92)	738
PID: Ind (no lean)	58%	(430)	19%	(141)	6%	(45)	17%	(128)	744
PID: Rep (no lean)	70%	(504)	18%	(133)	5%	(36)	7%	(47)	719
PID/Gender: Dem Men	60%	(188)	19%	(58)	11%	(34)	10%	(33)	313
PID/Gender: Dem Women	64%	(272)	18%	(77)	4%	(17)	14%	(59)	425
PID/Gender: Ind Men	59%	(218)	20%	(75)	6%	(23)	15%	(54)	371
PID/Gender: Ind Women	57%	(211)	18%	(66)	6%	(22)	20%	(74)	373
PID/Gender: Rep Men	68%	(255)	20%	(76)	6%	(21)	6%	(24)	376
PID/Gender: Rep Women	73%	(249)	17%	(57)	4%	(15)	7%	(23)	343
Tea Party: Supporter	68%	(424)	21%	(132)	5%	(34)	5%	(31)	620
Tea Party: Not Supporter	61%	(966)	18%	(275)	6%	(98)	15%	(233)	1572
Ideo: Liberal (1-3)	61%	(430)	22%	(156)	7%	(46)	10%	(68)	700
Ideo: Moderate (4)	61%	(316)	22%	(113)	4%	(20)	13%	(66)	515
Ideo: Conservative (5-7)	71%	(535)	15%	(110)	6%	(45)	8%	(59)	750
Educ: < College	63%	(994)	16%	(256)	6%	(101)	14%	(215)	1567
Educ: Bachelors degree	63%	(261)	24%	(100)	4%	(18)	9%	(37)	416
Educ: Post-grad	63%	(139)	24%	(52)	6%	(13)	7%	(15)	219
Income: Under 50k	64%	(854)	17%	(229)	7%	(89)	13%	(172)	1344
Income: 50k-100k	64%	(391)	20%	(120)	5%	(31)	11%	(67)	609
Income: 100k+	60%	(149)	24%	(59)	5%	(12)	11%	(28)	248

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**Table BRD10\_5: In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?**  
*Manufacturing industry*

Demographic						Don't Know / No		Total N
	A major priority	A minor priority	Not a priority at all	Opinion				
Adults	63% (1394)	19% (408)	6% (132)	12% (267)		2201		
Ethnicity: White	65% (1143)	19% (325)	5% (94)	11% (188)		1750		
Ethnicity: Hispanic	55% (182)	20% (65)	15% (50)	10% (32)		329		
Ethnicity: Afr. Am.	54% (144)	20% (53)	8% (23)	18% (49)		269		
Ethnicity: Other	59% (107)	16% (30)	9% (16)	16% (30)		182		
Relig: Protestant	70% (398)	18% (104)	6% (32)	6% (36)		570		
Relig: Roman Catholic	63% (298)	21% (99)	6% (30)	10% (46)		473		
Relig: Ath./Agn./None	57% (347)	19% (113)	5% (30)	19% (118)		608		
Relig: Something Else	62% (194)	16% (49)	9% (29)	13% (40)		313		
Relig: Evangelical	68% (455)	19% (129)	5% (32)	8% (54)		670		
Relig: Non-Evang. Catholics	65% (396)	19% (117)	7% (41)	9% (54)		608		
Relig: All Christian	67% (851)	19% (246)	6% (73)	8% (107)		1278		
Relig: All Non-Christian	59% (542)	18% (162)	6% (59)	17% (159)		921		
Community: Urban	59% (371)	20% (122)	7% (47)	14% (85)		625		
Community: Suburban	63% (615)	20% (195)	5% (53)	12% (121)		984		
Community: Rural	69% (408)	15% (90)	5% (32)	10% (61)		592		
Employ: Private Sector	63% (450)	22% (154)	6% (41)	9% (66)		710		
Employ: Government	58% (89)	23% (36)	12% (18)	7% (11)		154		
Employ: Self-Employed	62% (127)	24% (48)	8% (16)	6% (13)		204		
Employ: Homemaker	60% (95)	15% (24)	2% (3)	23% (36)		158		
Employ: Student	49% (46)	11% (10)	13% (12)	27% (25)		94		
Employ: Retired	74% (363)	14% (69)	4% (20)	8% (39)		490		
Employ: Unemployed	59% (139)	14% (34)	6% (15)	20% (47)		235		
Employ: Other	54% (85)	22% (34)	5% (7)	19% (30)		156		
Military HH: Yes	63% (276)	20% (88)	11% (47)	7% (30)		441		
Military HH: No	64% (1119)	18% (320)	5% (85)	13% (237)		1760		
RD/WT: Right Direction	63% (560)	21% (183)	7% (62)	9% (81)		887		
RD/WT: Wrong Track	63% (834)	17% (225)	5% (70)	14% (186)		1314		

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**Table BRD10\_5: In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?**  
 Manufacturing industry

Demographic	A major priority		A minor priority		Not a priority at all		Don't Know / No Opinion		Total N
Adults	63%	(1394)	19%	(408)	6%	(132)	12%	(267)	2201
Strongly Approve	70%	(369)	18%	(96)	5%	(24)	7%	(37)	526
Somewhat Approve	66%	(283)	19%	(84)	7%	(32)	8%	(33)	432
Somewhat Disapprove	58%	(171)	22%	(66)	7%	(20)	12%	(36)	293
Strongly Disapprove	63%	(531)	18%	(152)	5%	(46)	14%	(117)	846
Dont Know / No Opinion	38%	(40)	11%	(11)	10%	(10)	41%	(43)	105
#1 Issue: Economy	70%	(434)	17%	(105)	4%	(27)	9%	(53)	619
#1 Issue: Security	66%	(293)	19%	(84)	5%	(22)	10%	(42)	441
#1 Issue: Health Care	61%	(271)	17%	(78)	5%	(24)	16%	(73)	446
#1 Issue: Medicare / Social Security	70%	(193)	14%	(38)	8%	(23)	8%	(22)	276
#1 Issue: Women's Issues	51%	(56)	22%	(24)	10%	(11)	17%	(19)	110
#1 Issue: Education	48%	(57)	29%	(34)	7%	(8)	16%	(19)	119
#1 Issue: Energy	50%	(52)	31%	(32)	9%	(9)	9%	(10)	103
#1 Issue: Other	44%	(39)	14%	(13)	9%	(8)	33%	(29)	88
2016 Vote: Democrat Hillary Clinton	64%	(470)	18%	(133)	5%	(38)	13%	(97)	738
2016 Vote: Republican Donald Trump	69%	(552)	19%	(154)	4%	(31)	7%	(60)	797
2016 Vote: Someone else	52%	(93)	21%	(38)	13%	(24)	14%	(25)	180
2012 Vote: Barack Obama	64%	(573)	19%	(172)	5%	(47)	12%	(107)	898
2012 Vote: Mitt Romney	68%	(392)	21%	(117)	5%	(27)	6%	(36)	572
2012 Vote: Other	67%	(61)	11%	(10)	6%	(5)	17%	(15)	92
2012 Vote: Didn't Vote	58%	(368)	17%	(107)	8%	(50)	17%	(108)	633
4-Region: Northeast	63%	(254)	19%	(75)	5%	(20)	13%	(53)	402
4-Region: Midwest	63%	(299)	17%	(82)	4%	(21)	15%	(72)	474
4-Region: South	65%	(529)	20%	(162)	5%	(42)	10%	(82)	815
4-Region: West	61%	(313)	17%	(89)	10%	(49)	12%	(60)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD10\_6:** *In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?*  
*Shipping / logistics industry*

Demographic	A major priority		A minor priority		Not a priority at all		Don't Know / No Opinion		Total N
Adults	50%	(1095)	27%	(591)	8%	(177)	15%	(338)	2201
Gender: Male	52%	(552)	27%	(285)	8%	(89)	13%	(134)	1060
Gender: Female	48%	(543)	27%	(307)	8%	(88)	18%	(204)	1141
Age: 18-29	42%	(190)	26%	(120)	11%	(52)	21%	(97)	458
Age: 30-44	45%	(257)	31%	(180)	9%	(50)	16%	(90)	577
Age: 45-54	55%	(200)	23%	(84)	4%	(16)	17%	(62)	362
Age: 55-64	58%	(235)	27%	(109)	7%	(27)	9%	(35)	406
Age: 65+	53%	(213)	25%	(99)	8%	(32)	14%	(54)	398
PID: Dem (no lean)	50%	(370)	27%	(197)	8%	(61)	15%	(110)	738
PID: Ind (no lean)	46%	(345)	24%	(177)	8%	(61)	22%	(161)	744
PID: Rep (no lean)	53%	(381)	30%	(217)	8%	(55)	9%	(67)	719
PID/Gender: Dem Men	55%	(173)	23%	(71)	8%	(26)	14%	(43)	313
PID/Gender: Dem Women	46%	(197)	30%	(126)	8%	(34)	16%	(68)	425
PID/Gender: Ind Men	48%	(178)	26%	(98)	8%	(31)	17%	(65)	371
PID/Gender: Ind Women	45%	(167)	21%	(80)	8%	(30)	26%	(96)	373
PID/Gender: Rep Men	54%	(201)	31%	(116)	8%	(32)	7%	(27)	376
PID/Gender: Rep Women	52%	(179)	29%	(101)	7%	(23)	12%	(40)	343
Tea Party: Supporter	56%	(349)	29%	(178)	8%	(49)	7%	(44)	620
Tea Party: Not Supporter	47%	(742)	26%	(413)	8%	(127)	18%	(290)	1572
Ideo: Liberal (1-3)	49%	(345)	29%	(206)	8%	(57)	13%	(92)	700
Ideo: Moderate (4)	49%	(254)	27%	(141)	7%	(38)	16%	(83)	515
Ideo: Conservative (5-7)	53%	(396)	28%	(207)	9%	(66)	11%	(81)	750
Educ: < College	50%	(789)	25%	(397)	7%	(116)	17%	(265)	1567
Educ: Bachelors degree	47%	(197)	30%	(125)	10%	(43)	12%	(50)	416
Educ: Post-grad	50%	(109)	32%	(69)	8%	(18)	10%	(22)	219
Income: Under 50k	53%	(709)	25%	(330)	6%	(86)	16%	(219)	1344
Income: 50k-100k	47%	(284)	29%	(176)	10%	(63)	14%	(86)	609
Income: 100k+	41%	(102)	35%	(86)	11%	(27)	13%	(33)	248

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**Table BRD10\_6:** *In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?*  
*Shipping / logistics industry*

Demographic	A major priority		A minor priority		Not a priority at all		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	50%	(1095)	27%	(591)	8%	(177)	15%	(338)	2201
Ethnicity: White	50%	(879)	28%	(493)	7%	(130)	14%	(249)	1750
Ethnicity: Hispanic	46%	(151)	26%	(85)	13%	(43)	15%	(50)	329
Ethnicity: Afr. Am.	50%	(135)	22%	(59)	9%	(24)	19%	(51)	269
Ethnicity: Other	44%	(81)	22%	(40)	13%	(23)	21%	(38)	182
Relig: Protestant	56%	(318)	28%	(158)	7%	(42)	9%	(52)	570
Relig: Roman Catholic	50%	(236)	29%	(138)	8%	(36)	13%	(62)	473
Relig: Ath./Agn./None	41%	(251)	27%	(166)	9%	(57)	22%	(135)	608
Relig: Something Else	50%	(157)	25%	(78)	8%	(26)	16%	(51)	313
Relig: Evangelical	56%	(372)	26%	(172)	7%	(50)	11%	(76)	670
Relig: Non-Evang. Catholics	52%	(314)	29%	(175)	7%	(45)	12%	(75)	608
Relig: All Christian	54%	(686)	27%	(347)	7%	(94)	12%	(151)	1278
Relig: All Non-Christian	44%	(408)	26%	(244)	9%	(83)	20%	(186)	921
Community: Urban	52%	(323)	24%	(151)	7%	(45)	17%	(105)	625
Community: Suburban	46%	(455)	30%	(297)	8%	(76)	16%	(156)	984
Community: Rural	54%	(317)	24%	(143)	9%	(55)	13%	(76)	592
Employ: Private Sector	50%	(354)	29%	(206)	9%	(62)	12%	(87)	710
Employ: Government	45%	(70)	35%	(54)	9%	(14)	11%	(17)	154
Employ: Self-Employed	53%	(107)	32%	(66)	6%	(12)	9%	(18)	204
Employ: Homemaker	41%	(65)	24%	(38)	7%	(12)	27%	(43)	158
Employ: Student	40%	(38)	23%	(21)	14%	(13)	23%	(22)	94
Employ: Retired	55%	(272)	24%	(118)	8%	(41)	12%	(60)	490
Employ: Unemployed	44%	(104)	22%	(53)	9%	(20)	25%	(58)	235
Employ: Other	54%	(84)	23%	(36)	2%	(3)	21%	(33)	156
Military HH: Yes	53%	(234)	27%	(119)	9%	(40)	11%	(48)	441
Military HH: No	49%	(861)	27%	(472)	8%	(137)	16%	(290)	1760
RD/WT: Right Direction	50%	(440)	29%	(259)	9%	(78)	12%	(110)	887
RD/WT: Wrong Track	50%	(655)	25%	(333)	7%	(99)	17%	(228)	1314

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**Table BRD10\_6:** In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?  
Shipping / logistics industry

Demographic	A major priority		A minor priority		Not a priority at all		Don't Know / No Opinion		Total N
Adults	50%	(1095)	27%	(591)	8%	(177)	15%	(338)	2201
Strongly Approve	56%	(293)	27%	(145)	7%	(38)	10%	(51)	526
Somewhat Approve	52%	(226)	29%	(127)	8%	(33)	10%	(45)	432
Somewhat Disapprove	48%	(141)	28%	(82)	6%	(17)	18%	(53)	293
Strongly Disapprove	48%	(402)	26%	(220)	10%	(82)	17%	(141)	846
Dont Know / No Opinion	31%	(33)	17%	(18)	6%	(6)	46%	(48)	105
#1 Issue: Economy	52%	(323)	28%	(173)	9%	(53)	11%	(70)	619
#1 Issue: Security	53%	(236)	27%	(119)	6%	(26)	14%	(61)	441
#1 Issue: Health Care	51%	(226)	22%	(98)	9%	(41)	18%	(80)	446
#1 Issue: Medicare / Social Security	54%	(149)	27%	(75)	5%	(14)	14%	(38)	276
#1 Issue: Women's Issues	34%	(38)	34%	(37)	8%	(9)	24%	(26)	110
#1 Issue: Education	37%	(44)	33%	(39)	12%	(14)	18%	(22)	119
#1 Issue: Energy	44%	(45)	35%	(36)	12%	(12)	10%	(10)	103
#1 Issue: Other	38%	(34)	17%	(15)	9%	(7)	36%	(32)	88
2016 Vote: Democrat Hillary Clinton	52%	(382)	24%	(178)	9%	(65)	15%	(114)	738
2016 Vote: Republican Donald Trump	53%	(423)	29%	(232)	7%	(59)	10%	(83)	797
2016 Vote: Someone else	41%	(73)	29%	(52)	12%	(22)	18%	(33)	180
2012 Vote: Barack Obama	53%	(474)	25%	(226)	8%	(67)	15%	(132)	898
2012 Vote: Mitt Romney	52%	(300)	29%	(166)	9%	(52)	10%	(55)	572
2012 Vote: Other	44%	(40)	29%	(26)	6%	(5)	22%	(20)	92
2012 Vote: Didn't Vote	44%	(276)	27%	(173)	8%	(51)	21%	(132)	633
4-Region: Northeast	46%	(184)	31%	(124)	7%	(28)	16%	(65)	402
4-Region: Midwest	46%	(218)	27%	(129)	8%	(39)	19%	(88)	474
4-Region: South	52%	(427)	26%	(209)	9%	(71)	13%	(108)	815
4-Region: West	52%	(266)	25%	(129)	8%	(39)	15%	(77)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table BRD10\_7:** *In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?*  
 Agriculture industry

Demographic	A major priority		A minor priority		Not a priority at all		Don't Know / No Opinion		Total N
Adults	59%	(1304)	22%	(485)	6%	(135)	13%	(277)	2201
Gender: Male	59%	(622)	23%	(246)	7%	(73)	11%	(118)	1060
Gender: Female	60%	(682)	21%	(239)	5%	(61)	14%	(159)	1141
Age: 18-29	49%	(226)	26%	(121)	7%	(32)	17%	(79)	458
Age: 30-44	55%	(320)	23%	(130)	7%	(41)	15%	(86)	577
Age: 45-54	64%	(231)	18%	(65)	4%	(13)	15%	(53)	362
Age: 55-64	70%	(283)	20%	(81)	4%	(16)	6%	(26)	406
Age: 65+	61%	(244)	22%	(88)	8%	(33)	8%	(33)	398
PID: Dem (no lean)	58%	(428)	23%	(173)	7%	(48)	12%	(89)	738
PID: Ind (no lean)	55%	(410)	20%	(152)	7%	(51)	18%	(131)	744
PID: Rep (no lean)	65%	(467)	22%	(160)	5%	(35)	8%	(57)	719
PID/Gender: Dem Men	58%	(182)	25%	(77)	7%	(21)	10%	(32)	313
PID/Gender: Dem Women	58%	(245)	23%	(96)	6%	(27)	13%	(57)	425
PID/Gender: Ind Men	57%	(211)	19%	(72)	8%	(31)	15%	(56)	371
PID/Gender: Ind Women	53%	(198)	21%	(80)	5%	(20)	20%	(75)	373
PID/Gender: Rep Men	61%	(229)	26%	(97)	5%	(21)	8%	(30)	376
PID/Gender: Rep Women	69%	(238)	18%	(63)	4%	(15)	8%	(28)	343
Tea Party: Supporter	64%	(399)	26%	(162)	4%	(28)	5%	(32)	620
Tea Party: Not Supporter	57%	(900)	21%	(323)	7%	(107)	15%	(242)	1572
Ideo: Liberal (1-3)	57%	(402)	27%	(187)	7%	(48)	9%	(63)	700
Ideo: Moderate (4)	61%	(315)	22%	(114)	4%	(20)	13%	(66)	515
Ideo: Conservative (5-7)	63%	(470)	21%	(155)	7%	(52)	10%	(73)	750
Educ: < College	60%	(947)	20%	(308)	6%	(93)	14%	(219)	1567
Educ: Bachelors degree	56%	(233)	28%	(115)	7%	(28)	9%	(39)	416
Educ: Post-grad	57%	(125)	28%	(62)	6%	(13)	9%	(19)	219
Income: Under 50k	61%	(825)	20%	(271)	5%	(72)	13%	(176)	1344
Income: 50k-100k	56%	(340)	25%	(154)	7%	(43)	12%	(72)	609
Income: 100k+	56%	(139)	24%	(59)	8%	(20)	12%	(29)	248

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**Table BRD10\_7: In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?**  
Agriculture industry

Demographic	A major priority		A minor priority		Not a priority at all		Don't Know / No Opinion		Total N
Adults	59%	(1304)	22%	(485)	6%	(135)	13%	(277)	2201
Ethnicity: White	61%	(1063)	22%	(384)	6%	(97)	12%	(206)	1750
Ethnicity: Hispanic	56%	(186)	25%	(83)	9%	(29)	10%	(32)	329
Ethnicity: Afr. Am.	54%	(146)	20%	(55)	8%	(23)	17%	(46)	269
Ethnicity: Other	53%	(96)	25%	(46)	8%	(15)	14%	(26)	182
Relig: Protestant	65%	(372)	21%	(122)	6%	(32)	8%	(44)	570
Relig: Roman Catholic	58%	(275)	25%	(116)	8%	(36)	10%	(45)	473
Relig: Ath./Agn./None	52%	(318)	21%	(125)	6%	(40)	21%	(125)	608
Relig: Something Else	56%	(175)	26%	(83)	6%	(19)	12%	(37)	313
Relig: Evangelical	67%	(452)	20%	(133)	4%	(29)	8%	(56)	670
Relig: Non-Evang. Catholics	59%	(358)	24%	(144)	8%	(47)	10%	(59)	608
Relig: All Christian	63%	(810)	22%	(277)	6%	(77)	9%	(115)	1278
Relig: All Non-Christian	54%	(493)	23%	(208)	6%	(58)	18%	(162)	921
Community: Urban	57%	(356)	22%	(137)	8%	(47)	14%	(85)	625
Community: Suburban	58%	(571)	23%	(231)	6%	(55)	13%	(127)	984
Community: Rural	64%	(378)	20%	(117)	5%	(32)	11%	(65)	592
Employ: Private Sector	63%	(445)	22%	(153)	6%	(43)	10%	(69)	710
Employ: Government	58%	(89)	28%	(44)	7%	(11)	7%	(11)	154
Employ: Self-Employed	57%	(116)	28%	(58)	8%	(17)	6%	(13)	204
Employ: Homemaker	55%	(88)	16%	(25)	3%	(5)	26%	(41)	158
Employ: Student	48%	(45)	22%	(21)	8%	(8)	22%	(21)	94
Employ: Retired	64%	(315)	23%	(110)	6%	(29)	7%	(36)	490
Employ: Unemployed	50%	(117)	20%	(47)	7%	(17)	23%	(54)	235
Employ: Other	58%	(90)	17%	(27)	4%	(6)	21%	(33)	156
Military HH: Yes	63%	(278)	23%	(103)	7%	(29)	7%	(31)	441
Military HH: No	58%	(1026)	22%	(382)	6%	(105)	14%	(247)	1760
RD/WT: Right Direction	59%	(521)	25%	(220)	6%	(55)	10%	(91)	887
RD/WT: Wrong Track	60%	(783)	20%	(265)	6%	(79)	14%	(187)	1314

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**Table BRD10\_7: In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?**  
*Agriculture industry*

Demographic	A major priority		A minor priority		Not a priority at all		Don't Know / No Opinion		Total N
Adults	59%	(1304)	22%	(485)	6%	(135)	13%	(277)	2201
Strongly Approve	64%	(335)	23%	(122)	5%	(24)	9%	(45)	526
Somewhat Approve	62%	(269)	23%	(100)	7%	(29)	8%	(33)	432
Somewhat Disapprove	55%	(160)	25%	(74)	7%	(21)	13%	(38)	293
Strongly Disapprove	59%	(502)	21%	(176)	6%	(53)	14%	(115)	846
Dont Know / No Opinion	36%	(38)	12%	(13)	7%	(7)	45%	(47)	105
#1 Issue: Economy	62%	(381)	23%	(143)	5%	(30)	11%	(65)	619
#1 Issue: Security	64%	(280)	20%	(87)	4%	(16)	13%	(58)	441
#1 Issue: Health Care	56%	(250)	20%	(90)	8%	(38)	15%	(68)	446
#1 Issue: Medicare / Social Security	64%	(177)	23%	(63)	6%	(15)	7%	(20)	276
#1 Issue: Women's Issues	57%	(62)	22%	(24)	7%	(7)	15%	(16)	110
#1 Issue: Education	49%	(58)	29%	(34)	8%	(10)	15%	(17)	119
#1 Issue: Energy	63%	(65)	22%	(22)	11%	(11)	5%	(5)	103
#1 Issue: Other	35%	(31)	25%	(22)	8%	(7)	32%	(28)	88
2016 Vote: Democrat Hillary Clinton	58%	(431)	21%	(155)	7%	(53)	13%	(100)	738
2016 Vote: Republican Donald Trump	63%	(502)	25%	(197)	4%	(36)	8%	(62)	797
2016 Vote: Someone else	54%	(98)	23%	(41)	10%	(18)	13%	(23)	180
2012 Vote: Barack Obama	61%	(545)	21%	(189)	6%	(57)	12%	(108)	898
2012 Vote: Mitt Romney	65%	(371)	23%	(131)	5%	(28)	7%	(42)	572
2012 Vote: Other	47%	(43)	27%	(25)	9%	(9)	17%	(15)	92
2012 Vote: Didn't Vote	54%	(343)	22%	(136)	7%	(42)	18%	(112)	633
4-Region: Northeast	52%	(207)	28%	(114)	6%	(23)	14%	(57)	402
4-Region: Midwest	60%	(284)	18%	(87)	6%	(27)	16%	(76)	474
4-Region: South	62%	(507)	21%	(169)	7%	(54)	10%	(84)	815
4-Region: West	60%	(306)	22%	(115)	6%	(31)	12%	(60)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD10\_8:** *In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?*  
*Retail industry*

Demographic	A major priority		A minor priority		Not a priority at all		Don't Know / No Opinion		Total N
Adults	48%	(1053)	30%	(655)	9%	(207)	13%	(286)	2201
Gender: Male	48%	(511)	30%	(319)	10%	(110)	11%	(119)	1060
Gender: Female	47%	(542)	29%	(336)	9%	(97)	15%	(167)	1141
Age: 18-29	38%	(174)	29%	(132)	13%	(60)	20%	(93)	458
Age: 30-44	44%	(253)	31%	(179)	10%	(56)	15%	(89)	577
Age: 45-54	54%	(197)	26%	(95)	6%	(21)	14%	(49)	362
Age: 55-64	56%	(226)	30%	(123)	8%	(32)	6%	(24)	406
Age: 65+	51%	(203)	31%	(125)	10%	(39)	8%	(31)	398
PID: Dem (no lean)	47%	(344)	33%	(240)	9%	(65)	12%	(89)	738
PID: Ind (no lean)	43%	(317)	27%	(204)	11%	(83)	19%	(140)	744
PID: Rep (no lean)	54%	(392)	29%	(211)	8%	(59)	8%	(57)	719
PID/Gender: Dem Men	50%	(158)	29%	(91)	9%	(29)	11%	(35)	313
PID/Gender: Dem Women	44%	(186)	35%	(150)	8%	(36)	13%	(53)	425
PID/Gender: Ind Men	43%	(158)	29%	(109)	12%	(46)	15%	(57)	371
PID/Gender: Ind Women	43%	(159)	25%	(95)	10%	(37)	22%	(83)	373
PID/Gender: Rep Men	52%	(195)	32%	(119)	9%	(35)	7%	(27)	376
PID/Gender: Rep Women	57%	(197)	27%	(92)	7%	(25)	9%	(30)	343
Tea Party: Supporter	56%	(345)	32%	(198)	7%	(46)	5%	(32)	620
Tea Party: Not Supporter	45%	(703)	29%	(456)	10%	(161)	16%	(251)	1572
Ideo: Liberal (1-3)	46%	(322)	34%	(241)	10%	(70)	10%	(67)	700
Ideo: Moderate (4)	50%	(256)	28%	(145)	9%	(47)	13%	(68)	515
Ideo: Conservative (5-7)	50%	(378)	31%	(234)	9%	(65)	10%	(73)	750
Educ: < College	49%	(760)	28%	(439)	9%	(138)	15%	(230)	1567
Educ: Bachelors degree	47%	(195)	33%	(137)	10%	(43)	10%	(41)	416
Educ: Post-grad	45%	(98)	36%	(78)	12%	(27)	7%	(16)	219
Income: Under 50k	50%	(670)	27%	(370)	9%	(116)	14%	(188)	1344
Income: 50k-100k	45%	(277)	32%	(198)	11%	(67)	11%	(68)	609
Income: 100k+	43%	(106)	36%	(88)	10%	(24)	12%	(30)	248

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**Table BRD10\_8:** In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?*Retail industry*

Demographic							Don't Know / No		Total N
	A major priority		A minor priority		Not a priority at all		Opinion		
Adults	48%	(1053)	30%	(655)	9%	(207)	13%	(286)	2201
Ethnicity: White	49%	(850)	30%	(529)	9%	(166)	12%	(205)	1750
Ethnicity: Hispanic	46%	(150)	29%	(95)	11%	(37)	14%	(46)	329
Ethnicity: Afr. Am.	47%	(126)	29%	(77)	8%	(21)	17%	(45)	269
Ethnicity: Other	42%	(77)	27%	(49)	11%	(20)	20%	(36)	182
Relig: Protestant	53%	(301)	33%	(185)	8%	(46)	6%	(37)	570
Relig: Roman Catholic	49%	(231)	31%	(146)	10%	(46)	11%	(50)	473
Relig: Ath./Agn./None	41%	(251)	26%	(158)	12%	(75)	20%	(124)	608
Relig: Something Else	46%	(144)	31%	(96)	8%	(25)	15%	(47)	313
Relig: Evangelical	56%	(375)	29%	(195)	7%	(47)	8%	(53)	670
Relig: Non-Evang. Catholics	46%	(281)	34%	(206)	10%	(59)	10%	(62)	608
Relig: All Christian	51%	(656)	31%	(401)	8%	(106)	9%	(114)	1278
Relig: All Non-Christian	43%	(395)	28%	(254)	11%	(100)	19%	(171)	921
Community: Urban	50%	(314)	25%	(156)	11%	(66)	14%	(89)	625
Community: Suburban	45%	(446)	32%	(312)	10%	(100)	13%	(127)	984
Community: Rural	50%	(293)	32%	(187)	7%	(41)	12%	(70)	592
Employ: Private Sector	50%	(356)	30%	(212)	9%	(63)	11%	(79)	710
Employ: Government	46%	(71)	36%	(55)	9%	(14)	9%	(14)	154
Employ: Self-Employed	48%	(98)	31%	(63)	14%	(28)	7%	(14)	204
Employ: Homemaker	45%	(72)	25%	(40)	7%	(11)	23%	(36)	158
Employ: Student	35%	(33)	32%	(30)	10%	(9)	23%	(22)	94
Employ: Retired	51%	(249)	33%	(161)	9%	(46)	7%	(35)	490
Employ: Unemployed	43%	(100)	24%	(57)	10%	(23)	24%	(56)	235
Employ: Other	48%	(74)	24%	(38)	8%	(13)	20%	(31)	156
Military HH: Yes	48%	(214)	33%	(146)	10%	(43)	9%	(38)	441
Military HH: No	48%	(839)	29%	(510)	9%	(164)	14%	(248)	1760
RD/WT: Right Direction	51%	(449)	29%	(260)	9%	(83)	11%	(95)	887
RD/WT: Wrong Track	46%	(604)	30%	(395)	9%	(124)	15%	(191)	1314

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**Table BRD10\_8:** In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?

Retail industry

Demographic	A major priority		A minor priority		Not a priority at all		Don't Know / No Opinion		Total N
Adults	48%	(1053)	30%	(655)	9%	(207)	13%	(286)	2201
Strongly Approve	58%	(304)	26%	(138)	8%	(41)	8%	(43)	526
Somewhat Approve	50%	(215)	31%	(132)	9%	(39)	10%	(45)	432
Somewhat Disapprove	42%	(123)	34%	(99)	13%	(38)	11%	(32)	293
Strongly Disapprove	45%	(384)	32%	(271)	9%	(78)	13%	(113)	846
Dont Know / No Opinion	26%	(27)	14%	(15)	10%	(10)	50%	(52)	105
#1 Issue: Economy	50%	(308)	32%	(197)	8%	(52)	10%	(62)	619
#1 Issue: Security	52%	(227)	26%	(117)	10%	(43)	12%	(54)	441
#1 Issue: Health Care	47%	(208)	28%	(125)	9%	(40)	16%	(72)	446
#1 Issue: Medicare / Social Security	54%	(150)	28%	(78)	8%	(23)	9%	(24)	276
#1 Issue: Women's Issues	33%	(36)	38%	(42)	12%	(14)	17%	(19)	110
#1 Issue: Education	38%	(45)	37%	(44)	6%	(8)	19%	(22)	119
#1 Issue: Energy	46%	(47)	37%	(38)	13%	(13)	5%	(5)	103
#1 Issue: Other	35%	(31)	17%	(15)	16%	(14)	32%	(28)	88
2016 Vote: Democrat Hillary Clinton	46%	(337)	32%	(235)	9%	(69)	13%	(97)	738
2016 Vote: Republican Donald Trump	54%	(430)	31%	(249)	7%	(55)	8%	(63)	797
2016 Vote: Someone else	33%	(59)	30%	(55)	19%	(33)	18%	(33)	180
2012 Vote: Barack Obama	49%	(442)	30%	(269)	9%	(77)	12%	(110)	898
2012 Vote: Mitt Romney	51%	(292)	33%	(187)	9%	(53)	7%	(41)	572
2012 Vote: Other	33%	(30)	36%	(33)	13%	(12)	18%	(16)	92
2012 Vote: Didn't Vote	45%	(284)	26%	(165)	10%	(64)	19%	(119)	633
4-Region: Northeast	47%	(188)	32%	(127)	9%	(35)	13%	(52)	402
4-Region: Midwest	48%	(226)	28%	(133)	8%	(37)	16%	(77)	474
4-Region: South	49%	(403)	30%	(242)	10%	(85)	10%	(85)	815
4-Region: West	46%	(235)	30%	(153)	10%	(50)	14%	(73)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD10\_9:** *In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?*  
*Construction industry*

Demographic	A major priority		A minor priority		Not a priority at all		Don't Know / No Opinion		Total N
Adults	59%	(1292)	23%	(511)	6%	(140)	12%	(259)	2201
Gender: Male	59%	(626)	23%	(247)	7%	(73)	11%	(113)	1060
Gender: Female	58%	(666)	23%	(263)	6%	(67)	13%	(146)	1141
Age: 18-29	47%	(214)	26%	(120)	9%	(43)	18%	(81)	458
Age: 30-44	53%	(304)	27%	(155)	8%	(44)	13%	(74)	577
Age: 45-54	65%	(237)	17%	(62)	4%	(16)	13%	(48)	362
Age: 55-64	69%	(279)	22%	(90)	4%	(15)	5%	(21)	406
Age: 65+	65%	(258)	21%	(83)	6%	(22)	9%	(34)	398
PID: Dem (no lean)	57%	(423)	24%	(178)	7%	(54)	11%	(83)	738
PID: Ind (no lean)	54%	(399)	23%	(173)	6%	(41)	18%	(131)	744
PID: Rep (no lean)	65%	(470)	22%	(159)	6%	(45)	6%	(45)	719
PID/Gender: Dem Men	56%	(176)	25%	(79)	9%	(27)	10%	(32)	313
PID/Gender: Dem Women	58%	(247)	23%	(100)	6%	(27)	12%	(52)	425
PID/Gender: Ind Men	56%	(206)	23%	(86)	5%	(19)	16%	(60)	371
PID/Gender: Ind Women	52%	(192)	23%	(87)	6%	(23)	19%	(71)	373
PID/Gender: Rep Men	65%	(244)	22%	(83)	7%	(27)	6%	(21)	376
PID/Gender: Rep Women	66%	(226)	22%	(77)	5%	(17)	7%	(23)	343
Tea Party: Supporter	66%	(407)	24%	(150)	6%	(36)	4%	(28)	620
Tea Party: Not Supporter	56%	(880)	23%	(359)	7%	(104)	15%	(229)	1572
Ideo: Liberal (1-3)	57%	(397)	26%	(183)	9%	(62)	8%	(58)	700
Ideo: Moderate (4)	60%	(309)	24%	(124)	4%	(18)	12%	(64)	515
Ideo: Conservative (5-7)	65%	(484)	22%	(164)	5%	(40)	8%	(62)	750
Educ: < College	59%	(921)	22%	(343)	6%	(96)	13%	(206)	1567
Educ: Bachelors degree	58%	(242)	27%	(111)	7%	(27)	9%	(36)	416
Educ: Post-grad	59%	(129)	26%	(56)	7%	(16)	8%	(17)	219
Income: Under 50k	59%	(787)	23%	(306)	6%	(86)	12%	(165)	1344
Income: 50k-100k	60%	(366)	22%	(136)	7%	(40)	11%	(67)	609
Income: 100k+	56%	(139)	28%	(69)	6%	(14)	11%	(26)	248

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**Table BRD10\_9: In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?**  
Construction industry

Demographic	A major priority		A minor priority		Not a priority at all		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	59%	(1292)	23%	(511)	6%	(140)	12%	(259)	2201
Ethnicity: White	60%	(1047)	24%	(417)	6%	(106)	10%	(181)	1750
Ethnicity: Hispanic	55%	(180)	25%	(81)	10%	(33)	11%	(35)	329
Ethnicity: Afr. Am.	54%	(145)	21%	(56)	7%	(19)	18%	(49)	269
Ethnicity: Other	55%	(100)	21%	(37)	8%	(15)	16%	(29)	182
Relig: Protestant	66%	(377)	24%	(137)	3%	(19)	6%	(37)	570
Relig: Roman Catholic	59%	(279)	25%	(116)	7%	(33)	9%	(44)	473
Relig: Ath./Agn./None	52%	(319)	21%	(128)	9%	(53)	18%	(108)	608
Relig: Something Else	54%	(169)	25%	(77)	7%	(23)	14%	(44)	313
Relig: Evangelical	66%	(440)	22%	(150)	4%	(30)	7%	(50)	670
Relig: Non-Evang. Catholics	60%	(362)	26%	(156)	6%	(34)	9%	(56)	608
Relig: All Christian	63%	(802)	24%	(306)	5%	(64)	8%	(106)	1278
Relig: All Non-Christian	53%	(488)	22%	(205)	8%	(76)	17%	(152)	921
Community: Urban	58%	(362)	22%	(137)	6%	(39)	14%	(87)	625
Community: Suburban	57%	(557)	25%	(248)	7%	(69)	11%	(110)	984
Community: Rural	63%	(373)	21%	(126)	5%	(32)	10%	(61)	592
Employ: Private Sector	61%	(434)	25%	(175)	5%	(39)	9%	(63)	710
Employ: Government	56%	(85)	29%	(44)	8%	(13)	7%	(11)	154
Employ: Self-Employed	56%	(114)	28%	(56)	8%	(17)	8%	(16)	204
Employ: Homemaker	58%	(91)	18%	(28)	4%	(7)	20%	(32)	158
Employ: Student	46%	(44)	24%	(22)	6%	(6)	23%	(22)	94
Employ: Retired	66%	(325)	21%	(102)	6%	(27)	7%	(35)	490
Employ: Unemployed	49%	(115)	20%	(48)	10%	(23)	21%	(48)	235
Employ: Other	53%	(82)	22%	(35)	5%	(8)	20%	(31)	156
Military HH: Yes	60%	(265)	26%	(113)	8%	(34)	7%	(29)	441
Military HH: No	58%	(1027)	23%	(398)	6%	(105)	13%	(230)	1760
RD/WT: Right Direction	61%	(537)	25%	(220)	6%	(51)	9%	(80)	887
RD/WT: Wrong Track	57%	(755)	22%	(291)	7%	(89)	14%	(179)	1314

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**Table BRD10\_9:** In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?  
 Construction industry

Demographic	A major priority		A minor priority		Not a priority at all		Don't Know / No Opinion		Total N
Adults	59%	(1292)	23%	(511)	6%	(140)	12%	(259)	2201
Strongly Approve	64%	(335)	25%	(129)	5%	(27)	7%	(34)	526
Somewhat Approve	63%	(273)	24%	(104)	4%	(16)	9%	(38)	432
Somewhat Disapprove	53%	(154)	27%	(80)	9%	(26)	11%	(33)	293
Strongly Disapprove	58%	(492)	22%	(185)	8%	(64)	12%	(105)	846
Dont Know / No Opinion	35%	(37)	12%	(12)	6%	(7)	46%	(49)	105
#1 Issue: Economy	61%	(377)	24%	(150)	6%	(35)	9%	(57)	619
#1 Issue: Security	64%	(283)	23%	(100)	4%	(18)	9%	(40)	441
#1 Issue: Health Care	58%	(258)	19%	(87)	7%	(31)	16%	(70)	446
#1 Issue: Medicare / Social Security	60%	(165)	26%	(72)	6%	(17)	8%	(22)	276
#1 Issue: Women's Issues	50%	(55)	22%	(24)	13%	(15)	15%	(17)	110
#1 Issue: Education	50%	(60)	33%	(40)	3%	(4)	13%	(15)	119
#1 Issue: Energy	57%	(59)	23%	(24)	14%	(14)	6%	(6)	103
#1 Issue: Other	41%	(36)	16%	(14)	8%	(7)	35%	(31)	88
2016 Vote: Democrat Hillary Clinton	57%	(424)	22%	(164)	9%	(63)	12%	(87)	738
2016 Vote: Republican Donald Trump	64%	(513)	24%	(192)	4%	(31)	8%	(61)	797
2016 Vote: Someone else	53%	(96)	26%	(46)	6%	(12)	15%	(26)	180
2012 Vote: Barack Obama	60%	(535)	23%	(210)	6%	(56)	11%	(98)	898
2012 Vote: Mitt Romney	64%	(368)	24%	(137)	5%	(26)	7%	(41)	572
2012 Vote: Other	55%	(50)	23%	(21)	5%	(5)	17%	(15)	92
2012 Vote: Didn't Vote	53%	(334)	22%	(141)	8%	(54)	17%	(105)	633
4-Region: Northeast	55%	(221)	25%	(100)	7%	(30)	13%	(51)	402
4-Region: Midwest	60%	(282)	21%	(98)	5%	(25)	15%	(69)	474
4-Region: South	62%	(504)	23%	(190)	5%	(41)	10%	(79)	815
4-Region: West	56%	(284)	24%	(123)	9%	(44)	12%	(60)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD10\_10:** *In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?*  
*Finance / Insurance / Real Estate industry*

Demographic	A major priority		A minor priority		Not a priority at all		Don't Know / No Opinion		Total N
Adults	44%	(963)	31%	(680)	11%	(251)	14%	(308)	2201
Gender: Male	44%	(461)	32%	(338)	13%	(138)	12%	(122)	1060
Gender: Female	44%	(501)	30%	(342)	10%	(113)	16%	(185)	1141
Age: 18-29	41%	(186)	28%	(128)	14%	(66)	17%	(78)	458
Age: 30-44	43%	(247)	32%	(182)	10%	(59)	15%	(89)	577
Age: 45-54	48%	(176)	29%	(104)	7%	(26)	16%	(57)	362
Age: 55-64	47%	(190)	33%	(135)	10%	(40)	10%	(40)	406
Age: 65+	41%	(163)	33%	(130)	15%	(60)	11%	(44)	398
PID: Dem (no lean)	45%	(333)	31%	(231)	11%	(80)	13%	(95)	738
PID: Ind (no lean)	39%	(287)	29%	(216)	12%	(92)	20%	(149)	744
PID: Rep (no lean)	48%	(343)	32%	(233)	11%	(79)	9%	(64)	719
PID/Gender: Dem Men	45%	(141)	32%	(100)	12%	(38)	11%	(34)	313
PID/Gender: Dem Women	45%	(192)	31%	(131)	10%	(41)	14%	(61)	425
PID/Gender: Ind Men	38%	(142)	31%	(115)	14%	(53)	16%	(61)	371
PID/Gender: Ind Women	39%	(145)	27%	(101)	10%	(39)	24%	(88)	373
PID/Gender: Rep Men	47%	(178)	33%	(123)	13%	(47)	7%	(28)	376
PID/Gender: Rep Women	48%	(165)	32%	(111)	9%	(32)	11%	(36)	343
Tea Party: Supporter	50%	(308)	33%	(202)	11%	(69)	7%	(42)	620
Tea Party: Not Supporter	41%	(652)	30%	(477)	12%	(182)	17%	(261)	1572
Ideo: Liberal (1-3)	45%	(318)	33%	(228)	11%	(80)	11%	(74)	700
Ideo: Moderate (4)	44%	(229)	32%	(163)	10%	(53)	14%	(71)	515
Ideo: Conservative (5-7)	44%	(332)	33%	(246)	12%	(93)	11%	(79)	750
Educ: < College	42%	(664)	30%	(472)	12%	(189)	15%	(242)	1567
Educ: Bachelors degree	49%	(204)	31%	(131)	9%	(38)	10%	(43)	416
Educ: Post-grad	43%	(95)	35%	(77)	11%	(24)	10%	(23)	219
Income: Under 50k	42%	(567)	32%	(431)	12%	(161)	14%	(185)	1344
Income: 50k-100k	47%	(286)	28%	(169)	10%	(62)	15%	(92)	609
Income: 100k+	44%	(110)	32%	(80)	11%	(28)	12%	(30)	248

Continued on next page

**Table BRD10\_10:** *In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?*  
 Finance / Insurance / Real Estate industry

Demographic	A major priority		A minor priority		Not a priority at all		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	44%	(963)	31%	(680)	11%	(251)	14%	(308)	2201
Ethnicity: White	43%	(744)	32%	(568)	12%	(205)	13%	(233)	1750
Ethnicity: Hispanic	43%	(140)	33%	(109)	13%	(44)	11%	(36)	329
Ethnicity: Afr. Am.	48%	(128)	28%	(76)	8%	(23)	15%	(41)	269
Ethnicity: Other	50%	(90)	20%	(36)	12%	(23)	18%	(33)	182
Relig: Protestant	44%	(250)	37%	(213)	10%	(59)	8%	(47)	570
Relig: Roman Catholic	46%	(217)	31%	(148)	11%	(53)	12%	(55)	473
Relig: Ath./Agn./None	37%	(227)	29%	(178)	12%	(76)	21%	(128)	608
Relig: Something Else	46%	(143)	25%	(78)	14%	(44)	15%	(48)	313
Relig: Evangelical	49%	(326)	32%	(214)	10%	(67)	10%	(64)	670
Relig: Non-Evang. Catholics	44%	(266)	35%	(210)	11%	(64)	11%	(67)	608
Relig: All Christian	46%	(592)	33%	(424)	10%	(131)	10%	(131)	1278
Relig: All Non-Christian	40%	(370)	28%	(256)	13%	(119)	19%	(176)	921
Community: Urban	46%	(288)	28%	(172)	11%	(68)	15%	(96)	625
Community: Suburban	43%	(420)	32%	(313)	12%	(116)	14%	(135)	984
Community: Rural	43%	(254)	33%	(195)	11%	(67)	13%	(76)	592
Employ: Private Sector	47%	(331)	31%	(220)	11%	(76)	12%	(82)	710
Employ: Government	43%	(66)	33%	(51)	15%	(23)	9%	(14)	154
Employ: Self-Employed	47%	(95)	31%	(63)	14%	(28)	9%	(18)	204
Employ: Homemaker	41%	(66)	25%	(40)	7%	(11)	26%	(42)	158
Employ: Student	42%	(40)	27%	(25)	13%	(12)	18%	(17)	94
Employ: Retired	43%	(211)	34%	(167)	13%	(64)	10%	(49)	490
Employ: Unemployed	40%	(94)	26%	(60)	11%	(25)	23%	(54)	235
Employ: Other	39%	(61)	34%	(53)	7%	(11)	20%	(31)	156
Military HH: Yes	38%	(167)	35%	(156)	17%	(73)	10%	(44)	441
Military HH: No	45%	(795)	30%	(523)	10%	(178)	15%	(264)	1760
RD/WT: Right Direction	43%	(378)	33%	(297)	13%	(115)	11%	(98)	887
RD/WT: Wrong Track	45%	(585)	29%	(383)	10%	(136)	16%	(210)	1314

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**Table BRD10\_10:** In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?  
Finance / Insurance / Real Estate industry

Demographic	A major priority		A minor priority		Not a priority at all		Don't Know / No Opinion		Total N
Adults	44%	(963)	31%	(680)	11%	(251)	14%	(308)	2201
Strongly Approve	46%	(242)	33%	(175)	10%	(54)	10%	(55)	526
Somewhat Approve	41%	(177)	34%	(147)	14%	(62)	10%	(45)	432
Somewhat Disapprove	44%	(130)	30%	(89)	12%	(35)	13%	(39)	293
Strongly Disapprove	45%	(385)	30%	(250)	11%	(91)	14%	(120)	846
Dont Know / No Opinion	27%	(29)	18%	(19)	8%	(8)	46%	(48)	105
#1 Issue: Economy	47%	(292)	30%	(187)	12%	(72)	11%	(68)	619
#1 Issue: Security	49%	(214)	30%	(133)	8%	(35)	13%	(59)	441
#1 Issue: Health Care	43%	(194)	27%	(119)	12%	(54)	18%	(79)	446
#1 Issue: Medicare / Social Security	41%	(114)	35%	(97)	14%	(39)	9%	(26)	276
#1 Issue: Women's Issues	37%	(40)	35%	(38)	8%	(9)	20%	(22)	110
#1 Issue: Education	38%	(45)	38%	(45)	10%	(12)	13%	(16)	119
#1 Issue: Energy	35%	(36)	41%	(42)	15%	(15)	8%	(9)	103
#1 Issue: Other	31%	(27)	21%	(18)	15%	(13)	34%	(29)	88
2016 Vote: Democrat Hillary Clinton	44%	(323)	31%	(232)	11%	(83)	14%	(100)	738
2016 Vote: Republican Donald Trump	45%	(361)	34%	(268)	11%	(87)	10%	(81)	797
2016 Vote: Someone else	36%	(66)	32%	(58)	17%	(30)	14%	(26)	180
2012 Vote: Barack Obama	47%	(419)	30%	(273)	10%	(89)	13%	(118)	898
2012 Vote: Mitt Romney	46%	(265)	34%	(196)	11%	(63)	8%	(48)	572
2012 Vote: Other	33%	(30)	32%	(29)	11%	(10)	24%	(22)	92
2012 Vote: Didn't Vote	39%	(247)	28%	(178)	14%	(89)	19%	(119)	633
4-Region: Northeast	41%	(164)	29%	(117)	13%	(54)	16%	(66)	402
4-Region: Midwest	44%	(208)	29%	(138)	10%	(48)	17%	(79)	474
4-Region: South	46%	(374)	32%	(260)	11%	(90)	11%	(90)	815
4-Region: West	42%	(216)	32%	(164)	12%	(59)	14%	(72)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD10\_11:** *In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?*  
 Government

Demographic	A major priority		A minor priority		Not a priority at all		Don't Know / No Opinion		Total N
Adults	37%	(817)	26%	(576)	23%	(502)	14%	(306)	2201
Gender: Male	35%	(368)	27%	(283)	26%	(280)	12%	(128)	1060
Gender: Female	39%	(448)	26%	(293)	19%	(222)	16%	(178)	1141
Age: 18-29	40%	(185)	24%	(111)	17%	(78)	18%	(85)	458
Age: 30-44	40%	(232)	27%	(158)	17%	(95)	16%	(91)	577
Age: 45-54	41%	(150)	26%	(95)	17%	(63)	15%	(54)	362
Age: 55-64	33%	(133)	28%	(113)	32%	(132)	7%	(28)	406
Age: 65+	30%	(118)	25%	(98)	34%	(134)	12%	(48)	398
PID: Dem (no lean)	45%	(331)	26%	(189)	17%	(123)	13%	(95)	738
PID: Ind (no lean)	29%	(214)	27%	(199)	24%	(180)	20%	(150)	744
PID: Rep (no lean)	38%	(271)	26%	(188)	28%	(199)	8%	(61)	719
PID/Gender: Dem Men	43%	(133)	26%	(81)	19%	(60)	12%	(38)	313
PID/Gender: Dem Women	46%	(198)	25%	(108)	15%	(63)	13%	(57)	425
PID/Gender: Ind Men	24%	(91)	28%	(103)	30%	(110)	18%	(67)	371
PID/Gender: Ind Women	33%	(124)	26%	(96)	19%	(71)	22%	(83)	373
PID/Gender: Rep Men	38%	(144)	26%	(99)	29%	(110)	6%	(22)	376
PID/Gender: Rep Women	37%	(127)	26%	(89)	26%	(89)	11%	(38)	343
Tea Party: Supporter	40%	(246)	26%	(164)	26%	(163)	8%	(47)	620
Tea Party: Not Supporter	36%	(568)	26%	(412)	22%	(338)	16%	(255)	1572
Ideo: Liberal (1-3)	45%	(313)	28%	(194)	17%	(121)	10%	(72)	700
Ideo: Moderate (4)	35%	(182)	30%	(157)	21%	(107)	14%	(70)	515
Ideo: Conservative (5-7)	32%	(243)	25%	(186)	32%	(243)	10%	(78)	750
Educ: < College	38%	(596)	25%	(384)	22%	(343)	16%	(244)	1567
Educ: Bachelors degree	35%	(145)	29%	(122)	26%	(109)	9%	(39)	416
Educ: Post-grad	35%	(76)	32%	(70)	23%	(50)	10%	(23)	219
Income: Under 50k	38%	(515)	25%	(342)	22%	(298)	14%	(188)	1344
Income: 50k-100k	36%	(219)	27%	(163)	23%	(139)	14%	(88)	609
Income: 100k+	33%	(82)	29%	(72)	26%	(65)	12%	(29)	248

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**Table BRD10\_11:** *In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?*  
Government

Demographic	A major priority		A minor priority		Not a priority at all		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	37%	(817)	26%	(576)	23%	(502)	14%	(306)	2201
Ethnicity: White	35%	(604)	28%	(484)	25%	(436)	13%	(226)	1750
Ethnicity: Hispanic	42%	(137)	29%	(95)	19%	(62)	11%	(35)	329
Ethnicity: Afr. Am.	51%	(138)	17%	(45)	14%	(38)	18%	(48)	269
Ethnicity: Other	41%	(74)	26%	(47)	16%	(28)	18%	(32)	182
Relig: Protestant	32%	(184)	30%	(170)	30%	(171)	8%	(45)	570
Relig: Roman Catholic	38%	(182)	28%	(132)	23%	(106)	11%	(53)	473
Relig: Ath./Agn./None	35%	(210)	22%	(135)	23%	(137)	21%	(126)	608
Relig: Something Else	40%	(126)	27%	(84)	17%	(54)	15%	(48)	313
Relig: Evangelical	42%	(279)	28%	(188)	21%	(138)	10%	(64)	670
Relig: Non-Evang. Catholics	33%	(200)	28%	(169)	28%	(173)	11%	(67)	608
Relig: All Christian	37%	(479)	28%	(357)	24%	(311)	10%	(131)	1278
Relig: All Non-Christian	37%	(336)	24%	(219)	21%	(191)	19%	(174)	921
Community: Urban	41%	(255)	27%	(170)	17%	(108)	15%	(92)	625
Community: Suburban	36%	(351)	25%	(244)	25%	(244)	15%	(145)	984
Community: Rural	35%	(210)	28%	(163)	26%	(151)	11%	(68)	592
Employ: Private Sector	39%	(277)	30%	(211)	21%	(146)	11%	(76)	710
Employ: Government	36%	(56)	31%	(47)	25%	(38)	8%	(13)	154
Employ: Self-Employed	43%	(87)	27%	(54)	20%	(40)	11%	(22)	204
Employ: Homemaker	36%	(58)	24%	(37)	15%	(23)	25%	(40)	158
Employ: Student	40%	(37)	22%	(21)	13%	(12)	25%	(24)	94
Employ: Retired	32%	(155)	25%	(124)	33%	(162)	10%	(49)	490
Employ: Unemployed	38%	(88)	18%	(42)	24%	(57)	20%	(47)	235
Employ: Other	37%	(58)	25%	(39)	15%	(24)	23%	(35)	156
Military HH: Yes	33%	(147)	28%	(122)	29%	(129)	10%	(42)	441
Military HH: No	38%	(669)	26%	(454)	21%	(374)	15%	(263)	1760
RD/WT: Right Direction	36%	(320)	27%	(239)	26%	(233)	11%	(95)	887
RD/WT: Wrong Track	38%	(497)	26%	(337)	21%	(270)	16%	(211)	1314

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**Table BRD10\_11:** *In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?*  
 Government

Demographic	A major priority		A minor priority		Not a priority at all		Don't Know / No Opinion		Total N
Adults	37%	(817)	26%	(576)	23%	(502)	14%	(306)	2201
Strongly Approve	39%	(205)	26%	(137)	26%	(137)	9%	(46)	526
Somewhat Approve	32%	(137)	26%	(110)	30%	(131)	12%	(53)	432
Somewhat Disapprove	32%	(94)	31%	(91)	24%	(71)	13%	(37)	293
Strongly Disapprove	43%	(360)	26%	(221)	17%	(146)	14%	(120)	846
Dont Know / No Opinion	20%	(20)	17%	(18)	16%	(17)	47%	(49)	105
#1 Issue: Economy	35%	(215)	27%	(170)	28%	(171)	10%	(63)	619
#1 Issue: Security	40%	(177)	23%	(103)	24%	(106)	13%	(56)	441
#1 Issue: Health Care	41%	(184)	25%	(111)	16%	(70)	18%	(80)	446
#1 Issue: Medicare / Social Security	37%	(102)	26%	(72)	27%	(74)	10%	(28)	276
#1 Issue: Women's Issues	35%	(39)	27%	(30)	18%	(19)	20%	(22)	110
#1 Issue: Education	36%	(42)	30%	(35)	20%	(24)	14%	(17)	119
#1 Issue: Energy	36%	(36)	35%	(36)	19%	(19)	11%	(11)	103
#1 Issue: Other	24%	(21)	21%	(19)	22%	(19)	33%	(29)	88
2016 Vote: Democrat Hillary Clinton	42%	(313)	27%	(202)	16%	(122)	14%	(101)	738
2016 Vote: Republican Donald Trump	33%	(265)	26%	(209)	31%	(245)	10%	(78)	797
2016 Vote: Someone else	31%	(55)	24%	(43)	28%	(50)	17%	(31)	180
2012 Vote: Barack Obama	43%	(390)	27%	(239)	17%	(155)	13%	(114)	898
2012 Vote: Mitt Romney	29%	(165)	28%	(159)	35%	(200)	8%	(48)	572
2012 Vote: Other	22%	(20)	23%	(21)	35%	(32)	21%	(19)	92
2012 Vote: Didn't Vote	37%	(237)	25%	(158)	18%	(114)	20%	(124)	633
4-Region: Northeast	38%	(152)	22%	(89)	23%	(91)	17%	(70)	402
4-Region: Midwest	34%	(160)	26%	(125)	26%	(122)	14%	(67)	474
4-Region: South	40%	(325)	27%	(217)	21%	(171)	12%	(101)	815
4-Region: West	35%	(179)	28%	(145)	23%	(119)	13%	(67)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD10\_12:** *In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?*  
Service industry

Demographic	A major priority		A minor priority		Not a priority at all		Don't Know / No Opinion		Total N
Adults	53%	(1170)	27%	(588)	7%	(164)	13%	(279)	2201
Gender: Male	52%	(551)	28%	(300)	8%	(89)	11%	(119)	1060
Gender: Female	54%	(618)	25%	(288)	7%	(75)	14%	(159)	1141
Age: 18-29	47%	(213)	27%	(126)	8%	(39)	18%	(81)	458
Age: 30-44	50%	(290)	29%	(164)	7%	(43)	14%	(80)	577
Age: 45-54	58%	(210)	21%	(77)	7%	(24)	14%	(51)	362
Age: 55-64	59%	(240)	27%	(109)	7%	(28)	7%	(29)	406
Age: 65+	55%	(217)	28%	(112)	8%	(31)	9%	(38)	398
PID: Dem (no lean)	55%	(409)	25%	(188)	7%	(55)	12%	(87)	738
PID: Ind (no lean)	47%	(350)	26%	(195)	8%	(62)	18%	(137)	744
PID: Rep (no lean)	57%	(411)	29%	(206)	7%	(48)	8%	(54)	719
PID/Gender: Dem Men	55%	(174)	26%	(81)	6%	(20)	12%	(39)	313
PID/Gender: Dem Women	55%	(235)	25%	(107)	8%	(35)	11%	(48)	425
PID/Gender: Ind Men	45%	(167)	30%	(110)	10%	(38)	15%	(56)	371
PID/Gender: Ind Women	49%	(183)	23%	(85)	6%	(23)	22%	(82)	373
PID/Gender: Rep Men	56%	(211)	29%	(109)	8%	(31)	7%	(25)	376
PID/Gender: Rep Women	58%	(200)	28%	(97)	5%	(17)	9%	(30)	343
Tea Party: Supporter	61%	(378)	26%	(162)	8%	(48)	5%	(32)	620
Tea Party: Not Supporter	50%	(788)	27%	(425)	7%	(116)	15%	(243)	1572
Ideo: Liberal (1-3)	55%	(385)	29%	(205)	8%	(53)	8%	(57)	700
Ideo: Moderate (4)	55%	(282)	26%	(133)	6%	(32)	13%	(68)	515
Ideo: Conservative (5-7)	54%	(408)	27%	(205)	9%	(65)	10%	(72)	750
Educ: < College	54%	(838)	26%	(402)	7%	(103)	14%	(223)	1567
Educ: Bachelors degree	53%	(219)	29%	(119)	9%	(39)	9%	(38)	416
Educ: Post-grad	51%	(112)	31%	(67)	10%	(22)	8%	(18)	219
Income: Under 50k	54%	(730)	26%	(349)	7%	(90)	13%	(175)	1344
Income: 50k-100k	52%	(318)	27%	(163)	9%	(55)	12%	(74)	609
Income: 100k+	49%	(122)	31%	(77)	8%	(20)	12%	(29)	248

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**Table BRD10\_12:** *In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?*  
 Service industry

Demographic	A major priority		A minor priority		Not a priority at all		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	53%	(1170)	27%	(588)	7%	(164)	13%	(279)	2201
Ethnicity: White	53%	(936)	28%	(486)	7%	(128)	11%	(200)	1750
Ethnicity: Hispanic	51%	(168)	27%	(90)	11%	(35)	11%	(37)	329
Ethnicity: Afr. Am.	52%	(139)	21%	(57)	8%	(23)	18%	(49)	269
Ethnicity: Other	52%	(94)	25%	(45)	8%	(14)	16%	(29)	182
Relig: Protestant	58%	(330)	29%	(164)	6%	(36)	7%	(40)	570
Relig: Roman Catholic	55%	(258)	27%	(128)	8%	(36)	11%	(51)	473
Relig: Ath./Agn./None	47%	(284)	25%	(153)	9%	(52)	20%	(119)	608
Relig: Something Else	52%	(163)	26%	(81)	9%	(29)	13%	(40)	313
Relig: Evangelical	60%	(402)	26%	(176)	5%	(35)	8%	(57)	670
Relig: Non-Evang. Catholics	53%	(320)	29%	(179)	8%	(47)	10%	(62)	608
Relig: All Christian	56%	(722)	28%	(355)	6%	(82)	9%	(119)	1278
Relig: All Non-Christian	49%	(447)	25%	(233)	9%	(82)	17%	(159)	921
Community: Urban	54%	(336)	25%	(157)	8%	(48)	14%	(84)	625
Community: Suburban	51%	(501)	29%	(286)	7%	(71)	13%	(126)	984
Community: Rural	56%	(333)	25%	(146)	8%	(45)	11%	(68)	592
Employ: Private Sector	55%	(394)	27%	(189)	8%	(54)	10%	(73)	710
Employ: Government	55%	(85)	31%	(48)	7%	(10)	7%	(11)	154
Employ: Self-Employed	55%	(111)	31%	(62)	7%	(13)	8%	(17)	204
Employ: Homemaker	52%	(83)	20%	(31)	5%	(8)	23%	(36)	158
Employ: Student	45%	(42)	19%	(18)	13%	(12)	23%	(22)	94
Employ: Retired	54%	(264)	29%	(145)	8%	(39)	9%	(43)	490
Employ: Unemployed	48%	(112)	25%	(58)	7%	(17)	20%	(48)	235
Employ: Other	50%	(78)	24%	(37)	7%	(11)	19%	(30)	156
Military HH: Yes	56%	(247)	28%	(122)	8%	(34)	9%	(38)	441
Military HH: No	52%	(922)	27%	(467)	7%	(130)	14%	(241)	1760
RD/WT: Right Direction	54%	(481)	29%	(260)	6%	(57)	10%	(88)	887
RD/WT: Wrong Track	52%	(689)	25%	(328)	8%	(107)	14%	(190)	1314

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**Table BRD10\_12:** In your opinion, how much of a priority should it be for your state to bring in jobs in each of the following industries?

Service industry

Demographic	A major priority		A minor priority		Not a priority at all		Don't Know / No Opinion		Total N
Adults	53%	(1170)	27%	(588)	7%	(164)	13%	(279)	2201
Strongly Approve	59%	(310)	27%	(140)	5%	(28)	9%	(48)	526
Somewhat Approve	52%	(224)	31%	(134)	9%	(39)	8%	(35)	432
Somewhat Disapprove	51%	(150)	29%	(84)	9%	(26)	11%	(33)	293
Strongly Disapprove	54%	(454)	25%	(211)	8%	(65)	14%	(116)	846
Dont Know / No Opinion	30%	(31)	19%	(20)	5%	(5)	46%	(48)	105
#1 Issue: Economy	55%	(338)	28%	(175)	8%	(48)	9%	(58)	619
#1 Issue: Security	57%	(249)	28%	(126)	3%	(15)	12%	(52)	441
#1 Issue: Health Care	54%	(240)	23%	(101)	8%	(34)	16%	(72)	446
#1 Issue: Medicare / Social Security	56%	(154)	26%	(72)	9%	(24)	9%	(26)	276
#1 Issue: Women's Issues	45%	(50)	31%	(34)	8%	(9)	16%	(18)	110
#1 Issue: Education	44%	(52)	32%	(38)	9%	(11)	15%	(18)	119
#1 Issue: Energy	56%	(57)	22%	(22)	13%	(13)	9%	(10)	103
#1 Issue: Other	34%	(30)	23%	(20)	12%	(10)	31%	(27)	88
2016 Vote: Democrat Hillary Clinton	54%	(397)	26%	(195)	7%	(53)	13%	(93)	738
2016 Vote: Republican Donald Trump	56%	(450)	28%	(224)	7%	(56)	8%	(67)	797
2016 Vote: Someone else	46%	(83)	28%	(50)	14%	(24)	13%	(23)	180
2012 Vote: Barack Obama	56%	(508)	26%	(232)	6%	(56)	11%	(103)	898
2012 Vote: Mitt Romney	56%	(323)	29%	(165)	8%	(45)	7%	(39)	572
2012 Vote: Other	38%	(35)	33%	(31)	9%	(8)	20%	(18)	92
2012 Vote: Didn't Vote	47%	(299)	25%	(160)	9%	(55)	19%	(119)	633
4-Region: Northeast	51%	(203)	27%	(108)	9%	(34)	14%	(56)	402
4-Region: Midwest	52%	(248)	26%	(121)	6%	(27)	16%	(78)	474
4-Region: South	54%	(443)	28%	(226)	7%	(61)	10%	(85)	815
4-Region: West	54%	(276)	26%	(133)	8%	(42)	12%	(60)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD11\_4: Do you believe your local economy has enough jobs in each of the following industries**  
 Technology industry

Demographic	Too many jobs available		Not enough jobs available		About the right amount of jobs available		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	11%	(249)	52%	(1138)	16%	(351)	21%	(463)	2201
Gender: Male	14%	(144)	53%	(558)	16%	(171)	18%	(187)	1060
Gender: Female	9%	(105)	51%	(581)	16%	(181)	24%	(275)	1141
Age: 18-29	19%	(86)	41%	(189)	16%	(72)	24%	(112)	458
Age: 30-44	15%	(87)	48%	(279)	15%	(86)	22%	(125)	577
Age: 45-54	10%	(34)	54%	(197)	16%	(59)	20%	(73)	362
Age: 55-64	6%	(24)	63%	(256)	15%	(62)	16%	(64)	406
Age: 65+	4%	(18)	55%	(217)	18%	(73)	23%	(90)	398
PID: Dem (no lean)	14%	(103)	51%	(375)	17%	(124)	18%	(136)	738
PID: Ind (no lean)	8%	(59)	51%	(380)	14%	(103)	27%	(202)	744
PID: Rep (no lean)	12%	(87)	53%	(383)	17%	(125)	17%	(125)	719
PID/Gender: Dem Men	17%	(53)	51%	(160)	17%	(52)	15%	(48)	313
PID/Gender: Dem Women	12%	(49)	51%	(215)	17%	(72)	21%	(88)	425
PID/Gender: Ind Men	7%	(26)	55%	(205)	13%	(48)	24%	(91)	371
PID/Gender: Ind Women	9%	(33)	47%	(175)	15%	(54)	30%	(111)	373
PID/Gender: Rep Men	17%	(64)	51%	(192)	19%	(70)	13%	(49)	376
PID/Gender: Rep Women	7%	(23)	55%	(190)	16%	(54)	22%	(76)	343
Tea Party: Supporter	17%	(107)	51%	(317)	18%	(114)	13%	(83)	620
Tea Party: Not Supporter	9%	(141)	52%	(816)	15%	(237)	24%	(378)	1572
Ideo: Liberal (1-3)	18%	(124)	50%	(350)	16%	(114)	16%	(112)	700
Ideo: Moderate (4)	9%	(49)	51%	(265)	16%	(83)	23%	(119)	515
Ideo: Conservative (5-7)	8%	(59)	58%	(434)	17%	(124)	18%	(133)	750
Educ: < College	11%	(166)	51%	(793)	16%	(244)	23%	(363)	1567
Educ: Bachelors degree	11%	(47)	55%	(229)	16%	(68)	17%	(72)	416
Educ: Post-grad	16%	(36)	53%	(115)	18%	(39)	13%	(28)	219

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**Table BRD11\_4:** Do you believe your local economy has enough jobs in each of the following industries  
Technology industry

Demographic	Too many jobs available		Not enough jobs available		About the right amount of jobs available		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	11%	(249)	52%	(1138)	16%	(351)	21%	(463)	2201
Income: Under 50k	11%	(151)	52%	(694)	15%	(208)	22%	(291)	1344
Income: 50k-100k	11%	(69)	51%	(312)	16%	(97)	22%	(132)	609
Income: 100k+	12%	(29)	53%	(132)	19%	(46)	16%	(40)	248
Ethnicity: White	10%	(180)	53%	(933)	16%	(285)	20%	(352)	1750
Ethnicity: Hispanic	22%	(73)	41%	(134)	14%	(45)	23%	(77)	329
Ethnicity: Afr. Am.	17%	(45)	48%	(129)	13%	(34)	22%	(60)	269
Ethnicity: Other	13%	(24)	42%	(76)	18%	(32)	28%	(50)	182
Relig: Protestant	7%	(38)	58%	(332)	20%	(115)	15%	(85)	570
Relig: Roman Catholic	16%	(75)	49%	(233)	16%	(74)	19%	(91)	473
Relig: Ath./Agn./None	9%	(52)	51%	(311)	13%	(82)	27%	(163)	608
Relig: Something Else	16%	(49)	43%	(135)	17%	(55)	24%	(74)	313
Relig: Evangelical	14%	(95)	56%	(374)	14%	(95)	16%	(106)	670
Relig: Non-Evang. Catholics	9%	(52)	52%	(317)	20%	(119)	20%	(119)	608
Relig: All Christian	11%	(147)	54%	(691)	17%	(215)	18%	(225)	1278
Relig: All Non-Christian	11%	(101)	48%	(446)	15%	(136)	26%	(237)	921
Community: Urban	14%	(88)	48%	(301)	14%	(88)	24%	(149)	625
Community: Suburban	10%	(103)	52%	(514)	17%	(168)	20%	(200)	984
Community: Rural	10%	(58)	55%	(324)	16%	(96)	19%	(114)	592
Employ: Private Sector	12%	(84)	55%	(391)	16%	(112)	17%	(123)	710
Employ: Government	24%	(37)	43%	(66)	19%	(30)	13%	(21)	154
Employ: Self-Employed	21%	(43)	54%	(111)	10%	(20)	15%	(30)	204
Employ: Homemaker	6%	(9)	47%	(75)	17%	(26)	30%	(48)	158
Employ: Student	13%	(12)	44%	(41)	11%	(10)	33%	(31)	94
Employ: Retired	6%	(30)	57%	(278)	17%	(82)	21%	(101)	490
Employ: Unemployed	8%	(20)	46%	(107)	15%	(35)	31%	(73)	235
Employ: Other	9%	(15)	44%	(68)	23%	(36)	24%	(37)	156
Military HH: Yes	14%	(63)	53%	(232)	15%	(67)	18%	(78)	441
Military HH: No	11%	(186)	51%	(906)	16%	(284)	22%	(385)	1760

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**Table BRD11\_4:** Do you believe your local economy has enough jobs in each of the following industries  
 Technology industry

Demographic	Too many jobs available		Not enough jobs available		About the right amount of jobs available		Don't Know / No Opinion		Total N
Adults	11%	(249)	52%	(1138)	16%	(351)	21%	(463)	2201
RD/WT: Right Direction	15%	(131)	49%	(436)	17%	(155)	19%	(165)	887
RD/WT: Wrong Track	9%	(118)	53%	(702)	15%	(196)	23%	(298)	1314
Strongly Approve	13%	(69)	54%	(285)	15%	(77)	18%	(94)	526
Somewhat Approve	12%	(51)	53%	(230)	17%	(75)	18%	(76)	432
Somewhat Disapprove	11%	(32)	52%	(152)	19%	(55)	18%	(54)	293
Strongly Disapprove	10%	(87)	53%	(445)	16%	(132)	21%	(181)	846
Dont Know / No Opinion	9%	(9)	26%	(27)	11%	(11)	55%	(58)	105
#1 Issue: Economy	11%	(65)	56%	(348)	16%	(98)	17%	(108)	619
#1 Issue: Security	10%	(46)	50%	(219)	21%	(91)	19%	(85)	441
#1 Issue: Health Care	11%	(47)	50%	(222)	16%	(73)	23%	(105)	446
#1 Issue: Medicare / Social Security	11%	(30)	56%	(155)	13%	(35)	20%	(56)	276
#1 Issue: Women's Issues	11%	(12)	43%	(48)	17%	(19)	28%	(31)	110
#1 Issue: Education	15%	(18)	51%	(60)	14%	(17)	20%	(24)	119
#1 Issue: Energy	23%	(24)	56%	(58)	8%	(8)	13%	(13)	103
#1 Issue: Other	9%	(8)	32%	(28)	12%	(10)	47%	(42)	88
2016 Vote: Democrat Hillary Clinton	13%	(94)	52%	(384)	15%	(109)	21%	(152)	738
2016 Vote: Republican Donald Trump	12%	(98)	53%	(423)	18%	(141)	17%	(135)	797
2016 Vote: Someone else	7%	(12)	58%	(104)	12%	(21)	23%	(42)	180
2012 Vote: Barack Obama	11%	(98)	54%	(484)	17%	(153)	18%	(163)	898
2012 Vote: Mitt Romney	11%	(62)	55%	(315)	17%	(97)	17%	(98)	572
2012 Vote: Other	6%	(6)	58%	(54)	9%	(9)	26%	(24)	92
2012 Vote: Didn't Vote	13%	(81)	45%	(285)	14%	(88)	28%	(178)	633
4-Region: Northeast	13%	(52)	50%	(200)	13%	(54)	24%	(96)	402
4-Region: Midwest	7%	(35)	50%	(239)	17%	(82)	25%	(118)	474
4-Region: South	11%	(87)	55%	(445)	15%	(122)	20%	(160)	815
4-Region: West	15%	(75)	50%	(255)	18%	(93)	17%	(88)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD11\_5: Do you believe your local economy has enough jobs in each of the following industries**  
*Manufacturing industry*

Demographic	Too many jobs available		Not enough jobs available		About the right amount of jobs available		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	10%	(212)	54%	(1189)	15%	(330)	21%	(469)	2201
Gender: Male	12%	(129)	54%	(569)	16%	(172)	18%	(190)	1060
Gender: Female	7%	(84)	54%	(620)	14%	(158)	25%	(280)	1141
Age: 18-29	19%	(89)	39%	(177)	17%	(76)	25%	(116)	458
Age: 30-44	13%	(77)	47%	(273)	16%	(95)	23%	(131)	577
Age: 45-54	5%	(19)	59%	(214)	16%	(57)	20%	(72)	362
Age: 55-64	5%	(21)	68%	(275)	12%	(48)	15%	(62)	406
Age: 65+	1%	(6)	63%	(250)	14%	(54)	22%	(88)	398
PID: Dem (no lean)	11%	(81)	52%	(383)	16%	(116)	21%	(158)	738
PID: Ind (no lean)	7%	(55)	51%	(380)	14%	(107)	27%	(202)	744
PID: Rep (no lean)	11%	(77)	59%	(426)	15%	(107)	15%	(110)	719
PID/Gender: Dem Men	15%	(48)	51%	(160)	15%	(47)	19%	(58)	313
PID/Gender: Dem Women	8%	(33)	52%	(223)	16%	(69)	23%	(100)	425
PID/Gender: Ind Men	7%	(27)	51%	(190)	18%	(66)	24%	(88)	371
PID/Gender: Ind Women	7%	(27)	51%	(190)	11%	(41)	31%	(114)	373
PID/Gender: Rep Men	14%	(53)	58%	(220)	16%	(59)	12%	(44)	376
PID/Gender: Rep Women	7%	(23)	60%	(207)	14%	(48)	19%	(66)	343
Tea Party: Supporter	17%	(108)	53%	(328)	17%	(107)	13%	(78)	620
Tea Party: Not Supporter	7%	(104)	55%	(858)	14%	(223)	25%	(388)	1572
Ideo: Liberal (1-3)	15%	(104)	49%	(345)	18%	(123)	18%	(128)	700
Ideo: Moderate (4)	8%	(43)	54%	(279)	15%	(75)	23%	(118)	515
Ideo: Conservative (5-7)	8%	(59)	62%	(465)	14%	(105)	16%	(121)	750
Educ: < College	10%	(152)	55%	(860)	13%	(207)	22%	(348)	1567
Educ: Bachelors degree	10%	(39)	53%	(219)	19%	(79)	19%	(78)	416
Educ: Post-grad	10%	(21)	50%	(110)	20%	(44)	20%	(43)	219

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**Table BRD11\_5: Do you believe your local economy has enough jobs in each of the following industries**  
**Manufacturing industry**

Demographic	Too many jobs available		Not enough jobs available		About the right amount of jobs available		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	10%	(212)	54%	(1189)	15%	(330)	21%	(469)	2201
Income: Under 50k	10%	(130)	54%	(724)	14%	(195)	22%	(296)	1344
Income: 50k-100k	9%	(56)	55%	(336)	14%	(88)	21%	(129)	609
Income: 100k+	11%	(26)	52%	(129)	19%	(48)	18%	(45)	248
Ethnicity: White	9%	(152)	56%	(986)	15%	(258)	20%	(355)	1750
Ethnicity: Hispanic	20%	(67)	40%	(132)	17%	(56)	23%	(75)	329
Ethnicity: Afr. Am.	14%	(37)	47%	(126)	14%	(38)	25%	(67)	269
Ethnicity: Other	13%	(23)	42%	(76)	19%	(34)	27%	(48)	182
Relig: Protestant	6%	(35)	64%	(365)	15%	(85)	15%	(85)	570
Relig: Roman Catholic	13%	(59)	52%	(246)	16%	(74)	20%	(93)	473
Relig: Ath./Agn./None	8%	(49)	50%	(302)	14%	(84)	28%	(173)	608
Relig: Something Else	11%	(35)	46%	(145)	20%	(62)	23%	(71)	313
Relig: Evangelical	14%	(94)	59%	(392)	13%	(85)	15%	(99)	670
Relig: Non-Evang. Catholics	6%	(35)	57%	(349)	16%	(99)	21%	(126)	608
Relig: All Christian	10%	(128)	58%	(741)	14%	(184)	18%	(224)	1278
Relig: All Non-Christian	9%	(84)	49%	(447)	16%	(146)	27%	(244)	921
Community: Urban	13%	(79)	48%	(302)	14%	(88)	25%	(156)	625
Community: Suburban	9%	(87)	54%	(532)	16%	(154)	21%	(211)	984
Community: Rural	8%	(46)	60%	(355)	15%	(88)	17%	(102)	592
Employ: Private Sector	11%	(80)	55%	(392)	16%	(111)	18%	(127)	710
Employ: Government	22%	(33)	44%	(68)	20%	(31)	13%	(21)	154
Employ: Self-Employed	13%	(26)	55%	(113)	17%	(35)	15%	(30)	204
Employ: Homemaker	4%	(7)	53%	(84)	12%	(20)	30%	(48)	158
Employ: Student	14%	(14)	35%	(33)	15%	(14)	36%	(34)	94
Employ: Retired	2%	(12)	65%	(317)	13%	(62)	20%	(100)	490
Employ: Unemployed	10%	(24)	48%	(113)	11%	(27)	30%	(71)	235
Employ: Other	11%	(17)	44%	(68)	20%	(32)	25%	(39)	156
Military HH: Yes	12%	(51)	56%	(245)	15%	(67)	18%	(77)	441
Military HH: No	9%	(161)	54%	(944)	15%	(263)	22%	(392)	1760

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**Table BRD11\_5: Do you believe your local economy has enough jobs in each of the following industries**  
*Manufacturing industry*

<b>Demographic</b>	<b>Too many jobs available</b>		<b>Not enough jobs available</b>		<b>About the right amount of jobs available</b>		<b>Don't Know / No Opinion</b>		<b>Total N</b>
Adults	10%	(212)	54%	(1189)	15%	(330)	21%	(469)	2201
RD/WT: Right Direction	15%	(130)	53%	(468)	14%	(128)	18%	(161)	887
RD/WT: Wrong Track	6%	(83)	55%	(721)	15%	(202)	23%	(308)	1314
Strongly Approve	14%	(72)	59%	(309)	12%	(66)	15%	(80)	526
Somewhat Approve	9%	(41)	56%	(241)	18%	(78)	17%	(72)	432
Somewhat Disapprove	12%	(34)	52%	(153)	16%	(45)	21%	(61)	293
Strongly Disapprove	7%	(63)	54%	(460)	15%	(123)	24%	(199)	846
Dont Know / No Opinion	2%	(2)	25%	(26)	17%	(18)	56%	(58)	105
#1 Issue: Economy	10%	(59)	58%	(356)	15%	(95)	17%	(108)	619
#1 Issue: Security	8%	(35)	57%	(253)	16%	(70)	19%	(83)	441
#1 Issue: Health Care	8%	(37)	51%	(226)	16%	(73)	25%	(109)	446
#1 Issue: Medicare / Social Security	10%	(26)	63%	(174)	9%	(26)	18%	(50)	276
#1 Issue: Women's Issues	11%	(12)	44%	(49)	14%	(16)	30%	(33)	110
#1 Issue: Education	17%	(20)	43%	(50)	23%	(28)	17%	(20)	119
#1 Issue: Energy	18%	(19)	49%	(51)	12%	(13)	20%	(21)	103
#1 Issue: Other	3%	(3)	34%	(30)	11%	(10)	52%	(45)	88
2016 Vote: Democrat Hillary Clinton	11%	(78)	52%	(382)	15%	(110)	23%	(168)	738
2016 Vote: Republican Donald Trump	10%	(77)	59%	(472)	16%	(130)	15%	(118)	797
2016 Vote: Someone else	6%	(10)	54%	(97)	16%	(29)	24%	(43)	180
2012 Vote: Barack Obama	10%	(86)	53%	(480)	16%	(147)	21%	(186)	898
2012 Vote: Mitt Romney	8%	(45)	62%	(355)	14%	(82)	16%	(90)	572
2012 Vote: Other	2%	(2)	64%	(59)	9%	(8)	25%	(23)	92
2012 Vote: Didn't Vote	12%	(74)	47%	(295)	15%	(93)	27%	(171)	633
4-Region: Northeast	7%	(29)	56%	(227)	11%	(44)	25%	(102)	402
4-Region: Midwest	10%	(48)	52%	(248)	16%	(76)	22%	(102)	474
4-Region: South	9%	(75)	56%	(453)	16%	(128)	20%	(159)	815
4-Region: West	12%	(61)	51%	(261)	16%	(83)	21%	(107)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table BRD11\_6: Do you believe your local economy has enough jobs in each of the following industries**  
*Shipping / logistics industry*

Demographic	Too many jobs available		Not enough jobs available		About the right amount of jobs available		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(195)	45%	(983)	20%	(447)	26%	(576)	2201
Gender: Male	11%	(118)	45%	(482)	22%	(237)	21%	(222)	1060
Gender: Female	7%	(77)	44%	(501)	18%	(209)	31%	(354)	1141
Age: 18-29	14%	(66)	38%	(175)	20%	(92)	28%	(126)	458
Age: 30-44	14%	(81)	41%	(238)	19%	(109)	26%	(149)	577
Age: 45-54	6%	(22)	47%	(172)	21%	(76)	26%	(93)	362
Age: 55-64	4%	(15)	51%	(208)	23%	(91)	22%	(91)	406
Age: 65+	3%	(11)	48%	(190)	20%	(79)	30%	(117)	398
PID: Dem (no lean)	11%	(79)	45%	(331)	18%	(136)	26%	(192)	738
PID: Ind (no lean)	6%	(42)	43%	(320)	19%	(139)	33%	(242)	744
PID: Rep (no lean)	10%	(74)	46%	(332)	24%	(172)	20%	(142)	719
PID/Gender: Dem Men	16%	(50)	46%	(144)	18%	(57)	20%	(62)	313
PID/Gender: Dem Women	7%	(29)	44%	(188)	19%	(79)	30%	(129)	425
PID/Gender: Ind Men	6%	(22)	43%	(160)	23%	(84)	28%	(105)	371
PID/Gender: Ind Women	5%	(20)	43%	(160)	15%	(55)	37%	(138)	373
PID/Gender: Rep Men	12%	(46)	47%	(178)	26%	(96)	15%	(55)	376
PID/Gender: Rep Women	8%	(27)	45%	(153)	22%	(75)	25%	(87)	343
Tea Party: Supporter	17%	(104)	48%	(295)	21%	(129)	15%	(93)	620
Tea Party: Not Supporter	6%	(91)	44%	(684)	20%	(317)	31%	(480)	1572
Ideo: Liberal (1-3)	14%	(95)	46%	(319)	19%	(134)	22%	(151)	700
Ideo: Moderate (4)	7%	(38)	43%	(220)	20%	(104)	30%	(153)	515
Ideo: Conservative (5-7)	7%	(56)	47%	(351)	24%	(178)	22%	(165)	750
Educ: < College	8%	(126)	47%	(729)	18%	(285)	27%	(427)	1567
Educ: Bachelors degree	9%	(38)	43%	(177)	25%	(103)	24%	(98)	416
Educ: Post-grad	14%	(31)	35%	(77)	27%	(59)	24%	(52)	219

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**Table BRD11\_6: Do you believe your local economy has enough jobs in each of the following industries**  
*Shipping / logistics industry*

Demographic	Too many jobs available		Not enough jobs available		About the right amount of jobs available		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(195)	45%	(983)	20%	(447)	26%	(576)	2201
Income: Under 50k	9%	(119)	47%	(628)	19%	(249)	26%	(348)	1344
Income: 50k-100k	7%	(44)	44%	(266)	21%	(129)	28%	(170)	609
Income: 100k+	13%	(31)	36%	(89)	28%	(69)	23%	(58)	248
Ethnicity: White	8%	(138)	45%	(788)	22%	(378)	25%	(446)	1750
Ethnicity: Hispanic	17%	(57)	38%	(124)	19%	(63)	26%	(85)	329
Ethnicity: Afr. Am.	14%	(37)	43%	(117)	15%	(40)	28%	(75)	269
Ethnicity: Other	11%	(19)	43%	(79)	16%	(28)	30%	(55)	182
Relig: Protestant	5%	(31)	51%	(292)	23%	(131)	20%	(116)	570
Relig: Roman Catholic	13%	(61)	44%	(209)	18%	(84)	25%	(119)	473
Relig: Ath./Agn./None	7%	(41)	37%	(223)	22%	(136)	34%	(208)	608
Relig: Something Else	11%	(34)	45%	(140)	20%	(61)	25%	(77)	313
Relig: Evangelical	13%	(84)	51%	(343)	16%	(110)	20%	(133)	670
Relig: Non-Evang. Catholics	6%	(36)	45%	(276)	23%	(139)	26%	(157)	608
Relig: All Christian	9%	(120)	48%	(619)	19%	(249)	23%	(290)	1278
Relig: All Non-Christian	8%	(75)	39%	(363)	21%	(197)	31%	(286)	921
Community: Urban	12%	(76)	43%	(269)	16%	(98)	29%	(182)	625
Community: Suburban	8%	(83)	42%	(414)	23%	(224)	27%	(263)	984
Community: Rural	6%	(35)	51%	(300)	21%	(125)	22%	(131)	592
Employ: Private Sector	11%	(82)	44%	(313)	21%	(152)	23%	(164)	710
Employ: Government	19%	(30)	43%	(66)	23%	(35)	15%	(23)	154
Employ: Self-Employed	11%	(23)	51%	(103)	19%	(38)	20%	(40)	204
Employ: Homemaker	7%	(12)	37%	(58)	19%	(30)	37%	(58)	158
Employ: Student	9%	(8)	31%	(29)	18%	(17)	42%	(39)	94
Employ: Retired	4%	(18)	49%	(240)	21%	(103)	27%	(130)	490
Employ: Unemployed	6%	(14)	42%	(100)	17%	(41)	34%	(80)	235
Employ: Other	6%	(9)	47%	(74)	20%	(32)	27%	(41)	156
Military HH: Yes	11%	(48)	44%	(193)	20%	(88)	25%	(112)	441
Military HH: No	8%	(147)	45%	(791)	20%	(358)	26%	(464)	1760

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**Table BRD11\_6: Do you believe your local economy has enough jobs in each of the following industries**  
*Shipping / logistics industry*

<b>Demographic</b>	<b>Too many jobs available</b>		<b>Not enough jobs available</b>		<b>About the right amount of jobs available</b>		<b>Don't Know / No Opinion</b>		<b>Total N</b>
Adults	9%	(195)	45%	(983)	20%	(447)	26%	(576)	2201
RD/WT: Right Direction	14%	(124)	45%	(398)	19%	(169)	22%	(196)	887
RD/WT: Wrong Track	5%	(70)	45%	(586)	21%	(278)	29%	(380)	1314
Strongly Approve	12%	(64)	49%	(257)	18%	(94)	21%	(111)	526
Somewhat Approve	10%	(45)	43%	(185)	26%	(110)	21%	(92)	432
Somewhat Disapprove	9%	(25)	47%	(139)	22%	(64)	22%	(65)	293
Strongly Disapprove	7%	(60)	44%	(374)	19%	(164)	29%	(248)	846
Dont Know / No Opinion	1%	(1)	28%	(29)	13%	(13)	58%	(61)	105
#1 Issue: Economy	9%	(53)	49%	(302)	21%	(132)	21%	(133)	619
#1 Issue: Security	10%	(44)	45%	(196)	23%	(101)	23%	(99)	441
#1 Issue: Health Care	8%	(37)	44%	(197)	18%	(79)	30%	(133)	446
#1 Issue: Medicare / Social Security	8%	(21)	50%	(139)	16%	(45)	25%	(70)	276
#1 Issue: Women's Issues	7%	(8)	38%	(42)	19%	(21)	36%	(39)	110
#1 Issue: Education	11%	(13)	35%	(42)	32%	(38)	22%	(26)	119
#1 Issue: Energy	16%	(17)	42%	(43)	16%	(16)	26%	(27)	103
#1 Issue: Other	2%	(2)	26%	(23)	17%	(15)	55%	(48)	88
2016 Vote: Democrat Hillary Clinton	9%	(66)	44%	(323)	19%	(144)	28%	(206)	738
2016 Vote: Republican Donald Trump	10%	(80)	48%	(384)	22%	(173)	20%	(161)	797
2016 Vote: Someone else	5%	(10)	41%	(75)	20%	(35)	33%	(60)	180
2012 Vote: Barack Obama	9%	(77)	45%	(408)	20%	(181)	26%	(233)	898
2012 Vote: Mitt Romney	9%	(49)	47%	(270)	23%	(130)	22%	(123)	572
2012 Vote: Other	3%	(3)	54%	(50)	10%	(9)	32%	(30)	92
2012 Vote: Didn't Vote	10%	(62)	41%	(256)	20%	(124)	30%	(191)	633
4-Region: Northeast	8%	(33)	44%	(178)	17%	(67)	31%	(124)	402
4-Region: Midwest	7%	(33)	40%	(188)	24%	(111)	30%	(141)	474
4-Region: South	8%	(69)	48%	(389)	20%	(163)	24%	(194)	815
4-Region: West	12%	(59)	45%	(228)	21%	(106)	23%	(118)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD11\_7: Do you believe your local economy has enough jobs in each of the following industries**  
*Agriculture industry*

<b>Demographic</b>	<b>Too many jobs available</b>		<b>Not enough jobs available</b>		<b>About the right amount of jobs available</b>		<b>Don't Know / No Opinion</b>		<b>Total N</b>
Adults	9%	(207)	48%	(1059)	20%	(432)	23%	(504)	2201
Gender: Male	13%	(138)	47%	(500)	20%	(209)	20%	(212)	1060
Gender: Female	6%	(68)	49%	(559)	19%	(222)	26%	(292)	1141
Age: 18-29	16%	(75)	40%	(181)	16%	(76)	28%	(127)	458
Age: 30-44	13%	(76)	46%	(268)	18%	(102)	23%	(131)	577
Age: 45-54	7%	(27)	52%	(188)	20%	(73)	21%	(74)	362
Age: 55-64	4%	(17)	54%	(220)	22%	(89)	20%	(79)	406
Age: 65+	3%	(12)	51%	(201)	23%	(92)	23%	(93)	398
PID: Dem (no lean)	10%	(74)	47%	(343)	20%	(150)	23%	(170)	738
PID: Ind (no lean)	8%	(60)	46%	(343)	17%	(126)	29%	(215)	744
PID: Rep (no lean)	10%	(73)	52%	(372)	22%	(155)	17%	(119)	719
PID/Gender: Dem Men	14%	(45)	45%	(142)	20%	(63)	20%	(63)	313
PID/Gender: Dem Women	7%	(29)	47%	(202)	21%	(88)	25%	(107)	425
PID/Gender: Ind Men	10%	(38)	45%	(168)	18%	(66)	27%	(98)	371
PID/Gender: Ind Women	6%	(22)	47%	(175)	16%	(60)	31%	(116)	373
PID/Gender: Rep Men	15%	(55)	51%	(190)	21%	(81)	14%	(51)	376
PID/Gender: Rep Women	5%	(18)	53%	(182)	22%	(75)	20%	(68)	343
Tea Party: Supporter	15%	(94)	53%	(327)	19%	(117)	13%	(82)	620
Tea Party: Not Supporter	7%	(113)	46%	(728)	20%	(313)	27%	(419)	1572
Ideo: Liberal (1-3)	14%	(101)	46%	(322)	18%	(128)	21%	(149)	700
Ideo: Moderate (4)	8%	(41)	49%	(252)	20%	(102)	23%	(120)	515
Ideo: Conservative (5-7)	6%	(48)	52%	(390)	23%	(173)	18%	(138)	750
Educ: < College	9%	(135)	50%	(777)	18%	(280)	24%	(374)	1567
Educ: Bachelors degree	10%	(43)	45%	(186)	25%	(105)	20%	(83)	416
Educ: Post-grad	13%	(29)	44%	(95)	22%	(47)	22%	(47)	219

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**Table BRD11\_7: Do you believe your local economy has enough jobs in each of the following industries**  
 Agriculture industry

Demographic	Too many jobs available		Not enough jobs available		About the right amount of jobs available		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(207)	48%	(1059)	20%	(432)	23%	(504)	2201
Income: Under 50k	9%	(120)	50%	(668)	17%	(235)	24%	(321)	1344
Income: 50k-100k	9%	(58)	46%	(282)	22%	(135)	22%	(134)	609
Income: 100k+	12%	(29)	44%	(108)	25%	(62)	20%	(49)	248
Ethnicity: White	8%	(141)	50%	(868)	21%	(367)	21%	(374)	1750
Ethnicity: Hispanic	16%	(54)	42%	(138)	16%	(53)	26%	(85)	329
Ethnicity: Afr. Am.	16%	(43)	43%	(116)	14%	(38)	27%	(73)	269
Ethnicity: Other	13%	(23)	41%	(74)	15%	(27)	31%	(57)	182
Relig: Protestant	7%	(38)	55%	(314)	21%	(118)	18%	(100)	570
Relig: Roman Catholic	13%	(60)	45%	(214)	22%	(103)	20%	(96)	473
Relig: Ath./Agn./None	7%	(41)	42%	(257)	22%	(134)	29%	(176)	608
Relig: Something Else	10%	(32)	47%	(146)	16%	(51)	27%	(84)	313
Relig: Evangelical	12%	(81)	56%	(377)	15%	(103)	16%	(109)	670
Relig: Non-Evang. Catholics	9%	(52)	46%	(279)	24%	(144)	22%	(133)	608
Relig: All Christian	10%	(134)	51%	(656)	19%	(246)	19%	(242)	1278
Relig: All Non-Christian	8%	(73)	44%	(403)	20%	(185)	28%	(260)	921
Community: Urban	13%	(80)	44%	(273)	16%	(103)	27%	(169)	625
Community: Suburban	9%	(90)	45%	(444)	23%	(222)	23%	(227)	984
Community: Rural	6%	(36)	58%	(342)	18%	(107)	18%	(107)	592
Employ: Private Sector	11%	(81)	48%	(343)	22%	(157)	18%	(129)	710
Employ: Government	17%	(26)	50%	(77)	16%	(25)	17%	(26)	154
Employ: Self-Employed	16%	(33)	48%	(98)	18%	(36)	18%	(37)	204
Employ: Homemaker	6%	(10)	47%	(74)	16%	(25)	31%	(49)	158
Employ: Student	14%	(14)	34%	(32)	18%	(17)	34%	(32)	94
Employ: Retired	3%	(16)	52%	(254)	21%	(104)	24%	(116)	490
Employ: Unemployed	5%	(13)	47%	(111)	17%	(41)	30%	(71)	235
Employ: Other	10%	(15)	44%	(69)	18%	(28)	28%	(44)	156
Military HH: Yes	10%	(46)	48%	(209)	20%	(90)	22%	(96)	441
Military HH: No	9%	(161)	48%	(849)	19%	(342)	23%	(408)	1760

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**Table BRD11\_7: Do you believe your local economy has enough jobs in each of the following industries**  
*Agriculture industry*

Demographic	Too many jobs available		Not enough jobs available		About the right amount of jobs available		Don't Know / No Opinion		Total N
Adults	9%	(207)	48%	(1059)	20%	(432)	23%	(504)	2201
RD/WT: Right Direction	13%	(113)	48%	(430)	19%	(172)	19%	(172)	887
RD/WT: Wrong Track	7%	(94)	48%	(629)	20%	(260)	25%	(332)	1314
Strongly Approve	11%	(59)	54%	(284)	18%	(93)	17%	(90)	526
Somewhat Approve	10%	(43)	49%	(209)	23%	(99)	18%	(80)	432
Somewhat Disapprove	9%	(26)	47%	(138)	22%	(63)	22%	(65)	293
Strongly Disapprove	9%	(73)	47%	(399)	20%	(166)	25%	(209)	846
Dont Know / No Opinion	5%	(6)	27%	(28)	10%	(10)	58%	(60)	105
#1 Issue: Economy	11%	(66)	51%	(317)	20%	(121)	19%	(116)	619
#1 Issue: Security	9%	(40)	50%	(221)	21%	(91)	20%	(90)	441
#1 Issue: Health Care	8%	(35)	44%	(195)	23%	(102)	25%	(113)	446
#1 Issue: Medicare / Social Security	7%	(19)	57%	(156)	15%	(41)	21%	(59)	276
#1 Issue: Women's Issues	7%	(8)	39%	(43)	19%	(21)	35%	(39)	110
#1 Issue: Education	20%	(23)	42%	(49)	19%	(23)	20%	(23)	119
#1 Issue: Energy	13%	(14)	52%	(54)	19%	(20)	15%	(15)	103
#1 Issue: Other	3%	(3)	27%	(24)	14%	(12)	56%	(49)	88
2016 Vote: Democrat Hillary Clinton	10%	(75)	45%	(330)	21%	(152)	24%	(180)	738
2016 Vote: Republican Donald Trump	10%	(77)	50%	(401)	22%	(177)	18%	(142)	797
2016 Vote: Someone else	7%	(12)	53%	(96)	14%	(26)	26%	(46)	180
2012 Vote: Barack Obama	9%	(85)	48%	(429)	21%	(192)	21%	(193)	898
2012 Vote: Mitt Romney	8%	(46)	51%	(290)	23%	(129)	19%	(107)	572
2012 Vote: Other	4%	(4)	55%	(51)	12%	(11)	29%	(26)	92
2012 Vote: Didn't Vote	11%	(71)	46%	(289)	15%	(95)	28%	(178)	633
4-Region: Northeast	9%	(35)	47%	(188)	15%	(61)	29%	(117)	402
4-Region: Midwest	6%	(29)	46%	(219)	26%	(123)	22%	(103)	474
4-Region: South	9%	(71)	52%	(426)	18%	(149)	21%	(169)	815
4-Region: West	14%	(72)	44%	(226)	19%	(99)	22%	(115)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD11\_8: Do you believe your local economy has enough jobs in each of the following industries**  
 Retail industry

Demographic	Too many jobs available		Not enough jobs available		About the right amount of jobs available		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	17%	(380)	38%	(835)	26%	(575)	19%	(412)	2201
Gender: Male	20%	(207)	37%	(394)	27%	(288)	16%	(171)	1060
Gender: Female	15%	(173)	39%	(441)	25%	(287)	21%	(240)	1141
Age: 18-29	22%	(100)	31%	(144)	24%	(111)	23%	(103)	458
Age: 30-44	21%	(119)	35%	(205)	24%	(138)	20%	(115)	577
Age: 45-54	18%	(65)	39%	(142)	25%	(92)	17%	(63)	362
Age: 55-64	14%	(56)	43%	(174)	28%	(113)	15%	(63)	406
Age: 65+	10%	(39)	43%	(169)	30%	(121)	17%	(68)	398
PID: Dem (no lean)	18%	(136)	37%	(275)	26%	(193)	18%	(134)	738
PID: Ind (no lean)	14%	(108)	34%	(253)	26%	(196)	25%	(186)	744
PID: Rep (no lean)	19%	(136)	43%	(307)	26%	(185)	13%	(91)	719
PID/Gender: Dem Men	21%	(66)	36%	(111)	26%	(81)	17%	(54)	313
PID/Gender: Dem Women	16%	(70)	39%	(164)	26%	(112)	19%	(80)	425
PID/Gender: Ind Men	14%	(53)	36%	(133)	28%	(105)	22%	(80)	371
PID/Gender: Ind Women	15%	(55)	32%	(120)	25%	(92)	29%	(106)	373
PID/Gender: Rep Men	23%	(88)	40%	(149)	27%	(102)	10%	(37)	376
PID/Gender: Rep Women	14%	(48)	46%	(157)	24%	(84)	16%	(54)	343
Tea Party: Supporter	25%	(152)	39%	(245)	26%	(161)	10%	(62)	620
Tea Party: Not Supporter	14%	(227)	37%	(586)	26%	(413)	22%	(346)	1572
Ideo: Liberal (1-3)	21%	(146)	37%	(262)	27%	(190)	15%	(103)	700
Ideo: Moderate (4)	16%	(83)	37%	(192)	26%	(135)	20%	(105)	515
Ideo: Conservative (5-7)	17%	(125)	42%	(313)	27%	(205)	14%	(107)	750
Educ: < College	16%	(251)	41%	(635)	23%	(365)	20%	(316)	1567
Educ: Bachelors degree	19%	(79)	33%	(138)	33%	(137)	15%	(61)	416
Educ: Post-grad	22%	(49)	28%	(62)	33%	(73)	16%	(35)	219

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**Table BRD11\_8: Do you believe your local economy has enough jobs in each of the following industries**

*Retail industry*

Demographic	Too many jobs available		Not enough jobs available		About the right amount of jobs available		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	17%	(380)	38%	(835)	26%	(575)	19%	(412)	2201
Income: Under 50k	16%	(218)	40%	(543)	24%	(322)	19%	(261)	1344
Income: 50k-100k	17%	(106)	37%	(224)	27%	(163)	19%	(116)	609
Income: 100k+	22%	(55)	27%	(67)	36%	(90)	14%	(35)	248
Ethnicity: White	17%	(299)	38%	(660)	28%	(484)	18%	(307)	1750
Ethnicity: Hispanic	23%	(76)	30%	(100)	27%	(88)	20%	(65)	329
Ethnicity: Afr. Am.	17%	(47)	41%	(110)	18%	(49)	24%	(63)	269
Ethnicity: Other	19%	(34)	36%	(65)	23%	(42)	23%	(42)	182
Relig: Protestant	13%	(73)	46%	(260)	29%	(166)	12%	(71)	570
Relig: Roman Catholic	22%	(103)	36%	(168)	26%	(124)	16%	(77)	473
Relig: Ath./Agn./None	15%	(92)	34%	(205)	26%	(159)	25%	(152)	608
Relig: Something Else	21%	(65)	32%	(99)	26%	(83)	21%	(66)	313
Relig: Evangelical	18%	(123)	46%	(309)	22%	(147)	14%	(91)	670
Relig: Non-Evang. Catholics	16%	(100)	36%	(221)	31%	(186)	17%	(102)	608
Relig: All Christian	17%	(223)	41%	(529)	26%	(333)	15%	(193)	1278
Relig: All Non-Christian	17%	(157)	33%	(305)	26%	(241)	24%	(218)	921
Community: Urban	20%	(124)	36%	(228)	22%	(138)	22%	(135)	625
Community: Suburban	18%	(173)	35%	(345)	29%	(284)	18%	(182)	984
Community: Rural	14%	(82)	44%	(262)	26%	(153)	16%	(95)	592
Employ: Private Sector	23%	(160)	36%	(257)	27%	(191)	14%	(101)	710
Employ: Government	21%	(32)	40%	(61)	28%	(44)	11%	(17)	154
Employ: Self-Employed	24%	(48)	40%	(81)	21%	(43)	15%	(31)	204
Employ: Homemaker	13%	(21)	33%	(53)	27%	(43)	27%	(42)	158
Employ: Student	13%	(12)	33%	(31)	24%	(22)	30%	(28)	94
Employ: Retired	11%	(54)	43%	(211)	28%	(136)	18%	(89)	490
Employ: Unemployed	12%	(27)	38%	(89)	23%	(54)	28%	(65)	235
Employ: Other	16%	(25)	34%	(53)	27%	(42)	24%	(37)	156
Military HH: Yes	16%	(72)	36%	(157)	32%	(140)	16%	(72)	441
Military HH: No	17%	(308)	39%	(678)	25%	(435)	19%	(339)	1760

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**Table BRD11\_8: Do you believe your local economy has enough jobs in each of the following industries**  
 Retail industry

Demographic	Too many jobs available		Not enough jobs available		About the right amount of jobs available		Don't Know / No Opinion		Total N
Adults	17%	(380)	38%	(835)	26%	(575)	19%	(412)	2201
RD/WT: Right Direction	22%	(192)	39%	(343)	24%	(212)	16%	(140)	887
RD/WT: Wrong Track	14%	(187)	37%	(492)	28%	(363)	21%	(272)	1314
Strongly Approve	20%	(106)	42%	(220)	22%	(118)	16%	(82)	526
Somewhat Approve	17%	(75)	38%	(165)	32%	(138)	12%	(53)	432
Somewhat Disapprove	17%	(51)	37%	(109)	28%	(82)	17%	(51)	293
Strongly Disapprove	17%	(141)	38%	(320)	26%	(220)	19%	(165)	846
Dont Know / No Opinion	6%	(6)	20%	(21)	16%	(17)	58%	(61)	105
#1 Issue: Economy	18%	(110)	40%	(250)	27%	(166)	15%	(93)	619
#1 Issue: Security	20%	(87)	36%	(160)	28%	(123)	16%	(70)	441
#1 Issue: Health Care	15%	(65)	35%	(158)	27%	(122)	23%	(101)	446
#1 Issue: Medicare / Social Security	14%	(37)	47%	(129)	23%	(63)	17%	(46)	276
#1 Issue: Women's Issues	21%	(23)	33%	(36)	21%	(23)	25%	(28)	110
#1 Issue: Education	21%	(24)	36%	(43)	29%	(34)	15%	(18)	119
#1 Issue: Energy	23%	(24)	40%	(41)	26%	(26)	12%	(12)	103
#1 Issue: Other	11%	(9)	19%	(17)	20%	(17)	50%	(44)	88
2016 Vote: Democrat Hillary Clinton	17%	(123)	37%	(271)	27%	(196)	20%	(148)	738
2016 Vote: Republican Donald Trump	18%	(146)	41%	(327)	27%	(212)	14%	(112)	797
2016 Vote: Someone else	19%	(34)	30%	(53)	31%	(55)	21%	(37)	180
2012 Vote: Barack Obama	18%	(160)	37%	(330)	28%	(251)	18%	(158)	898
2012 Vote: Mitt Romney	17%	(95)	42%	(240)	27%	(154)	15%	(84)	572
2012 Vote: Other	18%	(17)	33%	(30)	24%	(22)	25%	(23)	92
2012 Vote: Didn't Vote	17%	(108)	37%	(234)	23%	(143)	23%	(147)	633
4-Region: Northeast	16%	(63)	36%	(146)	25%	(99)	23%	(93)	402
4-Region: Midwest	14%	(67)	37%	(176)	29%	(139)	19%	(92)	474
4-Region: South	19%	(154)	41%	(330)	24%	(195)	17%	(135)	815
4-Region: West	19%	(95)	36%	(183)	28%	(142)	18%	(92)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD11\_9: Do you believe your local economy has enough jobs in each of the following industries**  
*Construction industry*

<b>Demographic</b>	<b>Too many jobs available</b>		<b>Not enough jobs available</b>		<b>About the right amount of jobs available</b>		<b>Don't Know / No Opinion</b>		<b>Total N</b>
Adults	13%	(276)	47%	(1029)	21%	(473)	19%	(423)	2201
Gender: Male	16%	(171)	46%	(490)	22%	(229)	16%	(169)	1060
Gender: Female	9%	(105)	47%	(539)	21%	(244)	22%	(254)	1141
Age: 18-29	19%	(88)	38%	(175)	20%	(92)	22%	(103)	458
Age: 30-44	15%	(86)	44%	(251)	20%	(115)	22%	(125)	577
Age: 45-54	12%	(44)	47%	(171)	23%	(82)	18%	(65)	362
Age: 55-64	9%	(38)	55%	(221)	22%	(88)	14%	(58)	406
Age: 65+	5%	(21)	53%	(210)	24%	(95)	18%	(72)	398
PID: Dem (no lean)	14%	(102)	45%	(334)	23%	(167)	18%	(136)	738
PID: Ind (no lean)	10%	(77)	44%	(330)	20%	(152)	25%	(184)	744
PID: Rep (no lean)	14%	(97)	51%	(366)	21%	(154)	14%	(103)	719
PID/Gender: Dem Men	17%	(54)	45%	(141)	22%	(69)	16%	(50)	313
PID/Gender: Dem Women	11%	(48)	45%	(193)	23%	(98)	20%	(86)	425
PID/Gender: Ind Men	13%	(47)	45%	(166)	21%	(79)	22%	(80)	371
PID/Gender: Ind Women	8%	(30)	44%	(164)	20%	(74)	28%	(105)	373
PID/Gender: Rep Men	19%	(71)	49%	(184)	22%	(81)	11%	(40)	376
PID/Gender: Rep Women	8%	(26)	53%	(182)	21%	(72)	18%	(63)	343
Tea Party: Supporter	18%	(109)	50%	(309)	21%	(133)	11%	(70)	620
Tea Party: Not Supporter	11%	(165)	46%	(716)	22%	(339)	22%	(352)	1572
Ideo: Liberal (1-3)	17%	(122)	45%	(312)	22%	(153)	16%	(112)	700
Ideo: Moderate (4)	11%	(57)	46%	(237)	22%	(114)	21%	(107)	515
Ideo: Conservative (5-7)	10%	(78)	52%	(390)	23%	(170)	15%	(112)	750
Educ: < College	12%	(181)	49%	(762)	20%	(306)	20%	(317)	1567
Educ: Bachelors degree	14%	(59)	44%	(181)	25%	(103)	17%	(72)	416
Educ: Post-grad	16%	(36)	39%	(86)	29%	(63)	15%	(33)	219

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**Table BRD11\_9: Do you believe your local economy has enough jobs in each of the following industries**  
 Construction industry

Demographic	Too many jobs available		Not enough jobs available		About the right amount of jobs available		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	13%	(276)	47%	(1029)	21%	(473)	19%	(423)	2201
Income: Under 50k	12%	(166)	48%	(639)	20%	(273)	20%	(266)	1344
Income: 50k-100k	12%	(72)	47%	(287)	22%	(133)	19%	(117)	609
Income: 100k+	16%	(38)	42%	(103)	27%	(66)	16%	(40)	248
Ethnicity: White	12%	(204)	48%	(843)	22%	(380)	18%	(323)	1750
Ethnicity: Hispanic	21%	(69)	38%	(125)	19%	(63)	22%	(73)	329
Ethnicity: Afr. Am.	19%	(52)	40%	(107)	21%	(57)	19%	(52)	269
Ethnicity: Other	11%	(20)	43%	(79)	19%	(35)	26%	(48)	182
Relig: Protestant	8%	(48)	55%	(313)	23%	(129)	14%	(81)	570
Relig: Roman Catholic	14%	(64)	47%	(222)	23%	(107)	17%	(79)	473
Relig: Ath./Agn./None	12%	(71)	42%	(256)	20%	(125)	26%	(156)	608
Relig: Something Else	14%	(42)	43%	(133)	23%	(73)	21%	(65)	313
Relig: Evangelical	15%	(104)	51%	(344)	20%	(131)	14%	(91)	670
Relig: Non-Evang. Catholics	10%	(58)	49%	(296)	24%	(144)	18%	(110)	608
Relig: All Christian	13%	(162)	50%	(640)	22%	(275)	16%	(200)	1278
Relig: All Non-Christian	12%	(113)	42%	(389)	21%	(197)	24%	(221)	921
Community: Urban	14%	(86)	45%	(284)	19%	(117)	22%	(138)	625
Community: Suburban	12%	(120)	45%	(441)	24%	(232)	19%	(191)	984
Community: Rural	12%	(69)	51%	(305)	21%	(123)	16%	(95)	592
Employ: Private Sector	17%	(117)	48%	(339)	20%	(142)	16%	(112)	710
Employ: Government	18%	(27)	46%	(70)	25%	(39)	11%	(17)	154
Employ: Self-Employed	25%	(50)	40%	(81)	22%	(46)	13%	(27)	204
Employ: Homemaker	6%	(9)	46%	(73)	19%	(31)	29%	(46)	158
Employ: Student	14%	(13)	31%	(29)	25%	(24)	30%	(28)	94
Employ: Retired	5%	(26)	55%	(268)	22%	(106)	18%	(91)	490
Employ: Unemployed	9%	(22)	43%	(102)	19%	(45)	28%	(66)	235
Employ: Other	7%	(12)	43%	(67)	27%	(41)	23%	(36)	156
Military HH: Yes	17%	(77)	42%	(184)	23%	(99)	18%	(80)	441
Military HH: No	11%	(199)	48%	(845)	21%	(373)	19%	(343)	1760

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**Table BRD11\_9: Do you believe your local economy has enough jobs in each of the following industries**  
*Construction industry*

Demographic	Too many jobs available		Not enough jobs available		About the right amount of jobs available		Don't Know / No Opinion		Total N
Adults	13%	(276)	47%	(1029)	21%	(473)	19%	(423)	2201
RD/WT: Right Direction	17%	(154)	47%	(413)	21%	(182)	16%	(138)	887
RD/WT: Wrong Track	9%	(122)	47%	(617)	22%	(290)	22%	(285)	1314
Strongly Approve	14%	(74)	53%	(280)	17%	(89)	16%	(83)	526
Somewhat Approve	13%	(58)	47%	(203)	24%	(103)	16%	(68)	432
Somewhat Disapprove	11%	(33)	47%	(137)	26%	(77)	16%	(46)	293
Strongly Disapprove	12%	(104)	45%	(384)	22%	(186)	20%	(172)	846
Dont Know / No Opinion	7%	(7)	25%	(26)	17%	(18)	51%	(54)	105
#1 Issue: Economy	13%	(81)	51%	(313)	21%	(133)	15%	(93)	619
#1 Issue: Security	14%	(60)	46%	(203)	24%	(104)	17%	(75)	441
#1 Issue: Health Care	10%	(46)	42%	(189)	24%	(107)	23%	(104)	446
#1 Issue: Medicare / Social Security	12%	(33)	57%	(157)	15%	(41)	16%	(44)	276
#1 Issue: Women's Issues	8%	(9)	46%	(51)	17%	(19)	29%	(31)	110
#1 Issue: Education	21%	(25)	35%	(41)	27%	(32)	17%	(20)	119
#1 Issue: Energy	16%	(16)	49%	(50)	20%	(21)	15%	(16)	103
#1 Issue: Other	6%	(5)	29%	(25)	19%	(17)	46%	(41)	88
2016 Vote: Democrat Hillary Clinton	13%	(99)	44%	(328)	22%	(162)	20%	(149)	738
2016 Vote: Republican Donald Trump	13%	(100)	50%	(401)	22%	(174)	15%	(122)	797
2016 Vote: Someone else	12%	(21)	43%	(78)	22%	(40)	23%	(41)	180
2012 Vote: Barack Obama	12%	(111)	47%	(419)	23%	(208)	18%	(160)	898
2012 Vote: Mitt Romney	12%	(66)	50%	(285)	23%	(132)	16%	(89)	572
2012 Vote: Other	10%	(9)	50%	(45)	17%	(15)	24%	(22)	92
2012 Vote: Didn't Vote	13%	(85)	44%	(280)	18%	(116)	24%	(152)	633
4-Region: Northeast	11%	(42)	47%	(189)	19%	(75)	24%	(95)	402
4-Region: Midwest	10%	(46)	46%	(216)	24%	(114)	20%	(97)	474
4-Region: South	14%	(114)	48%	(392)	22%	(178)	16%	(131)	815
4-Region: West	14%	(73)	45%	(232)	21%	(105)	20%	(101)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD11\_10:** Do you believe your local economy has enough jobs in each of the following industries  
 Finance / Insurance / Real Estate industry

Demographic	Too many jobs available		Not enough jobs available		About the right amount of jobs available		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	18%	(388)	33%	(730)	26%	(578)	23%	(505)	2201
Gender: Male	19%	(201)	33%	(346)	28%	(301)	20%	(212)	1060
Gender: Female	16%	(187)	34%	(385)	24%	(277)	26%	(293)	1141
Age: 18-29	20%	(91)	33%	(149)	22%	(99)	26%	(119)	458
Age: 30-44	21%	(123)	33%	(188)	23%	(130)	24%	(136)	577
Age: 45-54	17%	(63)	37%	(133)	25%	(91)	21%	(76)	362
Age: 55-64	13%	(53)	35%	(142)	31%	(127)	21%	(84)	406
Age: 65+	14%	(57)	30%	(119)	33%	(130)	23%	(92)	398
PID: Dem (no lean)	16%	(120)	36%	(267)	25%	(184)	23%	(167)	738
PID: Ind (no lean)	17%	(126)	29%	(215)	25%	(187)	29%	(215)	744
PID: Rep (no lean)	20%	(141)	35%	(249)	29%	(206)	17%	(123)	719
PID/Gender: Dem Men	19%	(61)	36%	(111)	25%	(78)	20%	(63)	313
PID/Gender: Dem Women	14%	(60)	37%	(155)	25%	(106)	24%	(104)	425
PID/Gender: Ind Men	16%	(59)	28%	(102)	29%	(107)	28%	(103)	371
PID/Gender: Ind Women	18%	(68)	30%	(112)	22%	(81)	30%	(112)	373
PID/Gender: Rep Men	22%	(82)	35%	(132)	31%	(116)	12%	(46)	376
PID/Gender: Rep Women	17%	(59)	34%	(117)	26%	(90)	22%	(77)	343
Tea Party: Supporter	24%	(151)	37%	(231)	25%	(158)	13%	(81)	620
Tea Party: Not Supporter	15%	(235)	32%	(497)	27%	(419)	27%	(421)	1572
Ideo: Liberal (1-3)	21%	(147)	35%	(244)	25%	(174)	19%	(135)	700
Ideo: Moderate (4)	15%	(79)	32%	(166)	29%	(151)	23%	(119)	515
Ideo: Conservative (5-7)	18%	(137)	34%	(258)	29%	(219)	18%	(136)	750
Educ: < College	18%	(279)	34%	(527)	24%	(372)	25%	(388)	1567
Educ: Bachelors degree	17%	(70)	33%	(139)	31%	(129)	19%	(78)	416
Educ: Post-grad	18%	(38)	29%	(64)	35%	(77)	18%	(39)	219

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**Table BRD11\_10: Do you believe your local economy has enough jobs in each of the following industries**  
Finance / Insurance / Real Estate industry

Demographic	Too many jobs available		Not enough jobs available		About the right amount of jobs available		Don't Know / No Opinion		Total N
Adults	18%	(388)	33%	(730)	26%	(578)	23%	(505)	2201
Income: Under 50k	17%	(233)	34%	(451)	25%	(332)	24%	(329)	1344
Income: 50k-100k	17%	(105)	33%	(204)	27%	(164)	22%	(136)	609
Income: 100k+	20%	(50)	31%	(76)	33%	(81)	16%	(41)	248
Ethnicity: White	18%	(310)	32%	(569)	28%	(490)	22%	(382)	1750
Ethnicity: Hispanic	21%	(71)	33%	(109)	23%	(74)	23%	(76)	329
Ethnicity: Afr. Am.	19%	(52)	38%	(102)	17%	(45)	26%	(70)	269
Ethnicity: Other	14%	(26)	33%	(60)	24%	(43)	29%	(53)	182
Relig: Protestant	16%	(93)	37%	(213)	29%	(166)	17%	(97)	570
Relig: Roman Catholic	21%	(97)	33%	(157)	27%	(126)	19%	(92)	473
Relig: Ath./Agn./None	13%	(80)	27%	(167)	29%	(176)	30%	(185)	608
Relig: Something Else	21%	(66)	29%	(91)	25%	(78)	25%	(78)	313
Relig: Evangelical	21%	(140)	41%	(274)	21%	(139)	17%	(117)	670
Relig: Non-Evang. Catholics	16%	(100)	32%	(198)	31%	(186)	21%	(125)	608
Relig: All Christian	19%	(241)	37%	(471)	25%	(324)	19%	(242)	1278
Relig: All Non-Christian	16%	(146)	28%	(258)	28%	(253)	29%	(263)	921
Community: Urban	21%	(130)	31%	(195)	21%	(131)	27%	(168)	625
Community: Suburban	16%	(155)	33%	(324)	29%	(285)	22%	(220)	984
Community: Rural	17%	(102)	36%	(211)	27%	(161)	20%	(117)	592
Employ: Private Sector	20%	(141)	35%	(250)	25%	(178)	20%	(141)	710
Employ: Government	25%	(39)	37%	(57)	25%	(39)	12%	(19)	154
Employ: Self-Employed	18%	(37)	40%	(81)	26%	(53)	17%	(34)	204
Employ: Homemaker	13%	(20)	31%	(49)	24%	(38)	32%	(51)	158
Employ: Student	15%	(14)	34%	(32)	20%	(18)	32%	(30)	94
Employ: Retired	14%	(68)	32%	(158)	32%	(156)	22%	(108)	490
Employ: Unemployed	17%	(41)	28%	(65)	24%	(57)	31%	(72)	235
Employ: Other	18%	(28)	25%	(39)	26%	(40)	32%	(49)	156
Military HH: Yes	20%	(88)	32%	(140)	28%	(125)	20%	(87)	441
Military HH: No	17%	(300)	34%	(590)	26%	(453)	24%	(418)	1760

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**Table BRD11\_10:** Do you believe your local economy has enough jobs in each of the following industries  
 Finance / Insurance / Real Estate industry

Demographic	Too many jobs available		Not enough jobs available		About the right amount of jobs available		Don't Know / No Opinion		Total N
Adults	18%	(388)	33%	(730)	26%	(578)	23%	(505)	2201
RD/WT: Right Direction	21%	(183)	34%	(305)	26%	(227)	19%	(173)	887
RD/WT: Wrong Track	16%	(205)	32%	(426)	27%	(351)	25%	(333)	1314
Strongly Approve	21%	(111)	35%	(183)	26%	(135)	19%	(98)	526
Somewhat Approve	18%	(76)	35%	(149)	30%	(130)	18%	(76)	432
Somewhat Disapprove	23%	(68)	31%	(90)	27%	(80)	19%	(55)	293
Strongly Disapprove	14%	(120)	35%	(295)	25%	(215)	25%	(216)	846
Dont Know / No Opinion	12%	(13)	12%	(13)	18%	(19)	58%	(60)	105
#1 Issue: Economy	17%	(103)	37%	(229)	27%	(170)	19%	(116)	619
#1 Issue: Security	18%	(80)	34%	(148)	27%	(120)	21%	(94)	441
#1 Issue: Health Care	19%	(83)	28%	(126)	25%	(113)	28%	(123)	446
#1 Issue: Medicare / Social Security	17%	(48)	36%	(101)	26%	(72)	20%	(56)	276
#1 Issue: Women's Issues	13%	(14)	30%	(33)	26%	(28)	31%	(34)	110
#1 Issue: Education	24%	(28)	36%	(42)	22%	(26)	19%	(23)	119
#1 Issue: Energy	23%	(23)	34%	(35)	29%	(30)	14%	(14)	103
#1 Issue: Other	8%	(7)	18%	(16)	22%	(19)	52%	(45)	88
2016 Vote: Democrat Hillary Clinton	18%	(133)	33%	(243)	25%	(186)	24%	(176)	738
2016 Vote: Republican Donald Trump	19%	(152)	35%	(281)	28%	(223)	18%	(140)	797
2016 Vote: Someone else	15%	(27)	30%	(53)	28%	(51)	27%	(48)	180
2012 Vote: Barack Obama	18%	(164)	32%	(290)	27%	(244)	22%	(201)	898
2012 Vote: Mitt Romney	19%	(110)	34%	(196)	28%	(163)	18%	(104)	572
2012 Vote: Other	19%	(17)	29%	(27)	26%	(24)	26%	(24)	92
2012 Vote: Didn't Vote	15%	(96)	34%	(217)	23%	(143)	28%	(177)	633
4-Region: Northeast	17%	(69)	33%	(131)	22%	(90)	28%	(112)	402
4-Region: Midwest	12%	(58)	31%	(147)	29%	(137)	28%	(132)	474
4-Region: South	20%	(164)	35%	(287)	25%	(204)	20%	(160)	815
4-Region: West	19%	(97)	32%	(164)	29%	(148)	20%	(102)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD11\_11: Do you believe your local economy has enough jobs in each of the following industries**  
Government

Demographic	Too many jobs available		Not enough jobs available		About the right amount of jobs available		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	25%	(545)	30%	(651)	23%	(505)	23%	(500)	2201
Gender: Male	31%	(324)	28%	(297)	22%	(235)	19%	(204)	1060
Gender: Female	19%	(221)	31%	(354)	24%	(270)	26%	(296)	1141
Age: 18-29	21%	(96)	32%	(148)	20%	(91)	27%	(124)	458
Age: 30-44	22%	(129)	34%	(195)	21%	(120)	23%	(133)	577
Age: 45-54	26%	(93)	27%	(97)	24%	(85)	24%	(87)	362
Age: 55-64	30%	(120)	30%	(121)	22%	(91)	18%	(74)	406
Age: 65+	27%	(108)	23%	(90)	30%	(117)	21%	(82)	398
PID: Dem (no lean)	21%	(151)	35%	(257)	23%	(166)	22%	(163)	738
PID: Ind (no lean)	25%	(187)	26%	(195)	21%	(154)	28%	(207)	744
PID: Rep (no lean)	29%	(206)	28%	(199)	26%	(185)	18%	(129)	719
PID/Gender: Dem Men	27%	(84)	34%	(107)	20%	(63)	19%	(58)	313
PID/Gender: Dem Women	16%	(68)	35%	(150)	24%	(103)	25%	(105)	425
PID/Gender: Ind Men	30%	(110)	23%	(86)	23%	(85)	24%	(89)	371
PID/Gender: Ind Women	21%	(77)	29%	(108)	18%	(69)	32%	(118)	373
PID/Gender: Rep Men	35%	(130)	28%	(103)	23%	(86)	15%	(56)	376
PID/Gender: Rep Women	22%	(76)	28%	(96)	29%	(98)	21%	(73)	343
Tea Party: Supporter	33%	(207)	29%	(179)	23%	(144)	15%	(90)	620
Tea Party: Not Supporter	21%	(336)	30%	(468)	23%	(360)	26%	(407)	1572
Ideo: Liberal (1-3)	23%	(163)	34%	(239)	25%	(173)	18%	(125)	700
Ideo: Moderate (4)	22%	(115)	30%	(156)	23%	(116)	25%	(128)	515
Ideo: Conservative (5-7)	31%	(236)	25%	(189)	24%	(183)	19%	(142)	750
Educ: < College	24%	(378)	30%	(462)	22%	(347)	24%	(379)	1567
Educ: Bachelors degree	25%	(104)	31%	(129)	24%	(100)	20%	(83)	416
Educ: Post-grad	29%	(63)	27%	(60)	27%	(58)	17%	(38)	219

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**Table BRD11\_11: Do you believe your local economy has enough jobs in each of the following industries**  
 Government

Demographic	Too many jobs available		Not enough jobs available		About the right amount of jobs available		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	25%	(545)	30%	(651)	23%	(505)	23%	(500)	2201
Income: Under 50k	23%	(309)	31%	(420)	23%	(310)	23%	(305)	1344
Income: 50k-100k	26%	(159)	28%	(168)	21%	(128)	25%	(154)	609
Income: 100k+	31%	(78)	25%	(63)	27%	(66)	16%	(41)	248
Ethnicity: White	26%	(461)	27%	(474)	24%	(427)	22%	(388)	1750
Ethnicity: Hispanic	26%	(86)	29%	(95)	22%	(73)	23%	(75)	329
Ethnicity: Afr. Am.	18%	(47)	44%	(119)	14%	(38)	24%	(64)	269
Ethnicity: Other	20%	(37)	32%	(58)	22%	(39)	26%	(48)	182
Relig: Protestant	26%	(147)	30%	(173)	28%	(157)	16%	(92)	570
Relig: Roman Catholic	31%	(148)	27%	(127)	21%	(101)	20%	(96)	473
Relig: Ath./Agn./None	19%	(118)	26%	(158)	23%	(141)	31%	(192)	608
Relig: Something Else	21%	(67)	33%	(105)	23%	(72)	22%	(68)	313
Relig: Evangelical	29%	(194)	34%	(227)	20%	(135)	17%	(114)	670
Relig: Non-Evang. Catholics	27%	(165)	26%	(160)	26%	(157)	21%	(126)	608
Relig: All Christian	28%	(359)	30%	(388)	23%	(292)	19%	(239)	1278
Relig: All Non-Christian	20%	(186)	28%	(262)	23%	(213)	28%	(260)	921
Community: Urban	25%	(156)	31%	(196)	18%	(109)	26%	(164)	625
Community: Suburban	25%	(246)	28%	(273)	25%	(249)	22%	(216)	984
Community: Rural	24%	(143)	31%	(182)	25%	(146)	20%	(120)	592
Employ: Private Sector	29%	(209)	30%	(216)	21%	(152)	19%	(133)	710
Employ: Government	31%	(47)	36%	(55)	21%	(32)	13%	(20)	154
Employ: Self-Employed	25%	(52)	39%	(80)	19%	(38)	17%	(34)	204
Employ: Homemaker	13%	(21)	27%	(43)	22%	(35)	37%	(59)	158
Employ: Student	14%	(13)	32%	(30)	16%	(15)	38%	(36)	94
Employ: Retired	27%	(131)	24%	(118)	28%	(138)	21%	(104)	490
Employ: Unemployed	18%	(43)	29%	(69)	23%	(53)	30%	(70)	235
Employ: Other	18%	(29)	26%	(41)	26%	(41)	29%	(46)	156
Military HH: Yes	27%	(118)	26%	(116)	25%	(112)	22%	(96)	441
Military HH: No	24%	(427)	30%	(535)	22%	(393)	23%	(404)	1760

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**Table BRD11\_11: Do you believe your local economy has enough jobs in each of the following industries**

*Government*

Demographic	Too many jobs available		Not enough jobs available		About the right amount of jobs available		Don't Know / No Opinion		Total N
Adults	25%	(545)	30%	(651)	23%	(505)	23%	(500)	2201
RD/WT: Right Direction	30%	(267)	28%	(245)	22%	(193)	21%	(182)	887
RD/WT: Wrong Track	21%	(278)	31%	(406)	24%	(312)	24%	(318)	1314
Strongly Approve	32%	(171)	28%	(146)	20%	(105)	20%	(105)	526
Somewhat Approve	28%	(122)	27%	(116)	26%	(113)	18%	(80)	432
Somewhat Disapprove	27%	(80)	29%	(83)	23%	(67)	22%	(63)	293
Strongly Disapprove	19%	(159)	34%	(292)	23%	(198)	23%	(196)	846
Dont Know / No Opinion	12%	(13)	13%	(14)	21%	(22)	53%	(56)	105
#1 Issue: Economy	26%	(163)	30%	(188)	24%	(147)	20%	(122)	619
#1 Issue: Security	29%	(126)	30%	(131)	22%	(96)	20%	(88)	441
#1 Issue: Health Care	22%	(97)	28%	(125)	22%	(100)	28%	(123)	446
#1 Issue: Medicare / Social Security	26%	(72)	30%	(83)	24%	(65)	20%	(56)	276
#1 Issue: Women's Issues	13%	(15)	29%	(31)	26%	(29)	32%	(35)	110
#1 Issue: Education	27%	(32)	30%	(35)	26%	(30)	18%	(21)	119
#1 Issue: Energy	21%	(21)	40%	(42)	26%	(27)	13%	(13)	103
#1 Issue: Other	20%	(18)	18%	(16)	14%	(12)	47%	(41)	88
2016 Vote: Democrat Hillary Clinton	20%	(149)	34%	(252)	22%	(165)	23%	(172)	738
2016 Vote: Republican Donald Trump	32%	(257)	25%	(200)	24%	(193)	19%	(148)	797
2016 Vote: Someone else	27%	(48)	28%	(50)	21%	(38)	24%	(44)	180
2012 Vote: Barack Obama	21%	(189)	34%	(301)	24%	(212)	22%	(197)	898
2012 Vote: Mitt Romney	36%	(204)	21%	(121)	26%	(149)	17%	(98)	572
2012 Vote: Other	33%	(30)	27%	(25)	13%	(12)	27%	(25)	92
2012 Vote: Didn't Vote	19%	(120)	32%	(201)	21%	(131)	29%	(181)	633
4-Region: Northeast	23%	(94)	27%	(109)	21%	(83)	29%	(116)	402
4-Region: Midwest	21%	(99)	29%	(137)	25%	(116)	26%	(121)	474
4-Region: South	25%	(203)	32%	(260)	24%	(191)	20%	(160)	815
4-Region: West	29%	(149)	28%	(144)	22%	(115)	20%	(103)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD11\_12:** Do you believe your local economy has enough jobs in each of the following industries  
 Service industry

Demographic	Too many jobs available		Not enough jobs available		About the right amount of jobs available		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	14%	(315)	40%	(879)	25%	(540)	21%	(468)	2201
Gender: Male	16%	(175)	39%	(414)	26%	(276)	18%	(195)	1060
Gender: Female	12%	(140)	41%	(465)	23%	(264)	24%	(273)	1141
Age: 18-29	21%	(97)	33%	(152)	22%	(100)	24%	(110)	458
Age: 30-44	18%	(102)	39%	(227)	21%	(124)	21%	(124)	577
Age: 45-54	14%	(50)	40%	(145)	24%	(86)	22%	(81)	362
Age: 55-64	9%	(36)	44%	(180)	30%	(124)	16%	(66)	406
Age: 65+	7%	(29)	44%	(174)	27%	(106)	22%	(88)	398
PID: Dem (no lean)	15%	(112)	41%	(300)	24%	(175)	20%	(151)	738
PID: Ind (no lean)	12%	(88)	36%	(267)	24%	(182)	28%	(207)	744
PID: Rep (no lean)	16%	(115)	43%	(312)	25%	(183)	15%	(110)	719
PID/Gender: Dem Men	16%	(51)	43%	(135)	23%	(71)	18%	(56)	313
PID/Gender: Dem Women	15%	(62)	39%	(165)	24%	(103)	22%	(95)	425
PID/Gender: Ind Men	12%	(46)	33%	(122)	29%	(107)	26%	(96)	371
PID/Gender: Ind Women	11%	(42)	39%	(145)	20%	(75)	30%	(111)	373
PID/Gender: Rep Men	21%	(78)	42%	(157)	26%	(98)	12%	(43)	376
PID/Gender: Rep Women	11%	(37)	45%	(155)	25%	(85)	19%	(66)	343
Tea Party: Supporter	22%	(135)	42%	(258)	24%	(148)	13%	(79)	620
Tea Party: Not Supporter	11%	(180)	39%	(618)	25%	(389)	24%	(385)	1572
Ideo: Liberal (1-3)	21%	(144)	38%	(265)	25%	(177)	16%	(114)	700
Ideo: Moderate (4)	12%	(59)	40%	(207)	25%	(128)	23%	(121)	515
Ideo: Conservative (5-7)	12%	(92)	43%	(323)	27%	(202)	18%	(132)	750
Educ: < College	13%	(209)	41%	(642)	23%	(356)	23%	(360)	1567
Educ: Bachelors degree	16%	(65)	40%	(166)	28%	(116)	17%	(69)	416
Educ: Post-grad	19%	(41)	33%	(71)	31%	(68)	17%	(38)	219

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**Table BRD11\_12: Do you believe your local economy has enough jobs in each of the following industries**  
Service industry

Demographic	Too many jobs available		Not enough jobs available		About the right amount of jobs available		Don't Know / No Opinion		Total N
Adults	14%	(315)	40%	(879)	25%	(540)	21%	(468)	2201
Income: Under 50k	13%	(181)	41%	(557)	24%	(323)	21%	(283)	1344
Income: 50k-100k	14%	(86)	39%	(239)	23%	(143)	23%	(142)	609
Income: 100k+	19%	(47)	34%	(83)	30%	(74)	17%	(43)	248
Ethnicity: White	14%	(238)	40%	(707)	25%	(445)	21%	(360)	1750
Ethnicity: Hispanic	19%	(64)	35%	(114)	24%	(79)	22%	(72)	329
Ethnicity: Afr. Am.	18%	(49)	42%	(113)	17%	(46)	23%	(61)	269
Ethnicity: Other	15%	(28)	32%	(59)	27%	(49)	25%	(46)	182
Relig: Protestant	12%	(66)	46%	(264)	27%	(156)	15%	(84)	570
Relig: Roman Catholic	18%	(83)	39%	(186)	23%	(108)	20%	(96)	473
Relig: Ath./Agn./None	13%	(78)	33%	(201)	27%	(166)	27%	(163)	608
Relig: Something Else	15%	(46)	38%	(118)	24%	(74)	24%	(74)	313
Relig: Evangelical	17%	(114)	46%	(310)	21%	(138)	16%	(108)	670
Relig: Non-Evang. Catholics	12%	(75)	41%	(249)	27%	(162)	20%	(122)	608
Relig: All Christian	15%	(189)	44%	(559)	23%	(300)	18%	(230)	1278
Relig: All Non-Christian	14%	(124)	35%	(320)	26%	(240)	26%	(237)	921
Community: Urban	16%	(98)	40%	(250)	19%	(121)	25%	(155)	625
Community: Suburban	14%	(140)	37%	(369)	28%	(275)	20%	(200)	984
Community: Rural	13%	(76)	44%	(260)	24%	(143)	19%	(112)	592
Employ: Private Sector	19%	(135)	40%	(287)	23%	(163)	18%	(125)	710
Employ: Government	28%	(43)	32%	(50)	30%	(46)	10%	(15)	154
Employ: Self-Employed	19%	(40)	42%	(86)	22%	(45)	16%	(33)	204
Employ: Homemaker	5%	(8)	39%	(61)	25%	(40)	31%	(49)	158
Employ: Student	14%	(13)	31%	(29)	22%	(20)	33%	(31)	94
Employ: Retired	8%	(41)	44%	(216)	27%	(134)	20%	(100)	490
Employ: Unemployed	8%	(20)	39%	(91)	23%	(55)	29%	(69)	235
Employ: Other	10%	(15)	37%	(58)	24%	(37)	30%	(46)	156
Military HH: Yes	19%	(82)	38%	(169)	26%	(114)	17%	(76)	441
Military HH: No	13%	(233)	40%	(710)	24%	(426)	22%	(391)	1760

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**Table BRD11\_12:** Do you believe your local economy has enough jobs in each of the following industries  
 Service industry

Demographic	Too many jobs available		Not enough jobs available		About the right amount of jobs available		Don't Know / No Opinion		Total N
Adults	14%	(315)	40%	(879)	25%	(540)	21%	(468)	2201
RD/WT: Right Direction	19%	(166)	39%	(348)	24%	(212)	18%	(161)	887
RD/WT: Wrong Track	11%	(149)	40%	(530)	25%	(328)	23%	(306)	1314
Strongly Approve	17%	(89)	43%	(224)	23%	(122)	17%	(91)	526
Somewhat Approve	16%	(71)	40%	(171)	26%	(113)	18%	(77)	432
Somewhat Disapprove	15%	(43)	39%	(114)	27%	(79)	19%	(57)	293
Strongly Disapprove	12%	(105)	41%	(348)	24%	(206)	22%	(187)	846
Dont Know / No Opinion	7%	(7)	20%	(21)	19%	(20)	53%	(56)	105
#1 Issue: Economy	15%	(90)	45%	(277)	24%	(146)	17%	(105)	619
#1 Issue: Security	14%	(60)	38%	(169)	29%	(126)	19%	(86)	441
#1 Issue: Health Care	14%	(62)	36%	(158)	27%	(121)	23%	(104)	446
#1 Issue: Medicare / Social Security	10%	(27)	50%	(139)	18%	(49)	22%	(61)	276
#1 Issue: Women's Issues	16%	(17)	30%	(33)	24%	(26)	30%	(33)	110
#1 Issue: Education	26%	(30)	33%	(40)	23%	(27)	18%	(21)	119
#1 Issue: Energy	21%	(22)	41%	(42)	24%	(25)	14%	(14)	103
#1 Issue: Other	6%	(5)	23%	(20)	21%	(19)	50%	(44)	88
2016 Vote: Democrat Hillary Clinton	14%	(103)	40%	(298)	23%	(172)	22%	(165)	738
2016 Vote: Republican Donald Trump	15%	(121)	42%	(331)	26%	(211)	17%	(135)	797
2016 Vote: Someone else	19%	(34)	32%	(58)	27%	(49)	22%	(39)	180
2012 Vote: Barack Obama	15%	(134)	40%	(361)	26%	(231)	19%	(173)	898
2012 Vote: Mitt Romney	13%	(74)	43%	(247)	28%	(157)	16%	(94)	572
2012 Vote: Other	17%	(15)	35%	(32)	20%	(18)	28%	(26)	92
2012 Vote: Didn't Vote	14%	(86)	38%	(239)	21%	(132)	28%	(175)	633
4-Region: Northeast	12%	(48)	43%	(171)	21%	(85)	24%	(96)	402
4-Region: Midwest	11%	(51)	38%	(182)	28%	(131)	23%	(109)	474
4-Region: South	16%	(128)	40%	(328)	24%	(199)	20%	(160)	815
4-Region: West	17%	(88)	38%	(197)	24%	(124)	20%	(102)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD12: How often do you use Amazon.com to purchase products for yourself or others?**

Demographic	Nearly every day	Several times a week	About once a week	Several times a month	About once a month	Less than once a month	Never	Total N
Adults	6% (128)	10% (215)	10% (216)	16% (349)	17% (364)	27% (602)	15% (327)	2201
Gender: Male	8% (80)	10% (106)	10% (110)	16% (171)	15% (161)	24% (252)	17% (179)	1060
Gender: Female	4% (48)	10% (109)	9% (105)	16% (178)	18% (203)	31% (350)	13% (148)	1141
Age: 18-29	8% (37)	17% (77)	13% (61)	17% (76)	17% (77)	17% (77)	12% (53)	458
Age: 30-44	11% (64)	11% (64)	13% (77)	17% (95)	15% (89)	20% (118)	12% (69)	577
Age: 45-54	3% (11)	9% (32)	9% (34)	18% (65)	19% (68)	28% (100)	14% (52)	362
Age: 55-64	3% (12)	7% (27)	6% (25)	16% (66)	16% (67)	36% (144)	16% (64)	406
Age: 65+	1% (4)	4% (14)	5% (18)	12% (47)	16% (63)	41% (163)	22% (88)	398
PID: Dem (no lean)	4% (33)	12% (88)	11% (80)	18% (132)	15% (110)	25% (184)	15% (111)	738
PID: Ind (no lean)	4% (29)	7% (50)	9% (68)	16% (121)	18% (136)	29% (215)	17% (125)	744
PID: Rep (no lean)	9% (66)	11% (77)	9% (67)	14% (97)	16% (117)	28% (204)	13% (91)	719
PID/Gender: Dem Men	6% (19)	14% (42)	12% (37)	20% (62)	12% (38)	19% (58)	18% (57)	313
PID/Gender: Dem Women	3% (14)	11% (46)	10% (44)	16% (70)	17% (72)	29% (125)	13% (54)	425
PID/Gender: Ind Men	4% (15)	6% (21)	9% (35)	18% (66)	18% (67)	26% (98)	19% (69)	371
PID/Gender: Ind Women	4% (13)	8% (29)	9% (33)	15% (55)	19% (70)	31% (117)	15% (56)	373
PID/Gender: Rep Men	12% (45)	11% (43)	10% (39)	12% (44)	15% (57)	25% (96)	14% (53)	376
PID/Gender: Rep Women	6% (21)	10% (34)	8% (29)	16% (53)	18% (61)	31% (108)	11% (38)	343
Tea Party: Supporter	13% (79)	16% (98)	11% (65)	14% (89)	15% (91)	21% (129)	11% (69)	620
Tea Party: Not Supporter	3% (49)	7% (116)	10% (150)	16% (259)	17% (272)	30% (468)	16% (258)	1572
Ideo: Liberal (1-3)	10% (72)	17% (119)	13% (90)	14% (97)	16% (115)	21% (148)	8% (59)	700
Ideo: Moderate (4)	4% (19)	7% (37)	9% (47)	16% (83)	18% (93)	27% (141)	18% (95)	515
Ideo: Conservative (5-7)	4% (29)	7% (50)	8% (62)	18% (135)	17% (129)	31% (232)	15% (112)	750
Educ: < College	5% (80)	9% (136)	8% (126)	15% (241)	15% (242)	29% (457)	18% (284)	1567
Educ: Bachelors degree	6% (26)	11% (47)	14% (56)	17% (72)	21% (88)	23% (96)	7% (31)	416
Educ: Post-grad	10% (22)	14% (32)	15% (33)	17% (36)	16% (34)	22% (49)	6% (13)	219
Income: Under 50k	5% (69)	8% (113)	8% (105)	15% (203)	15% (203)	30% (406)	18% (245)	1344
Income: 50k-100k	6% (35)	12% (73)	12% (74)	17% (104)	19% (114)	24% (145)	10% (63)	609
Income: 100k+	9% (23)	12% (29)	14% (36)	17% (43)	19% (47)	21% (51)	7% (18)	248
Ethnicity: White	5% (91)	9% (165)	10% (167)	16% (278)	17% (297)	28% (493)	15% (260)	1750

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**Table BRD12: How often do you use Amazon.com to purchase products for yourself or others?**

Demographic	Nearly every day	Several times a week	About once a week	Several times a month	About once a month	Less than once a month	Never	Total N
Adults	6% (128)	10% (215)	10% (216)	16% (349)	17% (364)	27% (602)	15% (327)	2201
Ethnicity: Hispanic	13% (44)	16% (54)	13% (42)	19% (61)	14% (48)	16% (53)	8% (28)	329
Ethnicity: Afr. Am.	8% (23)	11% (31)	11% (30)	15% (41)	12% (33)	24% (64)	17% (46)	269
Ethnicity: Other	8% (14)	11% (20)	10% (18)	16% (30)	19% (34)	25% (46)	11% (20)	182
Relig: Protestant	4% (22)	8% (44)	9% (51)	17% (97)	19% (106)	30% (171)	14% (80)	570
Relig: Roman Catholic	9% (41)	12% (57)	11% (54)	15% (70)	16% (74)	26% (123)	11% (54)	473
Relig: Ath./Agn./None	4% (23)	8% (50)	10% (60)	17% (106)	18% (108)	26% (159)	17% (101)	608
Relig: Something Else	8% (24)	15% (46)	10% (30)	12% (38)	18% (56)	23% (71)	15% (48)	313
Relig: Evangelical	9% (60)	9% (60)	9% (62)	16% (109)	14% (97)	27% (183)	15% (101)	670
Relig: Non-Evang. Catholics	4% (21)	10% (58)	10% (63)	16% (97)	17% (104)	31% (189)	13% (76)	608
Relig: All Christian	6% (81)	9% (118)	10% (124)	16% (205)	16% (200)	29% (372)	14% (177)	1278
Relig: All Non-Christian	5% (47)	10% (96)	10% (91)	16% (144)	18% (164)	25% (230)	16% (149)	921
Community: Urban	8% (49)	10% (60)	12% (73)	16% (101)	14% (87)	26% (161)	15% (94)	625
Community: Suburban	5% (46)	10% (97)	10% (98)	16% (153)	18% (173)	29% (286)	13% (131)	984
Community: Rural	5% (32)	10% (58)	8% (45)	16% (95)	18% (104)	26% (155)	17% (102)	592
Employ: Private Sector	8% (56)	11% (78)	13% (93)	18% (125)	17% (123)	23% (161)	10% (74)	710
Employ: Government	13% (20)	23% (35)	13% (20)	19% (30)	12% (19)	13% (20)	6% (10)	154
Employ: Self-Employed	12% (24)	11% (23)	9% (18)	15% (31)	14% (28)	26% (53)	13% (27)	204
Employ: Homemaker	5% (8)	11% (17)	7% (11)	18% (29)	19% (31)	27% (43)	13% (20)	158
Employ: Student	3% (2)	19% (17)	14% (13)	24% (23)	11% (11)	17% (16)	12% (12)	94
Employ: Retired	1% (4)	5% (26)	5% (26)	14% (69)	17% (83)	37% (184)	20% (98)	490
Employ: Unemployed	4% (10)	4% (11)	10% (23)	10% (23)	19% (44)	30% (71)	22% (52)	235
Employ: Other	2% (3)	6% (9)	7% (11)	12% (19)	17% (26)	35% (54)	22% (34)	156
Military HH: Yes	8% (37)	14% (63)	9% (41)	15% (64)	13% (58)	25% (111)	15% (66)	441
Military HH: No	5% (91)	9% (152)	10% (175)	16% (285)	17% (306)	28% (490)	15% (261)	1760
RD/WT: Right Direction	9% (77)	12% (108)	10% (84)	13% (114)	14% (129)	26% (231)	16% (144)	887
RD/WT: Wrong Track	4% (51)	8% (107)	10% (131)	18% (235)	18% (236)	28% (371)	14% (183)	1314

Continued on next page

**Table BRD12: How often do you use Amazon.com to purchase products for yourself or others?**

Demographic	Nearly every day	Several times a week	About once a week	Several times a month	About once a month	Less than once a month	Never	Total N
Adults	6% (128)	10% (215)	10% (216)	16% (349)	17% (364)	27% (602)	15% (327)	2201
Strongly Approve	9% (48)	10% (52)	9% (46)	13% (68)	16% (84)	29% (150)	15% (78)	526
Somewhat Approve	5% (21)	12% (50)	10% (43)	16% (70)	16% (67)	27% (119)	14% (62)	432
Somewhat Disapprove	3% (10)	10% (29)	11% (33)	13% (39)	16% (46)	29% (85)	18% (52)	293
Strongly Disapprove	5% (45)	10% (84)	10% (87)	19% (160)	18% (155)	25% (212)	12% (104)	846
Dont Know / No Opinion	4% (4)	— (1)	6% (7)	12% (12)	12% (12)	35% (37)	30% (32)	105
#1 Issue: Economy	4% (26)	9% (58)	10% (60)	19% (115)	17% (105)	27% (166)	14% (89)	619
#1 Issue: Security	7% (31)	9% (40)	9% (38)	15% (68)	17% (74)	28% (123)	15% (66)	441
#1 Issue: Health Care	4% (16)	12% (55)	10% (45)	15% (69)	17% (75)	30% (133)	12% (52)	446
#1 Issue: Medicare / Social Security	3% (7)	5% (13)	7% (18)	13% (36)	17% (47)	33% (92)	23% (63)	276
#1 Issue: Women's Issues	11% (12)	11% (12)	12% (14)	14% (16)	15% (17)	26% (29)	10% (11)	110
#1 Issue: Education	12% (14)	10% (12)	17% (20)	14% (16)	17% (20)	18% (21)	13% (16)	119
#1 Issue: Energy	13% (14)	19% (19)	15% (16)	16% (16)	11% (11)	18% (18)	9% (9)	103
#1 Issue: Other	9% (7)	7% (6)	6% (5)	15% (13)	18% (16)	22% (20)	23% (20)	88
2016 Vote: Democrat Hillary Clinton	6% (42)	11% (83)	13% (96)	16% (122)	15% (114)	24% (180)	14% (101)	738
2016 Vote: Republican Donald Trump	7% (55)	11% (87)	9% (72)	15% (116)	17% (138)	30% (241)	11% (88)	797
2016 Vote: Someone else	5% (9)	6% (11)	8% (15)	20% (36)	21% (38)	25% (46)	14% (25)	180
2012 Vote: Barack Obama	7% (59)	11% (95)	10% (93)	16% (143)	17% (151)	25% (228)	14% (128)	898
2012 Vote: Mitt Romney	6% (35)	9% (52)	9% (49)	17% (98)	18% (103)	29% (168)	12% (67)	572
2012 Vote: Other	1% (1)	8% (7)	8% (7)	16% (15)	17% (15)	37% (34)	14% (12)	92
2012 Vote: Didn't Vote	5% (31)	10% (62)	10% (63)	15% (94)	15% (94)	27% (171)	19% (119)	633
4-Region: Northeast	6% (24)	12% (49)	10% (42)	15% (59)	17% (68)	26% (105)	13% (53)	402
4-Region: Midwest	5% (23)	8% (40)	9% (43)	15% (69)	15% (69)	31% (145)	18% (85)	474
4-Region: South	7% (58)	10% (81)	10% (78)	17% (137)	15% (122)	28% (225)	14% (114)	815
4-Region: West	4% (22)	9% (46)	10% (52)	17% (85)	20% (105)	25% (127)	15% (74)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table BRD13:** How much have you seen, read, or heard about Amazons plans to open a second headquarters in a city in North America?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(396)	32%	(698)	20%	(440)	30%	(667)	2201
Gender: Male	22%	(230)	33%	(350)	18%	(191)	27%	(289)	1060
Gender: Female	15%	(166)	30%	(348)	22%	(250)	33%	(378)	1141
Age: 18-29	20%	(93)	27%	(124)	18%	(83)	34%	(158)	458
Age: 30-44	24%	(138)	27%	(158)	18%	(105)	30%	(175)	577
Age: 45-54	14%	(49)	34%	(124)	24%	(87)	28%	(102)	362
Age: 55-64	16%	(65)	35%	(142)	19%	(77)	30%	(121)	406
Age: 65+	13%	(50)	38%	(150)	22%	(88)	28%	(110)	398
PID: Dem (no lean)	20%	(148)	33%	(247)	20%	(145)	27%	(199)	738
PID: Ind (no lean)	15%	(109)	30%	(222)	21%	(158)	34%	(255)	744
PID: Rep (no lean)	19%	(140)	32%	(229)	19%	(137)	30%	(213)	719
PID/Gender: Dem Men	25%	(79)	33%	(103)	17%	(55)	24%	(76)	313
PID/Gender: Dem Women	16%	(69)	34%	(143)	21%	(90)	29%	(122)	425
PID/Gender: Ind Men	15%	(56)	36%	(135)	20%	(74)	28%	(106)	371
PID/Gender: Ind Women	14%	(53)	23%	(87)	22%	(83)	40%	(149)	373
PID/Gender: Rep Men	25%	(95)	30%	(112)	16%	(62)	28%	(107)	376
PID/Gender: Rep Women	13%	(44)	34%	(117)	22%	(76)	31%	(106)	343
Tea Party: Supporter	27%	(170)	33%	(202)	16%	(96)	24%	(151)	620
Tea Party: Not Supporter	14%	(225)	31%	(494)	22%	(338)	33%	(514)	1572
Ideo: Liberal (1-3)	28%	(197)	33%	(228)	17%	(120)	22%	(155)	700
Ideo: Moderate (4)	15%	(77)	37%	(189)	19%	(97)	29%	(152)	515
Ideo: Conservative (5-7)	14%	(105)	32%	(242)	21%	(159)	32%	(243)	750
Educ: < College	15%	(236)	30%	(472)	21%	(321)	34%	(537)	1567
Educ: Bachelors degree	24%	(99)	33%	(136)	21%	(88)	22%	(92)	416
Educ: Post-grad	28%	(61)	41%	(90)	14%	(31)	17%	(37)	219
Income: Under 50k	15%	(198)	30%	(400)	21%	(286)	34%	(461)	1344
Income: 50k-100k	22%	(134)	34%	(204)	20%	(119)	25%	(151)	609
Income: 100k+	26%	(64)	38%	(94)	14%	(35)	22%	(54)	248
Ethnicity: White	18%	(306)	32%	(565)	20%	(353)	30%	(526)	1750
Ethnicity: Hispanic	29%	(95)	31%	(102)	17%	(55)	24%	(77)	329
Ethnicity: Afr. Am.	22%	(59)	28%	(75)	22%	(58)	28%	(76)	269

Continued on next page

**Table BRD13:** How much have you seen, read, or heard about Amazons plans to open a second headquarters in a city in North America?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(396)	32%	(698)	20%	(440)	30%	(667)	2201
Ethnicity: Other	17%	(30)	32%	(59)	16%	(29)	35%	(64)	182
Relig: Protestant	17%	(98)	35%	(202)	20%	(117)	27%	(154)	570
Relig: Roman Catholic	25%	(119)	35%	(166)	18%	(87)	21%	(100)	473
Relig: Ath./Agn./None	15%	(90)	27%	(167)	21%	(128)	37%	(223)	608
Relig: Something Else	17%	(54)	34%	(106)	17%	(54)	32%	(99)	313
Relig: Evangelical	21%	(141)	29%	(196)	20%	(131)	30%	(201)	670
Relig: Non-Evang. Catholics	18%	(110)	38%	(229)	21%	(126)	24%	(144)	608
Relig: All Christian	20%	(251)	33%	(425)	20%	(257)	27%	(345)	1278
Relig: All Non-Christian	16%	(144)	30%	(273)	20%	(183)	35%	(322)	921
Community: Urban	22%	(140)	29%	(182)	19%	(118)	30%	(185)	625
Community: Suburban	19%	(183)	33%	(326)	20%	(196)	28%	(279)	984
Community: Rural	12%	(73)	32%	(190)	21%	(125)	34%	(203)	592
Employ: Private Sector	25%	(175)	33%	(232)	18%	(129)	24%	(173)	710
Employ: Government	24%	(37)	38%	(58)	17%	(26)	22%	(33)	154
Employ: Self-Employed	19%	(40)	41%	(84)	16%	(33)	23%	(47)	204
Employ: Homemaker	10%	(16)	30%	(48)	21%	(32)	39%	(62)	158
Employ: Student	16%	(15)	28%	(27)	18%	(17)	37%	(35)	94
Employ: Retired	14%	(69)	33%	(164)	22%	(108)	31%	(150)	490
Employ: Unemployed	13%	(31)	19%	(44)	24%	(57)	44%	(104)	235
Employ: Other	9%	(13)	27%	(43)	24%	(37)	40%	(63)	156
Military HH: Yes	23%	(103)	34%	(150)	16%	(70)	27%	(118)	441
Military HH: No	17%	(293)	31%	(549)	21%	(370)	31%	(549)	1760
RD/WT: Right Direction	22%	(196)	31%	(277)	19%	(171)	27%	(243)	887
RD/WT: Wrong Track	15%	(200)	32%	(421)	21%	(269)	32%	(424)	1314
Strongly Approve	22%	(117)	31%	(162)	18%	(93)	29%	(154)	526
Somewhat Approve	15%	(66)	36%	(157)	19%	(81)	29%	(127)	432
Somewhat Disapprove	15%	(43)	26%	(76)	28%	(83)	31%	(90)	293
Strongly Disapprove	20%	(166)	34%	(287)	19%	(162)	27%	(231)	846
Dont Know / No Opinion	3%	(3)	15%	(16)	20%	(21)	62%	(65)	105

Continued on next page

**Table BRD13:** How much have you seen, read, or heard about Amazons plans to open a second headquarters in a city in North America?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(396)	32%	(698)	20%	(440)	30%	(667)	2201
#1 Issue: Economy	18%	(112)	33%	(207)	21%	(132)	27%	(168)	619
#1 Issue: Security	17%	(76)	33%	(144)	18%	(78)	33%	(144)	441
#1 Issue: Health Care	16%	(73)	33%	(146)	21%	(94)	30%	(132)	446
#1 Issue: Medicare / Social Security	15%	(41)	31%	(87)	24%	(65)	30%	(83)	276
#1 Issue: Women's Issues	25%	(28)	23%	(26)	18%	(20)	33%	(36)	110
#1 Issue: Education	26%	(30)	29%	(34)	17%	(20)	29%	(34)	119
#1 Issue: Energy	29%	(30)	33%	(34)	16%	(16)	23%	(23)	103
#1 Issue: Other	6%	(5)	24%	(21)	17%	(15)	53%	(46)	88
2016 Vote: Democrat Hillary Clinton	23%	(169)	34%	(250)	20%	(146)	24%	(174)	738
2016 Vote: Republican Donald Trump	19%	(152)	33%	(265)	20%	(163)	27%	(217)	797
2016 Vote: Someone else	15%	(27)	35%	(63)	21%	(37)	29%	(53)	180
2012 Vote: Barack Obama	22%	(194)	34%	(310)	19%	(170)	25%	(225)	898
2012 Vote: Mitt Romney	17%	(99)	35%	(199)	19%	(111)	28%	(163)	572
2012 Vote: Other	14%	(13)	33%	(31)	19%	(17)	33%	(31)	92
2012 Vote: Didn't Vote	13%	(85)	25%	(158)	22%	(142)	39%	(248)	633
4-Region: Northeast	20%	(80)	35%	(142)	19%	(78)	25%	(101)	402
4-Region: Midwest	13%	(63)	35%	(167)	20%	(96)	31%	(148)	474
4-Region: South	19%	(156)	30%	(242)	20%	(164)	31%	(252)	815
4-Region: West	19%	(97)	29%	(147)	20%	(102)	32%	(165)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD14\_4NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - Walkability of city

Demographic	Selected		Not Selected		Total N
Adults	18%	(403)	82%	(1798)	2201
Gender: Male	16%	(174)	84%	(886)	1060
Gender: Female	20%	(230)	80%	(912)	1141
Age: 18-29	17%	(79)	83%	(380)	458
Age: 30-44	19%	(108)	81%	(469)	577
Age: 45-54	17%	(62)	83%	(300)	362
Age: 55-64	20%	(80)	80%	(326)	406
Age: 65+	19%	(75)	81%	(323)	398
PID: Dem (no lean)	21%	(156)	79%	(582)	738
PID: Ind (no lean)	19%	(142)	81%	(602)	744
PID: Rep (no lean)	15%	(105)	85%	(614)	719
PID/Gender: Dem Men	18%	(57)	82%	(256)	313
PID/Gender: Dem Women	23%	(99)	77%	(326)	425
PID/Gender: Ind Men	17%	(62)	83%	(309)	371
PID/Gender: Ind Women	21%	(80)	79%	(293)	373
PID/Gender: Rep Men	15%	(55)	85%	(321)	376
PID/Gender: Rep Women	15%	(51)	85%	(293)	343
Tea Party: Supporter	15%	(94)	85%	(526)	620
Tea Party: Not Supporter	19%	(306)	81%	(1266)	1572
Ideo: Liberal (1-3)	22%	(155)	78%	(545)	700
Ideo: Moderate (4)	17%	(86)	83%	(429)	515
Ideo: Conservative (5-7)	16%	(117)	84%	(633)	750
Educ: < College	18%	(285)	82%	(1281)	1567
Educ: Bachelors degree	19%	(77)	81%	(339)	416
Educ: Post-grad	19%	(41)	81%	(178)	219
Income: Under 50k	19%	(259)	81%	(1085)	1344
Income: 50k-100k	16%	(95)	84%	(514)	609
Income: 100k+	20%	(49)	80%	(199)	248
Ethnicity: White	17%	(306)	83%	(1445)	1750

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**Table BRD14\_4NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - Walkability of city

Demographic	Selected	Not Selected	Total N
Adults	18% (403)	82% (1798)	2201
Ethnicity: Hispanic	23% (77)	77% (253)	329
Ethnicity: Afr. Am.	21% (58)	79% (211)	269
Ethnicity: Other	22% (40)	78% (142)	182
Relig: Protestant	16% (94)	84% (476)	570
Relig: Roman Catholic	19% (90)	81% (383)	473
Relig: Ath./Agn./None	20% (124)	80% (485)	608
Relig: Something Else	18% (57)	82% (255)	313
Relig: Evangelical	18% (118)	82% (552)	670
Relig: Non-Evang. Catholics	17% (105)	83% (503)	608
Relig: All Christian	17% (223)	83% (1055)	1278
Relig: All Non-Christian	20% (181)	80% (740)	921
Community: Urban	21% (134)	79% (491)	625
Community: Suburban	18% (175)	82% (809)	984
Community: Rural	16% (94)	84% (497)	592
Employ: Private Sector	18% (131)	82% (579)	710
Employ: Government	16% (25)	84% (129)	154
Employ: Self-Employed	14% (29)	86% (175)	204
Employ: Homemaker	20% (32)	80% (126)	158
Employ: Student	21% (20)	79% (74)	94
Employ: Retired	19% (93)	81% (398)	490
Employ: Unemployed	19% (45)	81% (190)	235
Employ: Other	19% (30)	81% (126)	156
Military HH: Yes	15% (68)	85% (373)	441
Military HH: No	19% (336)	81% (1425)	1760
RD/WT: Right Direction	15% (135)	85% (752)	887
RD/WT: Wrong Track	20% (269)	80% (1045)	1314
Strongly Approve	17% (87)	83% (439)	526
Somewhat Approve	13% (57)	87% (375)	432
Somewhat Disapprove	18% (52)	82% (241)	293
Strongly Disapprove	23% (191)	77% (655)	846
Dont Know / No Opinion	16% (17)	84% (88)	105

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**Table BRD14\_4NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - Walkability of city

Demographic	Selected		Not Selected		Total N
Adults	18%	(403)	82%	(1798)	2201
#1 Issue: Economy	17%	(105)	83%	(514)	619
#1 Issue: Security	17%	(75)	83%	(366)	441
#1 Issue: Health Care	16%	(71)	84%	(374)	446
#1 Issue: Medicare / Social Security	24%	(66)	76%	(210)	276
#1 Issue: Women's Issues	16%	(18)	84%	(92)	110
#1 Issue: Education	14%	(17)	86%	(102)	119
#1 Issue: Energy	32%	(33)	68%	(69)	103
#1 Issue: Other	20%	(18)	80%	(70)	88
2016 Vote: Democrat Hillary Clinton	22%	(161)	78%	(577)	738
2016 Vote: Republican Donald Trump	15%	(118)	85%	(679)	797
2016 Vote: Someone else	20%	(37)	80%	(143)	180
2012 Vote: Barack Obama	22%	(199)	78%	(699)	898
2012 Vote: Mitt Romney	12%	(69)	88%	(503)	572
2012 Vote: Other	12%	(11)	88%	(80)	92
2012 Vote: Didn't Vote	20%	(124)	80%	(509)	633
4-Region: Northeast	20%	(80)	80%	(322)	402
4-Region: Midwest	19%	(90)	81%	(384)	474
4-Region: South	17%	(137)	83%	(677)	815
4-Region: West	19%	(97)	81%	(414)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD14\_5NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - Proximity of an airport in the city

Demographic	Selected		Not Selected		Total N
Adults	31%	(680)	69%	(1521)	2201
Gender: Male	33%	(352)	67%	(707)	1060
Gender: Female	29%	(328)	71%	(813)	1141
Age: 18-29	22%	(101)	78%	(358)	458
Age: 30-44	26%	(151)	74%	(426)	577
Age: 45-54	32%	(114)	68%	(248)	362
Age: 55-64	33%	(132)	67%	(273)	406
Age: 65+	46%	(182)	54%	(216)	398
PID: Dem (no lean)	29%	(216)	71%	(522)	738
PID: Ind (no lean)	31%	(227)	69%	(517)	744
PID: Rep (no lean)	33%	(237)	67%	(482)	719
PID/Gender: Dem Men	29%	(91)	71%	(222)	313
PID/Gender: Dem Women	29%	(125)	71%	(300)	425
PID/Gender: Ind Men	33%	(121)	67%	(250)	371
PID/Gender: Ind Women	29%	(107)	71%	(266)	373
PID/Gender: Rep Men	38%	(141)	62%	(235)	376
PID/Gender: Rep Women	28%	(96)	72%	(247)	343
Tea Party: Supporter	32%	(198)	68%	(422)	620
Tea Party: Not Supporter	30%	(478)	70%	(1094)	1572
Ideo: Liberal (1-3)	31%	(215)	69%	(485)	700
Ideo: Moderate (4)	29%	(150)	71%	(365)	515
Ideo: Conservative (5-7)	37%	(278)	63%	(472)	750
Educ: < College	28%	(446)	72%	(1121)	1567
Educ: Bachelors degree	35%	(145)	65%	(271)	416
Educ: Post-grad	41%	(90)	59%	(129)	219
Income: Under 50k	28%	(370)	72%	(974)	1344
Income: 50k-100k	35%	(213)	65%	(397)	609
Income: 100k+	39%	(98)	61%	(150)	248
Ethnicity: White	34%	(589)	66%	(1161)	1750

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**Table BRD14\_5NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - Proximity of an airport in the city

Demographic	Selected		Not Selected		Total N
Adults	31%	(680)	69%	(1521)	2201
Ethnicity: Hispanic	24%	(78)	76%	(251)	329
Ethnicity: Afr. Am.	20%	(53)	80%	(216)	269
Ethnicity: Other	21%	(38)	79%	(144)	182
Relig: Protestant	40%	(230)	60%	(340)	570
Relig: Roman Catholic	29%	(138)	71%	(334)	473
Relig: Ath./Agn./None	27%	(164)	73%	(444)	608
Relig: Something Else	32%	(100)	68%	(213)	313
Relig: Evangelical	30%	(200)	70%	(470)	670
Relig: Non-Evang. Catholics	35%	(216)	65%	(392)	608
Relig: All Christian	33%	(416)	67%	(862)	1278
Relig: All Non-Christian	29%	(264)	71%	(657)	921
Community: Urban	29%	(179)	71%	(446)	625
Community: Suburban	33%	(329)	67%	(655)	984
Community: Rural	29%	(172)	71%	(420)	592
Employ: Private Sector	33%	(232)	67%	(478)	710
Employ: Government	24%	(37)	76%	(117)	154
Employ: Self-Employed	25%	(52)	75%	(152)	204
Employ: Homemaker	27%	(43)	73%	(115)	158
Employ: Student	25%	(23)	75%	(71)	94
Employ: Retired	41%	(201)	59%	(289)	490
Employ: Unemployed	22%	(52)	78%	(182)	235
Employ: Other	25%	(39)	75%	(117)	156
Military HH: Yes	33%	(144)	67%	(297)	441
Military HH: No	30%	(536)	70%	(1224)	1760
RD/WT: Right Direction	31%	(277)	69%	(610)	887
RD/WT: Wrong Track	31%	(404)	69%	(910)	1314
Strongly Approve	33%	(171)	67%	(355)	526
Somewhat Approve	33%	(144)	67%	(288)	432
Somewhat Disapprove	32%	(95)	68%	(198)	293
Strongly Disapprove	30%	(251)	70%	(595)	846
Dont Know / No Opinion	19%	(20)	81%	(85)	105

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**Table BRD14\_5NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - Proximity of an airport in the city

Demographic	Selected		Not Selected		Total N
Adults	31%	(680)	69%	(1521)	2201
#1 Issue: Economy	32%	(200)	68%	(419)	619
#1 Issue: Security	34%	(151)	66%	(290)	441
#1 Issue: Health Care	27%	(119)	73%	(327)	446
#1 Issue: Medicare / Social Security	41%	(113)	59%	(163)	276
#1 Issue: Women's Issues	25%	(27)	75%	(83)	110
#1 Issue: Education	21%	(25)	79%	(94)	119
#1 Issue: Energy	22%	(23)	78%	(80)	103
#1 Issue: Other	26%	(23)	74%	(65)	88
2016 Vote: Democrat Hillary Clinton	30%	(222)	70%	(516)	738
2016 Vote: Republican Donald Trump	35%	(278)	65%	(519)	797
2016 Vote: Someone else	34%	(60)	66%	(119)	180
2012 Vote: Barack Obama	32%	(288)	68%	(611)	898
2012 Vote: Mitt Romney	35%	(202)	65%	(370)	572
2012 Vote: Other	33%	(31)	67%	(61)	92
2012 Vote: Didn't Vote	25%	(157)	75%	(476)	633
4-Region: Northeast	27%	(108)	73%	(293)	402
4-Region: Midwest	34%	(161)	66%	(312)	474
4-Region: South	29%	(238)	71%	(577)	815
4-Region: West	34%	(172)	66%	(339)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD14\_6NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - The geographic location of the city

Demographic	Selected		Not Selected		Total N
Adults	44%	(965)	56%	(1236)	2201
Gender: Male	41%	(438)	59%	(622)	1060
Gender: Female	46%	(527)	54%	(614)	1141
Age: 18-29	31%	(140)	69%	(319)	458
Age: 30-44	42%	(243)	58%	(334)	577
Age: 45-54	39%	(141)	61%	(221)	362
Age: 55-64	53%	(216)	47%	(189)	406
Age: 65+	57%	(225)	43%	(173)	398
PID: Dem (no lean)	43%	(318)	57%	(420)	738
PID: Ind (no lean)	44%	(331)	56%	(413)	744
PID: Rep (no lean)	44%	(316)	56%	(403)	719
PID/Gender: Dem Men	36%	(112)	64%	(200)	313
PID/Gender: Dem Women	48%	(206)	52%	(220)	425
PID/Gender: Ind Men	45%	(167)	55%	(204)	371
PID/Gender: Ind Women	44%	(164)	56%	(209)	373
PID/Gender: Rep Men	42%	(158)	58%	(217)	376
PID/Gender: Rep Women	46%	(158)	54%	(186)	343
Tea Party: Supporter	41%	(257)	59%	(364)	620
Tea Party: Not Supporter	45%	(705)	55%	(867)	1572
Ideo: Liberal (1-3)	40%	(281)	60%	(419)	700
Ideo: Moderate (4)	47%	(240)	53%	(275)	515
Ideo: Conservative (5-7)	49%	(364)	51%	(386)	750
Educ: < College	42%	(659)	58%	(907)	1567
Educ: Bachelors degree	46%	(193)	54%	(223)	416
Educ: Post-grad	52%	(113)	48%	(106)	219
Income: Under 50k	41%	(545)	59%	(799)	1344
Income: 50k-100k	49%	(301)	51%	(308)	609
Income: 100k+	48%	(119)	52%	(129)	248
Ethnicity: White	46%	(812)	54%	(938)	1750

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**Table BRD14\_6NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - The geographic location of the city

Demographic	Selected		Not Selected		Total N
Adults	44%	(965)	56%	(1236)	2201
Ethnicity: Hispanic	30%	(100)	70%	(229)	329
Ethnicity: Afr. Am.	33%	(90)	67%	(179)	269
Ethnicity: Other	34%	(63)	66%	(119)	182
Relig: Protestant	53%	(304)	47%	(266)	570
Relig: Roman Catholic	41%	(193)	59%	(280)	473
Relig: Ath./Agn./None	39%	(238)	61%	(370)	608
Relig: Something Else	43%	(134)	57%	(178)	313
Relig: Evangelical	43%	(289)	57%	(381)	670
Relig: Non-Evang. Catholics	50%	(304)	50%	(304)	608
Relig: All Christian	46%	(592)	54%	(686)	1278
Relig: All Non-Christian	40%	(373)	60%	(548)	921
Community: Urban	42%	(263)	58%	(362)	625
Community: Suburban	45%	(441)	55%	(543)	984
Community: Rural	44%	(261)	56%	(331)	592
Employ: Private Sector	45%	(317)	55%	(393)	710
Employ: Government	32%	(50)	68%	(104)	154
Employ: Self-Employed	35%	(72)	65%	(132)	204
Employ: Homemaker	48%	(75)	52%	(83)	158
Employ: Student	37%	(34)	63%	(60)	94
Employ: Retired	54%	(263)	46%	(227)	490
Employ: Unemployed	40%	(93)	60%	(142)	235
Employ: Other	39%	(60)	61%	(96)	156
Military HH: Yes	43%	(191)	57%	(250)	441
Military HH: No	44%	(774)	56%	(986)	1760
RD/WT: Right Direction	40%	(350)	60%	(536)	887
RD/WT: Wrong Track	47%	(614)	53%	(700)	1314
Strongly Approve	42%	(219)	58%	(307)	526
Somewhat Approve	47%	(202)	53%	(229)	432
Somewhat Disapprove	41%	(121)	59%	(172)	293
Strongly Disapprove	47%	(395)	53%	(451)	846
Dont Know / No Opinion	27%	(28)	73%	(76)	105

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**Table BRD14\_6NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - The geographic location of the city

Demographic	Selected		Not Selected		Total N
Adults	44%	(965)	56%	(1236)	2201
#1 Issue: Economy	44%	(271)	56%	(348)	619
#1 Issue: Security	49%	(214)	51%	(227)	441
#1 Issue: Health Care	43%	(193)	57%	(253)	446
#1 Issue: Medicare / Social Security	49%	(136)	51%	(140)	276
#1 Issue: Women's Issues	35%	(38)	65%	(72)	110
#1 Issue: Education	27%	(33)	73%	(86)	119
#1 Issue: Energy	40%	(41)	60%	(62)	103
#1 Issue: Other	44%	(39)	56%	(49)	88
2016 Vote: Democrat Hillary Clinton	46%	(343)	54%	(396)	738
2016 Vote: Republican Donald Trump	45%	(358)	55%	(439)	797
2016 Vote: Someone else	42%	(75)	58%	(105)	180
2012 Vote: Barack Obama	48%	(427)	52%	(471)	898
2012 Vote: Mitt Romney	50%	(284)	50%	(288)	572
2012 Vote: Other	38%	(35)	62%	(57)	92
2012 Vote: Didn't Vote	35%	(219)	65%	(414)	633
4-Region: Northeast	41%	(165)	59%	(236)	402
4-Region: Midwest	43%	(202)	57%	(271)	474
4-Region: South	47%	(379)	53%	(436)	815
4-Region: West	43%	(218)	57%	(293)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD14\_7NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - The population of the city

Demographic	Selected		Not Selected		Total N
Adults	38%	(847)	62%	(1354)	2201
Gender: Male	36%	(384)	64%	(676)	1060
Gender: Female	41%	(463)	59%	(678)	1141
Age: 18-29	37%	(171)	63%	(287)	458
Age: 30-44	43%	(248)	57%	(328)	577
Age: 45-54	37%	(133)	63%	(229)	362
Age: 55-64	39%	(158)	61%	(248)	406
Age: 65+	34%	(136)	66%	(261)	398
PID: Dem (no lean)	39%	(284)	61%	(454)	738
PID: Ind (no lean)	38%	(281)	62%	(463)	744
PID: Rep (no lean)	39%	(282)	61%	(437)	719
PID/Gender: Dem Men	34%	(107)	66%	(205)	313
PID/Gender: Dem Women	42%	(177)	58%	(248)	425
PID/Gender: Ind Men	36%	(132)	64%	(239)	371
PID/Gender: Ind Women	40%	(149)	60%	(224)	373
PID/Gender: Rep Men	38%	(144)	62%	(231)	376
PID/Gender: Rep Women	40%	(137)	60%	(206)	343
Tea Party: Supporter	41%	(251)	59%	(369)	620
Tea Party: Not Supporter	38%	(592)	62%	(980)	1572
Ideo: Liberal (1-3)	38%	(264)	62%	(435)	700
Ideo: Moderate (4)	42%	(219)	58%	(296)	515
Ideo: Conservative (5-7)	39%	(293)	61%	(457)	750
Educ: < College	38%	(596)	62%	(970)	1567
Educ: Bachelors degree	42%	(177)	58%	(239)	416
Educ: Post-grad	34%	(74)	66%	(144)	219
Income: Under 50k	39%	(523)	61%	(821)	1344
Income: 50k-100k	38%	(229)	62%	(381)	609
Income: 100k+	38%	(95)	62%	(152)	248
Ethnicity: White	39%	(686)	61%	(1064)	1750

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**Table BRD14\_7NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - The population of the city

Demographic	Selected		Not Selected		Total N
Adults	38%	(847)	62%	(1354)	2201
Ethnicity: Hispanic	41%	(134)	59%	(195)	329
Ethnicity: Afr. Am.	33%	(90)	67%	(179)	269
Ethnicity: Other	39%	(72)	61%	(110)	182
Relig: Protestant	38%	(215)	62%	(354)	570
Relig: Roman Catholic	40%	(188)	60%	(285)	473
Relig: Ath./Agn./None	39%	(236)	61%	(372)	608
Relig: Something Else	35%	(110)	65%	(203)	313
Relig: Evangelical	41%	(274)	59%	(396)	670
Relig: Non-Evang. Catholics	37%	(227)	63%	(381)	608
Relig: All Christian	39%	(501)	61%	(777)	1278
Relig: All Non-Christian	38%	(346)	62%	(575)	921
Community: Urban	38%	(236)	62%	(389)	625
Community: Suburban	38%	(375)	62%	(609)	984
Community: Rural	40%	(236)	60%	(356)	592
Employ: Private Sector	40%	(287)	60%	(423)	710
Employ: Government	32%	(49)	68%	(104)	154
Employ: Self-Employed	31%	(64)	69%	(140)	204
Employ: Homemaker	46%	(73)	54%	(85)	158
Employ: Student	38%	(35)	62%	(59)	94
Employ: Retired	36%	(176)	64%	(314)	490
Employ: Unemployed	44%	(102)	56%	(133)	235
Employ: Other	39%	(60)	61%	(96)	156
Military HH: Yes	32%	(142)	68%	(299)	441
Military HH: No	40%	(705)	60%	(1055)	1760
RD/WT: Right Direction	36%	(319)	64%	(568)	887
RD/WT: Wrong Track	40%	(528)	60%	(786)	1314
Strongly Approve	41%	(216)	59%	(310)	526
Somewhat Approve	33%	(143)	67%	(289)	432
Somewhat Disapprove	35%	(101)	65%	(192)	293
Strongly Disapprove	42%	(356)	58%	(489)	846
Dont Know / No Opinion	30%	(31)	70%	(73)	105

Continued on next page

**Table BRD14\_7NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - The population of the city

Demographic	Selected		Not Selected		Total N
Adults	38%	(847)	62%	(1354)	2201
#1 Issue: Economy	42%	(258)	58%	(361)	619
#1 Issue: Security	39%	(173)	61%	(268)	441
#1 Issue: Health Care	36%	(160)	64%	(286)	446
#1 Issue: Medicare / Social Security	40%	(111)	60%	(165)	276
#1 Issue: Women's Issues	32%	(35)	68%	(74)	110
#1 Issue: Education	33%	(40)	67%	(79)	119
#1 Issue: Energy	40%	(41)	60%	(62)	103
#1 Issue: Other	33%	(29)	67%	(59)	88
2016 Vote: Democrat Hillary Clinton	39%	(289)	61%	(449)	738
2016 Vote: Republican Donald Trump	39%	(307)	61%	(490)	797
2016 Vote: Someone else	31%	(56)	69%	(124)	180
2012 Vote: Barack Obama	39%	(352)	61%	(546)	898
2012 Vote: Mitt Romney	36%	(206)	64%	(366)	572
2012 Vote: Other	21%	(19)	79%	(72)	92
2012 Vote: Didn't Vote	42%	(266)	58%	(367)	633
4-Region: Northeast	36%	(143)	64%	(259)	402
4-Region: Midwest	35%	(165)	65%	(309)	474
4-Region: South	41%	(334)	59%	(481)	815
4-Region: West	40%	(206)	60%	(305)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD14\_8NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - The size of the city

Demographic	Selected		Not Selected		Total N
Adults	36%	(796)	64%	(1405)	2201
Gender: Male	34%	(360)	66%	(699)	1060
Gender: Female	38%	(436)	62%	(705)	1141
Age: 18-29	35%	(162)	65%	(296)	458
Age: 30-44	37%	(214)	63%	(363)	577
Age: 45-54	36%	(132)	64%	(231)	362
Age: 55-64	37%	(152)	63%	(254)	406
Age: 65+	34%	(136)	66%	(261)	398
PID: Dem (no lean)	36%	(266)	64%	(472)	738
PID: Ind (no lean)	36%	(266)	64%	(478)	744
PID: Rep (no lean)	37%	(264)	63%	(455)	719
PID/Gender: Dem Men	36%	(114)	64%	(199)	313
PID/Gender: Dem Women	36%	(152)	64%	(273)	425
PID/Gender: Ind Men	34%	(126)	66%	(245)	371
PID/Gender: Ind Women	37%	(140)	63%	(233)	373
PID/Gender: Rep Men	32%	(120)	68%	(256)	376
PID/Gender: Rep Women	42%	(144)	58%	(199)	343
Tea Party: Supporter	36%	(222)	64%	(398)	620
Tea Party: Not Supporter	36%	(572)	64%	(1000)	1572
Ideo: Liberal (1-3)	34%	(236)	66%	(464)	700
Ideo: Moderate (4)	40%	(204)	60%	(312)	515
Ideo: Conservative (5-7)	36%	(271)	64%	(479)	750
Educ: < College	36%	(572)	64%	(995)	1567
Educ: Bachelors degree	37%	(155)	63%	(261)	416
Educ: Post-grad	32%	(70)	68%	(149)	219
Income: Under 50k	36%	(485)	64%	(859)	1344
Income: 50k-100k	37%	(224)	63%	(385)	609
Income: 100k+	35%	(87)	65%	(161)	248
Ethnicity: White	37%	(644)	63%	(1106)	1750

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**Table BRD14\_8NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - The size of the city

Demographic	Selected		Not Selected		Total N
Adults	36%	(796)	64%	(1405)	2201
Ethnicity: Hispanic	34%	(111)	66%	(218)	329
Ethnicity: Afr. Am.	32%	(87)	68%	(182)	269
Ethnicity: Other	36%	(66)	64%	(116)	182
Relig: Protestant	36%	(207)	64%	(363)	570
Relig: Roman Catholic	33%	(157)	67%	(316)	473
Relig: Ath./Agn./None	38%	(230)	62%	(379)	608
Relig: Something Else	35%	(111)	65%	(202)	313
Relig: Evangelical	36%	(242)	64%	(428)	670
Relig: Non-Evang. Catholics	35%	(212)	65%	(396)	608
Relig: All Christian	36%	(455)	64%	(823)	1278
Relig: All Non-Christian	37%	(340)	63%	(581)	921
Community: Urban	36%	(224)	64%	(401)	625
Community: Suburban	36%	(356)	64%	(629)	984
Community: Rural	37%	(217)	63%	(375)	592
Employ: Private Sector	38%	(272)	62%	(438)	710
Employ: Government	27%	(41)	73%	(112)	154
Employ: Self-Employed	28%	(57)	72%	(146)	204
Employ: Homemaker	46%	(72)	54%	(86)	158
Employ: Student	41%	(38)	59%	(56)	94
Employ: Retired	33%	(161)	67%	(329)	490
Employ: Unemployed	39%	(90)	61%	(144)	235
Employ: Other	41%	(64)	59%	(92)	156
Military HH: Yes	32%	(140)	68%	(301)	441
Military HH: No	37%	(657)	63%	(1103)	1760
RD/WT: Right Direction	32%	(286)	68%	(601)	887
RD/WT: Wrong Track	39%	(510)	61%	(804)	1314
Strongly Approve	35%	(184)	65%	(342)	526
Somewhat Approve	34%	(148)	66%	(284)	432
Somewhat Disapprove	36%	(106)	64%	(187)	293
Strongly Disapprove	39%	(328)	61%	(517)	846
Dont Know / No Opinion	29%	(30)	71%	(74)	105

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**Table BRD14\_8NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - The size of the city

Demographic	Selected		Not Selected		Total N
Adults	36%	(796)	64%	(1405)	2201
#1 Issue: Economy	39%	(238)	61%	(381)	619
#1 Issue: Security	40%	(175)	60%	(267)	441
#1 Issue: Health Care	35%	(154)	65%	(291)	446
#1 Issue: Medicare / Social Security	35%	(98)	65%	(178)	276
#1 Issue: Women's Issues	30%	(33)	70%	(77)	110
#1 Issue: Education	28%	(33)	72%	(86)	119
#1 Issue: Energy	39%	(40)	61%	(63)	103
#1 Issue: Other	29%	(25)	71%	(62)	88
2016 Vote: Democrat Hillary Clinton	37%	(273)	63%	(465)	738
2016 Vote: Republican Donald Trump	36%	(286)	64%	(511)	797
2016 Vote: Someone else	28%	(51)	72%	(129)	180
2012 Vote: Barack Obama	38%	(344)	62%	(554)	898
2012 Vote: Mitt Romney	35%	(199)	65%	(373)	572
2012 Vote: Other	23%	(21)	77%	(71)	92
2012 Vote: Didn't Vote	37%	(232)	63%	(401)	633
4-Region: Northeast	34%	(138)	66%	(264)	402
4-Region: Midwest	38%	(182)	62%	(292)	474
4-Region: South	36%	(294)	64%	(520)	815
4-Region: West	36%	(182)	64%	(329)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD14\_9NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - The availability of public transportation in the city

Demographic	Selected		Not Selected		Total N
Adults	34%	(754)	66%	(1447)	2201
Gender: Male	32%	(334)	68%	(725)	1060
Gender: Female	37%	(419)	63%	(722)	1141
Age: 18-29	26%	(117)	74%	(341)	458
Age: 30-44	29%	(168)	71%	(408)	577
Age: 45-54	33%	(120)	67%	(242)	362
Age: 55-64	42%	(171)	58%	(235)	406
Age: 65+	45%	(177)	55%	(221)	398
PID: Dem (no lean)	40%	(296)	60%	(442)	738
PID: Ind (no lean)	34%	(250)	66%	(494)	744
PID: Rep (no lean)	29%	(208)	71%	(511)	719
PID/Gender: Dem Men	34%	(106)	66%	(207)	313
PID/Gender: Dem Women	45%	(191)	55%	(235)	425
PID/Gender: Ind Men	32%	(118)	68%	(253)	371
PID/Gender: Ind Women	35%	(132)	65%	(241)	373
PID/Gender: Rep Men	29%	(111)	71%	(265)	376
PID/Gender: Rep Women	28%	(97)	72%	(246)	343
Tea Party: Supporter	31%	(192)	69%	(428)	620
Tea Party: Not Supporter	36%	(559)	64%	(1013)	1572
Ideo: Liberal (1-3)	37%	(262)	63%	(438)	700
Ideo: Moderate (4)	39%	(200)	61%	(315)	515
Ideo: Conservative (5-7)	31%	(232)	69%	(518)	750
Educ: < College	31%	(489)	69%	(1077)	1567
Educ: Bachelors degree	41%	(170)	59%	(245)	416
Educ: Post-grad	43%	(94)	57%	(124)	219
Income: Under 50k	34%	(463)	66%	(882)	1344
Income: 50k-100k	33%	(198)	67%	(411)	609
Income: 100k+	37%	(93)	63%	(155)	248
Ethnicity: White	35%	(620)	65%	(1130)	1750

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**Table BRD14\_9NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - The availability of public transportation in the city

Demographic	Selected		Not Selected		Total N
Adults	34%	(754)	66%	(1447)	2201
Ethnicity: Hispanic	32%	(105)	68%	(224)	329
Ethnicity: Afr. Am.	28%	(75)	72%	(194)	269
Ethnicity: Other	32%	(59)	68%	(123)	182
Relig: Protestant	37%	(213)	63%	(357)	570
Relig: Roman Catholic	35%	(166)	65%	(307)	473
Relig: Ath./Agn./None	34%	(206)	66%	(402)	608
Relig: Something Else	32%	(101)	68%	(212)	313
Relig: Evangelical	31%	(210)	69%	(460)	670
Relig: Non-Evang. Catholics	39%	(235)	61%	(373)	608
Relig: All Christian	35%	(446)	65%	(832)	1278
Relig: All Non-Christian	33%	(307)	67%	(614)	921
Community: Urban	33%	(204)	67%	(421)	625
Community: Suburban	37%	(366)	63%	(618)	984
Community: Rural	31%	(183)	69%	(409)	592
Employ: Private Sector	36%	(253)	64%	(457)	710
Employ: Government	33%	(51)	67%	(103)	154
Employ: Self-Employed	28%	(58)	72%	(146)	204
Employ: Homemaker	34%	(54)	66%	(104)	158
Employ: Student	28%	(26)	72%	(68)	94
Employ: Retired	40%	(197)	60%	(293)	490
Employ: Unemployed	30%	(70)	70%	(165)	235
Employ: Other	29%	(45)	71%	(111)	156
Military HH: Yes	35%	(156)	65%	(285)	441
Military HH: No	34%	(598)	66%	(1162)	1760
RD/WT: Right Direction	29%	(255)	71%	(632)	887
RD/WT: Wrong Track	38%	(499)	62%	(815)	1314
Strongly Approve	29%	(151)	71%	(375)	526
Somewhat Approve	31%	(133)	69%	(298)	432
Somewhat Disapprove	36%	(105)	64%	(188)	293
Strongly Disapprove	40%	(335)	60%	(511)	846
Dont Know / No Opinion	27%	(28)	73%	(76)	105

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**Table BRD14\_9NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - The availability of public transportation in the city

Demographic	Selected		Not Selected		Total N
Adults	34%	(754)	66%	(1447)	2201
#1 Issue: Economy	33%	(207)	67%	(412)	619
#1 Issue: Security	33%	(146)	67%	(295)	441
#1 Issue: Health Care	33%	(148)	67%	(298)	446
#1 Issue: Medicare / Social Security	42%	(116)	58%	(161)	276
#1 Issue: Women's Issues	33%	(36)	67%	(74)	110
#1 Issue: Education	25%	(29)	75%	(90)	119
#1 Issue: Energy	44%	(45)	56%	(57)	103
#1 Issue: Other	30%	(27)	70%	(61)	88
2016 Vote: Democrat Hillary Clinton	40%	(296)	60%	(443)	738
2016 Vote: Republican Donald Trump	31%	(246)	69%	(551)	797
2016 Vote: Someone else	38%	(68)	62%	(112)	180
2012 Vote: Barack Obama	41%	(366)	59%	(533)	898
2012 Vote: Mitt Romney	33%	(187)	67%	(386)	572
2012 Vote: Other	32%	(29)	68%	(63)	92
2012 Vote: Didn't Vote	27%	(169)	73%	(464)	633
4-Region: Northeast	35%	(141)	65%	(261)	402
4-Region: Midwest	34%	(160)	66%	(314)	474
4-Region: South	31%	(252)	69%	(563)	815
4-Region: West	39%	(201)	61%	(311)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD14\_10NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - Level of education in the city

Demographic	Selected		Not Selected		Total N
Adults	22%	(493)	78%	(1708)	2201
Gender: Male	25%	(263)	75%	(797)	1060
Gender: Female	20%	(230)	80%	(911)	1141
Age: 18-29	23%	(104)	77%	(354)	458
Age: 30-44	21%	(120)	79%	(456)	577
Age: 45-54	23%	(84)	77%	(278)	362
Age: 55-64	23%	(93)	77%	(312)	406
Age: 65+	23%	(91)	77%	(307)	398
PID: Dem (no lean)	23%	(173)	77%	(565)	738
PID: Ind (no lean)	22%	(166)	78%	(578)	744
PID: Rep (no lean)	21%	(154)	79%	(566)	719
PID/Gender: Dem Men	26%	(81)	74%	(232)	313
PID/Gender: Dem Women	22%	(92)	78%	(333)	425
PID/Gender: Ind Men	24%	(88)	76%	(283)	371
PID/Gender: Ind Women	21%	(77)	79%	(295)	373
PID/Gender: Rep Men	25%	(93)	75%	(283)	376
PID/Gender: Rep Women	18%	(60)	82%	(283)	343
Tea Party: Supporter	22%	(135)	78%	(486)	620
Tea Party: Not Supporter	23%	(357)	77%	(1215)	1572
Ideo: Liberal (1-3)	26%	(180)	74%	(520)	700
Ideo: Moderate (4)	22%	(116)	78%	(400)	515
Ideo: Conservative (5-7)	20%	(152)	80%	(598)	750
Educ: < College	20%	(310)	80%	(1257)	1567
Educ: Bachelors degree	29%	(121)	71%	(295)	416
Educ: Post-grad	28%	(62)	72%	(156)	219
Income: Under 50k	22%	(292)	78%	(1052)	1344
Income: 50k-100k	21%	(130)	79%	(479)	609
Income: 100k+	28%	(70)	72%	(177)	248
Ethnicity: White	22%	(393)	78%	(1358)	1750

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**Table BRD14\_10NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - Level of education in the city

Demographic	Selected		Not Selected		Total N
Adults	22%	(493)	78%	(1708)	2201
Ethnicity: Hispanic	31%	(102)	69%	(227)	329
Ethnicity: Afr. Am.	19%	(50)	81%	(218)	269
Ethnicity: Other	27%	(50)	73%	(132)	182
Relig: Protestant	21%	(122)	79%	(448)	570
Relig: Roman Catholic	25%	(119)	75%	(354)	473
Relig: Ath./Agn./None	22%	(134)	78%	(474)	608
Relig: Something Else	24%	(76)	76%	(236)	313
Relig: Evangelical	19%	(128)	81%	(542)	670
Relig: Non-Evang. Catholics	25%	(153)	75%	(455)	608
Relig: All Christian	22%	(281)	78%	(997)	1278
Relig: All Non-Christian	23%	(211)	77%	(710)	921
Community: Urban	25%	(157)	75%	(468)	625
Community: Suburban	22%	(220)	78%	(765)	984
Community: Rural	20%	(116)	80%	(475)	592
Employ: Private Sector	24%	(170)	76%	(540)	710
Employ: Government	26%	(39)	74%	(114)	154
Employ: Self-Employed	21%	(44)	79%	(160)	204
Employ: Homemaker	21%	(34)	79%	(124)	158
Employ: Student	25%	(23)	75%	(71)	94
Employ: Retired	23%	(114)	77%	(376)	490
Employ: Unemployed	17%	(41)	83%	(194)	235
Employ: Other	18%	(28)	82%	(128)	156
Military HH: Yes	24%	(107)	76%	(334)	441
Military HH: No	22%	(386)	78%	(1375)	1760
RD/WT: Right Direction	21%	(185)	79%	(702)	887
RD/WT: Wrong Track	23%	(307)	77%	(1007)	1314
Strongly Approve	23%	(122)	77%	(404)	526
Somewhat Approve	21%	(90)	79%	(342)	432
Somewhat Disapprove	21%	(61)	79%	(231)	293
Strongly Disapprove	24%	(206)	76%	(640)	846
Dont Know / No Opinion	14%	(14)	86%	(90)	105

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**Table BRD14\_10NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - Level of education in the city

Demographic	Selected		Not Selected		Total N
Adults	22%	(493)	78%	(1708)	2201
#1 Issue: Economy	25%	(154)	75%	(466)	619
#1 Issue: Security	22%	(97)	78%	(344)	441
#1 Issue: Health Care	21%	(95)	79%	(351)	446
#1 Issue: Medicare / Social Security	20%	(54)	80%	(222)	276
#1 Issue: Women's Issues	25%	(28)	75%	(82)	110
#1 Issue: Education	21%	(25)	79%	(94)	119
#1 Issue: Energy	24%	(25)	76%	(78)	103
#1 Issue: Other	18%	(16)	82%	(72)	88
2016 Vote: Democrat Hillary Clinton	25%	(185)	75%	(553)	738
2016 Vote: Republican Donald Trump	22%	(174)	78%	(624)	797
2016 Vote: Someone else	21%	(37)	79%	(143)	180
2012 Vote: Barack Obama	25%	(227)	75%	(671)	898
2012 Vote: Mitt Romney	20%	(112)	80%	(460)	572
2012 Vote: Other	14%	(13)	86%	(79)	92
2012 Vote: Didn't Vote	21%	(135)	79%	(497)	633
4-Region: Northeast	21%	(85)	79%	(317)	402
4-Region: Midwest	20%	(96)	80%	(378)	474
4-Region: South	23%	(189)	77%	(625)	815
4-Region: West	24%	(123)	76%	(388)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table BRD14\_11NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - Cost of living within the city

Demographic	Selected		Not Selected		Total N
Adults	45%	(991)	55%	(1210)	2201
Gender: Male	42%	(443)	58%	(616)	1060
Gender: Female	48%	(548)	52%	(594)	1141
Age: 18-29	40%	(182)	60%	(276)	458
Age: 30-44	40%	(232)	60%	(345)	577
Age: 45-54	49%	(177)	51%	(185)	362
Age: 55-64	49%	(199)	51%	(207)	406
Age: 65+	50%	(201)	50%	(197)	398
PID: Dem (no lean)	47%	(346)	53%	(392)	738
PID: Ind (no lean)	44%	(329)	56%	(415)	744
PID: Rep (no lean)	44%	(316)	56%	(403)	719
PID/Gender: Dem Men	42%	(131)	58%	(181)	313
PID/Gender: Dem Women	50%	(215)	50%	(211)	425
PID/Gender: Ind Men	40%	(148)	60%	(223)	371
PID/Gender: Ind Women	49%	(181)	51%	(192)	373
PID/Gender: Rep Men	44%	(164)	56%	(212)	376
PID/Gender: Rep Women	44%	(152)	56%	(191)	343
Tea Party: Supporter	41%	(257)	59%	(363)	620
Tea Party: Not Supporter	47%	(731)	53%	(841)	1572
Ideo: Liberal (1-3)	49%	(342)	51%	(358)	700
Ideo: Moderate (4)	47%	(243)	53%	(272)	515
Ideo: Conservative (5-7)	43%	(321)	57%	(428)	750
Educ: < College	43%	(672)	57%	(895)	1567
Educ: Bachelors degree	51%	(213)	49%	(202)	416
Educ: Post-grad	48%	(105)	52%	(113)	219
Income: Under 50k	45%	(599)	55%	(745)	1344
Income: 50k-100k	44%	(266)	56%	(343)	609
Income: 100k+	51%	(126)	49%	(122)	248
Ethnicity: White	46%	(811)	54%	(939)	1750

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**Table BRD14\_11NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - Cost of living within the city

Demographic	Selected		Not Selected		Total N
Adults	45%	(991)	55%	(1210)	2201
Ethnicity: Hispanic	34%	(112)	66%	(218)	329
Ethnicity: Afr. Am.	39%	(104)	61%	(164)	269
Ethnicity: Other	41%	(75)	59%	(107)	182
Relig: Protestant	46%	(260)	54%	(309)	570
Relig: Roman Catholic	42%	(200)	58%	(272)	473
Relig: Ath./Agn./None	45%	(274)	55%	(335)	608
Relig: Something Else	47%	(148)	53%	(165)	313
Relig: Evangelical	45%	(302)	55%	(368)	670
Relig: Non-Evang. Catholics	44%	(268)	56%	(340)	608
Relig: All Christian	45%	(569)	55%	(709)	1278
Relig: All Non-Christian	46%	(422)	54%	(499)	921
Community: Urban	43%	(271)	57%	(354)	625
Community: Suburban	48%	(468)	52%	(516)	984
Community: Rural	43%	(252)	57%	(339)	592
Employ: Private Sector	45%	(321)	55%	(389)	710
Employ: Government	41%	(63)	59%	(91)	154
Employ: Self-Employed	42%	(85)	58%	(119)	204
Employ: Homemaker	45%	(72)	55%	(87)	158
Employ: Student	46%	(43)	54%	(51)	94
Employ: Retired	49%	(239)	51%	(252)	490
Employ: Unemployed	44%	(103)	56%	(132)	235
Employ: Other	42%	(66)	58%	(90)	156
Military HH: Yes	46%	(203)	54%	(238)	441
Military HH: No	45%	(788)	55%	(972)	1760
RD/WT: Right Direction	39%	(349)	61%	(538)	887
RD/WT: Wrong Track	49%	(642)	51%	(672)	1314
Strongly Approve	42%	(218)	58%	(308)	526
Somewhat Approve	40%	(173)	60%	(258)	432
Somewhat Disapprove	43%	(127)	57%	(166)	293
Strongly Disapprove	51%	(429)	49%	(417)	846
Dont Know / No Opinion	41%	(43)	59%	(61)	105

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**Table BRD14\_11NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - Cost of living within the city

Demographic	Selected		Not Selected		Total N
Adults	45%	(991)	55%	(1210)	2201
#1 Issue: Economy	48%	(299)	52%	(320)	619
#1 Issue: Security	44%	(194)	56%	(247)	441
#1 Issue: Health Care	42%	(185)	58%	(261)	446
#1 Issue: Medicare / Social Security	51%	(140)	49%	(136)	276
#1 Issue: Women's Issues	42%	(46)	58%	(64)	110
#1 Issue: Education	35%	(42)	65%	(77)	119
#1 Issue: Energy	46%	(48)	54%	(55)	103
#1 Issue: Other	43%	(37)	57%	(50)	88
2016 Vote: Democrat Hillary Clinton	47%	(345)	53%	(393)	738
2016 Vote: Republican Donald Trump	43%	(345)	57%	(452)	797
2016 Vote: Someone else	49%	(89)	51%	(91)	180
2012 Vote: Barack Obama	49%	(439)	51%	(459)	898
2012 Vote: Mitt Romney	45%	(257)	55%	(315)	572
2012 Vote: Other	42%	(39)	58%	(53)	92
2012 Vote: Didn't Vote	40%	(256)	60%	(377)	633
4-Region: Northeast	41%	(166)	59%	(235)	402
4-Region: Midwest	43%	(203)	57%	(271)	474
4-Region: South	44%	(360)	56%	(455)	815
4-Region: West	51%	(262)	49%	(249)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD14\_12NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - Availability of housing in the city

Demographic	Selected		Not Selected		Total N
Adults	33%	(730)	67%	(1471)	2201
Gender: Male	32%	(342)	68%	(718)	1060
Gender: Female	34%	(389)	66%	(753)	1141
Age: 18-29	24%	(109)	76%	(349)	458
Age: 30-44	27%	(158)	73%	(419)	577
Age: 45-54	34%	(124)	66%	(238)	362
Age: 55-64	40%	(163)	60%	(242)	406
Age: 65+	44%	(175)	56%	(223)	398
PID: Dem (no lean)	35%	(262)	65%	(476)	738
PID: Ind (no lean)	33%	(246)	67%	(498)	744
PID: Rep (no lean)	31%	(223)	69%	(496)	719
PID/Gender: Dem Men	35%	(108)	65%	(205)	313
PID/Gender: Dem Women	36%	(153)	64%	(272)	425
PID/Gender: Ind Men	31%	(115)	69%	(256)	371
PID/Gender: Ind Women	35%	(131)	65%	(241)	373
PID/Gender: Rep Men	32%	(119)	68%	(257)	376
PID/Gender: Rep Women	30%	(104)	70%	(239)	343
Tea Party: Supporter	27%	(169)	73%	(451)	620
Tea Party: Not Supporter	36%	(560)	64%	(1012)	1572
Ideo: Liberal (1-3)	36%	(251)	64%	(449)	700
Ideo: Moderate (4)	34%	(177)	66%	(338)	515
Ideo: Conservative (5-7)	32%	(243)	68%	(507)	750
Educ: < College	30%	(467)	70%	(1099)	1567
Educ: Bachelors degree	41%	(169)	59%	(247)	416
Educ: Post-grad	43%	(94)	57%	(125)	219
Income: Under 50k	32%	(424)	68%	(921)	1344
Income: 50k-100k	34%	(206)	66%	(403)	609
Income: 100k+	41%	(101)	59%	(146)	248
Ethnicity: White	36%	(626)	64%	(1124)	1750

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**Table BRD14\_12NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - Availability of housing in the city

Demographic	Selected		Not Selected		Total N
Adults	33%	(730)	67%	(1471)	2201
Ethnicity: Hispanic	25%	(83)	75%	(247)	329
Ethnicity: Afr. Am.	21%	(57)	79%	(212)	269
Ethnicity: Other	26%	(47)	74%	(135)	182
Relig: Protestant	34%	(192)	66%	(378)	570
Relig: Roman Catholic	30%	(140)	70%	(333)	473
Relig: Ath./Agn./None	36%	(220)	64%	(389)	608
Relig: Something Else	37%	(114)	63%	(198)	313
Relig: Evangelical	30%	(202)	70%	(468)	670
Relig: Non-Evang. Catholics	32%	(193)	68%	(415)	608
Relig: All Christian	31%	(395)	69%	(883)	1278
Relig: All Non-Christian	36%	(334)	64%	(587)	921
Community: Urban	32%	(202)	68%	(423)	625
Community: Suburban	36%	(351)	64%	(633)	984
Community: Rural	30%	(177)	70%	(414)	592
Employ: Private Sector	34%	(241)	66%	(469)	710
Employ: Government	32%	(50)	68%	(104)	154
Employ: Self-Employed	24%	(49)	76%	(155)	204
Employ: Homemaker	35%	(55)	65%	(103)	158
Employ: Student	28%	(26)	72%	(68)	94
Employ: Retired	41%	(202)	59%	(288)	490
Employ: Unemployed	25%	(58)	75%	(177)	235
Employ: Other	31%	(48)	69%	(107)	156
Military HH: Yes	39%	(171)	61%	(270)	441
Military HH: No	32%	(559)	68%	(1201)	1760
RD/WT: Right Direction	30%	(265)	70%	(622)	887
RD/WT: Wrong Track	35%	(465)	65%	(849)	1314
Strongly Approve	29%	(154)	71%	(372)	526
Somewhat Approve	31%	(134)	69%	(297)	432
Somewhat Disapprove	32%	(93)	68%	(200)	293
Strongly Disapprove	38%	(324)	62%	(522)	846
Dont Know / No Opinion	25%	(26)	75%	(79)	105

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**Table BRD14\_12NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - Availability of housing in the city

Demographic	Selected		Not Selected		Total N
Adults	33%	(730)	67%	(1471)	2201
#1 Issue: Economy	33%	(203)	67%	(416)	619
#1 Issue: Security	33%	(146)	67%	(296)	441
#1 Issue: Health Care	27%	(122)	73%	(324)	446
#1 Issue: Medicare / Social Security	45%	(124)	55%	(152)	276
#1 Issue: Women's Issues	32%	(35)	68%	(75)	110
#1 Issue: Education	30%	(35)	70%	(84)	119
#1 Issue: Energy	34%	(35)	66%	(68)	103
#1 Issue: Other	34%	(30)	66%	(58)	88
2016 Vote: Democrat Hillary Clinton	35%	(261)	65%	(478)	738
2016 Vote: Republican Donald Trump	32%	(258)	68%	(539)	797
2016 Vote: Someone else	40%	(73)	60%	(107)	180
2012 Vote: Barack Obama	37%	(330)	63%	(569)	898
2012 Vote: Mitt Romney	34%	(197)	66%	(375)	572
2012 Vote: Other	32%	(30)	68%	(62)	92
2012 Vote: Didn't Vote	28%	(174)	72%	(459)	633
4-Region: Northeast	32%	(129)	68%	(273)	402
4-Region: Midwest	30%	(141)	70%	(332)	474
4-Region: South	31%	(252)	69%	(563)	815
4-Region: West	41%	(208)	59%	(303)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD14\_13NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - Cost of housing in the city

Demographic	Selected		Not Selected		Total N
Adults	34%	(757)	66%	(1444)	2201
Gender: Male	33%	(353)	67%	(706)	1060
Gender: Female	35%	(404)	65%	(737)	1141
Age: 18-29	28%	(130)	72%	(328)	458
Age: 30-44	30%	(176)	70%	(401)	577
Age: 45-54	36%	(131)	64%	(231)	362
Age: 55-64	38%	(154)	62%	(252)	406
Age: 65+	42%	(167)	58%	(231)	398
PID: Dem (no lean)	36%	(268)	64%	(470)	738
PID: Ind (no lean)	34%	(254)	66%	(489)	744
PID: Rep (no lean)	33%	(235)	67%	(484)	719
PID/Gender: Dem Men	32%	(101)	68%	(211)	313
PID/Gender: Dem Women	39%	(167)	61%	(259)	425
PID/Gender: Ind Men	31%	(117)	69%	(254)	371
PID/Gender: Ind Women	37%	(138)	63%	(235)	373
PID/Gender: Rep Men	36%	(135)	64%	(241)	376
PID/Gender: Rep Women	29%	(100)	71%	(244)	343
Tea Party: Supporter	32%	(202)	68%	(419)	620
Tea Party: Not Supporter	35%	(553)	65%	(1019)	1572
Ideo: Liberal (1-3)	37%	(256)	63%	(444)	700
Ideo: Moderate (4)	36%	(186)	64%	(329)	515
Ideo: Conservative (5-7)	34%	(255)	66%	(495)	750
Educ: < College	32%	(502)	68%	(1064)	1567
Educ: Bachelors degree	40%	(168)	60%	(247)	416
Educ: Post-grad	40%	(87)	60%	(132)	219
Income: Under 50k	33%	(444)	67%	(900)	1344
Income: 50k-100k	33%	(202)	67%	(407)	609
Income: 100k+	45%	(111)	55%	(136)	248
Ethnicity: White	36%	(627)	64%	(1123)	1750

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**Table BRD14\_13NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - Cost of housing in the city

Demographic	Selected		Not Selected		Total N
Adults	34%	(757)	66%	(1444)	2201
Ethnicity: Hispanic	31%	(102)	69%	(227)	329
Ethnicity: Afr. Am.	26%	(69)	74%	(199)	269
Ethnicity: Other	34%	(61)	66%	(121)	182
Relig: Protestant	35%	(197)	65%	(373)	570
Relig: Roman Catholic	38%	(179)	62%	(294)	473
Relig: Ath./Agn./None	34%	(205)	66%	(404)	608
Relig: Something Else	33%	(103)	67%	(209)	313
Relig: Evangelical	32%	(216)	68%	(454)	670
Relig: Non-Evang. Catholics	38%	(232)	62%	(376)	608
Relig: All Christian	35%	(448)	65%	(830)	1278
Relig: All Non-Christian	33%	(308)	67%	(613)	921
Community: Urban	34%	(212)	66%	(413)	625
Community: Suburban	37%	(360)	63%	(624)	984
Community: Rural	31%	(185)	69%	(406)	592
Employ: Private Sector	33%	(233)	67%	(477)	710
Employ: Government	34%	(52)	66%	(102)	154
Employ: Self-Employed	36%	(74)	64%	(130)	204
Employ: Homemaker	36%	(57)	64%	(101)	158
Employ: Student	29%	(27)	71%	(67)	94
Employ: Retired	40%	(198)	60%	(293)	490
Employ: Unemployed	29%	(67)	71%	(168)	235
Employ: Other	32%	(49)	68%	(107)	156
Military HH: Yes	37%	(162)	63%	(279)	441
Military HH: No	34%	(595)	66%	(1165)	1760
RD/WT: Right Direction	31%	(279)	69%	(608)	887
RD/WT: Wrong Track	36%	(478)	64%	(836)	1314
Strongly Approve	33%	(176)	67%	(350)	526
Somewhat Approve	30%	(130)	70%	(302)	432
Somewhat Disapprove	34%	(100)	66%	(193)	293
Strongly Disapprove	39%	(330)	61%	(516)	846
Dont Know / No Opinion	20%	(21)	80%	(83)	105

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**Table BRD14\_13NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - Cost of housing in the city

Demographic	Selected		Not Selected		Total N
Adults	34%	(757)	66%	(1444)	2201
#1 Issue: Economy	35%	(214)	65%	(406)	619
#1 Issue: Security	36%	(159)	64%	(282)	441
#1 Issue: Health Care	30%	(136)	70%	(310)	446
#1 Issue: Medicare / Social Security	42%	(116)	58%	(161)	276
#1 Issue: Women's Issues	35%	(38)	65%	(72)	110
#1 Issue: Education	26%	(31)	74%	(87)	119
#1 Issue: Energy	37%	(38)	63%	(65)	103
#1 Issue: Other	30%	(26)	70%	(62)	88
2016 Vote: Democrat Hillary Clinton	38%	(280)	62%	(458)	738
2016 Vote: Republican Donald Trump	35%	(278)	65%	(519)	797
2016 Vote: Someone else	37%	(67)	63%	(113)	180
2012 Vote: Barack Obama	36%	(326)	64%	(573)	898
2012 Vote: Mitt Romney	37%	(213)	63%	(359)	572
2012 Vote: Other	33%	(30)	67%	(61)	92
2012 Vote: Didn't Vote	30%	(189)	70%	(444)	633
4-Region: Northeast	29%	(116)	71%	(286)	402
4-Region: Midwest	32%	(150)	68%	(324)	474
4-Region: South	34%	(279)	66%	(536)	815
4-Region: West	42%	(213)	58%	(298)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD14\_14NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - The tax rate of the city

Demographic	Selected		Not Selected		Total N
Adults	36%	(800)	64%	(1401)	2201
Gender: Male	36%	(382)	64%	(677)	1060
Gender: Female	37%	(417)	63%	(724)	1141
Age: 18-29	26%	(120)	74%	(338)	458
Age: 30-44	32%	(187)	68%	(390)	577
Age: 45-54	35%	(128)	65%	(234)	362
Age: 55-64	42%	(168)	58%	(237)	406
Age: 65+	49%	(195)	51%	(202)	398
PID: Dem (no lean)	32%	(233)	68%	(505)	738
PID: Ind (no lean)	39%	(288)	61%	(456)	744
PID: Rep (no lean)	39%	(279)	61%	(441)	719
PID/Gender: Dem Men	32%	(99)	68%	(213)	313
PID/Gender: Dem Women	31%	(133)	69%	(292)	425
PID/Gender: Ind Men	39%	(144)	61%	(226)	371
PID/Gender: Ind Women	39%	(144)	61%	(229)	373
PID/Gender: Rep Men	37%	(139)	63%	(237)	376
PID/Gender: Rep Women	41%	(140)	59%	(203)	343
Tea Party: Supporter	38%	(233)	62%	(388)	620
Tea Party: Not Supporter	36%	(564)	64%	(1008)	1572
Ideo: Liberal (1-3)	30%	(209)	70%	(491)	700
Ideo: Moderate (4)	40%	(204)	60%	(311)	515
Ideo: Conservative (5-7)	42%	(316)	58%	(434)	750
Educ: < College	35%	(552)	65%	(1015)	1567
Educ: Bachelors degree	39%	(162)	61%	(254)	416
Educ: Post-grad	39%	(86)	61%	(133)	219
Income: Under 50k	35%	(471)	65%	(873)	1344
Income: 50k-100k	39%	(235)	61%	(374)	609
Income: 100k+	38%	(93)	62%	(154)	248
Ethnicity: White	38%	(666)	62%	(1084)	1750

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**Table BRD14\_14NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - The tax rate of the city

Demographic	Selected		Not Selected		Total N
Adults	36%	(800)	64%	(1401)	2201
Ethnicity: Hispanic	30%	(99)	70%	(230)	329
Ethnicity: Afr. Am.	28%	(75)	72%	(193)	269
Ethnicity: Other	32%	(58)	68%	(124)	182
Relig: Protestant	42%	(242)	58%	(328)	570
Relig: Roman Catholic	35%	(164)	65%	(309)	473
Relig: Ath./Agn./None	33%	(199)	67%	(410)	608
Relig: Something Else	32%	(100)	68%	(213)	313
Relig: Evangelical	39%	(260)	61%	(410)	670
Relig: Non-Evang. Catholics	40%	(241)	60%	(367)	608
Relig: All Christian	39%	(500)	61%	(778)	1278
Relig: All Non-Christian	32%	(298)	68%	(623)	921
Community: Urban	32%	(202)	68%	(423)	625
Community: Suburban	38%	(376)	62%	(609)	984
Community: Rural	38%	(222)	62%	(370)	592
Employ: Private Sector	34%	(241)	66%	(469)	710
Employ: Government	29%	(45)	71%	(109)	154
Employ: Self-Employed	30%	(60)	70%	(143)	204
Employ: Homemaker	41%	(65)	59%	(93)	158
Employ: Student	26%	(25)	74%	(69)	94
Employ: Retired	45%	(220)	55%	(270)	490
Employ: Unemployed	40%	(94)	60%	(141)	235
Employ: Other	31%	(49)	69%	(107)	156
Military HH: Yes	40%	(174)	60%	(267)	441
Military HH: No	36%	(625)	64%	(1135)	1760
RD/WT: Right Direction	36%	(316)	64%	(571)	887
RD/WT: Wrong Track	37%	(484)	63%	(830)	1314
Strongly Approve	41%	(215)	59%	(311)	526
Somewhat Approve	35%	(152)	65%	(279)	432
Somewhat Disapprove	34%	(99)	66%	(194)	293
Strongly Disapprove	36%	(304)	64%	(542)	846
Dont Know / No Opinion	28%	(29)	72%	(75)	105

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**Table BRD14\_14NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - The tax rate of the city

Demographic	Selected		Not Selected		Total N
Adults	36%	(800)	64%	(1401)	2201
#1 Issue: Economy	41%	(255)	59%	(365)	619
#1 Issue: Security	43%	(188)	57%	(253)	441
#1 Issue: Health Care	29%	(131)	71%	(315)	446
#1 Issue: Medicare / Social Security	41%	(114)	59%	(162)	276
#1 Issue: Women's Issues	22%	(24)	78%	(85)	110
#1 Issue: Education	31%	(37)	69%	(81)	119
#1 Issue: Energy	27%	(28)	73%	(75)	103
#1 Issue: Other	25%	(22)	75%	(66)	88
2016 Vote: Democrat Hillary Clinton	33%	(243)	67%	(495)	738
2016 Vote: Republican Donald Trump	40%	(323)	60%	(474)	797
2016 Vote: Someone else	44%	(79)	56%	(101)	180
2012 Vote: Barack Obama	36%	(326)	64%	(572)	898
2012 Vote: Mitt Romney	45%	(259)	55%	(313)	572
2012 Vote: Other	32%	(29)	68%	(63)	92
2012 Vote: Didn't Vote	29%	(185)	71%	(448)	633
4-Region: Northeast	36%	(143)	64%	(259)	402
4-Region: Midwest	37%	(176)	63%	(297)	474
4-Region: South	37%	(301)	63%	(514)	815
4-Region: West	35%	(180)	65%	(331)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD14\_15NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - Other:

Demographic	Selected		Not Selected		Total N
Adults	3%	(58)	97%	(2143)	2201
Gender: Male	2%	(23)	98%	(1036)	1060
Gender: Female	3%	(35)	97%	(1107)	1141
Age: 18-29	3%	(14)	97%	(445)	458
Age: 30-44	2%	(10)	98%	(567)	577
Age: 45-54	2%	(8)	98%	(354)	362
Age: 55-64	4%	(15)	96%	(390)	406
Age: 65+	3%	(11)	97%	(387)	398
PID: Dem (no lean)	2%	(13)	98%	(725)	738
PID: Ind (no lean)	4%	(26)	96%	(718)	744
PID: Rep (no lean)	3%	(19)	97%	(700)	719
PID/Gender: Dem Men	1%	(2)	99%	(310)	313
PID/Gender: Dem Women	2%	(10)	98%	(415)	425
PID/Gender: Ind Men	3%	(10)	97%	(361)	371
PID/Gender: Ind Women	4%	(16)	96%	(357)	373
PID/Gender: Rep Men	3%	(11)	97%	(365)	376
PID/Gender: Rep Women	2%	(8)	98%	(335)	343
Tea Party: Supporter	2%	(15)	98%	(605)	620
Tea Party: Not Supporter	3%	(43)	97%	(1529)	1572
Ideo: Liberal (1-3)	2%	(14)	98%	(686)	700
Ideo: Moderate (4)	1%	(7)	99%	(508)	515
Ideo: Conservative (5-7)	3%	(20)	97%	(730)	750
Educ: < College	2%	(39)	98%	(1528)	1567
Educ: Bachelors degree	2%	(7)	98%	(409)	416
Educ: Post-grad	6%	(12)	94%	(206)	219
Income: Under 50k	3%	(36)	97%	(1308)	1344
Income: 50k-100k	2%	(14)	98%	(596)	609
Income: 100k+	4%	(9)	96%	(239)	248
Ethnicity: White	2%	(42)	98%	(1709)	1750

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**Table BRD14\_15NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - Other:

Demographic	Selected		Not Selected		Total N
Adults	3%	(58)	97%	(2143)	2201
Ethnicity: Hispanic	4%	(15)	96%	(315)	329
Ethnicity: Afr. Am.	3%	(9)	97%	(260)	269
Ethnicity: Other	4%	(8)	96%	(174)	182
Relig: Protestant	2%	(12)	98%	(558)	570
Relig: Roman Catholic	2%	(11)	98%	(462)	473
Relig: Ath./Agn./None	3%	(16)	97%	(593)	608
Relig: Something Else	5%	(17)	95%	(296)	313
Relig: Evangelical	2%	(11)	98%	(659)	670
Relig: Non-Evang. Catholics	2%	(14)	98%	(594)	608
Relig: All Christian	2%	(25)	98%	(1253)	1278
Relig: All Non-Christian	4%	(32)	96%	(889)	921
Community: Urban	2%	(12)	98%	(613)	625
Community: Suburban	3%	(29)	97%	(955)	984
Community: Rural	3%	(17)	97%	(575)	592
Employ: Private Sector	1%	(10)	99%	(700)	710
Employ: Government	3%	(4)	97%	(150)	154
Employ: Self-Employed	4%	(8)	96%	(196)	204
Employ: Homemaker	3%	(4)	97%	(154)	158
Employ: Student	4%	(4)	96%	(90)	94
Employ: Retired	3%	(15)	97%	(475)	490
Employ: Unemployed	3%	(7)	97%	(228)	235
Employ: Other	4%	(6)	96%	(150)	156
Military HH: Yes	4%	(19)	96%	(422)	441
Military HH: No	2%	(40)	98%	(1721)	1760
RD/WT: Right Direction	2%	(18)	98%	(869)	887
RD/WT: Wrong Track	3%	(40)	97%	(1274)	1314
Strongly Approve	2%	(11)	98%	(515)	526
Somewhat Approve	2%	(10)	98%	(422)	432
Somewhat Disapprove	4%	(12)	96%	(281)	293
Strongly Disapprove	2%	(20)	98%	(826)	846
Dont Know / No Opinion	5%	(6)	95%	(99)	105

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**Table BRD14\_15NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - Other:

Demographic	Selected		Not Selected		Total N
Adults	3%	(58)	97%	(2143)	2201
#1 Issue: Economy	3%	(16)	97%	(603)	619
#1 Issue: Security	2%	(9)	98%	(432)	441
#1 Issue: Health Care	2%	(9)	98%	(437)	446
#1 Issue: Medicare / Social Security	2%	(4)	98%	(272)	276
#1 Issue: Women's Issues	4%	(4)	96%	(106)	110
#1 Issue: Education	1%	(1)	99%	(117)	119
#1 Issue: Energy	1%	(1)	99%	(102)	103
#1 Issue: Other	16%	(14)	84%	(74)	88
2016 Vote: Democrat Hillary Clinton	2%	(16)	98%	(722)	738
2016 Vote: Republican Donald Trump	3%	(23)	97%	(774)	797
2016 Vote: Someone else	4%	(7)	96%	(173)	180
2012 Vote: Barack Obama	2%	(18)	98%	(881)	898
2012 Vote: Mitt Romney	3%	(16)	97%	(556)	572
2012 Vote: Other	9%	(8)	91%	(84)	92
2012 Vote: Didn't Vote	3%	(17)	97%	(616)	633
4-Region: Northeast	2%	(7)	98%	(395)	402
4-Region: Midwest	2%	(12)	98%	(462)	474
4-Region: South	3%	(24)	97%	(790)	815
4-Region: West	3%	(15)	97%	(496)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD14\_16NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - None of the above

Demographic	Selected		Not Selected		Total N
Adults	10%	(230)	90%	(1971)	2201
Gender: Male	11%	(119)	89%	(941)	1060
Gender: Female	10%	(111)	90%	(1030)	1141
Age: 18-29	12%	(54)	88%	(404)	458
Age: 30-44	10%	(56)	90%	(521)	577
Age: 45-54	13%	(47)	87%	(315)	362
Age: 55-64	10%	(40)	90%	(365)	406
Age: 65+	8%	(32)	92%	(365)	398
PID: Dem (no lean)	9%	(70)	91%	(668)	738
PID: Ind (no lean)	15%	(113)	85%	(631)	744
PID: Rep (no lean)	7%	(47)	93%	(672)	719
PID/Gender: Dem Men	10%	(32)	90%	(281)	313
PID/Gender: Dem Women	9%	(38)	91%	(387)	425
PID/Gender: Ind Men	18%	(66)	82%	(305)	371
PID/Gender: Ind Women	13%	(47)	87%	(326)	373
PID/Gender: Rep Men	5%	(20)	95%	(356)	376
PID/Gender: Rep Women	8%	(27)	92%	(317)	343
Tea Party: Supporter	6%	(38)	94%	(582)	620
Tea Party: Not Supporter	12%	(191)	88%	(1381)	1572
Ideo: Liberal (1-3)	6%	(43)	94%	(657)	700
Ideo: Moderate (4)	8%	(42)	92%	(474)	515
Ideo: Conservative (5-7)	10%	(78)	90%	(672)	750
Educ: < College	13%	(203)	87%	(1363)	1567
Educ: Bachelors degree	5%	(19)	95%	(397)	416
Educ: Post-grad	3%	(7)	97%	(211)	219
Income: Under 50k	12%	(166)	88%	(1178)	1344
Income: 50k-100k	8%	(47)	92%	(562)	609
Income: 100k+	7%	(16)	93%	(231)	248
Ethnicity: White	10%	(174)	90%	(1577)	1750

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**Table BRD14\_16NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - None of the above

Demographic	Selected		Not Selected		Total N
Adults	10%	(230)	90%	(1971)	2201
Ethnicity: Hispanic	6%	(20)	94%	(310)	329
Ethnicity: Afr. Am.	13%	(35)	87%	(234)	269
Ethnicity: Other	12%	(21)	88%	(161)	182
Relig: Protestant	7%	(38)	93%	(532)	570
Relig: Roman Catholic	8%	(39)	92%	(434)	473
Relig: Ath./Agn./None	16%	(96)	84%	(513)	608
Relig: Something Else	10%	(30)	90%	(283)	313
Relig: Evangelical	8%	(53)	92%	(617)	670
Relig: Non-Evang. Catholics	8%	(51)	92%	(557)	608
Relig: All Christian	8%	(104)	92%	(1174)	1278
Relig: All Non-Christian	14%	(125)	86%	(796)	921
Community: Urban	11%	(72)	89%	(553)	625
Community: Suburban	10%	(98)	90%	(886)	984
Community: Rural	10%	(60)	90%	(532)	592
Employ: Private Sector	6%	(41)	94%	(669)	710
Employ: Government	4%	(6)	96%	(148)	154
Employ: Self-Employed	9%	(19)	91%	(185)	204
Employ: Homemaker	13%	(21)	87%	(137)	158
Employ: Student	13%	(12)	87%	(82)	94
Employ: Retired	10%	(49)	90%	(441)	490
Employ: Unemployed	20%	(46)	80%	(189)	235
Employ: Other	22%	(35)	78%	(121)	156
Military HH: Yes	7%	(32)	93%	(408)	441
Military HH: No	11%	(197)	89%	(1563)	1760
RD/WT: Right Direction	11%	(95)	89%	(792)	887
RD/WT: Wrong Track	10%	(135)	90%	(1179)	1314
Strongly Approve	12%	(63)	88%	(463)	526
Somewhat Approve	8%	(33)	92%	(398)	432
Somewhat Disapprove	11%	(32)	89%	(261)	293
Strongly Disapprove	8%	(70)	92%	(776)	846
Dont Know / No Opinion	30%	(31)	70%	(73)	105

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**Table BRD14\_16NET:** Amazon has said it plans to invest \$5 billion and create 50,000 jobs in the city it picks for its second headquarters. What factors do you think Amazon should consider in selecting a city? Please select all that apply. - None of the above

Demographic	Selected		Not Selected		Total N
Adults	10%	(230)	90%	(1971)	2201
#1 Issue: Economy	10%	(65)	90%	(554)	619
#1 Issue: Security	9%	(39)	91%	(403)	441
#1 Issue: Health Care	14%	(60)	86%	(385)	446
#1 Issue: Medicare / Social Security	8%	(21)	92%	(255)	276
#1 Issue: Women's Issues	11%	(12)	89%	(98)	110
#1 Issue: Education	10%	(11)	90%	(107)	119
#1 Issue: Energy	1%	(1)	99%	(102)	103
#1 Issue: Other	24%	(21)	76%	(67)	88
2016 Vote: Democrat Hillary Clinton	8%	(57)	92%	(681)	738
2016 Vote: Republican Donald Trump	8%	(67)	92%	(730)	797
2016 Vote: Someone else	10%	(18)	90%	(161)	180
2012 Vote: Barack Obama	7%	(62)	93%	(837)	898
2012 Vote: Mitt Romney	7%	(38)	93%	(535)	572
2012 Vote: Other	26%	(24)	74%	(68)	92
2012 Vote: Didn't Vote	17%	(106)	83%	(527)	633
4-Region: Northeast	12%	(49)	88%	(353)	402
4-Region: Midwest	13%	(64)	87%	(410)	474
4-Region: South	10%	(78)	90%	(737)	815
4-Region: West	8%	(39)	92%	(472)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD15: How much do you support Amazon setting up its new headquarters in your town (or the nearest large city to you)?**

Demographic	Strongly support		Somewhat support		Neither support nor oppose		Somewhat oppose		Strongly oppose		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	50%	(1110)	22%	(474)	22%	(494)	2%	(49)	3%	(74)	2201
Gender: Male	52%	(548)	21%	(224)	21%	(224)	2%	(24)	4%	(39)	1060
Gender: Female	49%	(562)	22%	(250)	24%	(269)	2%	(25)	3%	(35)	1141
Age: 18-29	41%	(188)	26%	(117)	22%	(102)	5%	(23)	6%	(30)	458
Age: 30-44	53%	(307)	22%	(127)	20%	(116)	2%	(12)	3%	(14)	577
Age: 45-54	51%	(186)	22%	(79)	23%	(84)	2%	(6)	2%	(6)	362
Age: 55-64	56%	(227)	20%	(81)	20%	(82)	1%	(5)	3%	(12)	406
Age: 65+	51%	(202)	18%	(70)	28%	(110)	1%	(4)	3%	(12)	398
PID: Dem (no lean)	50%	(367)	23%	(171)	21%	(155)	4%	(26)	3%	(20)	738
PID: Ind (no lean)	47%	(351)	22%	(162)	24%	(177)	2%	(16)	5%	(38)	744
PID: Rep (no lean)	55%	(393)	20%	(141)	22%	(161)	1%	(7)	2%	(17)	719
PID/Gender: Dem Men	52%	(163)	23%	(71)	19%	(60)	4%	(13)	2%	(6)	313
PID/Gender: Dem Women	48%	(204)	23%	(100)	22%	(95)	3%	(13)	3%	(14)	425
PID/Gender: Ind Men	49%	(183)	20%	(73)	24%	(88)	1%	(5)	6%	(22)	371
PID/Gender: Ind Women	45%	(167)	24%	(89)	24%	(90)	3%	(11)	4%	(15)	373
PID/Gender: Rep Men	54%	(202)	21%	(80)	21%	(77)	2%	(6)	3%	(11)	376
PID/Gender: Rep Women	55%	(191)	18%	(61)	25%	(84)	—	(1)	2%	(6)	343
Tea Party: Supporter	56%	(348)	22%	(137)	18%	(114)	2%	(10)	2%	(11)	620
Tea Party: Not Supporter	48%	(759)	21%	(334)	24%	(378)	2%	(38)	4%	(63)	1572
Ideo: Liberal (1-3)	52%	(365)	25%	(172)	18%	(127)	3%	(18)	2%	(17)	700
Ideo: Moderate (4)	50%	(259)	23%	(120)	21%	(107)	3%	(15)	3%	(15)	515
Ideo: Conservative (5-7)	51%	(380)	21%	(157)	24%	(182)	1%	(10)	3%	(21)	750
Educ: < College	49%	(774)	20%	(320)	24%	(379)	2%	(33)	4%	(60)	1567
Educ: Bachelors degree	51%	(212)	25%	(104)	19%	(80)	3%	(10)	2%	(10)	416
Educ: Post-grad	57%	(124)	23%	(50)	16%	(34)	3%	(5)	2%	(5)	219
Income: Under 50k	48%	(649)	21%	(282)	25%	(330)	2%	(31)	4%	(52)	1344
Income: 50k-100k	53%	(321)	23%	(139)	20%	(122)	2%	(13)	2%	(14)	609
Income: 100k+	56%	(139)	21%	(53)	17%	(42)	2%	(5)	3%	(8)	248
Ethnicity: White	51%	(900)	21%	(370)	22%	(389)	2%	(37)	3%	(55)	1750

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**Table BRD15:** How much do you support Amazon setting up its new headquarters in your town (or the nearest large city to you)?

Demographic	Strongly support		Somewhat support		Neither support nor oppose		Somewhat oppose		Strongly oppose		Total N
Adults	50%	(1110)	22%	(474)	22%	(494)	2%	(49)	3%	(74)	2201
Ethnicity: Hispanic	51%	(168)	22%	(71)	19%	(64)	5%	(15)	3%	(11)	329
Ethnicity: Afr. Am.	49%	(132)	24%	(64)	21%	(56)	2%	(5)	4%	(12)	269
Ethnicity: Other	43%	(79)	22%	(40)	26%	(48)	4%	(8)	4%	(8)	182
Relig: Protestant	55%	(313)	20%	(116)	21%	(120)	1%	(8)	2%	(12)	570
Relig: Roman Catholic	52%	(245)	23%	(107)	24%	(112)	—	(2)	1%	(7)	473
Relig: Ath./Agn./None	47%	(288)	21%	(127)	24%	(146)	3%	(19)	4%	(27)	608
Relig: Something Else	45%	(142)	25%	(79)	18%	(58)	4%	(13)	7%	(22)	313
Relig: Evangelical	55%	(368)	20%	(137)	20%	(136)	2%	(14)	2%	(16)	670
Relig: Non-Evang. Catholics	51%	(311)	21%	(130)	25%	(154)	1%	(4)	2%	(10)	608
Relig: All Christian	53%	(679)	21%	(267)	23%	(290)	1%	(17)	2%	(25)	1278
Relig: All Non-Christian	47%	(430)	22%	(206)	22%	(204)	3%	(32)	5%	(49)	921
Community: Urban	52%	(326)	20%	(128)	22%	(136)	3%	(17)	3%	(19)	625
Community: Suburban	49%	(486)	23%	(228)	22%	(220)	2%	(19)	3%	(31)	984
Community: Rural	50%	(298)	20%	(118)	23%	(138)	2%	(13)	4%	(24)	592
Employ: Private Sector	55%	(393)	23%	(162)	19%	(135)	1%	(11)	1%	(10)	710
Employ: Government	42%	(65)	33%	(51)	14%	(22)	6%	(10)	4%	(6)	154
Employ: Self-Employed	47%	(96)	23%	(47)	22%	(45)	3%	(6)	5%	(10)	204
Employ: Homemaker	50%	(80)	23%	(36)	21%	(34)	2%	(3)	3%	(5)	158
Employ: Student	38%	(36)	20%	(19)	29%	(27)	5%	(4)	8%	(7)	94
Employ: Retired	51%	(252)	18%	(87)	27%	(131)	1%	(7)	3%	(14)	490
Employ: Unemployed	49%	(115)	15%	(35)	30%	(71)	1%	(3)	5%	(11)	235
Employ: Other	47%	(74)	24%	(38)	19%	(29)	3%	(5)	7%	(11)	156
Military HH: Yes	57%	(250)	21%	(93)	17%	(77)	2%	(10)	3%	(11)	441
Military HH: No	49%	(860)	22%	(381)	24%	(417)	2%	(39)	4%	(63)	1760
RD/WT: Right Direction	52%	(462)	21%	(187)	22%	(191)	2%	(20)	3%	(27)	887
RD/WT: Wrong Track	49%	(648)	22%	(287)	23%	(303)	2%	(29)	4%	(47)	1314

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**Table BRD15:** How much do you support Amazon setting up its new headquarters in your town (or the nearest large city to you)?

Demographic	Strongly support		Somewhat support		Neither support nor oppose		Somewhat oppose		Strongly oppose		Total N
Adults	50%	(1110)	22%	(474)	22%	(494)	2%	(49)	3%	(74)	2201
Strongly Approve	58%	(303)	17%	(88)	21%	(110)	2%	(9)	3%	(16)	526
Somewhat Approve	47%	(203)	26%	(111)	24%	(102)	2%	(8)	2%	(8)	432
Somewhat Disapprove	42%	(124)	27%	(78)	24%	(71)	4%	(10)	3%	(9)	293
Strongly Disapprove	53%	(452)	21%	(181)	20%	(166)	2%	(18)	4%	(30)	846
Dont Know / No Opinion	28%	(29)	16%	(17)	42%	(44)	4%	(4)	10%	(10)	105
#1 Issue: Economy	54%	(331)	23%	(141)	19%	(116)	2%	(10)	3%	(21)	619
#1 Issue: Security	51%	(226)	19%	(84)	24%	(108)	2%	(10)	3%	(14)	441
#1 Issue: Health Care	47%	(208)	21%	(95)	27%	(120)	2%	(10)	3%	(12)	446
#1 Issue: Medicare / Social Security	54%	(148)	22%	(61)	22%	(60)	1%	(3)	1%	(4)	276
#1 Issue: Women's Issues	42%	(46)	20%	(22)	28%	(30)	7%	(8)	3%	(3)	110
#1 Issue: Education	47%	(56)	22%	(26)	24%	(29)	3%	(3)	4%	(5)	119
#1 Issue: Energy	56%	(57)	28%	(29)	12%	(12)	3%	(3)	1%	(1)	103
#1 Issue: Other	43%	(38)	18%	(16)	21%	(18)	2%	(2)	16%	(14)	88
2016 Vote: Democrat Hillary Clinton	52%	(386)	24%	(174)	20%	(151)	2%	(14)	2%	(13)	738
2016 Vote: Republican Donald Trump	54%	(432)	20%	(161)	22%	(177)	1%	(12)	2%	(16)	797
2016 Vote: Someone else	47%	(85)	20%	(35)	25%	(45)	4%	(7)	4%	(8)	180
2012 Vote: Barack Obama	56%	(501)	22%	(195)	19%	(172)	2%	(19)	1%	(12)	898
2012 Vote: Mitt Romney	52%	(300)	22%	(125)	21%	(123)	1%	(8)	3%	(16)	572
2012 Vote: Other	49%	(45)	19%	(18)	26%	(24)	3%	(3)	2%	(2)	92
2012 Vote: Didn't Vote	41%	(259)	22%	(137)	28%	(174)	3%	(19)	7%	(44)	633
4-Region: Northeast	51%	(203)	21%	(84)	25%	(102)	2%	(8)	1%	(4)	402
4-Region: Midwest	52%	(246)	21%	(98)	23%	(108)	1%	(5)	4%	(17)	474
4-Region: South	51%	(418)	21%	(175)	21%	(172)	2%	(17)	4%	(33)	815
4-Region: West	48%	(243)	23%	(117)	22%	(111)	4%	(20)	4%	(20)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD16\_4:** *If Amazon were to set up a new headquarters in your town (or the nearest large city to you), do you think it would have a positive or negative impact on the follow aspects of your local economy?*  
*Housing prices*

Demographic	Positive impact		Negative impact		Don't Know / No Opinion		Total N
Adults	46%	(1011)	23%	(499)	31%	(692)	2201
Gender: Male	48%	(513)	25%	(264)	27%	(282)	1060
Gender: Female	44%	(497)	21%	(235)	36%	(410)	1141
Age: 18-29	35%	(162)	34%	(158)	30%	(139)	458
Age: 30-44	45%	(259)	22%	(126)	33%	(192)	577
Age: 45-54	48%	(173)	19%	(69)	33%	(121)	362
Age: 55-64	53%	(216)	18%	(74)	29%	(116)	406
Age: 65+	50%	(200)	18%	(73)	31%	(125)	398
PID: Dem (no lean)	49%	(359)	24%	(179)	27%	(199)	738
PID: Ind (no lean)	39%	(288)	23%	(172)	38%	(283)	744
PID: Rep (no lean)	50%	(363)	20%	(147)	29%	(209)	719
PID/Gender: Dem Men	53%	(165)	23%	(73)	24%	(75)	313
PID/Gender: Dem Women	46%	(194)	25%	(106)	29%	(125)	425
PID/Gender: Ind Men	41%	(151)	24%	(91)	35%	(129)	371
PID/Gender: Ind Women	37%	(137)	22%	(82)	41%	(154)	373
PID/Gender: Rep Men	52%	(197)	27%	(100)	21%	(78)	376
PID/Gender: Rep Women	48%	(166)	14%	(46)	38%	(131)	343
Tea Party: Supporter	53%	(329)	20%	(127)	26%	(164)	620
Tea Party: Not Supporter	43%	(678)	24%	(372)	33%	(522)	1572
Ideo: Liberal (1-3)	50%	(349)	28%	(194)	22%	(157)	700
Ideo: Moderate (4)	47%	(241)	23%	(116)	31%	(158)	515
Ideo: Conservative (5-7)	47%	(353)	20%	(147)	33%	(251)	750
Educ: < College	45%	(700)	21%	(327)	34%	(539)	1567
Educ: Bachelors degree	48%	(200)	27%	(112)	25%	(103)	416
Educ: Post-grad	50%	(110)	27%	(59)	23%	(49)	219

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**Table BRD16\_4:** *If Amazon were to set up a new headquarters in your town (or the nearest large city to you), do you think it would have a positive or negative impact on the follow aspects of your local economy?*  
 Housing prices

Demographic	Positive impact		Negative impact		Don't Know / No Opinion		Total N
Adults	46%	(1011)	23%	(499)	31%	(692)	2201
Income: Under 50k	44%	(592)	22%	(293)	34%	(459)	1344
Income: 50k-100k	48%	(291)	24%	(144)	29%	(174)	609
Income: 100k+	51%	(127)	25%	(62)	24%	(59)	248
Ethnicity: White	46%	(808)	23%	(404)	31%	(538)	1750
Ethnicity: Hispanic	46%	(151)	27%	(90)	27%	(88)	329
Ethnicity: Afr. Am.	50%	(135)	16%	(44)	33%	(89)	269
Ethnicity: Other	37%	(67)	28%	(50)	36%	(65)	182
Relig: Protestant	51%	(291)	19%	(108)	30%	(171)	570
Relig: Roman Catholic	52%	(246)	23%	(109)	25%	(117)	473
Relig: Ath./Agn./None	39%	(237)	24%	(144)	37%	(228)	608
Relig: Something Else	41%	(129)	28%	(88)	30%	(95)	313
Relig: Evangelical	52%	(347)	19%	(126)	29%	(197)	670
Relig: Non-Evang. Catholics	49%	(298)	23%	(140)	28%	(171)	608
Relig: All Christian	50%	(645)	21%	(266)	29%	(367)	1278
Relig: All Non-Christian	40%	(366)	25%	(232)	35%	(323)	921
Community: Urban	47%	(291)	21%	(128)	33%	(206)	625
Community: Suburban	45%	(439)	23%	(231)	32%	(314)	984
Community: Rural	47%	(281)	24%	(139)	29%	(172)	592
Employ: Private Sector	49%	(346)	25%	(179)	26%	(185)	710
Employ: Government	57%	(88)	25%	(39)	17%	(27)	154
Employ: Self-Employed	49%	(99)	22%	(45)	29%	(59)	204
Employ: Homemaker	40%	(63)	22%	(34)	39%	(61)	158
Employ: Student	25%	(24)	40%	(38)	35%	(33)	94
Employ: Retired	51%	(250)	17%	(85)	32%	(155)	490
Employ: Unemployed	34%	(81)	18%	(42)	48%	(112)	235
Employ: Other	38%	(60)	23%	(36)	38%	(60)	156
Military HH: Yes	55%	(244)	23%	(101)	22%	(96)	441
Military HH: No	44%	(766)	23%	(398)	34%	(596)	1760

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**Table BRD16\_4:** *If Amazon were to set up a new headquarters in your town (or the nearest large city to you), do you think it would have a positive or negative impact on the follow aspects of your local economy?*  
*Housing prices*

Demographic	Positive impact		Negative impact		Don't Know / No Opinion		Total N
Adults	46%	(1011)	23%	(499)	31%	(692)	2201
RD/WT: Right Direction	51%	(453)	20%	(174)	29%	(260)	887
RD/WT: Wrong Track	42%	(558)	25%	(325)	33%	(431)	1314
Strongly Approve	51%	(270)	17%	(92)	31%	(165)	526
Somewhat Approve	47%	(203)	25%	(110)	28%	(119)	432
Somewhat Disapprove	41%	(121)	26%	(75)	33%	(97)	293
Strongly Disapprove	47%	(394)	24%	(206)	29%	(246)	846
Dont Know / No Opinion	22%	(23)	15%	(16)	63%	(66)	105
#1 Issue: Economy	46%	(283)	23%	(145)	31%	(191)	619
#1 Issue: Security	49%	(217)	19%	(82)	32%	(142)	441
#1 Issue: Health Care	47%	(209)	19%	(85)	34%	(151)	446
#1 Issue: Medicare / Social Security	50%	(137)	23%	(63)	27%	(76)	276
#1 Issue: Women's Issues	34%	(38)	26%	(28)	40%	(44)	110
#1 Issue: Education	45%	(54)	31%	(36)	24%	(29)	119
#1 Issue: Energy	54%	(55)	30%	(31)	16%	(17)	103
#1 Issue: Other	21%	(18)	31%	(27)	48%	(42)	88
2016 Vote: Democrat Hillary Clinton	47%	(347)	24%	(180)	29%	(212)	738
2016 Vote: Republican Donald Trump	50%	(398)	20%	(163)	30%	(236)	797
2016 Vote: Someone else	37%	(66)	27%	(49)	36%	(65)	180
2012 Vote: Barack Obama	49%	(441)	21%	(189)	30%	(268)	898
2012 Vote: Mitt Romney	49%	(281)	21%	(119)	30%	(173)	572
2012 Vote: Other	38%	(34)	22%	(20)	41%	(37)	92
2012 Vote: Didn't Vote	39%	(250)	27%	(171)	34%	(213)	633
4-Region: Northeast	47%	(189)	19%	(78)	33%	(134)	402
4-Region: Midwest	46%	(218)	21%	(98)	33%	(158)	474
4-Region: South	48%	(394)	22%	(180)	30%	(241)	815
4-Region: West	41%	(210)	28%	(143)	31%	(158)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table BRD16\_5:** *If Amazon were to set up a new headquarters in your town (or the nearest large city to you), do you think it would have a positive or negative impact on the follow aspects of your local economy?*  
*Availability of houses*

Demographic	Positive impact		Negative impact		Don't Know / No Opinion		Total N
Adults	42%	(927)	23%	(506)	35%	(767)	2201
Gender: Male	43%	(461)	26%	(272)	31%	(327)	1060
Gender: Female	41%	(466)	21%	(234)	39%	(441)	1141
Age: 18-29	39%	(178)	27%	(126)	34%	(155)	458
Age: 30-44	41%	(238)	24%	(140)	35%	(199)	577
Age: 45-54	44%	(159)	21%	(76)	35%	(128)	362
Age: 55-64	46%	(185)	20%	(81)	34%	(140)	406
Age: 65+	42%	(167)	21%	(85)	37%	(146)	398
PID: Dem (no lean)	44%	(323)	24%	(179)	32%	(236)	738
PID: Ind (no lean)	35%	(262)	26%	(190)	39%	(291)	744
PID: Rep (no lean)	48%	(342)	19%	(137)	33%	(240)	719
PID/Gender: Dem Men	48%	(149)	23%	(71)	30%	(93)	313
PID/Gender: Dem Women	41%	(173)	26%	(109)	34%	(143)	425
PID/Gender: Ind Men	35%	(129)	28%	(105)	37%	(137)	371
PID/Gender: Ind Women	36%	(133)	23%	(85)	41%	(154)	373
PID/Gender: Rep Men	49%	(183)	26%	(96)	26%	(97)	376
PID/Gender: Rep Women	47%	(160)	12%	(41)	42%	(143)	343
Tea Party: Supporter	50%	(312)	22%	(134)	28%	(175)	620
Tea Party: Not Supporter	39%	(612)	24%	(373)	37%	(587)	1572
Ideo: Liberal (1-3)	46%	(324)	27%	(189)	27%	(186)	700
Ideo: Moderate (4)	42%	(217)	24%	(123)	34%	(176)	515
Ideo: Conservative (5-7)	42%	(312)	23%	(170)	36%	(267)	750
Educ: < College	43%	(678)	19%	(298)	38%	(591)	1567
Educ: Bachelors degree	39%	(162)	32%	(135)	29%	(119)	416
Educ: Post-grad	40%	(87)	34%	(74)	26%	(58)	219

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**Table BRD16\_5:** *If Amazon were to set up a new headquarters in your town (or the nearest large city to you), do you think it would have a positive or negative impact on the follow aspects of your local economy?*  
*Availability of houses*

Demographic	Positive impact		Negative impact		Don't Know / No Opinion		Total N
Adults	42%	(927)	23%	(506)	35%	(767)	2201
Income: Under 50k	43%	(578)	19%	(259)	38%	(506)	1344
Income: 50k-100k	41%	(252)	27%	(162)	32%	(195)	609
Income: 100k+	39%	(97)	34%	(85)	26%	(65)	248
Ethnicity: White	41%	(724)	24%	(420)	35%	(607)	1750
Ethnicity: Hispanic	47%	(155)	21%	(70)	32%	(104)	329
Ethnicity: Afr. Am.	49%	(133)	17%	(45)	34%	(90)	269
Ethnicity: Other	39%	(70)	23%	(42)	39%	(70)	182
Relig: Protestant	48%	(271)	21%	(121)	31%	(178)	570
Relig: Roman Catholic	48%	(228)	22%	(105)	30%	(140)	473
Relig: Ath./Agn./None	34%	(208)	25%	(154)	41%	(247)	608
Relig: Something Else	38%	(120)	26%	(82)	35%	(110)	313
Relig: Evangelical	49%	(327)	20%	(136)	31%	(207)	670
Relig: Non-Evang. Catholics	45%	(272)	22%	(134)	33%	(202)	608
Relig: All Christian	47%	(599)	21%	(270)	32%	(409)	1278
Relig: All Non-Christian	36%	(328)	26%	(236)	39%	(357)	921
Community: Urban	42%	(261)	21%	(132)	37%	(233)	625
Community: Suburban	39%	(384)	25%	(250)	36%	(350)	984
Community: Rural	48%	(282)	21%	(125)	31%	(185)	592
Employ: Private Sector	44%	(316)	28%	(202)	27%	(192)	710
Employ: Government	41%	(64)	31%	(48)	28%	(42)	154
Employ: Self-Employed	41%	(84)	20%	(40)	39%	(80)	204
Employ: Homemaker	41%	(65)	15%	(24)	44%	(70)	158
Employ: Student	30%	(28)	30%	(28)	41%	(38)	94
Employ: Retired	45%	(222)	19%	(94)	36%	(175)	490
Employ: Unemployed	35%	(82)	18%	(42)	47%	(111)	235
Employ: Other	43%	(67)	19%	(29)	38%	(60)	156
Military HH: Yes	48%	(212)	24%	(104)	28%	(125)	441
Military HH: No	41%	(716)	23%	(402)	36%	(642)	1760

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**Table BRD16\_5:** *If Amazon were to set up a new headquarters in your town (or the nearest large city to you), do you think it would have a positive or negative impact on the follow aspects of your local economy?*  
 Availability of houses

Demographic	Positive impact		Negative impact		Don't Know / No Opinion		Total N
Adults	42%	(927)	23%	(506)	35%	(767)	2201
RD/WT: Right Direction	46%	(406)	21%	(186)	33%	(295)	887
RD/WT: Wrong Track	40%	(521)	24%	(321)	36%	(472)	1314
Strongly Approve	49%	(258)	18%	(94)	33%	(174)	526
Somewhat Approve	45%	(193)	23%	(99)	32%	(140)	432
Somewhat Disapprove	34%	(101)	26%	(76)	40%	(116)	293
Strongly Disapprove	42%	(359)	26%	(224)	31%	(263)	846
Dont Know / No Opinion	16%	(17)	13%	(14)	71%	(74)	105
#1 Issue: Economy	42%	(262)	24%	(151)	33%	(207)	619
#1 Issue: Security	45%	(198)	19%	(82)	36%	(161)	441
#1 Issue: Health Care	40%	(177)	23%	(102)	37%	(167)	446
#1 Issue: Medicare / Social Security	52%	(144)	16%	(44)	32%	(88)	276
#1 Issue: Women's Issues	33%	(36)	25%	(28)	42%	(46)	110
#1 Issue: Education	42%	(50)	27%	(32)	31%	(36)	119
#1 Issue: Energy	36%	(37)	42%	(44)	22%	(22)	103
#1 Issue: Other	26%	(23)	28%	(24)	46%	(40)	88
2016 Vote: Democrat Hillary Clinton	44%	(322)	24%	(181)	32%	(236)	738
2016 Vote: Republican Donald Trump	44%	(347)	22%	(178)	34%	(272)	797
2016 Vote: Someone else	34%	(60)	33%	(59)	34%	(61)	180
2012 Vote: Barack Obama	44%	(396)	23%	(211)	32%	(291)	898
2012 Vote: Mitt Romney	43%	(246)	23%	(132)	34%	(194)	572
2012 Vote: Other	35%	(32)	25%	(23)	40%	(37)	92
2012 Vote: Didn't Vote	39%	(248)	22%	(141)	39%	(244)	633
4-Region: Northeast	40%	(160)	18%	(74)	42%	(168)	402
4-Region: Midwest	45%	(212)	20%	(93)	36%	(169)	474
4-Region: South	46%	(374)	22%	(177)	32%	(264)	815
4-Region: West	35%	(181)	32%	(163)	33%	(167)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD16\_6:** *If Amazon were to set up a new headquarters in your town (or the nearest large city to you), do you think it would have a positive or negative impact on the follow aspects of your local economy?*

*Crime rate*

Demographic	Positive impact		Negative impact		Don't Know / No Opinion		Total N
Adults	34%	(743)	19%	(413)	47%	(1045)	2201
Gender: Male	36%	(381)	21%	(225)	43%	(454)	1060
Gender: Female	32%	(361)	17%	(189)	52%	(591)	1141
Age: 18-29	36%	(167)	21%	(98)	42%	(193)	458
Age: 30-44	40%	(231)	18%	(102)	42%	(244)	577
Age: 45-54	36%	(129)	17%	(63)	47%	(170)	362
Age: 55-64	29%	(118)	19%	(78)	52%	(209)	406
Age: 65+	24%	(97)	18%	(72)	58%	(229)	398
PID: Dem (no lean)	36%	(269)	20%	(150)	43%	(319)	738
PID: Ind (no lean)	30%	(220)	16%	(119)	54%	(405)	744
PID: Rep (no lean)	35%	(254)	20%	(144)	45%	(321)	719
PID/Gender: Dem Men	39%	(123)	22%	(68)	39%	(121)	313
PID/Gender: Dem Women	34%	(145)	19%	(82)	47%	(198)	425
PID/Gender: Ind Men	30%	(111)	19%	(70)	51%	(190)	371
PID/Gender: Ind Women	29%	(109)	13%	(50)	58%	(215)	373
PID/Gender: Rep Men	39%	(147)	23%	(86)	38%	(143)	376
PID/Gender: Rep Women	31%	(107)	17%	(58)	52%	(178)	343
Tea Party: Supporter	42%	(263)	18%	(111)	40%	(246)	620
Tea Party: Not Supporter	30%	(476)	19%	(302)	50%	(794)	1572
Ideo: Liberal (1-3)	42%	(296)	18%	(128)	39%	(275)	700
Ideo: Moderate (4)	31%	(161)	21%	(106)	48%	(248)	515
Ideo: Conservative (5-7)	31%	(230)	19%	(139)	51%	(381)	750
Educ: < College	33%	(518)	19%	(291)	48%	(757)	1567
Educ: Bachelors degree	33%	(138)	20%	(82)	47%	(196)	416
Educ: Post-grad	39%	(86)	19%	(41)	42%	(92)	219

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**Table BRD16\_6:** *If Amazon were to set up a new headquarters in your town (or the nearest large city to you), do you think it would have a positive or negative impact on the follow aspects of your local economy?*  
 Crime rate

Demographic	Positive impact		Negative impact		Don't Know / No Opinion		Total N
Adults	34%	(743)	19%	(413)	47%	(1045)	2201
Income: Under 50k	34%	(458)	19%	(256)	47%	(630)	1344
Income: 50k-100k	32%	(196)	19%	(114)	49%	(299)	609
Income: 100k+	36%	(89)	18%	(44)	47%	(115)	248
Ethnicity: White	32%	(559)	19%	(333)	49%	(858)	1750
Ethnicity: Hispanic	38%	(126)	25%	(84)	36%	(120)	329
Ethnicity: Afr. Am.	42%	(114)	19%	(52)	38%	(103)	269
Ethnicity: Other	38%	(70)	15%	(28)	46%	(84)	182
Relig: Protestant	30%	(173)	20%	(113)	50%	(284)	570
Relig: Roman Catholic	41%	(194)	19%	(88)	40%	(191)	473
Relig: Ath./Agn./None	29%	(178)	17%	(105)	54%	(326)	608
Relig: Something Else	34%	(108)	22%	(68)	44%	(137)	313
Relig: Evangelical	39%	(259)	18%	(121)	43%	(290)	670
Relig: Non-Evang. Catholics	32%	(197)	20%	(120)	48%	(290)	608
Relig: All Christian	36%	(456)	19%	(241)	45%	(581)	1278
Relig: All Non-Christian	31%	(286)	19%	(172)	50%	(463)	921
Community: Urban	35%	(220)	18%	(111)	47%	(294)	625
Community: Suburban	32%	(312)	18%	(182)	50%	(490)	984
Community: Rural	35%	(210)	20%	(121)	44%	(261)	592
Employ: Private Sector	37%	(264)	20%	(142)	43%	(304)	710
Employ: Government	39%	(61)	20%	(31)	40%	(62)	154
Employ: Self-Employed	41%	(83)	18%	(36)	41%	(84)	204
Employ: Homemaker	33%	(52)	18%	(28)	50%	(78)	158
Employ: Student	31%	(29)	18%	(17)	51%	(48)	94
Employ: Retired	24%	(120)	20%	(100)	55%	(270)	490
Employ: Unemployed	32%	(75)	14%	(32)	54%	(128)	235
Employ: Other	38%	(59)	17%	(26)	46%	(71)	156
Military HH: Yes	35%	(156)	20%	(88)	45%	(197)	441
Military HH: No	33%	(587)	18%	(325)	48%	(848)	1760

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**Table BRD16\_6:** *If Amazon were to set up a new headquarters in your town (or the nearest large city to you), do you think it would have a positive or negative impact on the follow aspects of your local economy?*

Crime rate

Demographic	Positive impact		Negative impact		Don't Know / No Opinion		Total N
Adults	34%	(743)	19%	(413)	47%	(1045)	2201
RD/WT: Right Direction	37%	(328)	19%	(171)	44%	(388)	887
RD/WT: Wrong Track	32%	(415)	18%	(242)	50%	(657)	1314
Strongly Approve	37%	(193)	19%	(102)	44%	(231)	526
Somewhat Approve	31%	(133)	21%	(89)	49%	(210)	432
Somewhat Disapprove	31%	(90)	20%	(58)	50%	(145)	293
Strongly Disapprove	36%	(304)	18%	(156)	46%	(385)	846
Dont Know / No Opinion	21%	(22)	8%	(9)	71%	(74)	105
#1 Issue: Economy	35%	(219)	17%	(105)	48%	(295)	619
#1 Issue: Security	34%	(149)	22%	(99)	44%	(193)	441
#1 Issue: Health Care	31%	(140)	17%	(78)	51%	(228)	446
#1 Issue: Medicare / Social Security	29%	(81)	22%	(62)	48%	(134)	276
#1 Issue: Women's Issues	33%	(36)	14%	(15)	53%	(58)	110
#1 Issue: Education	39%	(47)	22%	(26)	39%	(46)	119
#1 Issue: Energy	46%	(47)	17%	(17)	38%	(39)	103
#1 Issue: Other	27%	(24)	13%	(11)	60%	(53)	88
2016 Vote: Democrat Hillary Clinton	36%	(269)	18%	(130)	46%	(339)	738
2016 Vote: Republican Donald Trump	34%	(273)	19%	(153)	47%	(371)	797
2016 Vote: Someone else	25%	(44)	24%	(43)	51%	(92)	180
2012 Vote: Barack Obama	36%	(322)	18%	(161)	46%	(416)	898
2012 Vote: Mitt Romney	30%	(174)	21%	(119)	49%	(279)	572
2012 Vote: Other	30%	(27)	13%	(12)	57%	(52)	92
2012 Vote: Didn't Vote	34%	(217)	19%	(122)	46%	(294)	633
4-Region: Northeast	35%	(139)	14%	(57)	51%	(205)	402
4-Region: Midwest	34%	(161)	17%	(78)	49%	(234)	474
4-Region: South	35%	(281)	21%	(171)	44%	(362)	815
4-Region: West	32%	(161)	21%	(107)	48%	(243)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD16\_7:** *If Amazon were to set up a new headquarters in your town (or the nearest large city to you), do you think it would have a positive or negative impact on the follow aspects of your local economy?*  
*Number of small businesses in your city*

Demographic	Positive impact		Negative impact		Don't Know / No Opinion		Total N
Adults	45%	(988)	26%	(570)	29%	(643)	2201
Gender: Male	48%	(507)	26%	(275)	26%	(278)	1060
Gender: Female	42%	(481)	26%	(296)	32%	(365)	1141
Age: 18-29	37%	(170)	36%	(164)	27%	(125)	458
Age: 30-44	42%	(245)	28%	(163)	29%	(169)	577
Age: 45-54	46%	(165)	21%	(76)	33%	(121)	362
Age: 55-64	54%	(219)	21%	(87)	25%	(100)	406
Age: 65+	48%	(189)	20%	(81)	32%	(128)	398
PID: Dem (no lean)	46%	(341)	27%	(200)	27%	(197)	738
PID: Ind (no lean)	38%	(283)	26%	(193)	36%	(268)	744
PID: Rep (no lean)	51%	(364)	25%	(178)	25%	(177)	719
PID/Gender: Dem Men	52%	(163)	22%	(70)	25%	(79)	313
PID/Gender: Dem Women	42%	(178)	30%	(130)	28%	(118)	425
PID/Gender: Ind Men	38%	(141)	27%	(99)	35%	(131)	371
PID/Gender: Ind Women	38%	(142)	25%	(93)	37%	(137)	373
PID/Gender: Rep Men	54%	(202)	28%	(105)	18%	(68)	376
PID/Gender: Rep Women	47%	(161)	21%	(73)	32%	(110)	343
Tea Party: Supporter	52%	(323)	28%	(173)	20%	(124)	620
Tea Party: Not Supporter	42%	(661)	25%	(396)	33%	(514)	1572
Ideo: Liberal (1-3)	45%	(317)	32%	(223)	23%	(160)	700
Ideo: Moderate (4)	46%	(236)	24%	(121)	31%	(158)	515
Ideo: Conservative (5-7)	47%	(355)	23%	(174)	29%	(221)	750
Educ: < College	44%	(690)	25%	(394)	31%	(483)	1567
Educ: Bachelors degree	46%	(191)	28%	(118)	26%	(106)	416
Educ: Post-grad	49%	(107)	27%	(58)	24%	(53)	219

Continued on next page

**Table BRD16\_7:** *If Amazon were to set up a new headquarters in your town (or the nearest large city to you), do you think it would have a positive or negative impact on the follow aspects of your local economy?  
Number of small businesses in your city*

Demographic	Positive impact		Negative impact		Don't Know / No Opinion		Total N
Adults	45%	(988)	26%	(570)	29%	(643)	2201
Income: Under 50k	45%	(602)	25%	(336)	30%	(406)	1344
Income: 50k-100k	44%	(269)	28%	(173)	27%	(167)	609
Income: 100k+	47%	(117)	25%	(61)	28%	(70)	248
Ethnicity: White	44%	(773)	26%	(461)	29%	(516)	1750
Ethnicity: Hispanic	47%	(154)	29%	(94)	25%	(81)	329
Ethnicity: Afr. Am.	49%	(131)	25%	(66)	27%	(72)	269
Ethnicity: Other	46%	(84)	24%	(44)	30%	(54)	182
Relig: Protestant	50%	(285)	23%	(130)	27%	(155)	570
Relig: Roman Catholic	53%	(250)	23%	(110)	24%	(113)	473
Relig: Ath./Agn./None	37%	(222)	28%	(173)	35%	(213)	608
Relig: Something Else	39%	(123)	32%	(99)	29%	(91)	313
Relig: Evangelical	51%	(345)	24%	(163)	24%	(162)	670
Relig: Non-Evang. Catholics	49%	(297)	22%	(136)	29%	(175)	608
Relig: All Christian	50%	(642)	23%	(298)	26%	(338)	1278
Relig: All Non-Christian	37%	(345)	29%	(271)	33%	(304)	921
Community: Urban	46%	(285)	23%	(144)	31%	(195)	625
Community: Suburban	42%	(418)	28%	(275)	30%	(291)	984
Community: Rural	48%	(284)	25%	(151)	26%	(157)	592
Employ: Private Sector	45%	(318)	30%	(212)	25%	(180)	710
Employ: Government	51%	(78)	29%	(44)	20%	(31)	154
Employ: Self-Employed	42%	(86)	30%	(61)	28%	(57)	204
Employ: Homemaker	50%	(79)	16%	(25)	34%	(54)	158
Employ: Student	37%	(35)	34%	(32)	29%	(27)	94
Employ: Retired	49%	(242)	20%	(97)	31%	(151)	490
Employ: Unemployed	35%	(81)	28%	(65)	38%	(89)	235
Employ: Other	44%	(69)	21%	(33)	35%	(54)	156
Military HH: Yes	53%	(235)	26%	(116)	20%	(90)	441
Military HH: No	43%	(753)	26%	(455)	31%	(553)	1760

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**Table BRD16\_7:** *If Amazon were to set up a new headquarters in your town (or the nearest large city to you), do you think it would have a positive or negative impact on the follow aspects of your local economy?  
 Number of small businesses in your city*

Demographic	Positive impact		Negative impact		Don't Know / No Opinion		Total N
Adults	45%	(988)	26%	(570)	29%	(643)	2201
RD/WT: Right Direction	49%	(438)	23%	(207)	27%	(241)	887
RD/WT: Wrong Track	42%	(550)	28%	(363)	31%	(401)	1314
Strongly Approve	50%	(265)	23%	(120)	27%	(141)	526
Somewhat Approve	46%	(197)	28%	(121)	26%	(114)	432
Somewhat Disapprove	42%	(124)	25%	(74)	32%	(95)	293
Strongly Disapprove	45%	(379)	28%	(236)	27%	(231)	846
Dont Know / No Opinion	22%	(23)	18%	(19)	60%	(62)	105
#1 Issue: Economy	45%	(280)	26%	(163)	28%	(175)	619
#1 Issue: Security	50%	(219)	24%	(106)	26%	(116)	441
#1 Issue: Health Care	43%	(192)	24%	(109)	33%	(145)	446
#1 Issue: Medicare / Social Security	51%	(141)	21%	(59)	28%	(76)	276
#1 Issue: Women's Issues	30%	(33)	31%	(34)	38%	(42)	110
#1 Issue: Education	42%	(50)	39%	(46)	19%	(23)	119
#1 Issue: Energy	43%	(45)	36%	(37)	21%	(21)	103
#1 Issue: Other	32%	(28)	17%	(15)	51%	(44)	88
2016 Vote: Democrat Hillary Clinton	45%	(329)	27%	(200)	28%	(209)	738
2016 Vote: Republican Donald Trump	49%	(394)	25%	(196)	26%	(207)	797
2016 Vote: Someone else	38%	(69)	28%	(50)	34%	(61)	180
2012 Vote: Barack Obama	48%	(430)	25%	(224)	27%	(245)	898
2012 Vote: Mitt Romney	51%	(291)	23%	(134)	26%	(148)	572
2012 Vote: Other	35%	(32)	30%	(27)	35%	(32)	92
2012 Vote: Didn't Vote	37%	(236)	28%	(179)	34%	(218)	633
4-Region: Northeast	43%	(175)	26%	(104)	31%	(123)	402
4-Region: Midwest	44%	(209)	23%	(108)	33%	(156)	474
4-Region: South	46%	(378)	27%	(219)	27%	(218)	815
4-Region: West	44%	(226)	27%	(139)	28%	(145)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD16\_8:** *If Amazon were to set up a new headquarters in your town (or the nearest large city to you), do you think it would have a positive or negative impact on the follow aspects of your local economy?*  
*Jobs for low-skill workers*

Demographic	Positive impact		Negative impact		Don't Know / No Opinion		Total N
Adults	70%	(1541)	10%	(225)	20%	(435)	2201
Gender: Male	67%	(713)	12%	(131)	20%	(216)	1060
Gender: Female	73%	(828)	8%	(94)	19%	(220)	1141
Age: 18-29	61%	(278)	16%	(71)	24%	(109)	458
Age: 30-44	65%	(374)	13%	(73)	22%	(130)	577
Age: 45-54	74%	(268)	9%	(31)	17%	(63)	362
Age: 55-64	81%	(330)	6%	(26)	12%	(50)	406
Age: 65+	73%	(291)	6%	(24)	21%	(83)	398
PID: Dem (no lean)	70%	(515)	12%	(87)	18%	(135)	738
PID: Ind (no lean)	66%	(488)	10%	(72)	25%	(183)	744
PID: Rep (no lean)	75%	(537)	9%	(65)	16%	(117)	719
PID/Gender: Dem Men	67%	(209)	13%	(39)	21%	(65)	313
PID/Gender: Dem Women	72%	(307)	11%	(48)	17%	(71)	425
PID/Gender: Ind Men	62%	(231)	11%	(39)	27%	(100)	371
PID/Gender: Ind Women	69%	(257)	9%	(33)	22%	(83)	373
PID/Gender: Rep Men	73%	(273)	14%	(52)	13%	(51)	376
PID/Gender: Rep Women	77%	(264)	4%	(13)	19%	(66)	343
Tea Party: Supporter	70%	(433)	14%	(89)	16%	(98)	620
Tea Party: Not Supporter	70%	(1101)	9%	(136)	21%	(335)	1572
Ideo: Liberal (1-3)	72%	(505)	14%	(100)	14%	(95)	700
Ideo: Moderate (4)	68%	(349)	9%	(46)	23%	(120)	515
Ideo: Conservative (5-7)	73%	(549)	8%	(60)	19%	(141)	750
Educ: < College	69%	(1083)	9%	(143)	22%	(341)	1567
Educ: Bachelors degree	72%	(299)	12%	(51)	16%	(65)	416
Educ: Post-grad	73%	(159)	14%	(31)	13%	(29)	219

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**Table BRD16\_8:** *If Amazon were to set up a new headquarters in your town (or the nearest large city to you), do you think it would have a positive or negative impact on the follow aspects of your local economy?**Jobs for low-skill workers*

Demographic	Positive impact	Negative impact	Don't Know / No Opinion	Total N
Adults	70% (1541)	10% (225)	20% (435)	2201
Income: Under 50k	68% (919)	10% (134)	22% (291)	1344
Income: 50k-100k	73% (447)	10% (63)	16% (99)	609
Income: 100k+	70% (174)	11% (28)	18% (45)	248
Ethnicity: White	72% (1253)	9% (158)	19% (339)	1750
Ethnicity: Hispanic	62% (204)	20% (64)	18% (61)	329
Ethnicity: Afr. Am.	63% (171)	15% (41)	21% (57)	269
Ethnicity: Other	65% (118)	14% (26)	21% (39)	182
Relig: Protestant	77% (437)	7% (38)	17% (95)	570
Relig: Roman Catholic	71% (337)	14% (67)	14% (68)	473
Relig: Ath./Agn./None	65% (394)	9% (52)	27% (162)	608
Relig: Something Else	68% (211)	13% (40)	20% (62)	313
Relig: Evangelical	74% (498)	11% (71)	15% (101)	670
Relig: Non-Evang. Catholics	72% (437)	10% (61)	18% (110)	608
Relig: All Christian	73% (935)	10% (132)	17% (211)	1278
Relig: All Non-Christian	66% (605)	10% (92)	24% (224)	921
Community: Urban	68% (422)	11% (70)	21% (133)	625
Community: Suburban	72% (704)	9% (92)	19% (188)	984
Community: Rural	70% (414)	11% (63)	19% (115)	592
Employ: Private Sector	74% (526)	10% (74)	16% (110)	710
Employ: Government	66% (101)	21% (32)	14% (21)	154
Employ: Self-Employed	67% (136)	13% (27)	20% (40)	204
Employ: Homemaker	76% (120)	6% (9)	19% (30)	158
Employ: Student	54% (51)	14% (13)	32% (30)	94
Employ: Retired	74% (361)	7% (35)	19% (94)	490
Employ: Unemployed	64% (151)	8% (19)	27% (64)	235
Employ: Other	60% (94)	10% (16)	29% (46)	156
Military HH: Yes	72% (316)	14% (61)	15% (64)	441
Military HH: No	70% (1225)	9% (164)	21% (371)	1760

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**Table BRD16\_8:** *If Amazon were to set up a new headquarters in your town (or the nearest large city to you), do you think it would have a positive or negative impact on the follow aspects of your local economy?*  
*Jobs for low-skill workers*

Demographic	Positive impact	Negative impact	Don't Know / No Opinion	Total N
Adults	70% (1541)	10% (225)	20% (435)	2201
RD/WT: Right Direction	71% (631)	11% (95)	18% (161)	887
RD/WT: Wrong Track	69% (910)	10% (130)	21% (275)	1314
Strongly Approve	73% (384)	10% (55)	17% (87)	526
Somewhat Approve	74% (318)	11% (47)	15% (66)	432
Somewhat Disapprove	66% (194)	10% (30)	23% (69)	293
Strongly Disapprove	72% (605)	11% (90)	18% (151)	846
Dont Know / No Opinion	37% (39)	3% (3)	60% (63)	105
#1 Issue: Economy	71% (437)	10% (59)	20% (123)	619
#1 Issue: Security	73% (322)	10% (42)	17% (77)	441
#1 Issue: Health Care	72% (322)	7% (33)	20% (91)	446
#1 Issue: Medicare / Social Security	69% (192)	11% (31)	19% (53)	276
#1 Issue: Women's Issues	64% (70)	8% (9)	28% (31)	110
#1 Issue: Education	59% (69)	25% (29)	17% (20)	119
#1 Issue: Energy	74% (76)	14% (15)	12% (12)	103
#1 Issue: Other	60% (53)	7% (6)	33% (29)	88
2016 Vote: Democrat Hillary Clinton	69% (511)	11% (84)	19% (143)	738
2016 Vote: Republican Donald Trump	75% (600)	9% (75)	15% (122)	797
2016 Vote: Someone else	59% (107)	15% (27)	26% (46)	180
2012 Vote: Barack Obama	73% (653)	10% (86)	18% (160)	898
2012 Vote: Mitt Romney	75% (426)	10% (58)	15% (88)	572
2012 Vote: Other	70% (64)	6% (5)	24% (22)	92
2012 Vote: Didn't Vote	62% (393)	12% (76)	26% (164)	633
4-Region: Northeast	70% (283)	7% (30)	22% (89)	402
4-Region: Midwest	68% (324)	10% (46)	22% (104)	474
4-Region: South	72% (588)	12% (94)	16% (133)	815
4-Region: West	68% (346)	11% (55)	22% (110)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD16\_9:** *If Amazon were to set up a new headquarters in your town (or the nearest large city to you), do you think it would have a positive or negative impact on the follow aspects of your local economy?*  
*Jobs for high-skill workers*

Demographic	Positive impact		Negative impact		Don't Know / No Opinion		Total N
Adults	61%	(1336)	11%	(242)	28%	(623)	2201
Gender: Male	61%	(648)	12%	(129)	27%	(283)	1060
Gender: Female	60%	(688)	10%	(113)	30%	(340)	1141
Age: 18-29	55%	(252)	18%	(83)	27%	(123)	458
Age: 30-44	60%	(347)	12%	(68)	28%	(162)	577
Age: 45-54	63%	(228)	9%	(32)	28%	(102)	362
Age: 55-64	67%	(272)	7%	(29)	26%	(105)	406
Age: 65+	60%	(237)	7%	(30)	33%	(132)	398
PID: Dem (no lean)	64%	(469)	11%	(80)	26%	(189)	738
PID: Ind (no lean)	54%	(398)	12%	(87)	35%	(259)	744
PID: Rep (no lean)	65%	(468)	11%	(76)	24%	(175)	719
PID/Gender: Dem Men	64%	(201)	10%	(33)	25%	(80)	313
PID/Gender: Dem Women	63%	(269)	11%	(47)	26%	(109)	425
PID/Gender: Ind Men	52%	(194)	12%	(43)	36%	(133)	371
PID/Gender: Ind Women	55%	(204)	12%	(44)	34%	(125)	373
PID/Gender: Rep Men	67%	(252)	14%	(53)	19%	(71)	376
PID/Gender: Rep Women	63%	(216)	7%	(23)	31%	(105)	343
Tea Party: Supporter	67%	(417)	12%	(76)	21%	(127)	620
Tea Party: Not Supporter	58%	(915)	11%	(166)	31%	(491)	1572
Ideo: Liberal (1-3)	63%	(443)	14%	(96)	23%	(161)	700
Ideo: Moderate (4)	59%	(302)	12%	(63)	29%	(150)	515
Ideo: Conservative (5-7)	63%	(476)	9%	(67)	28%	(207)	750
Educ: < College	60%	(942)	11%	(169)	29%	(456)	1567
Educ: Bachelors degree	63%	(261)	9%	(39)	28%	(116)	416
Educ: Post-grad	61%	(133)	16%	(34)	24%	(51)	219

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**Table BRD16\_9:** *If Amazon were to set up a new headquarters in your town (or the nearest large city to you), do you think it would have a positive or negative impact on the follow aspects of your local economy?  
Jobs for high-skill workers*

Demographic	Positive impact	Negative impact	Don't Know / No Opinion	Total N
Adults	61% (1336)	11% (242)	28% (623)	2201
Income: Under 50k	59% (794)	11% (149)	30% (401)	1344
Income: 50k-100k	62% (379)	12% (71)	26% (159)	609
Income: 100k+	65% (162)	9% (22)	26% (64)	248
Ethnicity: White	61% (1069)	11% (186)	28% (495)	1750
Ethnicity: Hispanic	60% (196)	15% (50)	25% (83)	329
Ethnicity: Afr. Am.	61% (164)	14% (36)	25% (68)	269
Ethnicity: Other	56% (103)	11% (20)	33% (59)	182
Relig: Protestant	68% (390)	8% (46)	23% (134)	570
Relig: Roman Catholic	62% (292)	11% (53)	27% (128)	473
Relig: Ath./Agn./None	55% (332)	11% (66)	35% (211)	608
Relig: Something Else	55% (172)	18% (56)	27% (85)	313
Relig: Evangelical	66% (444)	10% (69)	24% (158)	670
Relig: Non-Evang. Catholics	64% (387)	9% (52)	28% (169)	608
Relig: All Christian	65% (830)	9% (121)	26% (327)	1278
Relig: All Non-Christian	55% (504)	13% (122)	32% (295)	921
Community: Urban	60% (377)	12% (73)	28% (175)	625
Community: Suburban	61% (596)	10% (102)	29% (286)	984
Community: Rural	61% (363)	11% (67)	27% (162)	592
Employ: Private Sector	67% (473)	11% (77)	22% (159)	710
Employ: Government	53% (81)	22% (34)	25% (38)	154
Employ: Self-Employed	55% (111)	16% (32)	30% (61)	204
Employ: Homemaker	60% (95)	11% (17)	29% (47)	158
Employ: Student	47% (44)	18% (17)	36% (33)	94
Employ: Retired	63% (307)	6% (31)	31% (153)	490
Employ: Unemployed	57% (133)	10% (23)	34% (79)	235
Employ: Other	59% (92)	7% (11)	34% (53)	156
Military HH: Yes	63% (279)	12% (53)	25% (108)	441
Military HH: No	60% (1057)	11% (189)	29% (515)	1760

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**Table BRD16\_9:** *If Amazon were to set up a new headquarters in your town (or the nearest large city to you), do you think it would have a positive or negative impact on the follow aspects of your local economy?  
 Jobs for high-skill workers*

Demographic	Positive impact		Negative impact		Don't Know / No Opinion		Total N
Adults	61%	(1336)	11%	(242)	28%	(623)	2201
RD/WT: Right Direction	62%	(550)	12%	(103)	26%	(234)	887
RD/WT: Wrong Track	60%	(786)	11%	(139)	30%	(389)	1314
Strongly Approve	65%	(342)	9%	(48)	26%	(136)	526
Somewhat Approve	63%	(271)	13%	(56)	24%	(105)	432
Somewhat Disapprove	58%	(171)	11%	(31)	31%	(91)	293
Strongly Disapprove	62%	(522)	11%	(94)	27%	(230)	846
Dont Know / No Opinion	28%	(30)	13%	(13)	59%	(62)	105
#1 Issue: Economy	62%	(384)	10%	(63)	28%	(171)	619
#1 Issue: Security	68%	(299)	9%	(38)	24%	(105)	441
#1 Issue: Health Care	57%	(255)	12%	(52)	31%	(138)	446
#1 Issue: Medicare / Social Security	62%	(171)	9%	(25)	29%	(80)	276
#1 Issue: Women's Issues	55%	(60)	15%	(16)	31%	(34)	110
#1 Issue: Education	55%	(65)	17%	(20)	29%	(34)	119
#1 Issue: Energy	60%	(61)	16%	(17)	24%	(25)	103
#1 Issue: Other	46%	(40)	13%	(11)	41%	(36)	88
2016 Vote: Democrat Hillary Clinton	62%	(461)	10%	(75)	27%	(202)	738
2016 Vote: Republican Donald Trump	65%	(516)	10%	(82)	25%	(199)	797
2016 Vote: Someone else	54%	(97)	16%	(29)	30%	(54)	180
2012 Vote: Barack Obama	66%	(593)	9%	(81)	25%	(224)	898
2012 Vote: Mitt Romney	64%	(366)	10%	(60)	26%	(147)	572
2012 Vote: Other	49%	(45)	17%	(15)	34%	(31)	92
2012 Vote: Didn't Vote	52%	(328)	13%	(85)	35%	(220)	633
4-Region: Northeast	56%	(224)	12%	(46)	33%	(131)	402
4-Region: Midwest	60%	(283)	8%	(40)	32%	(151)	474
4-Region: South	64%	(518)	12%	(98)	24%	(199)	815
4-Region: West	61%	(311)	11%	(58)	28%	(142)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD16\_10:** *If Amazon were to set up a new headquarters in your town (or the nearest large city to you), do you think it would have a positive or negative impact on the follow aspects of your local economy?*  
*Desirability of your city*

Demographic	Positive impact		Negative impact		Don't Know / No Opinion		Total N
Adults	64%	(1413)	10%	(231)	25%	(557)	2201
Gender: Male	61%	(650)	14%	(145)	25%	(265)	1060
Gender: Female	67%	(763)	8%	(86)	26%	(292)	1141
Age: 18-29	54%	(249)	19%	(85)	27%	(124)	458
Age: 30-44	63%	(365)	11%	(62)	26%	(151)	577
Age: 45-54	66%	(239)	9%	(34)	25%	(89)	362
Age: 55-64	74%	(300)	5%	(20)	21%	(85)	406
Age: 65+	65%	(260)	8%	(30)	27%	(108)	398
PID: Dem (no lean)	67%	(495)	12%	(89)	21%	(154)	738
PID: Ind (no lean)	58%	(433)	9%	(65)	33%	(246)	744
PID: Rep (no lean)	67%	(485)	11%	(77)	22%	(157)	719
PID/Gender: Dem Men	63%	(198)	16%	(49)	21%	(65)	313
PID/Gender: Dem Women	70%	(297)	9%	(40)	21%	(89)	425
PID/Gender: Ind Men	56%	(209)	10%	(37)	34%	(125)	371
PID/Gender: Ind Women	60%	(224)	7%	(28)	32%	(121)	373
PID/Gender: Rep Men	65%	(243)	15%	(58)	20%	(75)	376
PID/Gender: Rep Women	70%	(242)	5%	(19)	24%	(83)	343
Tea Party: Supporter	68%	(423)	15%	(90)	17%	(108)	620
Tea Party: Not Supporter	63%	(985)	9%	(141)	28%	(447)	1572
Ideo: Liberal (1-3)	68%	(479)	14%	(101)	17%	(120)	700
Ideo: Moderate (4)	64%	(331)	8%	(43)	27%	(142)	515
Ideo: Conservative (5-7)	66%	(492)	10%	(75)	24%	(183)	750
Educ: < College	62%	(970)	10%	(161)	28%	(436)	1567
Educ: Bachelors degree	70%	(290)	10%	(43)	20%	(82)	416
Educ: Post-grad	70%	(152)	12%	(27)	18%	(40)	219

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**Table BRD16\_10:** *If Amazon were to set up a new headquarters in your town (or the nearest large city to you), do you think it would have a positive or negative impact on the follow aspects of your local economy?*  
*Desirability of your city*

Demographic	Positive impact	Negative impact	Don't Know / No Opinion	Total N
Adults	64% (1413)	10% (231)	25% (557)	2201
Income: Under 50k	62% (839)	11% (147)	27% (359)	1344
Income: 50k-100k	67% (409)	9% (54)	24% (147)	609
Income: 100k+	67% (166)	12% (30)	21% (52)	248
Ethnicity: White	66% (1149)	10% (177)	24% (424)	1750
Ethnicity: Hispanic	55% (180)	18% (60)	27% (89)	329
Ethnicity: Afr. Am.	59% (159)	13% (36)	28% (74)	269
Ethnicity: Other	58% (105)	10% (18)	32% (59)	182
Relig: Protestant	72% (408)	7% (40)	21% (122)	570
Relig: Roman Catholic	67% (315)	12% (56)	22% (102)	473
Relig: Ath./Agn./None	60% (363)	9% (54)	31% (191)	608
Relig: Something Else	57% (178)	17% (53)	26% (81)	313
Relig: Evangelical	67% (450)	12% (78)	21% (142)	670
Relig: Non-Evang. Catholics	69% (420)	7% (46)	23% (143)	608
Relig: All Christian	68% (870)	10% (124)	22% (284)	1278
Relig: All Non-Christian	59% (542)	12% (107)	30% (272)	921
Community: Urban	61% (382)	11% (66)	28% (177)	625
Community: Suburban	65% (644)	10% (95)	25% (245)	984
Community: Rural	65% (387)	12% (69)	23% (136)	592
Employ: Private Sector	68% (480)	11% (77)	22% (153)	710
Employ: Government	57% (88)	24% (37)	19% (29)	154
Employ: Self-Employed	59% (120)	17% (34)	24% (49)	204
Employ: Homemaker	73% (115)	4% (7)	23% (37)	158
Employ: Student	46% (43)	14% (13)	40% (38)	94
Employ: Retired	68% (332)	7% (32)	26% (126)	490
Employ: Unemployed	60% (141)	7% (17)	33% (77)	235
Employ: Other	60% (94)	9% (15)	31% (48)	156
Military HH: Yes	67% (294)	13% (59)	20% (88)	441
Military HH: No	64% (1119)	10% (172)	27% (469)	1760

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**Table BRD16\_10:** *If Amazon were to set up a new headquarters in your town (or the nearest large city to you), do you think it would have a positive or negative impact on the follow aspects of your local economy?*  
*Desirability of your city*

Demographic	Positive impact		Negative impact		Don't Know / No Opinion		Total N
Adults	64%	(1413)	10%	(231)	25%	(557)	2201
RD/WT: Right Direction	64%	(563)	13%	(113)	24%	(211)	887
RD/WT: Wrong Track	65%	(850)	9%	(118)	26%	(347)	1314
Strongly Approve	68%	(358)	9%	(47)	23%	(121)	526
Somewhat Approve	66%	(284)	12%	(50)	23%	(98)	432
Somewhat Disapprove	57%	(166)	14%	(41)	30%	(86)	293
Strongly Disapprove	67%	(570)	10%	(85)	23%	(191)	846
Dont Know / No Opinion	33%	(35)	8%	(8)	59%	(61)	105
#1 Issue: Economy	69%	(425)	9%	(56)	22%	(138)	619
#1 Issue: Security	67%	(296)	10%	(45)	23%	(100)	441
#1 Issue: Health Care	63%	(279)	11%	(47)	27%	(119)	446
#1 Issue: Medicare / Social Security	65%	(179)	10%	(27)	25%	(70)	276
#1 Issue: Women's Issues	54%	(60)	11%	(12)	35%	(38)	110
#1 Issue: Education	59%	(70)	16%	(19)	24%	(29)	119
#1 Issue: Energy	64%	(66)	14%	(14)	22%	(23)	103
#1 Issue: Other	44%	(38)	11%	(9)	46%	(40)	88
2016 Vote: Democrat Hillary Clinton	67%	(497)	10%	(72)	23%	(169)	738
2016 Vote: Republican Donald Trump	67%	(537)	10%	(83)	22%	(178)	797
2016 Vote: Someone else	57%	(102)	11%	(20)	32%	(58)	180
2012 Vote: Barack Obama	68%	(613)	9%	(79)	23%	(206)	898
2012 Vote: Mitt Romney	69%	(392)	9%	(54)	22%	(126)	572
2012 Vote: Other	56%	(51)	4%	(4)	40%	(37)	92
2012 Vote: Didn't Vote	56%	(352)	15%	(94)	30%	(187)	633
4-Region: Northeast	60%	(243)	9%	(38)	30%	(121)	402
4-Region: Midwest	65%	(306)	8%	(40)	27%	(128)	474
4-Region: South	66%	(537)	12%	(95)	22%	(183)	815
4-Region: West	64%	(328)	11%	(59)	24%	(125)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD16\_11:** *If Amazon were to set up a new headquarters in your town (or the nearest large city to you), do you think it would have a positive or negative impact on the follow aspects of your local economy?*  
*Wages in your city*

Demographic	Positive impact		Negative impact		Don't Know / No Opinion		Total N
Adults	65%	(1423)	10%	(230)	25%	(548)	2201
Gender: Male	63%	(667)	14%	(145)	23%	(248)	1060
Gender: Female	66%	(756)	7%	(85)	26%	(301)	1141
Age: 18-29	50%	(231)	20%	(93)	29%	(134)	458
Age: 30-44	63%	(364)	11%	(61)	26%	(151)	577
Age: 45-54	69%	(250)	8%	(28)	23%	(84)	362
Age: 55-64	75%	(304)	6%	(24)	19%	(78)	406
Age: 65+	68%	(272)	6%	(24)	25%	(101)	398
PID: Dem (no lean)	65%	(478)	11%	(84)	24%	(176)	738
PID: Ind (no lean)	60%	(447)	11%	(79)	29%	(218)	744
PID: Rep (no lean)	69%	(497)	9%	(67)	21%	(155)	719
PID/Gender: Dem Men	64%	(201)	14%	(43)	22%	(69)	313
PID/Gender: Dem Women	65%	(277)	10%	(41)	25%	(107)	425
PID/Gender: Ind Men	58%	(217)	13%	(49)	28%	(105)	371
PID/Gender: Ind Women	62%	(230)	8%	(30)	30%	(113)	373
PID/Gender: Rep Men	66%	(249)	14%	(53)	20%	(74)	376
PID/Gender: Rep Women	72%	(249)	4%	(14)	24%	(81)	343
Tea Party: Supporter	69%	(431)	12%	(77)	18%	(113)	620
Tea Party: Not Supporter	63%	(986)	10%	(153)	28%	(433)	1572
Ideo: Liberal (1-3)	66%	(462)	16%	(111)	18%	(127)	700
Ideo: Moderate (4)	63%	(327)	9%	(45)	28%	(144)	515
Ideo: Conservative (5-7)	69%	(516)	8%	(57)	24%	(177)	750
Educ: < College	64%	(1003)	10%	(154)	26%	(409)	1567
Educ: Bachelors degree	68%	(281)	10%	(43)	22%	(92)	416
Educ: Post-grad	63%	(139)	15%	(33)	22%	(47)	219

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**Table BRD16\_11:** *If Amazon were to set up a new headquarters in your town (or the nearest large city to you), do you think it would have a positive or negative impact on the follow aspects of your local economy?*  
*Wages in your city*

Demographic	Positive impact	Negative impact	Don't Know / No Opinion	Total N
Adults	65% (1423)	10% (230)	25% (548)	2201
Income: Under 50k	64% (856)	11% (143)	26% (346)	1344
Income: 50k-100k	66% (401)	11% (65)	24% (143)	609
Income: 100k+	67% (166)	9% (22)	24% (59)	248
Ethnicity: White	66% (1159)	10% (168)	24% (423)	1750
Ethnicity: Hispanic	49% (162)	22% (72)	29% (95)	329
Ethnicity: Afr. Am.	60% (162)	13% (34)	27% (72)	269
Ethnicity: Other	56% (101)	15% (28)	29% (52)	182
Relig: Protestant	73% (417)	7% (38)	20% (115)	570
Relig: Roman Catholic	65% (308)	12% (59)	22% (106)	473
Relig: Ath./Agn./None	56% (340)	12% (70)	33% (198)	608
Relig: Something Else	64% (199)	13% (41)	23% (73)	313
Relig: Evangelical	70% (466)	11% (70)	20% (134)	670
Relig: Non-Evang. Catholics	69% (417)	8% (48)	24% (144)	608
Relig: All Christian	69% (883)	9% (118)	22% (277)	1278
Relig: All Non-Christian	59% (539)	12% (111)	29% (270)	921
Community: Urban	60% (378)	12% (78)	27% (169)	625
Community: Suburban	64% (632)	10% (101)	26% (251)	984
Community: Rural	70% (413)	9% (50)	22% (128)	592
Employ: Private Sector	67% (477)	11% (79)	22% (154)	710
Employ: Government	58% (89)	23% (36)	19% (29)	154
Employ: Self-Employed	60% (122)	18% (36)	22% (45)	204
Employ: Homemaker	67% (105)	5% (8)	28% (45)	158
Employ: Student	47% (44)	13% (12)	40% (38)	94
Employ: Retired	69% (338)	6% (28)	25% (124)	490
Employ: Unemployed	63% (149)	8% (19)	29% (67)	235
Employ: Other	63% (99)	7% (11)	30% (47)	156
Military HH: Yes	71% (314)	12% (52)	17% (75)	441
Military HH: No	63% (1109)	10% (178)	27% (473)	1760

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**Table BRD16\_11:** *If Amazon were to set up a new headquarters in your town (or the nearest large city to you), do you think it would have a positive or negative impact on the follow aspects of your local economy?*  
*Wages in your city*

Demographic	Positive impact		Negative impact		Don't Know / No Opinion		Total N
Adults	65%	(1423)	10%	(230)	25%	(548)	2201
RD/WT: Right Direction	63%	(562)	13%	(117)	23%	(208)	887
RD/WT: Wrong Track	66%	(861)	9%	(113)	26%	(340)	1314
Strongly Approve	68%	(358)	10%	(51)	22%	(117)	526
Somewhat Approve	66%	(285)	11%	(48)	23%	(98)	432
Somewhat Disapprove	62%	(182)	11%	(33)	26%	(78)	293
Strongly Disapprove	66%	(558)	11%	(93)	23%	(195)	846
Dont Know / No Opinion	37%	(39)	5%	(6)	57%	(60)	105
#1 Issue: Economy	68%	(424)	8%	(48)	24%	(147)	619
#1 Issue: Security	72%	(318)	8%	(35)	20%	(88)	441
#1 Issue: Health Care	64%	(286)	11%	(47)	25%	(112)	446
#1 Issue: Medicare / Social Security	65%	(180)	9%	(26)	25%	(70)	276
#1 Issue: Women's Issues	52%	(57)	13%	(14)	36%	(39)	110
#1 Issue: Education	55%	(65)	21%	(25)	24%	(29)	119
#1 Issue: Energy	58%	(59)	26%	(27)	16%	(17)	103
#1 Issue: Other	38%	(33)	10%	(8)	53%	(46)	88
2016 Vote: Democrat Hillary Clinton	66%	(491)	10%	(75)	23%	(172)	738
2016 Vote: Republican Donald Trump	69%	(553)	9%	(76)	21%	(168)	797
2016 Vote: Someone else	52%	(94)	17%	(30)	31%	(56)	180
2012 Vote: Barack Obama	71%	(636)	9%	(77)	21%	(186)	898
2012 Vote: Mitt Romney	68%	(387)	9%	(49)	24%	(136)	572
2012 Vote: Other	60%	(55)	11%	(10)	29%	(26)	92
2012 Vote: Didn't Vote	55%	(345)	14%	(88)	32%	(199)	633
4-Region: Northeast	64%	(258)	10%	(41)	26%	(102)	402
4-Region: Midwest	67%	(315)	7%	(33)	27%	(126)	474
4-Region: South	66%	(541)	10%	(84)	23%	(189)	815
4-Region: West	60%	(308)	14%	(72)	26%	(131)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRD17: Which region of the country do you think is most in need of jobs?**

Demographic	The East Coast		The West Coast		The Midwest		The South		Total N
Adults	21%	(468)	15%	(326)	32%	(697)	32%	(709)	2201
Gender: Male	21%	(224)	18%	(193)	33%	(347)	28%	(295)	1060
Gender: Female	21%	(244)	12%	(133)	31%	(350)	36%	(414)	1141
Age: 18-29	24%	(110)	18%	(85)	28%	(130)	29%	(134)	458
Age: 30-44	21%	(119)	18%	(105)	31%	(181)	30%	(172)	577
Age: 45-54	23%	(83)	13%	(47)	32%	(114)	33%	(119)	362
Age: 55-64	20%	(81)	12%	(50)	35%	(140)	33%	(134)	406
Age: 65+	19%	(75)	10%	(40)	33%	(132)	38%	(151)	398
PID: Dem (no lean)	21%	(155)	18%	(133)	30%	(222)	31%	(229)	738
PID: Ind (no lean)	21%	(155)	14%	(101)	34%	(254)	31%	(234)	744
PID: Rep (no lean)	22%	(159)	13%	(93)	31%	(222)	34%	(246)	719
PID/Gender: Dem Men	25%	(78)	22%	(70)	27%	(86)	25%	(79)	313
PID/Gender: Dem Women	18%	(77)	15%	(63)	32%	(136)	35%	(150)	425
PID/Gender: Ind Men	19%	(72)	16%	(61)	36%	(133)	28%	(105)	371
PID/Gender: Ind Women	22%	(83)	11%	(40)	32%	(120)	35%	(129)	373
PID/Gender: Rep Men	20%	(75)	17%	(63)	34%	(128)	29%	(110)	376
PID/Gender: Rep Women	25%	(84)	9%	(30)	27%	(94)	39%	(135)	343
Tea Party: Supporter	24%	(150)	13%	(79)	31%	(191)	32%	(201)	620
Tea Party: Not Supporter	20%	(318)	16%	(246)	32%	(503)	32%	(506)	1572
Ideo: Liberal (1-3)	20%	(142)	16%	(110)	32%	(227)	32%	(221)	700
Ideo: Moderate (4)	22%	(115)	16%	(80)	29%	(150)	33%	(170)	515
Ideo: Conservative (5-7)	20%	(149)	12%	(93)	34%	(255)	34%	(253)	750
Educ: < College	23%	(364)	16%	(249)	30%	(476)	31%	(478)	1567
Educ: Bachelors degree	16%	(67)	11%	(47)	34%	(141)	38%	(160)	416
Educ: Post-grad	17%	(37)	14%	(30)	37%	(80)	33%	(71)	219
Income: Under 50k	22%	(301)	16%	(221)	30%	(405)	31%	(417)	1344
Income: 50k-100k	20%	(125)	14%	(82)	31%	(188)	35%	(214)	609
Income: 100k+	17%	(42)	9%	(23)	42%	(104)	32%	(79)	248
Ethnicity: White	21%	(369)	14%	(240)	33%	(578)	32%	(563)	1750
Ethnicity: Hispanic	20%	(65)	21%	(70)	29%	(94)	30%	(100)	329
Ethnicity: Afr. Am.	23%	(61)	14%	(37)	23%	(60)	41%	(110)	269

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**Table BRD17: Which region of the country do you think is most in need of jobs?**

Demographic	The East Coast		The West Coast		The Midwest		The South		Total N
Adults	21%	(468)	15%	(326)	32%	(697)	32%	(709)	2201
Ethnicity: Other	21%	(39)	27%	(49)	32%	(58)	20%	(36)	182
Relig: Protestant	17%	(100)	10%	(59)	33%	(185)	40%	(226)	570
Relig: Roman Catholic	26%	(123)	16%	(75)	32%	(152)	26%	(123)	473
Relig: Ath./Agn./None	22%	(132)	17%	(102)	35%	(211)	27%	(163)	608
Relig: Something Else	20%	(61)	15%	(46)	30%	(94)	36%	(111)	313
Relig: Evangelical	21%	(142)	13%	(86)	27%	(182)	39%	(259)	670
Relig: Non-Evang. Catholics	22%	(133)	15%	(92)	34%	(208)	29%	(174)	608
Relig: All Christian	22%	(275)	14%	(178)	31%	(391)	34%	(434)	1278
Relig: All Non-Christian	21%	(193)	16%	(148)	33%	(305)	30%	(274)	921
Community: Urban	24%	(153)	18%	(113)	31%	(191)	27%	(168)	625
Community: Suburban	19%	(190)	15%	(148)	32%	(312)	34%	(334)	984
Community: Rural	21%	(126)	11%	(65)	33%	(194)	35%	(207)	592
Employ: Private Sector	19%	(133)	15%	(109)	36%	(255)	30%	(213)	710
Employ: Government	27%	(41)	18%	(28)	23%	(36)	32%	(49)	154
Employ: Self-Employed	20%	(41)	13%	(27)	28%	(56)	39%	(78)	204
Employ: Homemaker	26%	(41)	12%	(18)	30%	(48)	32%	(51)	158
Employ: Student	17%	(16)	13%	(12)	42%	(39)	28%	(26)	94
Employ: Retired	20%	(97)	12%	(61)	32%	(155)	36%	(177)	490
Employ: Unemployed	26%	(61)	21%	(49)	27%	(64)	26%	(61)	235
Employ: Other	24%	(38)	14%	(21)	28%	(43)	34%	(53)	156
Military HH: Yes	21%	(94)	14%	(60)	35%	(153)	30%	(134)	441
Military HH: No	21%	(374)	15%	(267)	31%	(544)	33%	(575)	1760
RD/WT: Right Direction	24%	(209)	13%	(116)	31%	(274)	32%	(288)	887
RD/WT: Wrong Track	20%	(260)	16%	(210)	32%	(423)	32%	(421)	1314
Strongly Approve	25%	(131)	13%	(67)	28%	(149)	34%	(179)	526
Somewhat Approve	19%	(81)	12%	(52)	37%	(162)	32%	(137)	432
Somewhat Disapprove	22%	(65)	17%	(51)	30%	(88)	30%	(89)	293
Strongly Disapprove	20%	(168)	16%	(139)	32%	(268)	32%	(271)	846
Dont Know / No Opinion	23%	(24)	16%	(17)	29%	(30)	32%	(33)	105

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**Table BRD17: Which region of the country do you think is most in need of jobs?**

Demographic	The East Coast		The West Coast		The Midwest		The South		Total N
Adults	21%	(468)	15%	(326)	32%	(697)	32%	(709)	2201
#1 Issue: Economy	20%	(122)	14%	(86)	33%	(203)	34%	(208)	619
#1 Issue: Security	26%	(113)	13%	(55)	31%	(137)	31%	(136)	441
#1 Issue: Health Care	22%	(100)	15%	(69)	30%	(133)	32%	(143)	446
#1 Issue: Medicare / Social Security	19%	(53)	20%	(55)	32%	(89)	28%	(78)	276
#1 Issue: Women's Issues	19%	(21)	15%	(17)	26%	(29)	39%	(43)	110
#1 Issue: Education	24%	(28)	13%	(15)	39%	(47)	24%	(29)	119
#1 Issue: Energy	17%	(18)	16%	(17)	28%	(28)	39%	(40)	103
#1 Issue: Other	14%	(13)	14%	(13)	35%	(31)	36%	(32)	88
2016 Vote: Democrat Hillary Clinton	21%	(158)	17%	(127)	31%	(226)	31%	(227)	738
2016 Vote: Republican Donald Trump	25%	(198)	11%	(85)	32%	(256)	32%	(259)	797
2016 Vote: Someone else	14%	(26)	16%	(28)	40%	(72)	30%	(54)	180
2012 Vote: Barack Obama	22%	(199)	15%	(134)	32%	(287)	31%	(278)	898
2012 Vote: Mitt Romney	21%	(119)	11%	(61)	33%	(191)	35%	(201)	572
2012 Vote: Other	21%	(19)	17%	(16)	35%	(32)	27%	(25)	92
2012 Vote: Didn't Vote	20%	(129)	18%	(116)	29%	(183)	32%	(205)	633
4-Region: Northeast	63%	(253)	4%	(16)	18%	(74)	15%	(59)	402
4-Region: Midwest	11%	(54)	4%	(20)	71%	(336)	13%	(64)	474
4-Region: South	16%	(131)	7%	(56)	17%	(136)	60%	(491)	815
4-Region: West	6%	(31)	46%	(234)	29%	(151)	19%	(95)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table BRD18:** How much do you support your state providing tax incentives to encourage Amazon to build their new headquarters in your state?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	33%	(730)	34%	(741)	10%	(218)	5%	(112)	18%	(400)	2201
Gender: Male	37%	(391)	33%	(347)	10%	(101)	6%	(68)	14%	(153)	1060
Gender: Female	30%	(340)	35%	(394)	10%	(117)	4%	(44)	22%	(247)	1141
Age: 18-29	29%	(132)	30%	(140)	14%	(64)	4%	(19)	23%	(104)	458
Age: 30-44	37%	(214)	31%	(178)	7%	(41)	5%	(29)	20%	(114)	577
Age: 45-54	35%	(127)	36%	(130)	9%	(31)	4%	(14)	17%	(60)	362
Age: 55-64	33%	(135)	37%	(149)	9%	(36)	7%	(29)	14%	(57)	406
Age: 65+	31%	(123)	36%	(143)	11%	(45)	5%	(21)	16%	(65)	398
PID: Dem (no lean)	30%	(219)	37%	(275)	9%	(69)	6%	(41)	18%	(134)	738
PID: Ind (no lean)	30%	(224)	30%	(224)	12%	(88)	5%	(38)	23%	(170)	744
PID: Rep (no lean)	40%	(287)	34%	(242)	8%	(61)	5%	(34)	13%	(96)	719
PID/Gender: Dem Men	36%	(113)	37%	(115)	6%	(18)	6%	(19)	15%	(48)	313
PID/Gender: Dem Women	25%	(107)	38%	(160)	12%	(51)	5%	(21)	20%	(86)	425
PID/Gender: Ind Men	32%	(120)	29%	(107)	14%	(51)	7%	(24)	18%	(69)	371
PID/Gender: Ind Women	28%	(104)	31%	(117)	10%	(37)	4%	(13)	27%	(102)	373
PID/Gender: Rep Men	42%	(158)	33%	(125)	9%	(32)	7%	(25)	10%	(36)	376
PID/Gender: Rep Women	38%	(129)	34%	(117)	8%	(29)	3%	(9)	17%	(59)	343
Tea Party: Supporter	42%	(259)	34%	(213)	8%	(51)	5%	(28)	11%	(69)	620
Tea Party: Not Supporter	30%	(470)	33%	(526)	11%	(166)	5%	(82)	21%	(327)	1572
Ideo: Liberal (1-3)	34%	(239)	35%	(247)	11%	(80)	6%	(39)	13%	(94)	700
Ideo: Moderate (4)	31%	(162)	36%	(187)	12%	(64)	3%	(15)	17%	(87)	515
Ideo: Conservative (5-7)	36%	(272)	35%	(261)	8%	(61)	6%	(44)	15%	(111)	750
Educ: < College	32%	(497)	33%	(522)	10%	(151)	5%	(73)	21%	(323)	1567
Educ: Bachelors degree	38%	(157)	34%	(141)	10%	(41)	5%	(21)	13%	(56)	416
Educ: Post-grad	35%	(77)	36%	(79)	12%	(25)	8%	(18)	9%	(21)	219
Income: Under 50k	32%	(424)	33%	(446)	10%	(133)	5%	(71)	20%	(271)	1344
Income: 50k-100k	34%	(207)	36%	(218)	11%	(65)	5%	(30)	15%	(89)	609
Income: 100k+	40%	(100)	31%	(77)	8%	(20)	5%	(11)	16%	(41)	248
Ethnicity: White	33%	(581)	35%	(607)	10%	(169)	5%	(93)	17%	(300)	1750
Ethnicity: Hispanic	39%	(127)	27%	(90)	10%	(31)	5%	(17)	19%	(64)	329

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**Table BRD18:** How much do you support your state providing tax incentives to encourage Amazon to build their new headquarters in your state?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	33%	(730)	34%	(741)	10%	(218)	5%	(112)	18%	(400)	2201
Ethnicity: Afr. Am.	34%	(91)	30%	(80)	10%	(27)	5%	(14)	21%	(57)	269
Ethnicity: Other	32%	(58)	30%	(55)	12%	(21)	3%	(5)	24%	(43)	182
Relig: Protestant	37%	(213)	36%	(207)	9%	(49)	4%	(24)	13%	(76)	570
Relig: Roman Catholic	39%	(185)	33%	(154)	9%	(44)	4%	(19)	15%	(70)	473
Relig: Ath./Agn./None	29%	(176)	29%	(179)	11%	(67)	6%	(36)	25%	(150)	608
Relig: Something Else	26%	(82)	38%	(119)	11%	(33)	7%	(21)	18%	(58)	313
Relig: Evangelical	39%	(264)	32%	(215)	9%	(59)	4%	(28)	16%	(104)	670
Relig: Non-Evang. Catholics	34%	(207)	37%	(227)	10%	(59)	4%	(27)	14%	(87)	608
Relig: All Christian	37%	(471)	35%	(443)	9%	(118)	4%	(55)	15%	(191)	1278
Relig: All Non-Christian	28%	(259)	32%	(298)	11%	(99)	6%	(57)	23%	(208)	921
Community: Urban	37%	(230)	30%	(187)	10%	(61)	4%	(24)	20%	(123)	625
Community: Suburban	32%	(315)	34%	(337)	11%	(107)	5%	(54)	17%	(171)	984
Community: Rural	31%	(185)	37%	(217)	8%	(50)	6%	(34)	18%	(106)	592
Employ: Private Sector	40%	(286)	34%	(241)	10%	(71)	4%	(30)	12%	(82)	710
Employ: Government	34%	(53)	33%	(51)	16%	(25)	7%	(11)	10%	(15)	154
Employ: Self-Employed	32%	(64)	36%	(73)	9%	(18)	6%	(12)	18%	(37)	204
Employ: Homemaker	27%	(43)	32%	(50)	11%	(17)	2%	(4)	28%	(44)	158
Employ: Student	17%	(16)	39%	(37)	10%	(9)	6%	(5)	29%	(27)	94
Employ: Retired	32%	(159)	35%	(171)	9%	(46)	6%	(31)	17%	(83)	490
Employ: Unemployed	28%	(67)	28%	(65)	9%	(20)	5%	(12)	30%	(71)	235
Employ: Other	27%	(43)	35%	(54)	7%	(11)	5%	(7)	26%	(41)	156
Military HH: Yes	40%	(177)	35%	(153)	10%	(44)	5%	(22)	10%	(45)	441
Military HH: No	31%	(554)	33%	(588)	10%	(174)	5%	(90)	20%	(355)	1760
RD/WT: Right Direction	40%	(359)	32%	(286)	8%	(71)	5%	(40)	15%	(131)	887
RD/WT: Wrong Track	28%	(372)	35%	(455)	11%	(146)	5%	(72)	20%	(269)	1314
Strongly Approve	43%	(227)	30%	(155)	9%	(47)	6%	(30)	13%	(67)	526
Somewhat Approve	32%	(137)	41%	(178)	9%	(37)	5%	(20)	14%	(59)	432
Somewhat Disapprove	27%	(80)	37%	(110)	13%	(39)	6%	(17)	16%	(48)	293
Strongly Disapprove	32%	(268)	33%	(281)	11%	(94)	5%	(42)	19%	(161)	846
Dont Know / No Opinion	18%	(19)	16%	(16)	1%	(1)	3%	(4)	62%	(64)	105

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**Table BRD18:** How much do you support your state providing tax incentives to encourage Amazon to build their new headquarters in your state?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	33%	(730)	34%	(741)	10%	(218)	5%	(112)	18%	(400)	2201
#1 Issue: Economy	32%	(200)	37%	(228)	9%	(57)	5%	(31)	17%	(103)	619
#1 Issue: Security	38%	(168)	30%	(133)	10%	(43)	6%	(27)	16%	(70)	441
#1 Issue: Health Care	33%	(146)	34%	(149)	9%	(42)	5%	(20)	20%	(88)	446
#1 Issue: Medicare / Social Security	35%	(96)	34%	(95)	12%	(33)	3%	(8)	16%	(45)	276
#1 Issue: Women's Issues	19%	(21)	37%	(41)	11%	(12)	6%	(7)	27%	(29)	110
#1 Issue: Education	34%	(40)	32%	(38)	13%	(16)	6%	(7)	15%	(17)	119
#1 Issue: Energy	42%	(43)	32%	(33)	9%	(10)	5%	(5)	12%	(12)	103
#1 Issue: Other	18%	(16)	27%	(24)	6%	(5)	8%	(7)	40%	(35)	88
2016 Vote: Democrat Hillary Clinton	30%	(221)	38%	(284)	10%	(71)	4%	(33)	17%	(129)	738
2016 Vote: Republican Donald Trump	40%	(318)	33%	(261)	8%	(67)	6%	(49)	13%	(103)	797
2016 Vote: Someone else	29%	(53)	34%	(62)	12%	(22)	5%	(10)	19%	(34)	180
2012 Vote: Barack Obama	33%	(301)	37%	(329)	10%	(90)	4%	(38)	16%	(140)	898
2012 Vote: Mitt Romney	40%	(226)	33%	(190)	7%	(42)	6%	(33)	14%	(81)	572
2012 Vote: Other	29%	(27)	28%	(26)	16%	(15)	12%	(11)	14%	(13)	92
2012 Vote: Didn't Vote	27%	(172)	31%	(196)	11%	(69)	5%	(30)	26%	(166)	633
4-Region: Northeast	32%	(127)	35%	(141)	10%	(41)	4%	(17)	19%	(75)	402
4-Region: Midwest	32%	(151)	36%	(169)	10%	(46)	4%	(19)	19%	(89)	474
4-Region: South	37%	(305)	30%	(242)	10%	(80)	5%	(42)	18%	(145)	815
4-Region: West	29%	(147)	37%	(190)	10%	(50)	6%	(33)	18%	(91)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRDD1\_4: How often do you use each of the following applications or services?**  
Facebook

Demographic	Several times per day	Once per day	A few times a week	Once a week	Less than once a week	Do not have an account or do not use	Total N
Adults	53% (1164)	14% (313)	9% (201)	5% (104)	6% (121)	14% (298)	2201
Gender: Male	45% (481)	16% (168)	11% (115)	5% (50)	8% (81)	15% (163)	1060
Gender: Female	60% (683)	13% (145)	8% (86)	5% (54)	3% (40)	12% (135)	1141
Age: 18-29	49% (224)	14% (63)	13% (60)	7% (30)	7% (31)	11% (49)	458
Age: 30-44	63% (363)	13% (75)	7% (41)	4% (24)	4% (22)	9% (51)	577
Age: 45-54	57% (206)	14% (53)	7% (25)	4% (14)	4% (15)	14% (49)	362
Age: 55-64	52% (209)	15% (62)	9% (37)	4% (16)	5% (19)	15% (62)	406
Age: 65+	41% (161)	15% (59)	9% (37)	5% (20)	9% (34)	22% (86)	398
PID: Dem (no lean)	52% (387)	13% (97)	10% (73)	7% (52)	5% (34)	13% (95)	738
PID: Ind (no lean)	49% (365)	14% (108)	8% (60)	4% (33)	8% (58)	16% (120)	744
PID: Rep (no lean)	57% (412)	15% (108)	9% (68)	3% (19)	4% (30)	11% (82)	719
PID/Gender: Dem Men	45% (142)	15% (45)	11% (36)	6% (19)	8% (24)	15% (47)	313
PID/Gender: Dem Women	58% (245)	12% (52)	9% (37)	8% (34)	2% (10)	11% (48)	425
PID/Gender: Ind Men	40% (149)	17% (62)	8% (29)	6% (21)	11% (42)	18% (68)	371
PID/Gender: Ind Women	58% (217)	12% (45)	8% (31)	3% (11)	4% (16)	14% (52)	373
PID/Gender: Rep Men	51% (191)	16% (61)	13% (50)	3% (10)	4% (15)	13% (48)	376
PID/Gender: Rep Women	64% (221)	14% (47)	5% (18)	3% (9)	4% (14)	10% (34)	343
Tea Party: Supporter	58% (360)	15% (93)	9% (55)	4% (23)	5% (33)	9% (57)	620
Tea Party: Not Supporter	51% (802)	14% (218)	9% (145)	5% (80)	6% (89)	15% (239)	1572
Ideo: Liberal (1-3)	54% (381)	15% (108)	10% (69)	5% (38)	5% (36)	10% (68)	700
Ideo: Moderate (4)	50% (258)	16% (84)	8% (42)	7% (36)	5% (25)	14% (71)	515
Ideo: Conservative (5-7)	51% (382)	13% (101)	9% (70)	3% (26)	7% (51)	16% (120)	750
Educ: < College	55% (856)	12% (193)	10% (153)	5% (73)	6% (88)	13% (204)	1567
Educ: Bachelors degree	49% (206)	18% (75)	7% (29)	5% (20)	5% (21)	16% (66)	416
Educ: Post-grad	47% (102)	21% (45)	8% (18)	5% (11)	6% (13)	13% (29)	219

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**Table BRDD1\_4:** How often do you use each of the following applications or services?

## Facebook

Demographic	Several times per day	Once per day	A few times a week	Once a week	Less than once a week	Do not have an account or do not use	Total N
Adults	53% (1164)	14% (313)	9% (201)	5% (104)	6% (121)	14% (298)	2201
Income: Under 50k	55% (733)	14% (188)	9% (128)	4% (60)	5% (72)	12% (164)	1344
Income: 50k-100k	52% (318)	14% (84)	10% (59)	4% (27)	5% (32)	15% (90)	609
Income: 100k+	46% (114)	17% (41)	6% (14)	7% (17)	7% (17)	18% (44)	248
Ethnicity: White	55% (958)	15% (264)	8% (148)	4% (70)	6% (97)	12% (214)	1750
Ethnicity: Hispanic	49% (160)	12% (39)	11% (37)	8% (27)	5% (15)	16% (52)	329
Ethnicity: Afr. Am.	52% (140)	10% (26)	11% (29)	6% (17)	5% (13)	17% (44)	269
Ethnicity: Other	37% (67)	13% (23)	13% (24)	9% (17)	6% (12)	22% (40)	182
Relig: Protestant	57% (326)	14% (80)	9% (53)	4% (24)	5% (27)	11% (60)	570
Relig: Roman Catholic	49% (233)	18% (86)	7% (35)	4% (20)	6% (27)	15% (73)	473
Relig: Ath./Agn./None	49% (300)	14% (88)	9% (57)	6% (35)	5% (29)	16% (98)	608
Relig: Something Else	50% (156)	12% (38)	13% (41)	5% (17)	8% (26)	11% (34)	313
Relig: Evangelical	60% (404)	12% (82)	7% (50)	5% (32)	5% (34)	10% (68)	670
Relig: Non-Evang. Catholics	50% (303)	17% (104)	8% (51)	3% (20)	5% (32)	16% (97)	608
Relig: All Christian	55% (708)	15% (187)	8% (101)	4% (52)	5% (66)	13% (164)	1278
Relig: All Non-Christian	50% (456)	14% (126)	11% (99)	6% (52)	6% (55)	14% (132)	921
Community: Urban	53% (330)	13% (82)	11% (70)	5% (31)	5% (31)	13% (81)	625
Community: Suburban	49% (483)	15% (143)	9% (91)	6% (58)	6% (62)	15% (148)	984
Community: Rural	59% (351)	15% (88)	7% (40)	3% (15)	5% (28)	12% (68)	592
Employ: Private Sector	58% (411)	14% (102)	10% (68)	4% (30)	4% (30)	10% (69)	710
Employ: Government	47% (72)	19% (29)	15% (23)	5% (8)	5% (7)	9% (15)	154
Employ: Self-Employed	49% (99)	13% (26)	8% (16)	8% (17)	11% (23)	11% (23)	204
Employ: Homemaker	63% (100)	10% (15)	7% (10)	4% (6)	5% (8)	12% (18)	158
Employ: Student	46% (44)	10% (9)	7% (6)	7% (7)	13% (12)	17% (16)	94
Employ: Retired	44% (218)	15% (74)	9% (44)	5% (23)	6% (29)	21% (102)	490
Employ: Unemployed	56% (131)	12% (28)	10% (23)	4% (8)	2% (6)	16% (38)	235
Employ: Other	58% (90)	19% (29)	6% (9)	3% (4)	4% (6)	11% (17)	156
Military HH: Yes	46% (204)	17% (75)	13% (57)	4% (18)	6% (27)	14% (60)	441
Military HH: No	55% (960)	14% (238)	8% (143)	5% (87)	5% (94)	14% (238)	1760

Continued on next page

**Table BRDD1\_4:** How often do you use each of the following applications or services?

Facebook

Demographic	Several times per day	Once per day	A few times a week	Once a week	Less than once a week	Do not have an account or do not use	Total N
Adults	53% (1164)	14% (313)	9% (201)	5% (104)	6% (121)	14% (298)	2201
RD/WT: Right Direction	54% (476)	14% (127)	10% (89)	5% (40)	5% (47)	12% (109)	887
RD/WT: Wrong Track	52% (688)	14% (186)	9% (112)	5% (64)	6% (75)	14% (189)	1314
Strongly Approve	59% (310)	13% (68)	8% (44)	3% (18)	4% (21)	12% (66)	526
Somewhat Approve	50% (218)	17% (73)	11% (49)	5% (20)	6% (25)	11% (47)	432
Somewhat Disapprove	48% (140)	14% (41)	8% (23)	6% (18)	8% (24)	16% (47)	293
Strongly Disapprove	52% (440)	14% (114)	9% (76)	5% (46)	6% (47)	15% (123)	846
Dont Know / No Opinion	53% (55)	17% (17)	9% (9)	3% (3)	5% (5)	14% (15)	105
#1 Issue: Economy	49% (305)	16% (99)	11% (70)	4% (24)	6% (39)	14% (84)	619
#1 Issue: Security	57% (252)	14% (60)	8% (36)	4% (19)	2% (10)	14% (64)	441
#1 Issue: Health Care	57% (253)	13% (56)	7% (29)	5% (21)	5% (24)	14% (62)	446
#1 Issue: Medicare / Social Security	53% (146)	12% (33)	8% (23)	3% (9)	9% (25)	15% (41)	276
#1 Issue: Women's Issues	54% (59)	16% (17)	12% (13)	5% (5)	1% (2)	12% (13)	110
#1 Issue: Education	54% (64)	10% (12)	10% (12)	11% (13)	4% (5)	11% (13)	119
#1 Issue: Energy	51% (53)	17% (17)	11% (11)	7% (7)	10% (10)	5% (5)	103
#1 Issue: Other	38% (33)	22% (19)	6% (6)	7% (6)	8% (7)	18% (16)	88
2016 Vote: Democrat Hillary Clinton	53% (389)	16% (117)	8% (62)	5% (37)	4% (32)	14% (102)	738
2016 Vote: Republican Donald Trump	53% (420)	15% (122)	10% (77)	4% (30)	5% (38)	14% (110)	797
2016 Vote: Someone else	47% (85)	16% (28)	12% (22)	5% (9)	10% (18)	10% (19)	180
2012 Vote: Barack Obama	53% (480)	15% (133)	8% (74)	5% (45)	4% (38)	14% (129)	898
2012 Vote: Mitt Romney	50% (287)	17% (99)	10% (57)	4% (25)	6% (32)	12% (71)	572
2012 Vote: Other	51% (47)	12% (11)	9% (8)	4% (3)	10% (9)	14% (13)	92
2012 Vote: Didn't Vote	55% (348)	11% (67)	10% (61)	5% (31)	7% (41)	13% (85)	633
4-Region: Northeast	48% (194)	17% (69)	8% (32)	6% (24)	5% (20)	16% (63)	402
4-Region: Midwest	57% (268)	14% (64)	10% (49)	3% (12)	4% (19)	13% (61)	474
4-Region: South	56% (454)	12% (100)	9% (71)	6% (45)	5% (44)	12% (100)	815
4-Region: West	49% (248)	15% (79)	10% (49)	5% (23)	7% (38)	14% (73)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRDD1\_5: How often do you use each of the following applications or services?**  
 Twitter

Demographic	Several times per day	Once per day	A few times a week	Once a week	Less than once a week	Do not have an account or do not use	Total N
Adults	15% (323)	9% (193)	8% (184)	5% (101)	12% (259)	52% (1141)	2201
Gender: Male	16% (171)	11% (114)	9% (94)	6% (63)	11% (114)	47% (503)	1060
Gender: Female	13% (152)	7% (79)	8% (90)	3% (38)	13% (145)	56% (638)	1141
Age: 18-29	19% (88)	15% (68)	12% (53)	8% (35)	12% (55)	35% (159)	458
Age: 30-44	19% (112)	11% (66)	9% (51)	6% (32)	12% (67)	43% (249)	577
Age: 45-54	15% (53)	7% (27)	9% (33)	4% (16)	12% (44)	52% (190)	362
Age: 55-64	12% (50)	5% (22)	7% (27)	2% (7)	12% (50)	62% (250)	406
Age: 65+	5% (20)	2% (10)	5% (21)	3% (11)	11% (43)	74% (293)	398
PID: Dem (no lean)	17% (127)	10% (74)	10% (76)	4% (32)	11% (85)	47% (344)	738
PID: Ind (no lean)	11% (85)	6% (42)	7% (54)	6% (41)	11% (82)	59% (440)	744
PID: Rep (no lean)	16% (112)	11% (76)	8% (54)	4% (28)	13% (92)	50% (356)	719
PID/Gender: Dem Men	16% (51)	13% (40)	13% (41)	6% (20)	11% (36)	40% (125)	313
PID/Gender: Dem Women	18% (75)	8% (34)	8% (36)	3% (12)	12% (49)	51% (219)	425
PID/Gender: Ind Men	11% (40)	7% (25)	6% (22)	7% (25)	11% (43)	59% (217)	371
PID/Gender: Ind Women	12% (44)	5% (17)	9% (32)	4% (16)	11% (40)	60% (223)	373
PID/Gender: Rep Men	21% (80)	13% (49)	8% (32)	5% (19)	10% (36)	43% (160)	376
PID/Gender: Rep Women	9% (32)	8% (27)	7% (23)	3% (9)	16% (56)	57% (196)	343
Tea Party: Supporter	21% (128)	14% (87)	8% (52)	4% (25)	11% (70)	42% (258)	620
Tea Party: Not Supporter	12% (195)	7% (105)	8% (131)	5% (76)	12% (189)	56% (875)	1572
Ideo: Liberal (1-3)	23% (163)	12% (87)	10% (71)	6% (41)	11% (78)	37% (261)	700
Ideo: Moderate (4)	12% (63)	8% (43)	10% (50)	6% (32)	10% (52)	54% (276)	515
Ideo: Conservative (5-7)	10% (76)	7% (54)	6% (47)	3% (21)	14% (106)	59% (445)	750
Educ: < College	13% (199)	8% (132)	8% (118)	5% (71)	13% (199)	54% (848)	1567
Educ: Bachelors degree	20% (83)	9% (39)	10% (43)	5% (21)	10% (40)	46% (191)	416
Educ: Post-grad	19% (41)	10% (21)	11% (23)	5% (10)	10% (21)	46% (102)	219

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**Table BRDD1\_5: How often do you use each of the following applications or services?**

Twitter

Demographic	Several times per day	Once per day	A few times a week	Once a week	Less than once a week	Do not have an account or do not use	Total N
Adults	15% (323)	9% (193)	8% (184)	5% (101)	12% (259)	52% (1141)	2201
Income: Under 50k	14% (186)	9% (122)	8% (104)	5% (65)	11% (152)	53% (716)	1344
Income: 50k-100k	15% (89)	8% (51)	9% (53)	5% (29)	14% (86)	49% (301)	609
Income: 100k+	19% (48)	8% (19)	11% (27)	3% (8)	9% (22)	50% (124)	248
Ethnicity: White	14% (238)	8% (142)	8% (147)	4% (73)	11% (198)	54% (953)	1750
Ethnicity: Hispanic	21% (70)	17% (56)	8% (27)	9% (29)	11% (37)	34% (110)	329
Ethnicity: Afr. Am.	22% (59)	11% (29)	6% (17)	6% (17)	13% (35)	41% (110)	269
Ethnicity: Other	14% (25)	12% (22)	11% (20)	6% (12)	14% (26)	42% (77)	182
Relig: Protestant	13% (73)	7% (41)	8% (43)	5% (26)	12% (69)	56% (318)	570
Relig: Roman Catholic	18% (87)	12% (58)	9% (42)	3% (16)	11% (52)	46% (217)	473
Relig: Ath./Agn./None	14% (85)	9% (52)	8% (48)	4% (25)	11% (64)	55% (334)	608
Relig: Something Else	14% (43)	8% (25)	11% (33)	7% (22)	12% (36)	49% (153)	313
Relig: Evangelical	18% (120)	9% (63)	6% (43)	4% (28)	14% (91)	49% (325)	670
Relig: Non-Evang. Catholics	12% (74)	8% (52)	10% (60)	4% (27)	11% (68)	54% (328)	608
Relig: All Christian	15% (194)	9% (114)	8% (103)	4% (54)	12% (159)	51% (653)	1278
Relig: All Non-Christian	14% (129)	8% (78)	9% (81)	5% (47)	11% (100)	53% (487)	921
Community: Urban	16% (99)	11% (67)	8% (50)	6% (39)	10% (66)	49% (305)	625
Community: Suburban	15% (151)	8% (81)	9% (93)	3% (34)	11% (113)	52% (512)	984
Community: Rural	12% (72)	8% (45)	7% (41)	5% (29)	14% (81)	55% (324)	592
Employ: Private Sector	19% (136)	12% (84)	9% (65)	4% (29)	11% (77)	45% (319)	710
Employ: Government	18% (28)	17% (26)	17% (27)	8% (12)	12% (18)	28% (44)	154
Employ: Self-Employed	15% (31)	6% (13)	11% (22)	9% (18)	14% (29)	45% (91)	204
Employ: Homemaker	9% (15)	6% (10)	8% (13)	5% (8)	14% (22)	57% (90)	158
Employ: Student	22% (21)	9% (9)	7% (7)	6% (6)	11% (10)	44% (42)	94
Employ: Retired	9% (44)	4% (19)	5% (27)	3% (14)	10% (48)	69% (340)	490
Employ: Unemployed	14% (33)	9% (21)	6% (13)	3% (7)	15% (35)	54% (126)	235
Employ: Other	10% (16)	7% (11)	7% (11)	5% (7)	14% (21)	57% (89)	156
Military HH: Yes	12% (51)	12% (54)	10% (45)	4% (19)	12% (53)	50% (220)	441
Military HH: No	15% (272)	8% (139)	8% (139)	5% (83)	12% (207)	52% (921)	1760

Continued on next page



**Table BRDD1\_5: How often do you use each of the following applications or services?**  
 Twitter

Demographic	Several times per day	Once per day	A few times a week	Once a week	Less than once a week	Do not have an account or do not use	Total N
Adults	15% (323)	9% (193)	8% (184)	5% (101)	12% (259)	52% (1141)	2201
RD/WT: Right Direction	16% (142)	12% (109)	8% (69)	5% (43)	13% (113)	46% (411)	887
RD/WT: Wrong Track	14% (181)	6% (84)	9% (115)	4% (58)	11% (146)	55% (729)	1314
Strongly Approve	19% (98)	10% (51)	5% (27)	4% (23)	12% (63)	50% (263)	526
Somewhat Approve	9% (38)	13% (54)	11% (48)	4% (17)	9% (41)	54% (233)	432
Somewhat Disapprove	14% (41)	7% (20)	10% (31)	4% (11)	15% (43)	50% (147)	293
Strongly Disapprove	17% (142)	8% (66)	9% (74)	5% (45)	11% (94)	50% (425)	846
Dont Know / No Opinion	3% (3)	1% (1)	4% (4)	4% (4)	17% (18)	70% (74)	105
#1 Issue: Economy	15% (91)	9% (55)	8% (50)	3% (19)	13% (82)	52% (322)	619
#1 Issue: Security	11% (50)	8% (36)	8% (33)	3% (13)	11% (47)	59% (263)	441
#1 Issue: Health Care	16% (71)	8% (34)	9% (41)	7% (31)	11% (50)	49% (219)	446
#1 Issue: Medicare / Social Security	11% (31)	8% (21)	7% (19)	3% (9)	12% (34)	59% (163)	276
#1 Issue: Women's Issues	28% (31)	10% (11)	10% (11)	5% (6)	11% (12)	36% (40)	110
#1 Issue: Education	17% (20)	14% (16)	10% (11)	11% (13)	11% (14)	37% (44)	119
#1 Issue: Energy	25% (26)	14% (15)	13% (13)	8% (8)	8% (8)	32% (33)	103
#1 Issue: Other	3% (3)	6% (5)	6% (5)	4% (4)	15% (13)	66% (58)	88
2016 Vote: Democrat Hillary Clinton	19% (137)	10% (72)	9% (67)	4% (28)	10% (74)	49% (360)	738
2016 Vote: Republican Donald Trump	15% (116)	11% (86)	7% (60)	4% (28)	12% (92)	52% (415)	797
2016 Vote: Someone else	10% (18)	7% (12)	10% (19)	7% (13)	13% (24)	52% (94)	180
2012 Vote: Barack Obama	17% (156)	9% (80)	8% (76)	4% (38)	11% (99)	50% (448)	898
2012 Vote: Mitt Romney	12% (68)	10% (55)	8% (45)	4% (22)	12% (69)	55% (313)	572
2012 Vote: Other	11% (10)	5% (5)	5% (4)	7% (6)	12% (11)	61% (56)	92
2012 Vote: Didn't Vote	14% (89)	8% (48)	9% (58)	6% (35)	12% (79)	51% (324)	633
4-Region: Northeast	14% (58)	7% (26)	8% (33)	4% (14)	8% (32)	59% (239)	402
4-Region: Midwest	8% (40)	8% (40)	10% (50)	4% (21)	14% (66)	54% (257)	474
4-Region: South	18% (147)	9% (72)	7% (57)	6% (49)	13% (102)	48% (387)	815
4-Region: West	15% (78)	11% (54)	9% (45)	3% (17)	12% (60)	50% (258)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRDD1\_6: How often do you use each of the following applications or services?**  
Snapchat

Demographic	Several times per day	Once per day	A few times a week	Once a week	Less than once a week	Do not have an account or do not use	Total N
Adults	14% (304)	6% (141)	5% (115)	3% (72)	7% (165)	64% (1405)	2201
Gender: Male	15% (154)	8% (80)	6% (64)	4% (45)	9% (93)	59% (624)	1060
Gender: Female	13% (150)	5% (61)	4% (51)	2% (27)	6% (72)	68% (782)	1141
Age: 18-29	35% (159)	13% (60)	11% (49)	8% (36)	8% (35)	26% (120)	458
Age: 30-44	18% (103)	10% (59)	5% (27)	4% (23)	10% (57)	53% (308)	577
Age: 45-54	7% (26)	3% (13)	6% (22)	2% (9)	9% (31)	72% (262)	362
Age: 55-64	3% (13)	1% (6)	3% (11)	1% (2)	6% (25)	86% (348)	406
Age: 65+	1% (4)	1% (3)	1% (5)	— (2)	4% (18)	92% (366)	398
PID: Dem (no lean)	15% (109)	7% (51)	7% (51)	4% (27)	7% (54)	60% (446)	738
PID: Ind (no lean)	11% (82)	4% (27)	4% (28)	3% (25)	9% (64)	70% (518)	744
PID: Rep (no lean)	16% (113)	9% (63)	5% (36)	3% (20)	7% (47)	61% (441)	719
PID/Gender: Dem Men	16% (50)	8% (23)	7% (23)	4% (13)	9% (27)	56% (176)	313
PID/Gender: Dem Women	14% (59)	7% (28)	6% (28)	3% (14)	6% (28)	63% (269)	425
PID/Gender: Ind Men	10% (37)	4% (15)	4% (14)	5% (18)	11% (40)	67% (247)	371
PID/Gender: Ind Women	12% (45)	3% (11)	4% (14)	2% (8)	6% (24)	73% (272)	373
PID/Gender: Rep Men	18% (67)	11% (41)	7% (27)	4% (15)	7% (26)	53% (201)	376
PID/Gender: Rep Women	13% (46)	6% (22)	3% (9)	2% (5)	6% (21)	70% (241)	343
Tea Party: Supporter	21% (132)	11% (67)	5% (34)	3% (21)	7% (43)	52% (323)	620
Tea Party: Not Supporter	11% (172)	5% (74)	5% (80)	3% (49)	8% (121)	68% (1076)	1572
Ideo: Liberal (1-3)	20% (140)	11% (76)	7% (49)	5% (36)	7% (49)	50% (350)	700
Ideo: Moderate (4)	11% (58)	5% (24)	5% (28)	3% (14)	8% (39)	68% (353)	515
Ideo: Conservative (5-7)	9% (70)	5% (34)	4% (28)	2% (18)	7% (52)	73% (548)	750
Educ: < College	14% (223)	6% (89)	5% (75)	3% (54)	7% (112)	65% (1014)	1567
Educ: Bachelors degree	13% (53)	7% (29)	6% (25)	3% (12)	10% (40)	62% (257)	416
Educ: Post-grad	13% (28)	10% (22)	7% (15)	3% (7)	6% (13)	61% (134)	219

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**Table BRDD1\_6:** How often do you use each of the following applications or services?*Snapshot*

Demographic	Several times per day	Once per day	A few times a week	Once a week	Less than once a week	Do not have an account or do not use	Total N
Adults	14% (304)	6% (141)	5% (115)	3% (72)	7% (165)	64% (1405)	2201
Income: Under 50k	13% (181)	6% (86)	4% (56)	4% (51)	7% (92)	65% (879)	1344
Income: 50k-100k	13% (82)	6% (38)	7% (40)	3% (16)	9% (53)	62% (379)	609
Income: 100k+	17% (42)	7% (17)	7% (18)	2% (4)	8% (19)	60% (148)	248
Ethnicity: White	12% (214)	6% (96)	5% (85)	3% (49)	7% (127)	67% (1178)	1750
Ethnicity: Hispanic	22% (73)	11% (37)	10% (32)	4% (15)	12% (39)	41% (134)	329
Ethnicity: Afr. Am.	22% (60)	12% (33)	5% (13)	3% (9)	6% (16)	51% (138)	269
Ethnicity: Other	17% (30)	6% (11)	9% (16)	8% (14)	12% (21)	49% (90)	182
Relig: Protestant	9% (50)	4% (20)	3% (19)	2% (12)	6% (36)	76% (432)	570
Relig: Roman Catholic	14% (65)	8% (40)	8% (40)	3% (14)	8% (37)	58% (276)	473
Relig: Ath./Agn./None	15% (93)	6% (39)	4% (26)	4% (25)	8% (49)	62% (377)	608
Relig: Something Else	16% (51)	8% (26)	4% (14)	5% (15)	7% (23)	59% (185)	313
Relig: Evangelical	16% (108)	7% (46)	5% (36)	2% (13)	7% (47)	63% (420)	670
Relig: Non-Evang. Catholics	9% (53)	5% (30)	6% (37)	3% (20)	7% (45)	70% (423)	608
Relig: All Christian	13% (161)	6% (76)	6% (74)	3% (32)	7% (93)	66% (842)	1278
Relig: All Non-Christian	16% (143)	7% (64)	4% (40)	4% (40)	8% (72)	61% (561)	921
Community: Urban	17% (107)	8% (48)	6% (35)	4% (24)	8% (49)	58% (362)	625
Community: Suburban	12% (118)	6% (61)	6% (56)	4% (40)	7% (69)	65% (641)	984
Community: Rural	13% (79)	5% (32)	4% (24)	1% (8)	8% (47)	68% (402)	592
Employ: Private Sector	17% (121)	9% (63)	6% (44)	4% (30)	8% (59)	56% (394)	710
Employ: Government	21% (32)	18% (28)	8% (13)	3% (5)	8% (13)	41% (64)	154
Employ: Self-Employed	14% (29)	10% (21)	6% (12)	3% (6)	11% (22)	56% (114)	204
Employ: Homemaker	11% (17)	3% (5)	5% (7)	5% (8)	3% (5)	73% (116)	158
Employ: Student	38% (36)	8% (8)	10% (9)	8% (7)	10% (9)	27% (25)	94
Employ: Retired	3% (13)	1% (6)	2% (9)	1% (4)	5% (22)	89% (435)	490
Employ: Unemployed	16% (38)	1% (4)	3% (7)	4% (9)	9% (20)	67% (157)	235
Employ: Other	13% (20)	5% (7)	8% (13)	1% (1)	9% (15)	64% (100)	156
Military HH: Yes	12% (53)	10% (42)	4% (18)	2% (11)	8% (37)	64% (281)	441
Military HH: No	14% (252)	6% (98)	5% (96)	3% (61)	7% (128)	64% (1125)	1760

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**Table BRDD1\_6:** How often do you use each of the following applications or services?  
Snapchat

Demographic	Several times per day	Once per day	A few times a week	Once a week	Less than once a week	Do not have an account or do not use	Total N
Adults	14% (304)	6% (141)	5% (115)	3% (72)	7% (165)	64% (1405)	2201
RD/WT: Right Direction	16% (141)	10% (85)	6% (51)	2% (22)	8% (71)	58% (516)	887
RD/WT: Wrong Track	12% (163)	4% (55)	5% (63)	4% (50)	7% (93)	68% (889)	1314
Strongly Approve	17% (88)	6% (34)	5% (26)	2% (11)	8% (41)	62% (327)	526
Somewhat Approve	10% (45)	9% (39)	5% (21)	4% (17)	8% (34)	64% (276)	432
Somewhat Disapprove	11% (32)	6% (18)	6% (17)	5% (14)	5% (14)	68% (198)	293
Strongly Disapprove	15% (127)	6% (48)	6% (49)	3% (28)	8% (70)	62% (524)	846
Dont Know / No Opinion	12% (12)	2% (2)	2% (2)	2% (2)	6% (6)	77% (81)	105
#1 Issue: Economy	13% (82)	7% (45)	6% (36)	3% (21)	8% (52)	62% (383)	619
#1 Issue: Security	12% (53)	4% (17)	5% (23)	1% (6)	7% (31)	71% (311)	441
#1 Issue: Health Care	14% (60)	6% (25)	4% (20)	5% (21)	7% (31)	65% (288)	446
#1 Issue: Medicare / Social Security	5% (15)	3% (9)	5% (14)	2% (5)	5% (15)	79% (219)	276
#1 Issue: Women's Issues	27% (30)	8% (9)	4% (4)	3% (3)	7% (8)	50% (55)	110
#1 Issue: Education	27% (32)	14% (17)	7% (9)	5% (6)	11% (14)	35% (41)	119
#1 Issue: Energy	20% (21)	16% (17)	8% (8)	6% (6)	12% (12)	38% (39)	103
#1 Issue: Other	13% (11)	3% (3)	— (0)	3% (2)	2% (2)	79% (69)	88
2016 Vote: Democrat Hillary Clinton	13% (98)	7% (54)	6% (45)	4% (27)	8% (58)	62% (457)	738
2016 Vote: Republican Donald Trump	13% (105)	6% (50)	5% (36)	2% (18)	7% (55)	67% (533)	797
2016 Vote: Someone else	9% (17)	8% (14)	5% (9)	4% (6)	6% (11)	68% (123)	180
2012 Vote: Barack Obama	13% (116)	7% (59)	4% (40)	3% (25)	7% (67)	66% (592)	898
2012 Vote: Mitt Romney	10% (59)	5% (29)	4% (26)	2% (14)	7% (41)	71% (404)	572
2012 Vote: Other	3% (3)	1% (1)	1% (1)	4% (4)	4% (4)	86% (78)	92
2012 Vote: Didn't Vote	19% (122)	8% (51)	8% (48)	5% (30)	8% (53)	52% (330)	633
4-Region: Northeast	15% (60)	5% (18)	6% (23)	3% (11)	5% (21)	67% (268)	402
4-Region: Midwest	10% (46)	5% (24)	4% (18)	3% (16)	8% (39)	70% (331)	474
4-Region: South	16% (127)	8% (65)	5% (40)	3% (23)	8% (67)	60% (493)	815
4-Region: West	14% (72)	6% (33)	7% (33)	4% (22)	7% (37)	61% (314)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRDD1\_7: How often do you use each of the following applications or services?**  
 Instagram

Demographic	Several times per day	Once per day	A few times a week	Once a week	Less than once a week	Do not have an account or do not use	Total N
Adults	17% (367)	9% (191)	8% (172)	4% (88)	9% (201)	54% (1181)	2201
Gender: Male	16% (170)	9% (94)	8% (87)	5% (52)	8% (90)	53% (566)	1060
Gender: Female	17% (197)	9% (97)	7% (85)	3% (36)	10% (111)	54% (615)	1141
Age: 18-29	33% (152)	13% (61)	12% (55)	6% (28)	10% (47)	25% (116)	458
Age: 30-44	25% (147)	12% (68)	9% (52)	3% (17)	9% (51)	42% (243)	577
Age: 45-54	10% (36)	9% (34)	9% (31)	5% (19)	9% (32)	58% (211)	362
Age: 55-64	5% (22)	5% (19)	6% (22)	5% (19)	11% (45)	69% (278)	406
Age: 65+	3% (11)	2% (10)	3% (11)	1% (6)	7% (26)	84% (334)	398
PID: Dem (no lean)	19% (141)	11% (83)	10% (73)	5% (37)	8% (57)	47% (347)	738
PID: Ind (no lean)	15% (112)	6% (43)	5% (40)	4% (27)	10% (72)	60% (450)	744
PID: Rep (no lean)	16% (114)	9% (65)	8% (60)	3% (24)	10% (71)	53% (385)	719
PID/Gender: Dem Men	18% (57)	13% (40)	12% (37)	5% (15)	7% (22)	45% (141)	313
PID/Gender: Dem Women	20% (84)	10% (43)	8% (36)	5% (22)	8% (35)	48% (206)	425
PID/Gender: Ind Men	12% (45)	6% (22)	4% (15)	5% (20)	10% (38)	62% (231)	371
PID/Gender: Ind Women	18% (67)	6% (21)	7% (25)	2% (7)	9% (35)	59% (219)	373
PID/Gender: Rep Men	18% (68)	8% (31)	9% (35)	4% (17)	8% (30)	52% (194)	376
PID/Gender: Rep Women	13% (46)	10% (34)	7% (24)	2% (8)	12% (42)	55% (191)	343
Tea Party: Supporter	23% (144)	12% (72)	9% (54)	4% (23)	9% (54)	44% (273)	620
Tea Party: Not Supporter	14% (222)	8% (119)	7% (118)	4% (65)	9% (147)	57% (901)	1572
Ideo: Liberal (1-3)	25% (177)	13% (92)	10% (71)	5% (35)	8% (59)	38% (265)	700
Ideo: Moderate (4)	14% (73)	8% (41)	9% (44)	6% (32)	8% (39)	55% (286)	515
Ideo: Conservative (5-7)	10% (75)	6% (48)	6% (44)	3% (20)	9% (70)	66% (493)	750
Educ: < College	16% (251)	7% (112)	8% (123)	4% (62)	9% (140)	56% (878)	1567
Educ: Bachelors degree	19% (78)	12% (50)	8% (33)	4% (17)	10% (40)	47% (197)	416
Educ: Post-grad	17% (37)	14% (30)	7% (16)	4% (9)	9% (21)	48% (106)	219

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**Table BRDD1\_7: How often do you use each of the following applications or services?**

*Instagram*

Demographic	Several times per day		Once per day		A few times a week		Once a week		Less than once a week		Do not have an account or do not use		Total N
Adults	17%	(367)	9%	(191)	8%	(172)	4%	(88)	9%	(201)	54%	(1181)	2201
Income: Under 50k	15%	(201)	7%	(100)	8%	(112)	4%	(54)	8%	(106)	57%	(772)	1344
Income: 50k-100k	18%	(110)	10%	(61)	8%	(49)	4%	(24)	11%	(66)	49%	(300)	609
Income: 100k+	22%	(55)	12%	(31)	5%	(12)	4%	(10)	12%	(30)	44%	(110)	248
Ethnicity: White	14%	(251)	8%	(147)	8%	(133)	4%	(63)	9%	(154)	57%	(1003)	1750
Ethnicity: Hispanic	29%	(94)	13%	(42)	13%	(43)	6%	(18)	7%	(24)	33%	(109)	329
Ethnicity: Afr. Am.	30%	(81)	9%	(24)	8%	(21)	4%	(12)	10%	(28)	38%	(103)	269
Ethnicity: Other	19%	(35)	12%	(21)	10%	(18)	7%	(13)	10%	(19)	41%	(75)	182
Relig: Protestant	11%	(65)	6%	(36)	6%	(34)	4%	(25)	9%	(51)	63%	(358)	570
Relig: Roman Catholic	20%	(93)	10%	(48)	10%	(47)	3%	(13)	8%	(38)	50%	(235)	473
Relig: Ath./Agn./None	18%	(109)	8%	(51)	7%	(45)	4%	(27)	9%	(56)	53%	(320)	608
Relig: Something Else	15%	(48)	12%	(37)	9%	(29)	5%	(15)	11%	(33)	48%	(150)	313
Relig: Evangelical	20%	(134)	8%	(54)	7%	(46)	3%	(20)	10%	(65)	52%	(351)	670
Relig: Non-Evang. Catholics	12%	(75)	8%	(49)	8%	(51)	4%	(26)	8%	(47)	59%	(358)	608
Relig: All Christian	16%	(210)	8%	(103)	8%	(97)	4%	(47)	9%	(112)	56%	(710)	1278
Relig: All Non-Christian	17%	(157)	10%	(88)	8%	(75)	5%	(42)	10%	(89)	51%	(470)	921
Community: Urban	20%	(126)	9%	(59)	9%	(55)	5%	(30)	8%	(47)	49%	(308)	625
Community: Suburban	16%	(161)	9%	(88)	7%	(71)	4%	(38)	10%	(98)	54%	(528)	984
Community: Rural	14%	(80)	8%	(44)	8%	(46)	3%	(20)	9%	(55)	58%	(346)	592
Employ: Private Sector	21%	(148)	12%	(83)	9%	(67)	4%	(30)	9%	(63)	45%	(319)	710
Employ: Government	25%	(38)	21%	(32)	8%	(12)	4%	(7)	11%	(17)	31%	(48)	154
Employ: Self-Employed	25%	(52)	8%	(17)	9%	(18)	6%	(13)	10%	(19)	42%	(85)	204
Employ: Homemaker	13%	(21)	6%	(9)	9%	(14)	5%	(7)	11%	(18)	56%	(89)	158
Employ: Student	31%	(29)	14%	(13)	13%	(13)	1%	(1)	10%	(9)	32%	(30)	94
Employ: Retired	4%	(21)	3%	(14)	5%	(22)	2%	(8)	6%	(31)	80%	(393)	490
Employ: Unemployed	14%	(33)	5%	(13)	7%	(16)	3%	(8)	13%	(31)	58%	(135)	235
Employ: Other	16%	(25)	8%	(12)	6%	(10)	9%	(14)	8%	(12)	53%	(83)	156
Military HH: Yes	16%	(71)	9%	(38)	9%	(39)	3%	(13)	10%	(46)	53%	(234)	441
Military HH: No	17%	(296)	9%	(154)	8%	(133)	4%	(76)	9%	(155)	54%	(947)	1760

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**Table BRDD1\_7: How often do you use each of the following applications or services?**  
*Instagram*

Demographic	Several times per day	Once per day	A few times a week	Once a week	Less than once a week	Do not have an account or do not use	Total N
Adults	17% (367)	9% (191)	8% (172)	4% (88)	9% (201)	54% (1181)	2201
RD/WT: Right Direction	18% (163)	10% (92)	7% (64)	4% (32)	9% (76)	52% (459)	887
RD/WT: Wrong Track	16% (204)	8% (99)	8% (108)	4% (56)	9% (125)	55% (722)	1314
Strongly Approve	19% (99)	8% (43)	6% (34)	3% (18)	8% (40)	55% (291)	526
Somewhat Approve	12% (53)	8% (36)	7% (32)	4% (17)	9% (40)	59% (254)	432
Somewhat Disapprove	14% (42)	12% (34)	8% (25)	4% (10)	9% (26)	53% (157)	293
Strongly Disapprove	19% (161)	9% (74)	9% (75)	5% (42)	10% (83)	48% (409)	846
Dont Know / No Opinion	11% (11)	3% (4)	6% (6)	1% (1)	11% (12)	68% (71)	105
#1 Issue: Economy	17% (106)	11% (66)	8% (50)	3% (20)	9% (53)	52% (325)	619
#1 Issue: Security	12% (55)	6% (28)	7% (31)	4% (18)	8% (37)	62% (273)	441
#1 Issue: Health Care	17% (77)	8% (37)	6% (29)	6% (27)	11% (47)	51% (229)	446
#1 Issue: Medicare / Social Security	7% (20)	5% (14)	9% (25)	3% (7)	7% (20)	69% (190)	276
#1 Issue: Women's Issues	36% (39)	15% (17)	9% (10)	1% (1)	8% (9)	31% (34)	110
#1 Issue: Education	32% (39)	12% (15)	8% (9)	5% (5)	13% (15)	30% (36)	119
#1 Issue: Energy	24% (25)	11% (11)	13% (13)	7% (7)	10% (10)	35% (36)	103
#1 Issue: Other	8% (7)	5% (4)	5% (5)	3% (3)	12% (10)	67% (58)	88
2016 Vote: Democrat Hillary Clinton	19% (142)	10% (77)	9% (67)	5% (36)	9% (69)	47% (348)	738
2016 Vote: Republican Donald Trump	15% (119)	8% (63)	6% (46)	3% (27)	9% (73)	59% (470)	797
2016 Vote: Someone else	12% (22)	8% (15)	10% (18)	5% (9)	9% (16)	56% (100)	180
2012 Vote: Barack Obama	17% (157)	10% (91)	8% (71)	4% (40)	9% (81)	51% (459)	898
2012 Vote: Mitt Romney	11% (64)	8% (48)	7% (39)	2% (13)	10% (58)	61% (351)	572
2012 Vote: Other	6% (6)	3% (3)	4% (4)	7% (6)	5% (5)	74% (68)	92
2012 Vote: Didn't Vote	21% (136)	8% (50)	9% (58)	5% (29)	9% (56)	48% (304)	633
4-Region: Northeast	17% (69)	11% (43)	4% (17)	3% (11)	6% (25)	59% (235)	402
4-Region: Midwest	9% (44)	6% (28)	8% (39)	4% (21)	10% (46)	63% (296)	474
4-Region: South	21% (172)	8% (68)	7% (58)	4% (33)	11% (90)	48% (394)	815
4-Region: West	16% (82)	10% (53)	11% (58)	4% (23)	8% (39)	50% (256)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRDD1\_8: How often do you use each of the following applications or services?**  
Google

Demographic	Several times per day	Once per day	A few times a week	Once a week	Less than once a week	Do not have an account or do not use	Total N
Adults	54% (1180)	13% (276)	12% (258)	4% (82)	5% (100)	14% (306)	2201
Gender: Male	52% (554)	14% (149)	12% (127)	4% (45)	3% (28)	15% (157)	1060
Gender: Female	55% (625)	11% (127)	11% (131)	3% (37)	6% (72)	13% (149)	1141
Age: 18-29	63% (291)	11% (49)	12% (54)	5% (23)	3% (14)	6% (28)	458
Age: 30-44	61% (349)	15% (85)	9% (54)	4% (25)	2% (13)	9% (51)	577
Age: 45-54	51% (185)	18% (65)	9% (34)	4% (16)	3% (12)	14% (50)	362
Age: 55-64	52% (209)	12% (50)	12% (50)	2% (7)	5% (21)	17% (69)	406
Age: 65+	37% (146)	7% (27)	17% (66)	3% (13)	10% (39)	27% (107)	398
PID: Dem (no lean)	57% (419)	12% (87)	10% (71)	4% (32)	5% (36)	13% (94)	738
PID: Ind (no lean)	53% (396)	11% (83)	13% (94)	4% (30)	4% (31)	15% (110)	744
PID: Rep (no lean)	51% (365)	15% (107)	13% (93)	3% (20)	5% (33)	14% (102)	719
PID/Gender: Dem Men	57% (178)	10% (33)	10% (30)	6% (19)	2% (7)	15% (45)	313
PID/Gender: Dem Women	57% (241)	13% (54)	10% (41)	3% (13)	7% (29)	11% (49)	425
PID/Gender: Ind Men	47% (176)	14% (54)	15% (54)	5% (17)	2% (8)	17% (62)	371
PID/Gender: Ind Women	59% (220)	8% (29)	11% (40)	4% (13)	6% (22)	13% (47)	373
PID/Gender: Rep Men	53% (201)	17% (63)	12% (43)	2% (9)	3% (12)	13% (49)	376
PID/Gender: Rep Women	48% (164)	13% (44)	14% (49)	3% (11)	6% (22)	15% (53)	343
Tea Party: Supporter	57% (356)	16% (99)	10% (62)	3% (17)	3% (19)	11% (66)	620
Tea Party: Not Supporter	52% (822)	11% (174)	12% (194)	4% (63)	5% (80)	15% (239)	1572
Ideo: Liberal (1-3)	60% (421)	14% (96)	12% (81)	3% (22)	4% (25)	8% (54)	700
Ideo: Moderate (4)	51% (265)	12% (62)	10% (51)	5% (27)	4% (19)	18% (91)	515
Ideo: Conservative (5-7)	48% (358)	13% (96)	12% (91)	4% (28)	6% (45)	18% (133)	750
Educ: < College	52% (814)	12% (183)	12% (195)	4% (60)	5% (78)	15% (238)	1567
Educ: Bachelors degree	55% (231)	15% (61)	10% (42)	4% (15)	4% (17)	12% (49)	416
Educ: Post-grad	62% (135)	14% (31)	9% (21)	3% (7)	2% (5)	9% (19)	219

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**Table BRDD1\_8:** How often do you use each of the following applications or services?

Google

Demographic	Several times per day	Once per day	A few times a week	Once a week	Less than once a week	Do not have an account or do not use	Total N
Adults	54% (1180)	13% (276)	12% (258)	4% (82)	5% (100)	14% (306)	2201
Income: Under 50k	53% (716)	12% (156)	13% (169)	3% (45)	5% (63)	15% (195)	1344
Income: 50k-100k	53% (323)	14% (84)	11% (64)	5% (28)	5% (33)	13% (77)	609
Income: 100k+	57% (141)	15% (36)	10% (25)	4% (9)	1% (3)	13% (33)	248
Ethnicity: White	53% (920)	13% (222)	12% (201)	3% (61)	5% (84)	15% (262)	1750
Ethnicity: Hispanic	56% (184)	17% (55)	12% (39)	6% (20)	2% (6)	8% (26)	329
Ethnicity: Afr. Am.	57% (154)	13% (36)	11% (29)	4% (10)	4% (11)	11% (29)	269
Ethnicity: Other	58% (106)	10% (18)	15% (28)	6% (11)	2% (5)	8% (15)	182
Relig: Protestant	46% (264)	14% (78)	13% (75)	4% (23)	7% (37)	16% (92)	570
Relig: Roman Catholic	50% (238)	17% (82)	10% (49)	3% (16)	4% (18)	15% (69)	473
Relig: Ath./Agn./None	57% (345)	10% (59)	11% (68)	4% (23)	4% (22)	15% (91)	608
Relig: Something Else	57% (180)	9% (28)	14% (44)	5% (15)	4% (11)	11% (34)	313
Relig: Evangelical	55% (368)	14% (94)	10% (69)	3% (23)	5% (35)	12% (81)	670
Relig: Non-Evang. Catholics	47% (286)	16% (95)	13% (76)	3% (20)	5% (32)	16% (99)	608
Relig: All Christian	51% (654)	15% (189)	11% (145)	3% (43)	5% (67)	14% (179)	1278
Relig: All Non-Christian	57% (525)	9% (87)	12% (112)	4% (38)	4% (33)	14% (125)	921
Community: Urban	57% (357)	11% (71)	12% (74)	3% (21)	4% (22)	13% (79)	625
Community: Suburban	53% (521)	14% (134)	12% (119)	3% (32)	4% (41)	14% (137)	984
Community: Rural	51% (301)	12% (71)	11% (65)	5% (29)	6% (37)	15% (89)	592
Employ: Private Sector	59% (419)	15% (104)	11% (76)	3% (19)	3% (24)	10% (68)	710
Employ: Government	53% (82)	20% (30)	13% (20)	4% (6)	3% (4)	7% (11)	154
Employ: Self-Employed	55% (111)	16% (33)	14% (29)	7% (15)	2% (5)	5% (10)	204
Employ: Homemaker	54% (85)	8% (12)	14% (22)	5% (8)	7% (11)	13% (21)	158
Employ: Student	65% (61)	9% (9)	4% (4)	4% (4)	5% (4)	12% (11)	94
Employ: Retired	41% (201)	9% (42)	14% (67)	3% (15)	8% (42)	25% (123)	490
Employ: Unemployed	57% (134)	11% (26)	8% (20)	3% (8)	2% (6)	18% (42)	235
Employ: Other	55% (86)	13% (20)	12% (18)	5% (8)	3% (4)	13% (20)	156
Military HH: Yes	51% (225)	15% (66)	12% (54)	2% (11)	5% (22)	14% (63)	441
Military HH: No	54% (955)	12% (210)	12% (203)	4% (71)	4% (78)	14% (242)	1760

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**Table BRDD1\_8: How often do you use each of the following applications or services?**

Google

Demographic	Several times per day	Once per day	A few times a week	Once a week	Less than once a week	Do not have an account or do not use	Total N
Adults	54% (1180)	13% (276)	12% (258)	4% (82)	5% (100)	14% (306)	2201
RD/WT: Right Direction	51% (456)	16% (143)	11% (96)	4% (32)	3% (29)	15% (130)	887
RD/WT: Wrong Track	55% (723)	10% (133)	12% (161)	4% (50)	5% (71)	13% (176)	1314
Strongly Approve	53% (277)	14% (71)	9% (48)	3% (17)	4% (23)	17% (90)	526
Somewhat Approve	48% (205)	16% (71)	15% (66)	3% (14)	5% (22)	12% (54)	432
Somewhat Disapprove	52% (152)	12% (35)	11% (31)	4% (10)	6% (18)	16% (45)	293
Strongly Disapprove	57% (482)	11% (92)	12% (98)	5% (39)	4% (36)	12% (99)	846
Dont Know / No Opinion	60% (63)	6% (7)	14% (15)	2% (2)	1% (1)	17% (18)	105
#1 Issue: Economy	58% (360)	13% (81)	11% (71)	3% (16)	4% (24)	11% (68)	619
#1 Issue: Security	51% (224)	11% (50)	12% (55)	4% (16)	6% (26)	16% (70)	441
#1 Issue: Health Care	55% (244)	14% (61)	9% (41)	4% (19)	3% (15)	15% (66)	446
#1 Issue: Medicare / Social Security	46% (126)	10% (27)	12% (33)	4% (12)	7% (20)	21% (58)	276
#1 Issue: Women's Issues	56% (62)	16% (18)	15% (17)	2% (2)	4% (5)	6% (7)	110
#1 Issue: Education	58% (69)	12% (14)	12% (14)	6% (8)	4% (5)	7% (9)	119
#1 Issue: Energy	55% (56)	19% (19)	11% (11)	7% (7)	2% (2)	6% (6)	103
#1 Issue: Other	42% (37)	8% (7)	18% (16)	3% (3)	3% (3)	25% (22)	88
2016 Vote: Democrat Hillary Clinton	56% (416)	13% (96)	9% (70)	4% (28)	6% (42)	12% (86)	738
2016 Vote: Republican Donald Trump	47% (376)	15% (121)	12% (99)	3% (28)	6% (44)	16% (130)	797
2016 Vote: Someone else	52% (93)	11% (20)	19% (34)	4% (8)	3% (5)	11% (20)	180
2012 Vote: Barack Obama	58% (517)	12% (110)	10% (88)	4% (33)	5% (43)	12% (108)	898
2012 Vote: Mitt Romney	42% (240)	17% (97)	14% (82)	3% (18)	5% (29)	18% (106)	572
2012 Vote: Other	53% (49)	11% (10)	11% (10)	4% (3)	7% (6)	14% (13)	92
2012 Vote: Didn't Vote	59% (370)	9% (56)	12% (77)	4% (28)	3% (22)	13% (79)	633
4-Region: Northeast	47% (187)	14% (55)	12% (50)	4% (17)	7% (28)	16% (66)	402
4-Region: Midwest	51% (242)	11% (54)	11% (51)	5% (21)	4% (19)	18% (86)	474
4-Region: South	57% (467)	12% (98)	12% (97)	4% (30)	4% (29)	11% (93)	815
4-Region: West	55% (284)	13% (69)	12% (59)	3% (14)	5% (24)	12% (61)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRDD1\_9: How often do you use each of the following applications or services?**  
 Spotify

Demographic	Several times per day	Once per day	A few times a week	Once a week	Less than once a week	Do not have an account or do not use	Total N
Adults	10% (220)	5% (115)	6% (140)	4% (82)	7% (164)	67% (1479)	2201
Gender: Male	12% (128)	7% (72)	7% (79)	5% (54)	8% (88)	60% (639)	1060
Gender: Female	8% (91)	4% (43)	5% (61)	2% (28)	7% (76)	74% (841)	1141
Age: 18-29	21% (97)	9% (43)	12% (57)	10% (47)	11% (51)	36% (164)	458
Age: 30-44	15% (87)	9% (50)	7% (42)	4% (25)	9% (52)	56% (322)	577
Age: 45-54	5% (17)	4% (13)	7% (26)	1% (4)	8% (28)	76% (275)	362
Age: 55-64	4% (17)	2% (9)	2% (10)	1% (5)	6% (23)	84% (341)	406
Age: 65+	— (2)	— (0)	1% (6)	— (2)	3% (11)	95% (377)	398
PID: Dem (no lean)	12% (90)	5% (34)	8% (58)	5% (37)	8% (62)	62% (457)	738
PID: Ind (no lean)	8% (56)	4% (30)	5% (36)	4% (26)	8% (59)	72% (537)	744
PID: Rep (no lean)	10% (74)	7% (52)	6% (47)	3% (19)	6% (43)	67% (485)	719
PID/Gender: Dem Men	16% (50)	6% (18)	7% (23)	7% (22)	10% (31)	54% (169)	313
PID/Gender: Dem Women	9% (39)	4% (16)	8% (35)	4% (15)	7% (31)	68% (288)	425
PID/Gender: Ind Men	8% (30)	4% (16)	7% (25)	4% (16)	8% (29)	69% (256)	371
PID/Gender: Ind Women	7% (26)	4% (14)	3% (11)	3% (10)	8% (30)	76% (282)	373
PID/Gender: Rep Men	13% (49)	10% (38)	8% (32)	4% (16)	7% (28)	57% (214)	376
PID/Gender: Rep Women	7% (25)	4% (14)	4% (15)	1% (3)	4% (15)	79% (271)	343
Tea Party: Supporter	17% (106)	7% (46)	7% (46)	5% (28)	8% (49)	56% (345)	620
Tea Party: Not Supporter	7% (112)	4% (69)	6% (94)	3% (54)	7% (116)	72% (1128)	1572
Ideo: Liberal (1-3)	18% (125)	8% (57)	10% (67)	6% (42)	8% (53)	51% (356)	700
Ideo: Moderate (4)	8% (40)	4% (22)	6% (32)	3% (15)	10% (52)	69% (354)	515
Ideo: Conservative (5-7)	4% (33)	4% (33)	5% (34)	2% (16)	5% (37)	80% (597)	750
Educ: < College	10% (154)	4% (68)	6% (88)	4% (64)	7% (107)	69% (1085)	1567
Educ: Bachelors degree	11% (44)	7% (28)	9% (38)	3% (12)	10% (40)	61% (254)	416
Educ: Post-grad	10% (22)	9% (19)	6% (14)	3% (6)	8% (17)	64% (140)	219

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**Table BRDD1\_9: How often do you use each of the following applications or services?**  
*Spotify*

Demographic	Several times per day		Once per day		A few times a week		Once a week		Less than once a week		Do not have an account or do not use	Total N	
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)			
Adults	10%	(220)	5%	(115)	6%	(140)	4%	(82)	7%	(164)	67%	(1479)	2201
Income: Under 50k	10%	(140)	5%	(61)	6%	(81)	4%	(60)	7%	(91)	68%	(912)	1344
Income: 50k-100k	9%	(55)	6%	(36)	7%	(41)	3%	(19)	8%	(49)	67%	(409)	609
Income: 100k+	10%	(25)	7%	(18)	7%	(18)	1%	(2)	10%	(24)	64%	(159)	248
Ethnicity: White	9%	(160)	5%	(84)	6%	(105)	3%	(51)	7%	(115)	71%	(1235)	1750
Ethnicity: Hispanic	22%	(73)	8%	(27)	8%	(28)	8%	(26)	10%	(31)	44%	(144)	329
Ethnicity: Afr. Am.	14%	(39)	7%	(20)	5%	(14)	7%	(18)	12%	(32)	55%	(147)	269
Ethnicity: Other	11%	(21)	6%	(11)	12%	(21)	7%	(13)	10%	(18)	54%	(97)	182
Relig: Protestant	6%	(34)	5%	(26)	4%	(22)	3%	(15)	6%	(34)	77%	(438)	570
Relig: Roman Catholic	12%	(55)	7%	(33)	8%	(37)	2%	(10)	7%	(31)	65%	(307)	473
Relig: Ath./Agn./None	13%	(76)	5%	(28)	8%	(46)	5%	(28)	7%	(40)	64%	(389)	608
Relig: Something Else	10%	(31)	5%	(15)	8%	(25)	7%	(22)	13%	(40)	57%	(179)	313
Relig: Evangelical	11%	(76)	7%	(45)	5%	(32)	3%	(19)	6%	(43)	68%	(456)	670
Relig: Non-Evang. Catholics	6%	(36)	4%	(27)	6%	(37)	2%	(13)	7%	(41)	75%	(455)	608
Relig: All Christian	9%	(112)	6%	(72)	5%	(69)	2%	(31)	7%	(84)	71%	(910)	1278
Relig: All Non-Christian	12%	(107)	5%	(43)	8%	(71)	6%	(51)	9%	(80)	62%	(568)	921
Community: Urban	13%	(80)	7%	(43)	7%	(46)	5%	(30)	8%	(49)	60%	(377)	625
Community: Suburban	9%	(88)	4%	(43)	7%	(73)	4%	(40)	7%	(74)	68%	(666)	984
Community: Rural	9%	(52)	5%	(29)	4%	(21)	2%	(12)	7%	(42)	74%	(436)	592
Employ: Private Sector	14%	(99)	8%	(58)	9%	(64)	3%	(18)	7%	(52)	59%	(419)	710
Employ: Government	21%	(33)	10%	(16)	9%	(14)	9%	(14)	8%	(12)	42%	(65)	154
Employ: Self-Employed	10%	(21)	6%	(11)	7%	(15)	7%	(15)	11%	(23)	58%	(118)	204
Employ: Homemaker	6%	(9)	3%	(4)	3%	(5)	4%	(7)	10%	(16)	75%	(118)	158
Employ: Student	17%	(16)	7%	(7)	10%	(9)	5%	(5)	18%	(17)	42%	(40)	94
Employ: Retired	2%	(9)	1%	(3)	2%	(11)	1%	(6)	5%	(22)	90%	(439)	490
Employ: Unemployed	9%	(20)	4%	(10)	5%	(12)	5%	(13)	7%	(16)	70%	(164)	235
Employ: Other	8%	(12)	4%	(7)	7%	(10)	3%	(4)	4%	(6)	75%	(117)	156
Military HH: Yes	12%	(52)	7%	(31)	5%	(23)	4%	(17)	8%	(33)	65%	(285)	441
Military HH: No	10%	(168)	5%	(84)	7%	(117)	4%	(65)	7%	(131)	68%	(1195)	1760

Continued on next page

**Table BRDD1\_9:** How often do you use each of the following applications or services?  
*Spotify*

Demographic	Several times per day	Once per day	A few times a week	Once a week	Less than once a week	Do not have an account or do not use	Total N
Adults	10% (220)	5% (115)	6% (140)	4% (82)	7% (164)	67% (1479)	2201
RD/WT: Right Direction	12% (107)	7% (66)	6% (55)	5% (41)	6% (52)	64% (566)	887
RD/WT: Wrong Track	9% (112)	4% (50)	7% (86)	3% (41)	9% (112)	69% (913)	1314
Strongly Approve	11% (59)	6% (31)	5% (29)	2% (13)	5% (24)	71% (371)	526
Somewhat Approve	11% (47)	7% (30)	6% (28)	3% (12)	9% (41)	64% (275)	432
Somewhat Disapprove	8% (23)	6% (19)	8% (24)	6% (16)	7% (21)	65% (189)	293
Strongly Disapprove	10% (85)	4% (35)	7% (58)	4% (34)	9% (72)	66% (561)	846
Dont Know / No Opinion	6% (6)	— (1)	2% (2)	6% (6)	7% (7)	79% (83)	105
#1 Issue: Economy	10% (61)	6% (37)	7% (46)	3% (19)	7% (41)	67% (416)	619
#1 Issue: Security	7% (33)	4% (16)	6% (28)	3% (14)	5% (21)	74% (329)	441
#1 Issue: Health Care	8% (37)	5% (24)	6% (29)	4% (19)	9% (41)	66% (295)	446
#1 Issue: Medicare / Social Security	7% (19)	3% (9)	3% (9)	1% (3)	4% (12)	81% (224)	276
#1 Issue: Women's Issues	18% (20)	4% (4)	8% (9)	6% (7)	11% (12)	52% (57)	110
#1 Issue: Education	21% (24)	13% (16)	4% (5)	6% (7)	14% (16)	43% (51)	119
#1 Issue: Energy	20% (21)	9% (9)	14% (14)	4% (4)	10% (11)	43% (44)	103
#1 Issue: Other	5% (5)	1% (1)	1% (1)	11% (9)	10% (9)	73% (64)	88
2016 Vote: Democrat Hillary Clinton	11% (81)	6% (45)	8% (57)	4% (26)	8% (62)	63% (467)	738
2016 Vote: Republican Donald Trump	10% (77)	5% (37)	5% (43)	3% (21)	5% (42)	73% (578)	797
2016 Vote: Someone else	9% (15)	5% (10)	9% (16)	6% (10)	8% (14)	64% (115)	180
2012 Vote: Barack Obama	10% (93)	5% (48)	7% (65)	4% (35)	8% (69)	66% (589)	898
2012 Vote: Mitt Romney	7% (41)	4% (23)	5% (31)	3% (17)	5% (28)	76% (432)	572
2012 Vote: Other	2% (2)	3% (3)	1% (1)	3% (3)	11% (10)	80% (73)	92
2012 Vote: Didn't Vote	13% (80)	6% (40)	7% (44)	4% (28)	9% (57)	61% (384)	633
4-Region: Northeast	13% (53)	4% (17)	6% (23)	2% (8)	5% (20)	70% (280)	402
4-Region: Midwest	8% (37)	5% (23)	5% (26)	4% (18)	8% (36)	70% (334)	474
4-Region: South	10% (82)	5% (44)	7% (58)	4% (34)	8% (65)	65% (532)	815
4-Region: West	9% (48)	6% (32)	6% (33)	4% (21)	8% (43)	65% (333)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table BRDD1\_10: How often do you use each of the following applications or services?**  
Pandora

Demographic	Several times per day	Once per day	A few times a week	Once a week	Less than once a week	Do not have an account or do not use	Total N
Adults	12% (259)	8% (166)	10% (220)	5% (106)	13% (297)	52% (1154)	2201
Gender: Male	13% (138)	9% (96)	10% (104)	6% (67)	13% (139)	49% (516)	1060
Gender: Female	11% (121)	6% (70)	10% (116)	3% (39)	14% (158)	56% (638)	1141
Age: 18-29	21% (98)	13% (57)	12% (57)	8% (38)	16% (71)	30% (137)	458
Age: 30-44	17% (97)	11% (63)	11% (65)	7% (38)	15% (89)	39% (224)	577
Age: 45-54	8% (30)	8% (28)	12% (44)	4% (13)	15% (53)	54% (195)	362
Age: 55-64	7% (29)	3% (13)	10% (41)	2% (10)	12% (51)	65% (262)	406
Age: 65+	1% (4)	1% (4)	4% (14)	2% (6)	8% (32)	85% (336)	398
PID: Dem (no lean)	14% (100)	8% (60)	10% (75)	6% (41)	13% (93)	50% (368)	738
PID: Ind (no lean)	10% (78)	6% (45)	9% (68)	5% (38)	14% (107)	55% (408)	744
PID: Rep (no lean)	11% (81)	8% (60)	11% (77)	4% (27)	13% (96)	53% (379)	719
PID/Gender: Dem Men	16% (50)	9% (29)	9% (28)	8% (25)	12% (39)	46% (143)	313
PID/Gender: Dem Women	12% (50)	7% (32)	11% (47)	4% (16)	13% (55)	53% (225)	425
PID/Gender: Ind Men	10% (39)	7% (26)	9% (35)	7% (27)	13% (49)	53% (195)	371
PID/Gender: Ind Women	10% (39)	5% (19)	9% (33)	3% (11)	16% (58)	57% (212)	373
PID/Gender: Rep Men	13% (49)	11% (41)	11% (41)	4% (15)	14% (52)	47% (178)	376
PID/Gender: Rep Women	9% (31)	5% (19)	10% (36)	3% (12)	13% (45)	58% (201)	343
Tea Party: Supporter	20% (124)	12% (77)	10% (63)	6% (35)	11% (68)	41% (254)	620
Tea Party: Not Supporter	9% (135)	6% (89)	10% (156)	4% (70)	15% (229)	57% (893)	1572
Ideo: Liberal (1-3)	19% (133)	12% (81)	11% (80)	6% (44)	13% (89)	39% (272)	700
Ideo: Moderate (4)	9% (45)	6% (32)	9% (46)	5% (25)	15% (77)	56% (291)	515
Ideo: Conservative (5-7)	7% (53)	6% (47)	10% (74)	4% (31)	13% (96)	60% (449)	750
Educ: < College	12% (184)	7% (108)	10% (153)	4% (65)	13% (197)	55% (860)	1567
Educ: Bachelors degree	11% (46)	10% (40)	10% (44)	6% (26)	16% (67)	46% (193)	416
Educ: Post-grad	13% (29)	8% (18)	11% (24)	7% (15)	15% (33)	46% (101)	219

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**Table BRDD1\_10:** How often do you use each of the following applications or services?  
 Pandora

Demographic	Several times per day	Once per day	A few times a week	Once a week	Less than once a week	Do not have an account or do not use	Total N
Adults	12% (259)	8% (166)	10% (220)	5% (106)	13% (297)	52% (1154)	2201
Income: Under 50k	12% (160)	7% (88)	10% (131)	5% (63)	12% (165)	55% (738)	1344
Income: 50k-100k	10% (63)	9% (54)	9% (57)	6% (35)	14% (85)	52% (315)	609
Income: 100k+	14% (36)	9% (23)	13% (32)	3% (8)	19% (47)	41% (102)	248
Ethnicity: White	10% (179)	7% (115)	10% (183)	5% (80)	13% (226)	55% (968)	1750
Ethnicity: Hispanic	25% (83)	15% (51)	6% (19)	8% (27)	12% (41)	33% (109)	329
Ethnicity: Afr. Am.	19% (50)	11% (28)	11% (28)	5% (14)	13% (35)	42% (113)	269
Ethnicity: Other	16% (29)	12% (23)	5% (9)	6% (12)	20% (36)	40% (73)	182
Relig: Protestant	7% (40)	6% (31)	11% (62)	3% (16)	12% (68)	62% (353)	570
Relig: Roman Catholic	14% (66)	13% (59)	10% (47)	4% (19)	12% (55)	48% (226)	473
Relig: Ath./Agn./None	12% (76)	6% (34)	9% (55)	6% (38)	14% (83)	53% (322)	608
Relig: Something Else	12% (37)	8% (26)	11% (35)	7% (23)	18% (55)	43% (135)	313
Relig: Evangelical	14% (95)	9% (60)	10% (64)	3% (19)	13% (85)	52% (346)	670
Relig: Non-Evang. Catholics	8% (50)	7% (45)	11% (65)	4% (26)	12% (74)	57% (349)	608
Relig: All Christian	11% (145)	8% (105)	10% (129)	4% (45)	12% (159)	54% (695)	1278
Relig: All Non-Christian	12% (113)	7% (60)	10% (90)	7% (61)	15% (138)	50% (458)	921
Community: Urban	13% (80)	9% (58)	10% (60)	6% (38)	13% (82)	49% (306)	625
Community: Suburban	12% (122)	7% (70)	10% (101)	4% (42)	14% (136)	52% (513)	984
Community: Rural	10% (57)	6% (37)	10% (59)	4% (26)	13% (78)	57% (335)	592
Employ: Private Sector	17% (119)	11% (79)	11% (78)	5% (38)	15% (104)	41% (292)	710
Employ: Government	31% (47)	14% (22)	13% (20)	5% (8)	11% (17)	25% (39)	154
Employ: Self-Employed	11% (22)	9% (19)	10% (21)	10% (20)	13% (27)	46% (95)	204
Employ: Homemaker	12% (19)	5% (8)	10% (16)	6% (9)	17% (27)	51% (80)	158
Employ: Student	13% (13)	7% (7)	10% (9)	10% (9)	20% (19)	40% (38)	94
Employ: Retired	2% (10)	2% (9)	7% (36)	2% (9)	9% (43)	78% (384)	490
Employ: Unemployed	7% (17)	6% (14)	8% (18)	4% (8)	15% (35)	60% (142)	235
Employ: Other	8% (12)	5% (9)	14% (21)	3% (5)	16% (24)	55% (85)	156
Military HH: Yes	14% (63)	9% (41)	7% (32)	4% (16)	10% (45)	55% (244)	441
Military HH: No	11% (196)	7% (125)	11% (188)	5% (90)	14% (252)	52% (910)	1760

Continued on next page

**Table BRDD1\_10:** How often do you use each of the following applications or services?

Pandora

Demographic	Several times per day	Once per day	A few times a week	Once a week	Less than once a week	Do not have an account or do not use	Total N
Adults	12% (259)	8% (166)	10% (220)	5% (106)	13% (297)	52% (1154)	2201
RD/WT: Right Direction	14% (128)	10% (88)	11% (98)	5% (45)	11% (95)	49% (433)	887
RD/WT: Wrong Track	10% (130)	6% (78)	9% (122)	5% (61)	15% (202)	55% (721)	1314
Strongly Approve	12% (62)	10% (51)	10% (53)	3% (18)	12% (65)	53% (277)	526
Somewhat Approve	12% (50)	6% (27)	9% (41)	6% (25)	13% (58)	53% (230)	432
Somewhat Disapprove	7% (22)	8% (25)	16% (46)	4% (11)	13% (39)	51% (150)	293
Strongly Disapprove	14% (117)	7% (61)	9% (77)	5% (41)	15% (125)	50% (426)	846
Dont Know / No Opinion	8% (8)	2% (3)	3% (3)	10% (10)	10% (10)	67% (71)	105
#1 Issue: Economy	11% (67)	9% (57)	11% (71)	5% (33)	16% (101)	47% (291)	619
#1 Issue: Security	10% (44)	8% (34)	10% (46)	3% (14)	10% (45)	59% (259)	441
#1 Issue: Health Care	13% (57)	6% (25)	11% (51)	4% (19)	16% (71)	50% (223)	446
#1 Issue: Medicare / Social Security	4% (11)	6% (16)	6% (16)	3% (10)	8% (23)	73% (201)	276
#1 Issue: Women's Issues	19% (21)	7% (8)	13% (14)	4% (4)	15% (16)	42% (46)	110
#1 Issue: Education	24% (28)	10% (12)	7% (9)	8% (9)	17% (20)	34% (40)	119
#1 Issue: Energy	26% (27)	11% (11)	10% (10)	12% (12)	10% (10)	31% (32)	103
#1 Issue: Other	3% (3)	3% (3)	5% (4)	6% (5)	12% (11)	71% (62)	88
2016 Vote: Democrat Hillary Clinton	14% (107)	7% (49)	11% (80)	4% (33)	12% (92)	51% (378)	738
2016 Vote: Republican Donald Trump	10% (80)	10% (76)	11% (89)	4% (28)	12% (99)	53% (426)	797
2016 Vote: Someone else	11% (20)	7% (12)	7% (13)	8% (15)	17% (30)	50% (89)	180
2012 Vote: Barack Obama	13% (121)	7% (67)	10% (89)	4% (39)	13% (120)	51% (462)	898
2012 Vote: Mitt Romney	8% (47)	9% (52)	10% (60)	3% (16)	12% (66)	58% (331)	572
2012 Vote: Other	4% (3)	7% (7)	9% (8)	4% (4)	18% (17)	58% (53)	92
2012 Vote: Didn't Vote	13% (84)	6% (38)	10% (63)	7% (47)	15% (93)	49% (308)	633
4-Region: Northeast	11% (43)	7% (28)	10% (39)	3% (14)	13% (51)	57% (228)	402
4-Region: Midwest	7% (35)	9% (41)	9% (42)	6% (27)	15% (70)	55% (259)	474
4-Region: South	14% (117)	7% (59)	11% (92)	4% (35)	13% (104)	50% (408)	815
4-Region: West	12% (63)	7% (38)	9% (48)	6% (30)	14% (73)	51% (260)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1060	48%
	Gender: Female	1141	52%
	N	2201	
age5	Age: 18-29	458	21%
	Age: 30-44	577	26%
	Age: 45-54	362	16%
	Age: 55-64	406	18%
	Age: 65+	398	18%
	N	2201	
xpid3	PID: Dem (no lean)	738	34%
	PID: Ind (no lean)	744	34%
	PID: Rep (no lean)	719	33%
	N	2201	
xpidGender	PID/Gender: Dem Men	313	14%
	PID/Gender: Dem Women	425	19%
	PID/Gender: Ind Men	371	17%
	PID/Gender: Ind Women	373	17%
	PID/Gender: Rep Men	376	17%
	PID/Gender: Rep Women	343	16%
	N	2201	
xdemTea	Tea Party: Supporter	620	28%
	Tea Party: Not Supporter	1572	71%
	N	2192	
xdemIdeo3	Ideo: Liberal (1-3)	700	32%
	Ideo: Moderate (4)	515	23%
	Ideo: Conservative (5-7)	750	34%
	N	1965	
xeduc3	Educ: < College	1567	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2201	
xdemInc3	Income: Under 50k	1344	61%
	Income: 50k-100k	609	28%
	Income: 100k+	248	11%
	N	2201	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1750	80%
xdemHispBin	Ethnicity: Hispanic	329	15%
demBlackBin	Ethnicity: Afr. Am.	269	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	570	26%
	Relig: Roman Catholic	473	21%
	Relig: Ath./Agn./None	608	28%
	Relig: Something Else	313	14%
	N	1963	
xreligion1	Relig: Jewish	40	2%
xreligion2	Relig: Evangelical	670	30%
	Relig: Non-Evang. Catholics	608	28%
	N	1278	
xreligion3	Relig: All Christian	1278	58%
	Relig: All Non-Christian	921	42%
	N	2199	
xdemUsr	Community: Urban	625	28%
	Community: Suburban	984	45%
	Community: Rural	592	27%
	N	2201	
xdemEmploy	Employ: Private Sector	710	32%
	Employ: Government	154	7%
	Employ: Self-Employed	204	9%
	Employ: Homemaker	158	7%
	Employ: Student	94	4%
	Employ: Retired	490	22%
	Employ: Unemployed	235	11%
	Employ: Other	156	7%
	N	2201	
xdemMilHH1	Military HH: Yes	441	20%
	Military HH: No	1760	80%
	N	2201	
xnr1	RD/WT: Right Direction	887	40%
	RD/WT: Wrong Track	1314	60%
	N	2201	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	526	24%
	Somewhat Approve	432	20%
	Somewhat Disapprove	293	13%
	Strongly Disapprove	846	38%
	Dont Know / No Opinion	105	5%
	N	2201	
xnr3	#1 Issue: Economy	619	28%
	#1 Issue: Security	441	20%
	#1 Issue: Health Care	446	20%
	#1 Issue: Medicare / Social Security	276	13%
	#1 Issue: Women's Issues	110	5%
	#1 Issue: Education	119	5%
	#1 Issue: Energy	103	5%
	#1 Issue: Other	88	4%
	N	2201	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	738	34%
	2016 Vote: Republican Donald Trump	797	36%
	2016 Vote: Someone else	180	8%
	N	1715	
xsubVote12O	2012 Vote: Barack Obama	898	41%
	2012 Vote: Mitt Romney	572	26%
	2012 Vote: Other	92	4%
	2012 Vote: Didn't Vote	633	29%
	N	2195	
xreg4	4-Region: Northeast	402	18%
	4-Region: Midwest	474	22%
	4-Region: South	815	37%
	4-Region: West	511	23%
	N	2201	

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

