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Morning Consult
National Tracking Poll #171203
December 08-11, 2017

Crosstabulation Results

Methodology:

This poll was conducted from December 08-11, 2017, among a national sample of 2202 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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Table P1: Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

Demographic	Right Direction		Wrong Track		Total N
Adults	38%	(843)	62%	(1359)	2202
Gender: Male	43%	(458)	57%	(602)	1060
Gender: Female	34%	(385)	66%	(757)	1142
Age: 18-29	33%	(148)	67%	(300)	448
Age: 30-44	39%	(231)	61%	(357)	588
Age: 45-54	38%	(168)	62%	(274)	442
Age: 55-64	44%	(142)	56%	(184)	326
Age: 65+	39%	(154)	61%	(244)	398
PID: Dem (no lean)	20%	(143)	80%	(579)	722
PID: Ind (no lean)	31%	(258)	69%	(584)	841
PID: Rep (no lean)	69%	(442)	31%	(197)	639
PID/Gender: Dem Men	24%	(79)	76%	(249)	328
PID/Gender: Dem Women	16%	(64)	84%	(330)	394
PID/Gender: Ind Men	37%	(152)	63%	(263)	415
PID/Gender: Ind Women	25%	(105)	75%	(320)	426
PID/Gender: Rep Men	72%	(227)	28%	(90)	317
PID/Gender: Rep Women	67%	(215)	33%	(107)	322
Tea Party: Supporter	63%	(396)	37%	(230)	626
Tea Party: Not Supporter	28%	(444)	72%	(1122)	1566
Ideo: Liberal (1-3)	25%	(176)	75%	(526)	702
Ideo: Moderate (4)	33%	(171)	67%	(354)	525
Ideo: Conservative (5-7)	62%	(417)	38%	(253)	670
Educ: < College	37%	(581)	63%	(986)	1567
Educ: Bachelors degree	39%	(164)	61%	(252)	416
Educ: Post-grad	45%	(98)	55%	(121)	219
Income: Under 50k	36%	(478)	64%	(864)	1341
Income: 50k-100k	42%	(257)	58%	(362)	618
Income: 100k+	45%	(109)	55%	(134)	243

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Table P1: Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

Demographic	Right Direction		Wrong Track		Total N
Adults	38%	(843)	62%	(1359)	2202
Ethnicity: White	41%	(715)	59%	(1036)	1751
Ethnicity: Hispanic	31%	(101)	69%	(228)	330
Ethnicity: Afr. Am.	24%	(66)	76%	(203)	269
Ethnicity: Other	34%	(62)	66%	(120)	182
Relig: Protestant	47%	(227)	53%	(255)	483
Relig: Roman Catholic	43%	(190)	57%	(256)	447
Relig: Ath./Agn./None	29%	(181)	71%	(444)	626
Relig: Something Else	33%	(129)	67%	(260)	389
Relig: Evangelical	49%	(301)	51%	(308)	609
Relig: Non-Evang. Catholics	40%	(231)	60%	(343)	574
Relig: All Christian	45%	(532)	55%	(651)	1183
Relig: All Non-Christian	31%	(310)	69%	(705)	1015
Community: Urban	35%	(196)	65%	(369)	565
Community: Suburban	35%	(333)	65%	(612)	945
Community: Rural	45%	(314)	55%	(378)	692
Employ: Private Sector	42%	(293)	58%	(398)	691
Employ: Government	38%	(52)	62%	(84)	135
Employ: Self-Employed	47%	(94)	53%	(106)	200
Employ: Homemaker	40%	(98)	60%	(144)	242
Employ: Student	21%	(19)	79%	(69)	88
Employ: Retired	40%	(178)	60%	(265)	442
Employ: Unemployed	27%	(54)	73%	(142)	195
Employ: Other	27%	(57)	73%	(152)	208
Military HH: Yes	47%	(184)	53%	(210)	394
Military HH: No	36%	(659)	64%	(1149)	1808
RD/WT: Right Direction	100%	(843)	—	(0)	843
RD/WT: Wrong Track	—	(0)	100%	(1359)	1359

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Table P1: Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

Demographic	Right Direction		Wrong Track		Total N
Adults	38%	(843)	62%	(1359)	2202
Strongly Approve	89%	(410)	11%	(50)	459
Somewhat Approve	63%	(289)	37%	(170)	459
Somewhat Disapprove	20%	(61)	80%	(247)	307
Strongly Disapprove	6%	(51)	94%	(787)	838
Don't Know / No Opinion	24%	(33)	76%	(105)	138
#1 Issue: Economy	39%	(250)	61%	(390)	641
#1 Issue: Security	57%	(225)	43%	(169)	394
#1 Issue: Health Care	31%	(130)	69%	(295)	425
#1 Issue: Medicare / Social Security	34%	(109)	66%	(206)	315
#1 Issue: Women's Issues	32%	(34)	68%	(73)	107
#1 Issue: Education	32%	(44)	68%	(94)	138
#1 Issue: Energy	32%	(27)	68%	(57)	84
#1 Issue: Other	24%	(23)	76%	(76)	99
2016 Vote: Democrat Hillary Clinton	16%	(111)	84%	(601)	713
2016 Vote: Republican Donald Trump	74%	(542)	26%	(190)	732
2016 Vote: Someone else	22%	(49)	78%	(176)	225
2012 Vote: Barack Obama	22%	(183)	78%	(665)	848
2012 Vote: Mitt Romney	71%	(396)	29%	(166)	562
2012 Vote: Other	40%	(43)	60%	(65)	108
2012 Vote: Didn't Vote	32%	(220)	68%	(463)	683
4-Region: Northeast	36%	(146)	64%	(256)	402
4-Region: Midwest	35%	(165)	65%	(309)	474
4-Region: South	40%	(326)	60%	(489)	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.

Table Q172: Do you approve or disapprove of the job Donald Trump is doing as President?

Demographic	Strongly Approve		Somewhat Approve		Somewhat Disapprove		Strongly Disapprove		Don't Know / No Opinion		Total N
Adults	21%	(459)	21%	(459)	14%	(307)	38%	(838)	6%	(138)	2202
Gender: Male	22%	(234)	23%	(246)	14%	(151)	35%	(376)	5%	(53)	1060
Gender: Female	20%	(225)	19%	(213)	14%	(156)	40%	(462)	7%	(85)	1142
Age: 18-29	17%	(75)	19%	(87)	15%	(67)	38%	(168)	11%	(51)	448
Age: 30-44	17%	(102)	23%	(135)	15%	(87)	39%	(231)	6%	(33)	588
Age: 45-54	24%	(106)	19%	(83)	16%	(72)	35%	(156)	6%	(24)	442
Age: 55-64	20%	(66)	26%	(86)	11%	(36)	37%	(120)	6%	(18)	326
Age: 65+	28%	(110)	17%	(69)	11%	(45)	41%	(162)	3%	(12)	398
PID: Dem (no lean)	8%	(57)	11%	(82)	15%	(105)	62%	(448)	4%	(31)	722
PID: Ind (no lean)	13%	(113)	22%	(187)	15%	(123)	39%	(329)	11%	(88)	841
PID: Rep (no lean)	45%	(290)	30%	(191)	12%	(79)	10%	(61)	3%	(19)	639
PID/Gender: Dem Men	11%	(35)	13%	(43)	14%	(46)	59%	(194)	3%	(11)	328
PID/Gender: Dem Women	6%	(22)	10%	(39)	15%	(59)	64%	(254)	5%	(20)	394
PID/Gender: Ind Men	15%	(62)	27%	(110)	15%	(63)	35%	(147)	8%	(33)	415
PID/Gender: Ind Women	12%	(50)	18%	(77)	14%	(61)	43%	(183)	13%	(55)	426
PID/Gender: Rep Men	43%	(137)	29%	(93)	13%	(42)	11%	(35)	3%	(9)	317
PID/Gender: Rep Women	47%	(153)	30%	(98)	11%	(37)	8%	(25)	3%	(10)	322
Tea Party: Supporter	41%	(254)	27%	(170)	11%	(68)	18%	(115)	3%	(19)	626
Tea Party: Not Supporter	13%	(205)	18%	(287)	15%	(238)	46%	(718)	7%	(117)	1566
Ideo: Liberal (1-3)	12%	(83)	13%	(91)	14%	(97)	58%	(405)	4%	(27)	702
Ideo: Moderate (4)	15%	(80)	22%	(118)	16%	(83)	42%	(219)	5%	(25)	525
Ideo: Conservative (5-7)	39%	(262)	29%	(197)	13%	(90)	15%	(101)	3%	(21)	670
Educ: < College	20%	(316)	21%	(330)	14%	(226)	37%	(577)	7%	(117)	1567
Educ: Bachelors degree	22%	(92)	21%	(87)	13%	(53)	41%	(169)	4%	(15)	416
Educ: Post-grad	23%	(51)	19%	(42)	13%	(28)	42%	(92)	3%	(6)	219
Income: Under 50k	20%	(269)	19%	(257)	14%	(183)	39%	(528)	8%	(104)	1341
Income: 50k-100k	23%	(140)	23%	(143)	15%	(91)	35%	(216)	5%	(29)	618
Income: 100k+	21%	(51)	24%	(59)	14%	(34)	39%	(94)	2%	(5)	243
Ethnicity: White	23%	(399)	23%	(403)	14%	(247)	34%	(600)	6%	(102)	1751
Ethnicity: Hispanic	14%	(47)	17%	(57)	14%	(46)	48%	(159)	6%	(21)	330

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Table Q172: Do you approve or disapprove of the job Donald Trump is doing as President?

Demographic	Strongly Approve	Somewhat Approve	Somewhat Disapprove	Strongly Disapprove	Don't Know / No Opinion	Total N
Adults	21% (459)	21% (459)	14% (307)	38% (838)	6% (138)	2202
Ethnicity: Afr. Am.	12% (32)	7% (18)	12% (33)	62% (166)	7% (20)	269
Ethnicity: Other	16% (29)	21% (38)	15% (27)	39% (72)	9% (16)	182
Relig: Protestant	27% (131)	26% (125)	13% (63)	32% (152)	2% (11)	483
Relig: Roman Catholic	22% (98)	23% (104)	15% (68)	37% (164)	3% (13)	447
Relig: Ath./Agn./None	15% (96)	16% (100)	14% (88)	46% (285)	9% (57)	626
Relig: Something Else	18% (72)	17% (67)	12% (47)	42% (164)	10% (38)	389
Relig: Evangelical	28% (172)	27% (162)	13% (80)	28% (168)	4% (27)	609
Relig: Non-Evang. Catholics	21% (119)	23% (130)	16% (91)	38% (220)	3% (15)	574
Relig: All Christian	25% (291)	25% (291)	14% (171)	33% (388)	4% (42)	1183
Relig: All Non-Christian	17% (168)	16% (167)	13% (135)	44% (449)	9% (95)	1015
Community: Urban	20% (111)	19% (105)	14% (81)	42% (237)	6% (32)	565
Community: Suburban	20% (188)	18% (172)	14% (133)	42% (397)	6% (54)	945
Community: Rural	23% (160)	26% (182)	13% (93)	30% (205)	8% (52)	692
Employ: Private Sector	23% (161)	22% (154)	14% (100)	37% (258)	3% (18)	691
Employ: Government	13% (17)	23% (31)	15% (21)	46% (62)	3% (4)	135
Employ: Self-Employed	27% (54)	24% (47)	13% (25)	33% (66)	4% (7)	200
Employ: Homemaker	21% (52)	23% (57)	16% (40)	30% (73)	9% (22)	242
Employ: Student	8% (7)	20% (17)	14% (13)	43% (38)	15% (13)	88
Employ: Retired	27% (118)	19% (85)	10% (42)	42% (185)	3% (12)	442
Employ: Unemployed	16% (32)	16% (30)	15% (29)	36% (71)	17% (33)	195
Employ: Other	9% (18)	18% (38)	18% (37)	41% (85)	14% (29)	208
Military HH: Yes	26% (101)	22% (86)	16% (63)	34% (132)	3% (12)	394
Military HH: No	20% (358)	21% (373)	14% (244)	39% (706)	7% (126)	1808
RD/WT: Right Direction	49% (410)	34% (289)	7% (61)	6% (51)	4% (33)	843
RD/WT: Wrong Track	4% (50)	13% (170)	18% (247)	58% (787)	8% (105)	1359
Strongly Approve	100% (459)	— (0)	— (0)	— (0)	— (0)	459
Somewhat Approve	— (0)	100% (459)	— (0)	— (0)	— (0)	459
Somewhat Disapprove	— (0)	— (0)	100% (307)	— (0)	— (0)	307
Strongly Disapprove	— (0)	— (0)	— (0)	100% (838)	— (0)	838
Don't Know / No Opinion	— (0)	— (0)	— (0)	— (0)	100% (138)	138

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Table Q172: Do you approve or disapprove of the job Donald Trump is doing as President?

Demographic	Strongly Approve	Somewhat Approve	Somewhat Disapprove	Strongly Disapprove	Don't Know / No Opinion	Total N
Adults	21% (459)	21% (459)	14% (307)	38% (838)	6% (138)	2202
#1 Issue: Economy	20% (131)	24% (151)	16% (103)	35% (224)	5% (31)	641
#1 Issue: Security	35% (138)	28% (111)	11% (44)	20% (80)	5% (21)	394
#1 Issue: Health Care	17% (72)	16% (66)	14% (60)	46% (194)	8% (33)	425
#1 Issue: Medicare / Social Security	23% (72)	18% (56)	12% (39)	42% (133)	5% (15)	315
#1 Issue: Women's Issues	8% (8)	13% (14)	17% (18)	54% (57)	9% (9)	107
#1 Issue: Education	16% (23)	23% (32)	12% (17)	40% (55)	9% (12)	138
#1 Issue: Energy	9% (7)	17% (15)	22% (18)	48% (41)	3% (3)	84
#1 Issue: Other	8% (8)	15% (15)	7% (7)	55% (55)	14% (14)	99
2016 Vote: Democrat Hillary Clinton	6% (45)	6% (44)	13% (95)	71% (506)	3% (23)	713
2016 Vote: Republican Donald Trump	49% (357)	34% (252)	10% (76)	4% (30)	2% (17)	732
2016 Vote: Someone else	4% (10)	19% (42)	19% (42)	50% (112)	9% (20)	225
2012 Vote: Barack Obama	10% (84)	11% (95)	14% (122)	62% (524)	3% (23)	848
2012 Vote: Mitt Romney	46% (259)	31% (173)	12% (69)	9% (52)	2% (10)	562
2012 Vote: Other	17% (18)	28% (30)	13% (15)	31% (33)	11% (12)	108
2012 Vote: Didn't Vote	14% (98)	24% (161)	15% (102)	33% (228)	14% (93)	683
4-Region: Northeast	21% (83)	19% (77)	12% (50)	41% (166)	7% (26)	402
4-Region: Midwest	15% (71)	24% (114)	17% (79)	38% (179)	7% (32)	474
4-Region: South	24% (192)	21% (170)	13% (109)	36% (290)	7% (55)	815
4-Region: West	22% (114)	19% (99)	14% (70)	40% (203)	5% (26)	511

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

Table P3: Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?

Demographic	Economic Issues	Security Issues	Health Care Issues	Senior's Issues	Women's Issues	Education Issues	Energy Issues	Other	Total N
Adults	29% (641)	18% (394)	19% (425)	14% (315)	5% (107)	6% (138)	4% (84)	4% (99)	2202
Gender: Male	33% (348)	17% (178)	19% (199)	13% (134)	3% (28)	7% (70)	5% (54)	5% (48)	1060
Gender: Female	26% (292)	19% (216)	20% (225)	16% (181)	7% (78)	6% (69)	3% (30)	4% (51)	1142
Age: 18-29	29% (131)	16% (72)	18% (81)	4% (16)	11% (51)	13% (59)	6% (26)	3% (12)	448
Age: 30-44	34% (202)	16% (91)	20% (119)	6% (33)	6% (33)	10% (61)	3% (20)	5% (29)	588
Age: 45-54	36% (158)	19% (82)	23% (104)	9% (38)	3% (13)	3% (13)	3% (13)	5% (22)	442
Age: 55-64	25% (80)	24% (77)	24% (79)	18% (58)	1% (4)	1% (4)	3% (9)	5% (15)	326
Age: 65+	17% (69)	18% (71)	11% (43)	43% (170)	1% (6)	— (2)	4% (16)	5% (20)	398
PID: Dem (no lean)	24% (175)	12% (87)	24% (173)	18% (131)	5% (39)	7% (50)	5% (33)	5% (33)	722
PID: Ind (no lean)	31% (261)	16% (132)	17% (147)	12% (101)	7% (55)	8% (64)	4% (36)	5% (45)	841
PID: Rep (no lean)	32% (204)	27% (174)	16% (105)	13% (83)	2% (12)	4% (24)	2% (15)	3% (21)	639
PID/Gender: Dem Men	25% (81)	11% (37)	26% (84)	18% (60)	4% (12)	8% (27)	5% (15)	3% (11)	328
PID/Gender: Dem Women	24% (94)	13% (50)	23% (89)	18% (71)	7% (27)	6% (23)	4% (18)	6% (23)	394
PID/Gender: Ind Men	37% (154)	16% (67)	14% (57)	11% (47)	3% (11)	8% (33)	6% (26)	5% (21)	415
PID/Gender: Ind Women	25% (107)	15% (65)	21% (90)	13% (54)	10% (45)	7% (32)	2% (10)	6% (24)	426
PID/Gender: Rep Men	36% (113)	23% (74)	18% (58)	8% (26)	2% (5)	3% (10)	4% (13)	5% (16)	317
PID/Gender: Rep Women	28% (91)	31% (100)	15% (47)	18% (56)	2% (7)	4% (14)	1% (2)	1% (5)	322
Tea Party: Supporter	29% (184)	28% (174)	14% (90)	11% (66)	4% (26)	5% (34)	5% (31)	3% (22)	626
Tea Party: Not Supporter	29% (453)	14% (218)	21% (333)	16% (248)	5% (80)	7% (103)	3% (54)	5% (77)	1566
Ideo: Liberal (1-3)	27% (189)	13% (93)	21% (149)	11% (80)	10% (67)	8% (53)	6% (41)	4% (28)	702
Ideo: Moderate (4)	28% (146)	14% (74)	21% (111)	20% (104)	2% (12)	5% (28)	5% (28)	4% (22)	525
Ideo: Conservative (5-7)	32% (212)	28% (190)	15% (97)	15% (99)	2% (12)	3% (23)	2% (12)	4% (26)	670
Educ: < College	27% (423)	18% (290)	20% (310)	15% (242)	5% (74)	6% (96)	4% (57)	5% (75)	1567
Educ: Bachelors degree	33% (136)	16% (67)	17% (71)	13% (55)	5% (23)	7% (30)	5% (21)	3% (13)	416
Educ: Post-grad	37% (81)	17% (37)	20% (44)	8% (19)	5% (10)	5% (12)	3% (6)	5% (11)	219
Income: Under 50k	27% (359)	16% (214)	21% (277)	17% (231)	5% (65)	6% (80)	4% (55)	5% (62)	1341
Income: 50k-100k	32% (201)	21% (127)	18% (110)	10% (63)	5% (28)	7% (44)	3% (18)	4% (27)	618
Income: 100k+	33% (81)	22% (53)	15% (37)	9% (22)	6% (14)	6% (15)	5% (11)	4% (10)	243

Continued on next page

Table P3: Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?

Demographic	Economic Issues	Security Issues	Health Care Issues	Senior's Issues	Women's Issues	Education Issues	Energy Issues	Other	Total N
Adults	29% (641)	18% (394)	19% (425)	14% (315)	5% (107)	6% (138)	4% (84)	4% (99)	2202
Ethnicity: White	28% (499)	19% (338)	19% (340)	15% (259)	5% (87)	5% (93)	4% (64)	4% (72)	1751
Ethnicity: Hispanic	31% (103)	14% (45)	21% (70)	7% (25)	9% (30)	8% (27)	5% (16)	4% (14)	330
Ethnicity: Afr. Am.	30% (80)	12% (31)	22% (58)	15% (41)	2% (6)	9% (25)	4% (10)	7% (18)	269
Ethnicity: Other	34% (62)	13% (24)	15% (27)	8% (15)	8% (14)	11% (20)	6% (11)	5% (9)	182
Relig: Protestant	29% (139)	22% (104)	14% (69)	21% (100)	3% (12)	4% (20)	4% (18)	4% (20)	483
Relig: Roman Catholic	31% (138)	20% (89)	18% (79)	19% (83)	3% (13)	4% (19)	3% (11)	3% (15)	447
Relig: Ath./Agn./None	28% (176)	14% (87)	22% (136)	11% (69)	8% (48)	7% (43)	6% (35)	5% (32)	626
Relig: Something Else	32% (124)	15% (60)	23% (88)	9% (34)	7% (25)	7% (29)	3% (11)	4% (17)	389
Relig: Evangelical	25% (149)	23% (143)	18% (108)	16% (96)	4% (22)	7% (43)	3% (19)	5% (29)	609
Relig: Non-Evang. Catholics	33% (190)	18% (102)	16% (93)	20% (116)	2% (11)	4% (24)	3% (19)	4% (20)	574
Relig: All Christian	29% (340)	21% (245)	17% (201)	18% (212)	3% (33)	6% (66)	3% (38)	4% (49)	1183
Relig: All Non-Christian	30% (300)	15% (147)	22% (224)	10% (103)	7% (73)	7% (72)	5% (46)	5% (49)	1015
Community: Urban	30% (170)	16% (93)	21% (117)	12% (67)	5% (28)	8% (44)	3% (17)	5% (29)	565
Community: Suburban	30% (279)	18% (172)	19% (182)	14% (130)	5% (43)	5% (49)	5% (45)	5% (44)	945
Community: Rural	28% (191)	19% (128)	18% (127)	17% (118)	5% (35)	6% (45)	3% (22)	4% (26)	692
Employ: Private Sector	36% (248)	20% (137)	17% (120)	8% (56)	6% (39)	7% (47)	3% (24)	3% (19)	691
Employ: Government	37% (50)	16% (22)	15% (20)	7% (9)	7% (10)	7% (9)	5% (7)	5% (7)	135
Employ: Self-Employed	28% (57)	21% (42)	22% (43)	5% (11)	4% (8)	8% (17)	6% (12)	5% (10)	200
Employ: Homemaker	24% (58)	21% (52)	27% (66)	5% (12)	6% (15)	9% (21)	2% (5)	6% (14)	242
Employ: Student	34% (30)	10% (9)	15% (14)	6% (5)	9% (8)	12% (10)	7% (6)	6% (6)	88
Employ: Retired	16% (72)	18% (82)	15% (66)	40% (176)	1% (6)	1% (6)	4% (18)	4% (18)	442
Employ: Unemployed	33% (65)	13% (25)	23% (44)	12% (23)	6% (12)	6% (11)	2% (4)	5% (10)	195
Employ: Other	29% (61)	12% (25)	25% (52)	11% (23)	5% (9)	7% (15)	4% (8)	7% (14)	208
Military HH: Yes	28% (111)	24% (96)	13% (53)	18% (71)	4% (15)	4% (14)	3% (13)	6% (23)	394
Military HH: No	29% (530)	16% (297)	21% (372)	14% (245)	5% (92)	7% (124)	4% (71)	4% (76)	1808
RD/WT: Right Direction	30% (250)	27% (225)	15% (130)	13% (109)	4% (34)	5% (44)	3% (27)	3% (23)	843
RD/WT: Wrong Track	29% (390)	12% (169)	22% (295)	15% (206)	5% (73)	7% (94)	4% (57)	6% (76)	1359

Continued on next page

Table P3: Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?

Demographic	Economic Issues	Security Issues	Health Care Issues	Senior's Issues	Women's Issues	Education Issues	Energy Issues	Other	Total N
Adults	29% (641)	18% (394)	19% (425)	14% (315)	5% (107)	6% (138)	4% (84)	4% (99)	2202
Strongly Approve	29% (131)	30% (138)	16% (72)	16% (72)	2% (8)	5% (23)	2% (7)	2% (8)	459
Somewhat Approve	33% (151)	24% (111)	14% (66)	12% (56)	3% (14)	7% (32)	3% (15)	3% (15)	459
Somewhat Disapprove	34% (103)	14% (44)	20% (60)	13% (39)	6% (18)	6% (17)	6% (18)	2% (7)	307
Strongly Disapprove	27% (224)	10% (80)	23% (194)	16% (133)	7% (57)	7% (55)	5% (41)	7% (55)	838
Don't Know / No Opinion	23% (31)	15% (21)	24% (33)	11% (15)	7% (9)	9% (12)	2% (3)	10% (14)	138
#1 Issue: Economy	100% (641)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	641
#1 Issue: Security	— (0)	100% (394)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	394
#1 Issue: Health Care	— (0)	— (0)	100% (425)	— (0)	— (0)	— (0)	— (0)	— (0)	425
#1 Issue: Medicare / Social Security	— (0)	— (0)	— (0)	100% (315)	— (0)	— (0)	— (0)	— (0)	315
#1 Issue: Women's Issues	— (0)	— (0)	— (0)	— (0)	100% (107)	— (0)	— (0)	— (0)	107
#1 Issue: Education	— (0)	— (0)	— (0)	— (0)	— (0)	100% (138)	— (0)	— (0)	138
#1 Issue: Energy	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (84)	— (0)	84
#1 Issue: Other	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (99)	99
2016 Vote: Democrat Hillary Clinton	25% (178)	11% (78)	25% (178)	18% (129)	6% (44)	6% (41)	4% (28)	5% (37)	713
2016 Vote: Republican Donald Trump	30% (220)	30% (216)	15% (106)	14% (99)	2% (17)	4% (31)	3% (19)	3% (23)	732
2016 Vote: Someone else	31% (70)	13% (29)	18% (42)	13% (30)	7% (16)	8% (19)	6% (13)	3% (6)	225
2012 Vote: Barack Obama	27% (227)	11% (97)	24% (199)	18% (156)	5% (39)	5% (46)	5% (39)	5% (44)	848
2012 Vote: Mitt Romney	31% (175)	31% (174)	14% (78)	13% (74)	2% (13)	3% (19)	2% (14)	3% (16)	562
2012 Vote: Other	34% (37)	18% (19)	12% (13)	18% (19)	6% (7)	5% (5)	3% (4)	4% (4)	108
2012 Vote: Didn't Vote	30% (202)	15% (104)	20% (135)	10% (66)	7% (47)	10% (67)	4% (28)	5% (36)	683
4-Region: Northeast	29% (117)	18% (72)	18% (74)	15% (60)	6% (23)	8% (31)	3% (13)	3% (13)	402
4-Region: Midwest	30% (140)	18% (83)	19% (89)	18% (84)	5% (25)	5% (23)	2% (8)	5% (22)	474
4-Region: South	29% (235)	16% (133)	22% (179)	15% (119)	4% (30)	6% (48)	4% (33)	5% (39)	815
4-Region: West	29% (148)	21% (106)	16% (83)	10% (52)	5% (28)	7% (37)	6% (31)	5% (26)	511

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

Table BRD1_1: Please indicate if you have a favorable or unfavorable impression of each of the following...

Google

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	52% (1155)	32% (715)	5% (118)	2% (55)	6% (124)	2% (36)	2202
Gender: Male	49% (523)	31% (333)	8% (80)	4% (38)	6% (63)	2% (24)	1060
Gender: Female	55% (632)	33% (382)	3% (38)	1% (17)	5% (61)	1% (12)	1142
Age: 18-29	66% (294)	19% (86)	4% (16)	3% (15)	5% (23)	3% (14)	448
Age: 30-44	56% (329)	31% (183)	6% (34)	1% (9)	5% (29)	1% (4)	588
Age: 45-54	52% (232)	32% (143)	6% (28)	2% (8)	5% (20)	3% (12)	442
Age: 55-64	45% (147)	40% (130)	4% (13)	4% (13)	7% (23)	— (0)	326
Age: 65+	39% (154)	43% (172)	7% (28)	3% (11)	7% (28)	1% (6)	398
PID: Dem (no lean)	54% (392)	31% (227)	4% (29)	2% (11)	6% (44)	3% (19)	722
PID: Ind (no lean)	49% (411)	33% (281)	6% (51)	3% (24)	7% (59)	2% (15)	841
PID: Rep (no lean)	55% (352)	32% (206)	6% (38)	3% (20)	3% (21)	— (2)	639
PID/Gender: Dem Men	55% (179)	27% (88)	7% (22)	2% (7)	6% (19)	4% (13)	328
PID/Gender: Dem Women	54% (213)	35% (140)	2% (7)	1% (4)	6% (25)	1% (5)	394
PID/Gender: Ind Men	43% (177)	35% (146)	7% (31)	4% (19)	8% (33)	2% (9)	415
PID/Gender: Ind Women	55% (233)	32% (135)	5% (20)	1% (6)	6% (26)	1% (6)	426
PID/Gender: Rep Men	52% (166)	31% (99)	9% (27)	4% (12)	4% (11)	— (1)	317
PID/Gender: Rep Women	58% (186)	33% (108)	3% (11)	2% (7)	3% (10)	— (1)	322
Tea Party: Supporter	52% (324)	30% (190)	8% (49)	5% (33)	3% (17)	2% (13)	626
Tea Party: Not Supporter	53% (826)	33% (522)	4% (68)	1% (22)	7% (105)	1% (23)	1566
Ideo: Liberal (1-3)	57% (398)	31% (218)	5% (32)	2% (15)	4% (25)	2% (14)	702
Ideo: Moderate (4)	52% (275)	35% (186)	4% (20)	1% (4)	7% (39)	— (2)	525
Ideo: Conservative (5-7)	46% (310)	35% (237)	9% (60)	5% (31)	4% (27)	1% (6)	670
Educ: < College	55% (857)	31% (479)	5% (77)	2% (35)	6% (95)	2% (24)	1567
Educ: Bachelors degree	45% (187)	39% (162)	7% (28)	4% (15)	5% (22)	— (2)	416
Educ: Post-grad	51% (111)	34% (73)	6% (12)	2% (5)	3% (7)	5% (10)	219
Income: Under 50k	53% (716)	31% (414)	5% (64)	2% (30)	7% (93)	2% (24)	1341
Income: 50k-100k	53% (327)	33% (203)	7% (43)	3% (18)	3% (20)	1% (7)	618
Income: 100k+	46% (111)	40% (97)	5% (12)	3% (7)	5% (11)	2% (4)	243

Continued on next page

Table BRD1_1: Please indicate if you have a favorable or unfavorable impression of each of the following...

Google

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	52% (1155)	32% (715)	5% (118)	2% (55)	6% (124)	2% (36)	2202
Ethnicity: White	51% (888)	34% (597)	6% (103)	2% (41)	6% (101)	1% (21)	1751
Ethnicity: Hispanic	57% (187)	23% (75)	10% (33)	2% (6)	5% (17)	3% (11)	330
Ethnicity: Afr. Am.	64% (171)	26% (70)	1% (3)	1% (3)	6% (15)	2% (6)	269
Ethnicity: Other	53% (96)	26% (48)	7% (12)	6% (11)	4% (8)	5% (8)	182
Relig: Protestant	51% (245)	36% (176)	6% (29)	4% (19)	3% (14)	— (0)	483
Relig: Roman Catholic	52% (232)	32% (144)	6% (28)	3% (12)	6% (27)	1% (3)	447
Relig: Ath./Agn./None	49% (309)	34% (211)	4% (28)	2% (13)	8% (51)	2% (15)	626
Relig: Something Else	55% (215)	26% (101)	7% (26)	2% (8)	6% (25)	4% (14)	389
Relig: Evangelical	57% (350)	31% (190)	4% (27)	3% (18)	3% (20)	1% (4)	609
Relig: Non-Evang. Catholics	49% (279)	37% (211)	7% (38)	3% (15)	5% (28)	1% (3)	574
Relig: All Christian	53% (629)	34% (401)	5% (65)	3% (32)	4% (49)	1% (7)	1183
Relig: All Non-Christian	52% (524)	31% (312)	5% (53)	2% (22)	7% (75)	3% (29)	1015
Community: Urban	57% (320)	27% (152)	4% (25)	2% (12)	8% (44)	2% (12)	565
Community: Suburban	51% (478)	35% (335)	5% (44)	3% (25)	5% (50)	1% (12)	945
Community: Rural	51% (356)	33% (228)	7% (49)	3% (17)	4% (30)	2% (12)	692
Employ: Private Sector	53% (368)	34% (237)	6% (42)	2% (15)	3% (18)	2% (11)	691
Employ: Government	55% (74)	31% (42)	5% (6)	5% (6)	4% (6)	— (0)	135
Employ: Self-Employed	56% (112)	28% (55)	8% (15)	4% (8)	4% (8)	1% (3)	200
Employ: Homemaker	57% (139)	31% (75)	4% (9)	1% (3)	6% (15)	— (1)	242
Employ: Student	60% (53)	20% (18)	6% (5)	4% (3)	6% (5)	4% (3)	88
Employ: Retired	41% (182)	41% (179)	7% (30)	3% (13)	8% (37)	— (1)	442
Employ: Unemployed	58% (113)	27% (53)	1% (1)	2% (4)	7% (14)	5% (10)	195
Employ: Other	54% (114)	26% (55)	4% (9)	1% (2)	10% (22)	3% (6)	208
Military HH: Yes	47% (184)	38% (150)	6% (25)	4% (14)	5% (19)	1% (2)	394
Military HH: No	54% (971)	31% (565)	5% (93)	2% (41)	6% (105)	2% (33)	1808
RD/WT: Right Direction	55% (460)	29% (242)	7% (55)	4% (32)	5% (42)	1% (12)	843
RD/WT: Wrong Track	51% (695)	35% (472)	5% (63)	2% (23)	6% (82)	2% (23)	1359

Continued on next page

Table BRD1_1: Please indicate if you have a favorable or unfavorable impression of each of the following...

Google

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	52% (1155)	32% (715)	5% (118)	2% (55)	6% (124)	2% (36)	2202
Strongly Approve	56% (259)	25% (116)	9% (41)	5% (24)	3% (14)	1% (6)	459
Somewhat Approve	46% (211)	40% (182)	5% (25)	2% (11)	5% (25)	1% (5)	459
Somewhat Disapprove	59% (180)	31% (94)	6% (18)	1% (3)	4% (11)	1% (2)	307
Strongly Disapprove	54% (450)	34% (287)	4% (30)	2% (15)	6% (51)	1% (6)	838
Don't Know / No Opinion	40% (56)	26% (36)	4% (5)	1% (2)	17% (23)	12% (16)	138
#1 Issue: Economy	52% (333)	34% (219)	6% (42)	3% (19)	4% (23)	1% (6)	641
#1 Issue: Security	53% (210)	32% (128)	5% (19)	3% (13)	5% (20)	1% (4)	394
#1 Issue: Health Care	53% (226)	32% (135)	4% (17)	2% (10)	6% (26)	3% (11)	425
#1 Issue: Medicare / Social Security	49% (154)	35% (110)	4% (14)	2% (6)	9% (29)	1% (2)	315
#1 Issue: Women's Issues	62% (66)	25% (27)	5% (5)	2% (2)	1% (1)	5% (6)	107
#1 Issue: Education	60% (83)	22% (30)	8% (11)	1% (1)	6% (8)	4% (5)	138
#1 Issue: Energy	59% (49)	26% (22)	9% (8)	2% (1)	2% (2)	2% (1)	84
#1 Issue: Other	34% (34)	44% (43)	4% (4)	3% (3)	15% (14)	1% (1)	99
2016 Vote: Democrat Hillary Clinton	53% (379)	34% (240)	4% (27)	2% (11)	5% (38)	2% (16)	713
2016 Vote: Republican Donald Trump	51% (373)	35% (254)	7% (50)	4% (28)	3% (24)	1% (4)	732
2016 Vote: Someone else	47% (106)	34% (76)	8% (19)	3% (7)	7% (16)	1% (2)	225
2012 Vote: Barack Obama	54% (459)	34% (288)	4% (32)	1% (9)	6% (47)	1% (12)	848
2012 Vote: Mitt Romney	46% (261)	39% (217)	8% (47)	4% (21)	3% (16)	— (0)	562
2012 Vote: Other	51% (55)	29% (31)	8% (9)	2% (2)	9% (10)	1% (2)	108
2012 Vote: Didn't Vote	56% (380)	26% (178)	4% (30)	3% (22)	8% (51)	3% (22)	683
4-Region: Northeast	60% (241)	30% (122)	4% (16)	2% (7)	4% (15)	— (1)	402
4-Region: Midwest	50% (237)	36% (169)	5% (26)	2% (8)	6% (29)	1% (5)	474
4-Region: South	55% (447)	30% (244)	5% (39)	2% (20)	5% (44)	3% (21)	815
4-Region: West	45% (231)	35% (180)	7% (37)	4% (19)	7% (35)	2% (8)	511

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

Table BRD1_4: Please indicate if you have a favorable or unfavorable impression of each of the following...
Amazon.com

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	56% (1231)	29% (645)	5% (101)	2% (42)	7% (145)	2% (38)	2202
Gender: Male	52% (547)	32% (335)	5% (58)	2% (26)	7% (74)	2% (21)	1060
Gender: Female	60% (685)	27% (310)	4% (43)	1% (16)	6% (71)	1% (17)	1142
Age: 18-29	55% (247)	25% (110)	7% (33)	3% (12)	6% (26)	5% (21)	448
Age: 30-44	59% (349)	27% (162)	4% (22)	2% (12)	7% (39)	1% (4)	588
Age: 45-54	61% (268)	25% (112)	5% (20)	1% (6)	7% (30)	1% (6)	442
Age: 55-64	53% (174)	35% (115)	2% (7)	3% (11)	6% (19)	— (1)	326
Age: 65+	48% (193)	37% (147)	5% (20)	— (2)	8% (31)	1% (6)	398
PID: Dem (no lean)	60% (432)	27% (192)	4% (30)	1% (10)	6% (42)	2% (17)	722
PID: Ind (no lean)	49% (413)	32% (271)	5% (43)	2% (19)	9% (75)	2% (18)	841
PID: Rep (no lean)	60% (386)	28% (182)	4% (28)	2% (12)	4% (28)	— (2)	639
PID/Gender: Dem Men	57% (186)	27% (89)	6% (19)	3% (9)	5% (16)	3% (10)	328
PID/Gender: Dem Women	62% (246)	26% (103)	3% (11)	— (1)	7% (26)	2% (7)	394
PID/Gender: Ind Men	43% (177)	37% (153)	5% (21)	3% (13)	10% (41)	2% (10)	415
PID/Gender: Ind Women	55% (236)	28% (118)	5% (23)	1% (6)	8% (34)	2% (9)	426
PID/Gender: Rep Men	58% (183)	29% (93)	6% (19)	1% (3)	5% (17)	1% (2)	317
PID/Gender: Rep Women	63% (203)	28% (89)	3% (10)	3% (9)	3% (11)	— (1)	322
Tea Party: Supporter	56% (351)	30% (190)	6% (35)	3% (22)	3% (18)	2% (10)	626
Tea Party: Not Supporter	56% (875)	29% (452)	4% (66)	1% (20)	8% (125)	2% (28)	1566
Ideo: Liberal (1-3)	61% (427)	25% (173)	6% (43)	2% (14)	4% (27)	2% (17)	702
Ideo: Moderate (4)	55% (287)	32% (168)	3% (17)	2% (9)	8% (42)	— (2)	525
Ideo: Conservative (5-7)	56% (376)	32% (215)	5% (36)	2% (16)	3% (23)	1% (4)	670
Educ: < College	56% (873)	29% (453)	5% (75)	2% (29)	7% (109)	2% (28)	1567
Educ: Bachelors degree	56% (232)	31% (129)	4% (15)	3% (10)	7% (29)	— (2)	416
Educ: Post-grad	58% (126)	29% (63)	6% (12)	1% (3)	3% (7)	4% (8)	219
Income: Under 50k	54% (719)	29% (390)	5% (67)	2% (27)	8% (113)	2% (25)	1341
Income: 50k-100k	59% (364)	30% (187)	4% (25)	2% (13)	3% (19)	2% (11)	618
Income: 100k+	61% (149)	28% (68)	4% (9)	1% (2)	5% (13)	1% (2)	243

Continued on next page

Table BRD1_4: Please indicate if you have a favorable or unfavorable impression of each of the following...

Amazon.com

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	56% (1231)	29% (645)	5% (101)	2% (42)	7% (145)	2% (38)	2202
Ethnicity: White	56% (977)	30% (534)	5% (80)	2% (30)	6% (113)	1% (18)	1751
Ethnicity: Hispanic	53% (174)	25% (84)	7% (22)	4% (14)	7% (24)	3% (11)	330
Ethnicity: Afr. Am.	60% (162)	23% (62)	5% (14)	1% (2)	7% (19)	3% (9)	269
Ethnicity: Other	51% (93)	27% (48)	4% (7)	5% (10)	7% (13)	6% (11)	182
Relig: Protestant	59% (286)	31% (149)	4% (17)	3% (12)	4% (18)	— (1)	483
Relig: Roman Catholic	58% (257)	28% (125)	4% (20)	3% (14)	6% (27)	1% (3)	447
Relig: Ath./Agn./None	52% (322)	30% (188)	5% (30)	2% (10)	10% (64)	2% (10)	626
Relig: Something Else	55% (214)	27% (104)	6% (23)	1% (3)	6% (24)	5% (21)	389
Relig: Evangelical	60% (364)	28% (173)	5% (29)	2% (14)	4% (25)	1% (3)	609
Relig: Non-Evang. Catholics	57% (329)	31% (178)	3% (18)	3% (14)	6% (32)	1% (3)	574
Relig: All Christian	59% (693)	30% (351)	4% (47)	2% (29)	5% (57)	1% (6)	1183
Relig: All Non-Christian	53% (537)	29% (292)	5% (54)	1% (13)	9% (88)	3% (31)	1015
Community: Urban	55% (313)	29% (162)	4% (23)	2% (13)	7% (40)	3% (14)	565
Community: Suburban	57% (534)	29% (272)	5% (50)	2% (17)	6% (59)	1% (13)	945
Community: Rural	56% (385)	31% (211)	4% (29)	2% (11)	7% (46)	1% (10)	692
Employ: Private Sector	60% (412)	29% (201)	4% (26)	3% (20)	4% (25)	1% (8)	691
Employ: Government	63% (85)	29% (40)	3% (4)	4% (5)	1% (2)	— (0)	135
Employ: Self-Employed	49% (99)	34% (69)	9% (18)	3% (6)	4% (8)	— (0)	200
Employ: Homemaker	59% (142)	26% (64)	2% (6)	1% (2)	10% (23)	2% (5)	242
Employ: Student	54% (48)	23% (20)	9% (8)	— (0)	6% (5)	7% (6)	88
Employ: Retired	53% (234)	32% (143)	4% (20)	1% (3)	9% (39)	1% (2)	442
Employ: Unemployed	57% (110)	23% (46)	3% (6)	2% (3)	10% (20)	5% (10)	195
Employ: Other	49% (102)	30% (62)	7% (15)	— (1)	11% (23)	3% (6)	208
Military HH: Yes	55% (217)	30% (118)	7% (29)	2% (7)	5% (20)	1% (3)	394
Military HH: No	56% (1014)	29% (526)	4% (72)	2% (35)	7% (125)	2% (35)	1808
RD/WT: Right Direction	57% (479)	29% (245)	4% (37)	3% (22)	6% (48)	1% (11)	843
RD/WT: Wrong Track	55% (752)	29% (400)	5% (64)	1% (20)	7% (97)	2% (26)	1359

Continued on next page

Table BRD1_4: Please indicate if you have a favorable or unfavorable impression of each of the following...

Amazon.com

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	56% (1231)	29% (645)	5% (101)	2% (42)	7% (145)	2% (38)	2202
Strongly Approve	60% (277)	27% (122)	5% (21)	3% (12)	5% (22)	1% (5)	459
Somewhat Approve	50% (231)	37% (171)	4% (20)	3% (13)	5% (21)	1% (4)	459
Somewhat Disapprove	61% (188)	27% (82)	5% (14)	1% (3)	7% (20)	— (0)	307
Strongly Disapprove	57% (478)	29% (245)	5% (39)	1% (12)	6% (54)	1% (10)	838
Don't Know / No Opinion	42% (58)	18% (25)	5% (7)	2% (3)	20% (28)	14% (19)	138
#1 Issue: Economy	55% (351)	33% (210)	4% (27)	2% (11)	5% (33)	1% (9)	641
#1 Issue: Security	60% (236)	27% (107)	6% (22)	2% (9)	3% (13)	2% (7)	394
#1 Issue: Health Care	57% (244)	27% (113)	4% (18)	2% (7)	8% (33)	2% (10)	425
#1 Issue: Medicare / Social Security	55% (172)	35% (109)	2% (5)	1% (4)	8% (24)	— (1)	315
#1 Issue: Women's Issues	64% (68)	17% (19)	6% (6)	2% (2)	8% (9)	3% (3)	107
#1 Issue: Education	60% (83)	22% (30)	7% (10)	1% (1)	7% (9)	4% (5)	138
#1 Issue: Energy	54% (46)	26% (22)	6% (5)	7% (6)	7% (6)	— (0)	84
#1 Issue: Other	33% (32)	36% (35)	9% (8)	2% (2)	18% (18)	3% (3)	99
2016 Vote: Democrat Hillary Clinton	60% (426)	27% (189)	4% (28)	1% (10)	7% (48)	2% (12)	713
2016 Vote: Republican Donald Trump	59% (430)	31% (225)	4% (32)	2% (13)	4% (31)	— (2)	732
2016 Vote: Someone else	47% (106)	32% (71)	6% (15)	4% (9)	9% (20)	2% (4)	225
2012 Vote: Barack Obama	60% (511)	26% (224)	5% (43)	1% (11)	6% (51)	1% (9)	848
2012 Vote: Mitt Romney	56% (317)	35% (197)	3% (18)	2% (11)	3% (18)	— (2)	562
2012 Vote: Other	50% (54)	31% (33)	3% (3)	4% (4)	11% (12)	2% (2)	108
2012 Vote: Didn't Vote	51% (349)	28% (191)	5% (37)	2% (17)	9% (64)	4% (25)	683
4-Region: Northeast	63% (251)	26% (105)	4% (17)	1% (4)	5% (22)	1% (3)	402
4-Region: Midwest	54% (258)	32% (153)	5% (23)	— (2)	6% (30)	2% (8)	474
4-Region: South	56% (456)	30% (247)	4% (32)	2% (17)	6% (49)	2% (14)	815
4-Region: West	52% (266)	27% (140)	6% (30)	4% (19)	9% (44)	2% (13)	511

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

Table BRD1_5: Please indicate if you have a favorable or unfavorable impression of each of the following...

Microsoft

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	38% (841)	41% (901)	7% (145)	3% (67)	10% (213)	2% (35)	2202
Gender: Male	38% (404)	39% (417)	8% (88)	3% (37)	9% (93)	2% (21)	1060
Gender: Female	38% (437)	42% (484)	5% (57)	3% (30)	10% (120)	1% (14)	1142
Age: 18-29	42% (186)	35% (158)	7% (31)	5% (22)	8% (36)	3% (15)	448
Age: 30-44	40% (235)	40% (232)	7% (38)	3% (20)	10% (60)	1% (3)	588
Age: 45-54	37% (164)	44% (195)	6% (25)	1% (6)	9% (41)	3% (12)	442
Age: 55-64	39% (126)	38% (125)	8% (26)	3% (10)	12% (38)	— (1)	326
Age: 65+	33% (130)	48% (191)	6% (26)	2% (9)	10% (39)	1% (4)	398
PID: Dem (no lean)	43% (313)	39% (280)	5% (40)	1% (9)	9% (63)	2% (18)	722
PID: Ind (no lean)	34% (286)	41% (347)	7% (55)	4% (33)	12% (105)	2% (15)	841
PID: Rep (no lean)	38% (242)	43% (274)	8% (51)	4% (24)	7% (45)	— (3)	639
PID/Gender: Dem Men	45% (146)	34% (113)	8% (27)	1% (5)	8% (25)	4% (12)	328
PID/Gender: Dem Women	42% (166)	42% (167)	3% (13)	1% (5)	9% (37)	1% (6)	394
PID/Gender: Ind Men	33% (138)	43% (177)	7% (29)	5% (19)	11% (45)	2% (7)	415
PID/Gender: Ind Women	35% (148)	40% (170)	6% (26)	3% (14)	14% (60)	2% (8)	426
PID/Gender: Rep Men	38% (119)	40% (127)	10% (32)	4% (13)	7% (23)	1% (2)	317
PID/Gender: Rep Women	38% (123)	46% (147)	6% (18)	3% (11)	7% (22)	— (1)	322
Tea Party: Supporter	40% (253)	41% (259)	9% (57)	4% (23)	4% (23)	2% (11)	626
Tea Party: Not Supporter	37% (585)	41% (638)	6% (87)	3% (43)	12% (187)	2% (24)	1566
Ideo: Liberal (1-3)	44% (306)	39% (273)	7% (48)	3% (19)	6% (40)	2% (16)	702
Ideo: Moderate (4)	41% (216)	41% (213)	5% (28)	2% (13)	10% (55)	— (1)	525
Ideo: Conservative (5-7)	32% (214)	47% (318)	9% (59)	4% (27)	7% (47)	1% (5)	670
Educ: < College	39% (615)	39% (617)	6% (88)	3% (52)	11% (173)	1% (23)	1567
Educ: Bachelors degree	35% (144)	45% (189)	10% (43)	2% (9)	7% (28)	1% (2)	416
Educ: Post-grad	38% (82)	44% (96)	7% (14)	3% (6)	5% (11)	4% (9)	219
Income: Under 50k	38% (505)	39% (519)	6% (75)	4% (51)	12% (165)	2% (27)	1341
Income: 50k-100k	41% (254)	42% (257)	9% (53)	2% (13)	6% (35)	1% (6)	618
Income: 100k+	34% (82)	52% (125)	7% (18)	1% (2)	6% (14)	1% (2)	243

Continued on next page

Table BRD1_5: Please indicate if you have a favorable or unfavorable impression of each of the following...

Microsoft

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	38% (841)	41% (901)	7% (145)	3% (67)	10% (213)	2% (35)	2202
Ethnicity: White	37% (643)	42% (740)	7% (121)	3% (52)	10% (178)	1% (17)	1751
Ethnicity: Hispanic	40% (131)	35% (115)	8% (25)	4% (13)	11% (35)	3% (10)	330
Ethnicity: Afr. Am.	49% (133)	34% (90)	4% (11)	3% (9)	7% (18)	3% (8)	269
Ethnicity: Other	36% (66)	39% (71)	8% (14)	3% (5)	9% (17)	5% (10)	182
Relig: Protestant	38% (186)	47% (227)	5% (25)	4% (19)	5% (26)	— (1)	483
Relig: Roman Catholic	44% (194)	39% (176)	7% (33)	2% (9)	7% (32)	— (2)	447
Relig: Ath./Agn./None	34% (210)	41% (254)	6% (37)	3% (17)	14% (90)	3% (16)	626
Relig: Something Else	38% (149)	36% (141)	8% (31)	4% (15)	11% (42)	3% (11)	389
Relig: Evangelical	42% (257)	39% (239)	6% (37)	4% (23)	8% (47)	1% (5)	609
Relig: Non-Evang. Catholics	39% (222)	46% (266)	7% (40)	2% (12)	6% (34)	— (2)	574
Relig: All Christian	40% (479)	43% (505)	7% (77)	3% (35)	7% (81)	1% (7)	1183
Relig: All Non-Christian	35% (360)	39% (395)	7% (69)	3% (32)	13% (132)	3% (27)	1015
Community: Urban	40% (227)	38% (217)	6% (37)	4% (20)	9% (53)	2% (12)	565
Community: Suburban	37% (349)	43% (409)	7% (62)	2% (22)	10% (92)	1% (11)	945
Community: Rural	38% (265)	40% (275)	7% (47)	3% (24)	10% (69)	2% (12)	692
Employ: Private Sector	40% (275)	44% (302)	7% (51)	3% (21)	5% (35)	1% (9)	691
Employ: Government	42% (56)	38% (51)	13% (18)	1% (1)	6% (8)	— (0)	135
Employ: Self-Employed	39% (78)	40% (80)	10% (19)	5% (11)	6% (12)	— (0)	200
Employ: Homemaker	33% (79)	45% (110)	4% (9)	2% (6)	15% (36)	1% (2)	242
Employ: Student	41% (36)	32% (28)	8% (7)	5% (5)	9% (8)	5% (4)	88
Employ: Retired	35% (153)	47% (207)	6% (26)	3% (15)	9% (41)	— (0)	442
Employ: Unemployed	46% (89)	26% (51)	4% (7)	3% (5)	15% (30)	6% (12)	195
Employ: Other	36% (74)	34% (72)	4% (8)	1% (3)	21% (43)	4% (8)	208
Military HH: Yes	38% (151)	40% (159)	8% (33)	5% (20)	8% (30)	— (2)	394
Military HH: No	38% (690)	41% (742)	6% (113)	3% (47)	10% (183)	2% (33)	1808
RD/WT: Right Direction	41% (346)	38% (322)	7% (59)	4% (37)	8% (68)	1% (11)	843
RD/WT: Wrong Track	36% (495)	43% (579)	6% (87)	2% (30)	11% (145)	2% (24)	1359

Continued on next page

Table BRD1_5: Please indicate if you have a favorable or unfavorable impression of each of the following...
 Microsoft

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	38% (841)	41% (901)	7% (145)	3% (67)	10% (213)	2% (35)	2202
Strongly Approve	44% (203)	36% (165)	8% (38)	5% (23)	5% (24)	1% (6)	459
Somewhat Approve	34% (156)	46% (212)	5% (22)	3% (12)	12% (53)	1% (3)	459
Somewhat Disapprove	40% (124)	42% (130)	9% (27)	1% (4)	6% (18)	1% (4)	307
Strongly Disapprove	38% (322)	42% (356)	6% (50)	3% (22)	10% (82)	1% (6)	838
Don't Know / No Opinion	25% (35)	27% (38)	6% (9)	4% (5)	26% (36)	12% (16)	138
#1 Issue: Economy	40% (254)	41% (264)	6% (39)	4% (25)	9% (54)	1% (3)	641
#1 Issue: Security	41% (160)	41% (162)	7% (28)	3% (14)	6% (25)	1% (5)	394
#1 Issue: Health Care	36% (154)	41% (175)	7% (29)	2% (7)	11% (49)	3% (12)	425
#1 Issue: Medicare / Social Security	39% (123)	43% (135)	5% (14)	2% (6)	11% (33)	1% (3)	315
#1 Issue: Women's Issues	37% (40)	38% (40)	8% (9)	5% (5)	8% (8)	4% (4)	107
#1 Issue: Education	39% (54)	41% (56)	5% (6)	2% (3)	9% (12)	5% (7)	138
#1 Issue: Energy	40% (34)	36% (31)	10% (9)	5% (4)	8% (6)	— (0)	84
#1 Issue: Other	22% (22)	37% (37)	12% (11)	2% (2)	25% (25)	2% (2)	99
2016 Vote: Democrat Hillary Clinton	43% (304)	37% (266)	7% (48)	2% (14)	9% (66)	2% (14)	713
2016 Vote: Republican Donald Trump	40% (294)	45% (328)	6% (46)	3% (25)	5% (37)	— (2)	732
2016 Vote: Someone else	28% (62)	50% (113)	9% (20)	2% (5)	10% (22)	1% (3)	225
2012 Vote: Barack Obama	42% (358)	40% (342)	6% (47)	2% (19)	9% (73)	1% (9)	848
2012 Vote: Mitt Romney	36% (200)	49% (276)	8% (44)	3% (16)	4% (25)	— (1)	562
2012 Vote: Other	38% (41)	35% (38)	7% (8)	4% (4)	15% (16)	1% (2)	108
2012 Vote: Didn't Vote	35% (242)	36% (246)	7% (46)	4% (27)	15% (99)	3% (23)	683
4-Region: Northeast	42% (167)	44% (177)	5% (21)	2% (7)	7% (30)	— (1)	402
4-Region: Midwest	33% (158)	45% (213)	7% (35)	3% (13)	10% (49)	1% (6)	474
4-Region: South	39% (321)	39% (320)	7% (56)	3% (25)	9% (73)	3% (21)	815
4-Region: West	38% (195)	38% (192)	7% (34)	4% (22)	12% (61)	1% (7)	511

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

Table BRD1_6: Please indicate if you have a favorable or unfavorable impression of each of the following...
Facebook

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	37% (825)	36% (783)	11% (238)	8% (186)	6% (143)	1% (27)	2202
Gender: Male	31% (326)	36% (383)	14% (146)	11% (112)	7% (77)	2% (17)	1060
Gender: Female	44% (499)	35% (400)	8% (92)	6% (74)	6% (66)	1% (11)	1142
Age: 18-29	44% (197)	29% (131)	9% (40)	8% (36)	7% (30)	3% (13)	448
Age: 30-44	43% (251)	36% (211)	9% (56)	6% (36)	5% (31)	— (2)	588
Age: 45-54	40% (177)	35% (156)	10% (43)	8% (37)	5% (23)	1% (5)	442
Age: 55-64	32% (103)	37% (120)	12% (39)	11% (36)	7% (24)	1% (3)	326
Age: 65+	24% (97)	41% (164)	15% (60)	10% (40)	9% (34)	1% (3)	398
PID: Dem (no lean)	39% (280)	35% (251)	10% (75)	7% (54)	6% (44)	3% (18)	722
PID: Ind (no lean)	36% (299)	35% (295)	12% (100)	8% (71)	8% (69)	1% (7)	841
PID: Rep (no lean)	39% (247)	37% (238)	10% (64)	9% (61)	5% (29)	— (2)	639
PID/Gender: Dem Men	33% (108)	35% (114)	13% (43)	10% (32)	6% (19)	3% (11)	328
PID/Gender: Dem Women	44% (172)	35% (137)	8% (31)	6% (22)	6% (25)	2% (7)	394
PID/Gender: Ind Men	27% (114)	36% (151)	15% (61)	11% (45)	10% (40)	1% (5)	415
PID/Gender: Ind Women	43% (185)	34% (143)	9% (39)	6% (26)	7% (30)	1% (3)	426
PID/Gender: Rep Men	33% (104)	37% (118)	13% (41)	11% (35)	6% (18)	— (1)	317
PID/Gender: Rep Women	44% (143)	37% (120)	7% (23)	8% (25)	3% (11)	— (1)	322
Tea Party: Supporter	38% (237)	35% (221)	12% (74)	9% (58)	4% (26)	2% (9)	626
Tea Party: Not Supporter	37% (584)	36% (559)	10% (164)	8% (127)	7% (114)	1% (18)	1566
Ideo: Liberal (1-3)	43% (300)	34% (241)	11% (76)	7% (48)	4% (25)	2% (12)	702
Ideo: Moderate (4)	37% (195)	39% (204)	9% (50)	9% (45)	6% (32)	— (0)	525
Ideo: Conservative (5-7)	31% (209)	37% (245)	14% (94)	11% (76)	6% (42)	1% (5)	670
Educ: < College	41% (650)	33% (524)	9% (142)	8% (122)	7% (112)	1% (18)	1567
Educ: Bachelors degree	26% (109)	43% (177)	15% (62)	10% (43)	5% (22)	— (2)	416
Educ: Post-grad	30% (67)	37% (82)	15% (34)	9% (20)	4% (8)	4% (8)	219
Income: Under 50k	42% (563)	33% (441)	9% (119)	7% (99)	7% (99)	1% (20)	1341
Income: 50k-100k	33% (201)	40% (245)	13% (79)	11% (65)	4% (24)	1% (4)	618
Income: 100k+	25% (61)	40% (97)	17% (41)	9% (21)	8% (20)	1% (3)	243

Continued on next page

Table BRD1_6: Please indicate if you have a favorable or unfavorable impression of each of the following...*Facebook*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	37% (825)	36% (783)	11% (238)	8% (186)	6% (143)	1% (27)	2202
Ethnicity: White	35% (620)	38% (666)	11% (185)	9% (152)	6% (114)	1% (16)	1751
Ethnicity: Hispanic	38% (125)	33% (110)	10% (34)	9% (30)	7% (23)	2% (7)	330
Ethnicity: Afr. Am.	48% (129)	26% (70)	10% (28)	7% (20)	7% (18)	2% (5)	269
Ethnicity: Other	42% (77)	26% (48)	14% (26)	8% (14)	6% (11)	3% (6)	182
Relig: Protestant	35% (167)	40% (195)	13% (62)	9% (44)	3% (15)	— (0)	483
Relig: Roman Catholic	38% (171)	36% (161)	11% (49)	9% (40)	5% (24)	— (2)	447
Relig: Ath./Agn./None	35% (217)	36% (225)	9% (55)	9% (55)	10% (63)	2% (11)	626
Relig: Something Else	39% (151)	31% (122)	12% (45)	8% (33)	7% (28)	3% (10)	389
Relig: Evangelical	43% (263)	35% (211)	9% (57)	8% (48)	4% (25)	1% (5)	609
Relig: Non-Evang. Catholics	34% (194)	39% (223)	14% (80)	9% (49)	5% (27)	— (2)	574
Relig: All Christian	39% (457)	37% (433)	12% (137)	8% (98)	4% (52)	1% (6)	1183
Relig: All Non-Christian	36% (368)	34% (347)	10% (99)	9% (88)	9% (90)	2% (21)	1015
Community: Urban	40% (224)	30% (171)	12% (65)	9% (54)	7% (41)	2% (10)	565
Community: Suburban	32% (307)	39% (367)	12% (117)	8% (77)	7% (68)	1% (9)	945
Community: Rural	43% (294)	35% (245)	8% (56)	8% (55)	5% (34)	1% (8)	692
Employ: Private Sector	38% (263)	37% (256)	12% (85)	9% (59)	3% (22)	1% (6)	691
Employ: Government	39% (53)	37% (50)	11% (15)	8% (11)	4% (5)	1% (1)	135
Employ: Self-Employed	36% (72)	39% (78)	12% (23)	8% (17)	4% (8)	1% (1)	200
Employ: Homemaker	44% (106)	34% (82)	5% (12)	8% (19)	9% (22)	1% (2)	242
Employ: Student	31% (27)	33% (29)	12% (10)	11% (10)	9% (8)	4% (3)	88
Employ: Retired	27% (118)	39% (173)	15% (67)	10% (43)	9% (41)	— (0)	442
Employ: Unemployed	46% (90)	29% (57)	8% (15)	6% (12)	5% (10)	6% (12)	195
Employ: Other	46% (96)	28% (59)	5% (10)	8% (16)	12% (26)	1% (3)	208
Military HH: Yes	32% (127)	38% (149)	12% (46)	11% (44)	7% (27)	— (0)	394
Military HH: No	39% (698)	35% (634)	11% (192)	8% (141)	6% (116)	1% (27)	1808
RD/WT: Right Direction	39% (330)	34% (289)	11% (95)	9% (72)	6% (49)	1% (9)	843
RD/WT: Wrong Track	36% (496)	36% (493)	11% (144)	8% (114)	7% (94)	1% (19)	1359

Continued on next page

Table BRD1_6: Please indicate if you have a favorable or unfavorable impression of each of the following...

Facebook

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	37% (825)	36% (783)	11% (238)	8% (186)	6% (143)	1% (27)	2202
Strongly Approve	42% (192)	29% (134)	13% (58)	12% (55)	3% (16)	1% (4)	459
Somewhat Approve	34% (157)	41% (187)	11% (52)	8% (36)	5% (23)	1% (4)	459
Somewhat Disapprove	41% (126)	35% (109)	10% (29)	8% (24)	6% (18)	1% (2)	307
Strongly Disapprove	36% (302)	38% (315)	11% (95)	7% (60)	7% (59)	1% (6)	838
Don't Know / No Opinion	35% (48)	27% (37)	3% (5)	7% (10)	19% (26)	8% (11)	138
#1 Issue: Economy	37% (235)	38% (244)	11% (67)	10% (64)	4% (26)	1% (4)	641
#1 Issue: Security	37% (146)	35% (136)	12% (48)	9% (35)	6% (22)	2% (6)	394
#1 Issue: Health Care	40% (170)	36% (151)	10% (44)	6% (25)	6% (25)	2% (9)	425
#1 Issue: Medicare / Social Security	38% (118)	37% (118)	8% (26)	8% (24)	9% (29)	— (0)	315
#1 Issue: Women's Issues	44% (47)	31% (33)	8% (8)	6% (6)	10% (11)	2% (2)	107
#1 Issue: Education	42% (58)	26% (36)	15% (20)	6% (9)	8% (11)	3% (4)	138
#1 Issue: Energy	31% (26)	42% (36)	11% (9)	10% (9)	5% (4)	— (0)	84
#1 Issue: Other	24% (24)	30% (30)	15% (14)	14% (14)	15% (15)	2% (2)	99
2016 Vote: Democrat Hillary Clinton	37% (263)	36% (254)	12% (83)	7% (53)	7% (48)	2% (12)	713
2016 Vote: Republican Donald Trump	38% (276)	37% (271)	11% (77)	10% (76)	4% (31)	— (2)	732
2016 Vote: Someone else	33% (74)	35% (79)	17% (37)	8% (17)	8% (17)	— (1)	225
2012 Vote: Barack Obama	39% (327)	36% (306)	11% (92)	7% (61)	6% (53)	1% (9)	848
2012 Vote: Mitt Romney	32% (177)	42% (237)	13% (71)	10% (58)	3% (17)	— (1)	562
2012 Vote: Other	31% (33)	29% (31)	18% (20)	11% (11)	11% (12)	— (0)	108
2012 Vote: Didn't Vote	42% (288)	30% (208)	8% (56)	8% (54)	9% (59)	3% (18)	683
4-Region: Northeast	42% (170)	36% (146)	10% (38)	7% (30)	4% (16)	— (1)	402
4-Region: Midwest	37% (174)	35% (167)	11% (54)	9% (43)	7% (32)	1% (3)	474
4-Region: South	40% (329)	34% (278)	10% (85)	8% (61)	6% (45)	2% (16)	815
4-Region: West	30% (152)	37% (191)	12% (60)	10% (51)	10% (49)	1% (7)	511

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

Table BRD1_7: Please indicate if you have a favorable or unfavorable impression of each of the following...
Walmart

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	40% (885)	35% (769)	12% (257)	7% (150)	5% (119)	1% (22)	2202
Gender: Male	36% (386)	36% (378)	13% (136)	8% (85)	6% (61)	1% (14)	1060
Gender: Female	44% (499)	34% (391)	11% (121)	6% (65)	5% (58)	1% (8)	1142
Age: 18-29	46% (205)	27% (120)	13% (58)	6% (29)	6% (26)	2% (10)	448
Age: 30-44	42% (245)	34% (202)	11% (66)	7% (42)	5% (31)	— (3)	588
Age: 45-54	40% (176)	37% (166)	12% (51)	5% (23)	5% (22)	1% (5)	442
Age: 55-64	37% (122)	35% (114)	12% (39)	9% (29)	6% (21)	— (1)	326
Age: 65+	35% (138)	42% (167)	11% (43)	7% (27)	5% (20)	1% (3)	398
PID: Dem (no lean)	41% (297)	30% (218)	13% (95)	9% (65)	5% (33)	2% (14)	722
PID: Ind (no lean)	36% (302)	36% (302)	12% (104)	7% (59)	8% (68)	1% (7)	841
PID: Rep (no lean)	45% (286)	39% (249)	9% (58)	4% (27)	3% (17)	— (1)	639
PID/Gender: Dem Men	38% (124)	30% (97)	15% (49)	10% (34)	4% (13)	3% (10)	328
PID/Gender: Dem Women	44% (172)	31% (121)	12% (46)	8% (30)	5% (21)	1% (4)	394
PID/Gender: Ind Men	31% (130)	36% (149)	14% (59)	9% (38)	9% (36)	1% (4)	415
PID/Gender: Ind Women	40% (172)	36% (153)	10% (45)	5% (21)	8% (32)	1% (3)	426
PID/Gender: Rep Men	41% (131)	42% (133)	9% (27)	4% (14)	4% (12)	— (0)	317
PID/Gender: Rep Women	48% (155)	36% (117)	10% (31)	4% (13)	2% (5)	— (1)	322
Tea Party: Supporter	44% (277)	36% (223)	13% (80)	4% (28)	2% (12)	1% (7)	626
Tea Party: Not Supporter	39% (606)	35% (543)	11% (176)	8% (122)	7% (105)	1% (15)	1566
Ideo: Liberal (1-3)	39% (272)	31% (220)	14% (100)	11% (77)	4% (26)	1% (7)	702
Ideo: Moderate (4)	40% (209)	38% (199)	12% (62)	4% (22)	7% (35)	— (0)	525
Ideo: Conservative (5-7)	39% (260)	40% (268)	11% (76)	6% (38)	4% (24)	1% (4)	670
Educ: < College	45% (709)	32% (509)	10% (163)	5% (84)	6% (88)	1% (13)	1567
Educ: Bachelors degree	26% (108)	42% (175)	15% (64)	11% (46)	5% (22)	— (2)	416
Educ: Post-grad	31% (68)	39% (86)	14% (30)	9% (20)	4% (8)	3% (7)	219
Income: Under 50k	47% (624)	31% (421)	9% (127)	5% (72)	6% (82)	1% (15)	1341
Income: 50k-100k	32% (199)	40% (246)	14% (85)	9% (57)	4% (26)	1% (4)	618
Income: 100k+	25% (62)	42% (102)	18% (45)	9% (21)	5% (11)	1% (2)	243

Continued on next page

Table BRD1_7: Please indicate if you have a favorable or unfavorable impression of each of the following...

Walmart

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	40% (885)	35% (769)	12% (257)	7% (150)	5% (119)	1% (22)	2202
Ethnicity: White	37% (654)	36% (638)	12% (218)	8% (134)	6% (98)	1% (10)	1751
Ethnicity: Hispanic	48% (157)	26% (85)	15% (49)	5% (15)	5% (17)	2% (6)	330
Ethnicity: Afr. Am.	57% (154)	26% (71)	7% (19)	3% (8)	4% (12)	2% (5)	269
Ethnicity: Other	42% (77)	33% (60)	11% (20)	5% (9)	5% (9)	3% (6)	182
Relig: Protestant	42% (200)	40% (195)	10% (47)	7% (31)	2% (8)	— (0)	483
Relig: Roman Catholic	36% (161)	39% (176)	13% (58)	6% (26)	5% (25)	— (1)	447
Relig: Ath./Agn./None	38% (239)	30% (188)	12% (74)	10% (63)	8% (52)	1% (9)	626
Relig: Something Else	40% (156)	32% (124)	15% (59)	4% (17)	6% (24)	2% (9)	389
Relig: Evangelical	50% (302)	34% (209)	8% (51)	5% (30)	2% (14)	— (3)	609
Relig: Non-Evang. Catholics	33% (188)	43% (246)	13% (72)	7% (40)	5% (27)	— (1)	574
Relig: All Christian	41% (490)	38% (455)	10% (123)	6% (70)	3% (41)	— (3)	1183
Relig: All Non-Christian	39% (395)	31% (311)	13% (134)	8% (80)	8% (76)	2% (18)	1015
Community: Urban	42% (239)	32% (182)	13% (72)	5% (26)	7% (37)	2% (9)	565
Community: Suburban	35% (332)	37% (349)	12% (117)	9% (88)	6% (52)	1% (6)	945
Community: Rural	45% (314)	34% (238)	10% (68)	5% (36)	4% (30)	1% (7)	692
Employ: Private Sector	36% (249)	37% (254)	14% (98)	10% (67)	2% (17)	1% (6)	691
Employ: Government	39% (52)	34% (46)	16% (22)	6% (7)	5% (7)	— (0)	135
Employ: Self-Employed	42% (84)	36% (72)	11% (22)	6% (12)	5% (10)	— (0)	200
Employ: Homemaker	45% (110)	32% (77)	9% (22)	5% (13)	8% (20)	— (1)	242
Employ: Student	34% (30)	30% (27)	19% (17)	4% (4)	8% (7)	4% (3)	88
Employ: Retired	37% (165)	41% (181)	10% (43)	7% (30)	5% (23)	— (0)	442
Employ: Unemployed	47% (93)	28% (55)	8% (16)	4% (8)	8% (16)	4% (8)	195
Employ: Other	49% (102)	28% (58)	8% (17)	4% (9)	9% (19)	2% (3)	208
Military HH: Yes	38% (150)	38% (151)	12% (49)	7% (28)	4% (16)	— (0)	394
Military HH: No	41% (735)	34% (618)	12% (208)	7% (123)	6% (102)	1% (22)	1808
RD/WT: Right Direction	46% (391)	36% (303)	8% (69)	4% (36)	4% (35)	1% (8)	843
RD/WT: Wrong Track	36% (493)	34% (466)	14% (188)	8% (114)	6% (84)	1% (13)	1359

Continued on next page

Table BRD1_7: Please indicate if you have a favorable or unfavorable impression of each of the following...

Walmart

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	40% (885)	35% (769)	12% (257)	7% (150)	5% (119)	1% (22)	2202
Strongly Approve	52% (239)	30% (139)	10% (47)	4% (18)	3% (13)	1% (3)	459
Somewhat Approve	34% (157)	46% (213)	11% (49)	4% (18)	4% (20)	— (2)	459
Somewhat Disapprove	42% (128)	36% (109)	10% (29)	7% (21)	6% (18)	— (0)	307
Strongly Disapprove	37% (310)	33% (273)	14% (119)	10% (88)	5% (45)	— (3)	838
Don't Know / No Opinion	36% (50)	26% (35)	9% (12)	4% (5)	16% (23)	9% (13)	138
#1 Issue: Economy	40% (254)	37% (240)	13% (84)	5% (33)	5% (29)	— (1)	641
#1 Issue: Security	42% (164)	36% (142)	9% (37)	8% (30)	4% (16)	1% (4)	394
#1 Issue: Health Care	39% (166)	36% (152)	12% (51)	7% (30)	4% (18)	2% (8)	425
#1 Issue: Medicare / Social Security	46% (146)	36% (113)	6% (18)	5% (17)	7% (22)	— (0)	315
#1 Issue: Women's Issues	39% (41)	28% (30)	15% (16)	9% (9)	5% (6)	4% (4)	107
#1 Issue: Education	40% (55)	29% (40)	12% (16)	9% (13)	7% (10)	3% (4)	138
#1 Issue: Energy	38% (32)	29% (25)	21% (18)	10% (8)	2% (1)	— (0)	84
#1 Issue: Other	27% (27)	28% (28)	16% (16)	11% (11)	17% (17)	1% (1)	99
2016 Vote: Democrat Hillary Clinton	39% (276)	31% (218)	15% (108)	9% (67)	5% (35)	1% (7)	713
2016 Vote: Republican Donald Trump	43% (313)	42% (305)	8% (61)	5% (35)	2% (18)	— (1)	732
2016 Vote: Someone else	26% (60)	37% (84)	18% (39)	9% (20)	9% (20)	1% (2)	225
2012 Vote: Barack Obama	38% (320)	34% (285)	14% (119)	9% (79)	5% (39)	1% (6)	848
2012 Vote: Mitt Romney	39% (216)	44% (250)	10% (56)	5% (29)	2% (11)	— (0)	562
2012 Vote: Other	34% (36)	37% (40)	11% (12)	3% (4)	13% (14)	1% (2)	108
2012 Vote: Didn't Vote	46% (311)	29% (195)	10% (70)	6% (39)	8% (54)	2% (14)	683
4-Region: Northeast	37% (150)	38% (154)	13% (53)	6% (25)	5% (19)	— (1)	402
4-Region: Midwest	37% (175)	38% (179)	11% (51)	8% (39)	6% (28)	— (2)	474
4-Region: South	49% (400)	33% (266)	9% (69)	4% (33)	4% (34)	2% (13)	815
4-Region: West	31% (161)	33% (171)	16% (83)	10% (53)	7% (38)	1% (6)	511

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

Table BRD1_8: Please indicate if you have a favorable or unfavorable impression of each of the following...
Uber

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	15% (337)	29% (639)	16% (350)	10% (219)	27% (602)	3% (56)	2202
Gender: Male	18% (189)	29% (312)	20% (210)	9% (97)	21% (225)	3% (27)	1060
Gender: Female	13% (148)	29% (327)	12% (140)	11% (122)	33% (377)	3% (29)	1142
Age: 18-29	24% (106)	26% (115)	15% (66)	9% (39)	23% (103)	4% (19)	448
Age: 30-44	21% (122)	32% (187)	15% (91)	8% (47)	23% (134)	1% (7)	588
Age: 45-54	14% (64)	30% (132)	17% (74)	8% (34)	27% (119)	4% (19)	442
Age: 55-64	7% (24)	28% (90)	15% (48)	15% (48)	34% (112)	1% (4)	326
Age: 65+	5% (21)	29% (115)	18% (71)	13% (51)	33% (133)	2% (7)	398
PID: Dem (no lean)	17% (123)	29% (213)	17% (126)	9% (63)	24% (174)	3% (23)	722
PID: Ind (no lean)	13% (112)	28% (234)	13% (111)	12% (99)	31% (265)	2% (21)	841
PID: Rep (no lean)	16% (101)	30% (192)	18% (113)	9% (57)	25% (163)	2% (12)	639
PID/Gender: Dem Men	19% (63)	27% (89)	21% (70)	11% (35)	18% (59)	4% (12)	328
PID/Gender: Dem Women	15% (60)	31% (124)	14% (56)	7% (28)	29% (115)	3% (11)	394
PID/Gender: Ind Men	17% (70)	29% (122)	17% (72)	10% (43)	24% (98)	3% (11)	415
PID/Gender: Ind Women	10% (42)	26% (112)	9% (39)	13% (56)	39% (167)	2% (10)	426
PID/Gender: Rep Men	18% (56)	32% (100)	22% (68)	6% (20)	21% (67)	1% (4)	317
PID/Gender: Rep Women	14% (45)	29% (92)	14% (45)	11% (37)	30% (95)	2% (8)	322
Tea Party: Supporter	21% (129)	32% (199)	19% (117)	7% (46)	19% (118)	2% (16)	626
Tea Party: Not Supporter	13% (206)	28% (437)	15% (231)	11% (172)	31% (478)	3% (40)	1566
Ideo: Liberal (1-3)	21% (147)	30% (209)	18% (125)	11% (77)	17% (122)	3% (21)	702
Ideo: Moderate (4)	12% (62)	30% (160)	15% (79)	11% (59)	30% (159)	1% (6)	525
Ideo: Conservative (5-7)	13% (87)	30% (203)	18% (123)	9% (62)	27% (181)	2% (14)	670
Educ: < College	15% (240)	26% (410)	15% (234)	10% (150)	31% (489)	3% (43)	1567
Educ: Bachelors degree	14% (58)	35% (146)	20% (84)	12% (48)	18% (76)	1% (4)	416
Educ: Post-grad	18% (39)	38% (82)	15% (32)	9% (20)	17% (37)	4% (9)	219
Income: Under 50k	14% (193)	25% (330)	15% (205)	10% (139)	32% (430)	3% (44)	1341
Income: 50k-100k	16% (96)	35% (216)	17% (104)	10% (64)	21% (128)	2% (10)	618
Income: 100k+	19% (47)	38% (93)	17% (41)	6% (15)	18% (44)	1% (2)	243

Continued on next page

Table BRD1_8: Please indicate if you have a favorable or unfavorable impression of each of the following...

Uber

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	15% (337)	29% (639)	16% (350)	10% (219)	27% (602)	3% (56)	2202
Ethnicity: White	13% (233)	29% (515)	17% (292)	10% (183)	28% (495)	2% (33)	1751
Ethnicity: Hispanic	21% (68)	30% (100)	16% (51)	10% (34)	19% (61)	4% (15)	330
Ethnicity: Afr. Am.	27% (73)	24% (65)	13% (35)	5% (13)	26% (71)	4% (11)	269
Ethnicity: Other	16% (30)	32% (59)	12% (23)	12% (23)	20% (36)	6% (12)	182
Relig: Protestant	12% (60)	31% (150)	17% (84)	8% (38)	30% (145)	1% (4)	483
Relig: Roman Catholic	15% (67)	36% (159)	17% (75)	10% (46)	21% (95)	1% (6)	447
Relig: Ath./Agn./None	13% (83)	27% (170)	16% (100)	12% (72)	30% (189)	2% (12)	626
Relig: Something Else	19% (75)	25% (99)	16% (60)	9% (35)	24% (94)	7% (25)	389
Relig: Evangelical	18% (112)	28% (173)	14% (88)	9% (53)	28% (169)	2% (13)	609
Relig: Non-Evang. Catholics	11% (65)	34% (195)	18% (101)	10% (58)	26% (150)	1% (5)	574
Relig: All Christian	15% (177)	31% (368)	16% (189)	9% (111)	27% (319)	2% (19)	1183
Relig: All Non-Christian	16% (158)	26% (269)	16% (160)	11% (108)	28% (283)	4% (37)	1015
Community: Urban	20% (112)	28% (157)	19% (106)	10% (58)	20% (114)	3% (19)	565
Community: Suburban	14% (130)	34% (322)	15% (146)	9% (82)	26% (246)	2% (19)	945
Community: Rural	14% (95)	23% (160)	14% (98)	11% (79)	35% (242)	3% (18)	692
Employ: Private Sector	17% (117)	34% (234)	16% (111)	9% (64)	22% (154)	2% (11)	691
Employ: Government	24% (33)	31% (42)	18% (24)	12% (16)	14% (19)	1% (1)	135
Employ: Self-Employed	27% (53)	29% (57)	14% (28)	13% (25)	17% (34)	1% (2)	200
Employ: Homemaker	8% (20)	30% (72)	11% (28)	11% (26)	36% (88)	4% (10)	242
Employ: Student	21% (19)	34% (30)	14% (13)	6% (5)	17% (15)	7% (6)	88
Employ: Retired	6% (28)	27% (117)	21% (91)	12% (54)	33% (146)	1% (5)	442
Employ: Unemployed	19% (38)	16% (32)	15% (30)	7% (14)	34% (67)	8% (15)	195
Employ: Other	14% (30)	26% (55)	12% (25)	7% (15)	38% (79)	2% (5)	208
Military HH: Yes	16% (61)	29% (116)	19% (73)	10% (40)	25% (100)	1% (4)	394
Military HH: No	15% (275)	29% (523)	15% (277)	10% (179)	28% (502)	3% (52)	1808
RD/WT: Right Direction	18% (153)	30% (252)	16% (134)	9% (75)	24% (205)	3% (23)	843
RD/WT: Wrong Track	14% (184)	28% (387)	16% (216)	11% (144)	29% (396)	2% (33)	1359

Continued on next page

Table BRD1_8: Please indicate if you have a favorable or unfavorable impression of each of the following...

Uber

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	15% (337)	29% (639)	16% (350)	10% (219)	27% (602)	3% (56)	2202
Strongly Approve	21% (95)	28% (127)	14% (64)	11% (52)	24% (110)	3% (12)	459
Somewhat Approve	14% (62)	33% (149)	17% (77)	7% (32)	29% (132)	1% (7)	459
Somewhat Disapprove	14% (43)	28% (87)	20% (61)	8% (24)	28% (85)	2% (7)	307
Strongly Disapprove	14% (121)	30% (254)	17% (140)	13% (106)	24% (205)	1% (12)	838
Don't Know / No Opinion	11% (15)	16% (22)	6% (9)	3% (4)	51% (70)	14% (19)	138
#1 Issue: Economy	16% (101)	32% (202)	18% (112)	9% (56)	25% (159)	2% (10)	641
#1 Issue: Security	14% (57)	32% (125)	13% (50)	11% (42)	26% (103)	4% (17)	394
#1 Issue: Health Care	16% (68)	28% (118)	16% (68)	10% (44)	27% (113)	3% (14)	425
#1 Issue: Medicare / Social Security	11% (33)	23% (71)	16% (50)	12% (37)	38% (119)	1% (4)	315
#1 Issue: Women's Issues	22% (23)	28% (30)	14% (15)	10% (10)	22% (23)	4% (4)	107
#1 Issue: Education	23% (31)	24% (34)	20% (28)	6% (8)	23% (32)	4% (5)	138
#1 Issue: Energy	17% (14)	42% (36)	15% (12)	7% (6)	18% (15)	1% (1)	84
#1 Issue: Other	8% (8)	24% (24)	14% (14)	15% (15)	38% (37)	1% (1)	99
2016 Vote: Democrat Hillary Clinton	17% (121)	29% (203)	18% (128)	10% (74)	24% (173)	2% (14)	713
2016 Vote: Republican Donald Trump	16% (114)	32% (234)	17% (121)	9% (68)	24% (179)	2% (16)	732
2016 Vote: Someone else	12% (26)	29% (65)	18% (39)	11% (26)	29% (65)	2% (4)	225
2012 Vote: Barack Obama	16% (136)	32% (274)	16% (139)	10% (81)	24% (207)	1% (11)	848
2012 Vote: Mitt Romney	14% (76)	31% (173)	19% (105)	10% (59)	25% (140)	2% (10)	562
2012 Vote: Other	15% (16)	26% (28)	12% (13)	13% (14)	31% (33)	4% (4)	108
2012 Vote: Didn't Vote	16% (109)	24% (164)	14% (93)	9% (65)	32% (221)	5% (31)	683
4-Region: Northeast	18% (71)	33% (133)	16% (65)	9% (37)	22% (89)	2% (7)	402
4-Region: Midwest	11% (51)	28% (133)	16% (76)	10% (49)	33% (158)	1% (7)	474
4-Region: South	17% (135)	26% (211)	16% (128)	10% (79)	29% (236)	3% (25)	815
4-Region: West	16% (80)	32% (162)	16% (80)	11% (54)	23% (118)	3% (17)	511

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

Table BRD1_9: Please indicate if you have a favorable or unfavorable impression of each of the following...
Target

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	34% (741)	40% (888)	9% (200)	6% (137)	9% (199)	2% (38)	2202
Gender: Male	30% (313)	41% (439)	11% (112)	7% (72)	10% (102)	2% (22)	1060
Gender: Female	37% (427)	39% (449)	8% (88)	6% (65)	8% (97)	1% (16)	1142
Age: 18-29	40% (180)	33% (149)	9% (40)	6% (28)	8% (37)	3% (14)	448
Age: 30-44	41% (238)	36% (213)	10% (58)	5% (28)	8% (48)	— (3)	588
Age: 45-54	31% (135)	44% (197)	8% (33)	6% (27)	9% (40)	2% (11)	442
Age: 55-64	30% (97)	41% (135)	10% (31)	8% (25)	10% (32)	2% (8)	326
Age: 65+	23% (91)	49% (195)	10% (38)	7% (29)	10% (41)	1% (3)	398
PID: Dem (no lean)	41% (296)	39% (283)	7% (52)	3% (20)	7% (52)	3% (20)	722
PID: Ind (no lean)	28% (233)	41% (348)	11% (95)	7% (57)	11% (97)	2% (13)	841
PID: Rep (no lean)	33% (212)	40% (258)	8% (53)	9% (60)	8% (50)	1% (5)	639
PID/Gender: Dem Men	39% (128)	39% (126)	10% (33)	1% (4)	7% (23)	4% (13)	328
PID/Gender: Dem Women	43% (168)	40% (156)	5% (19)	4% (15)	8% (30)	2% (7)	394
PID/Gender: Ind Men	22% (92)	41% (170)	13% (54)	9% (39)	13% (54)	1% (6)	415
PID/Gender: Ind Women	33% (140)	42% (177)	9% (40)	4% (18)	10% (43)	2% (7)	426
PID/Gender: Rep Men	29% (93)	45% (143)	8% (24)	9% (28)	8% (25)	1% (3)	317
PID/Gender: Rep Women	37% (119)	36% (116)	9% (29)	10% (32)	7% (24)	1% (2)	322
Tea Party: Supporter	37% (229)	37% (229)	10% (64)	10% (60)	5% (33)	2% (11)	626
Tea Party: Not Supporter	33% (509)	42% (655)	9% (135)	5% (77)	10% (163)	2% (26)	1566
Ideo: Liberal (1-3)	41% (290)	39% (271)	8% (56)	5% (34)	6% (39)	2% (13)	702
Ideo: Moderate (4)	34% (177)	44% (233)	8% (43)	3% (17)	11% (55)	— (0)	525
Ideo: Conservative (5-7)	28% (190)	41% (272)	11% (74)	11% (72)	8% (54)	1% (9)	670
Educ: < College	35% (544)	38% (599)	8% (133)	7% (109)	10% (157)	2% (26)	1567
Educ: Bachelors degree	31% (128)	46% (191)	11% (44)	4% (18)	8% (31)	1% (4)	416
Educ: Post-grad	31% (69)	45% (99)	11% (23)	4% (9)	5% (11)	4% (8)	219
Income: Under 50k	34% (453)	38% (504)	9% (121)	6% (83)	11% (151)	2% (30)	1341
Income: 50k-100k	33% (201)	44% (274)	10% (63)	7% (42)	5% (32)	1% (7)	618
Income: 100k+	36% (87)	45% (110)	7% (16)	5% (12)	6% (15)	1% (2)	243

Continued on next page

Table BRD1_9: Please indicate if you have a favorable or unfavorable impression of each of the following...

Target

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	34% (741)	40% (888)	9% (200)	6% (137)	9% (199)	2% (38)	2202
Ethnicity: White	32% (554)	42% (740)	9% (165)	6% (112)	9% (160)	1% (20)	1751
Ethnicity: Hispanic	38% (126)	31% (101)	11% (37)	7% (23)	8% (27)	5% (16)	330
Ethnicity: Afr. Am.	44% (119)	33% (88)	5% (14)	4% (10)	12% (32)	2% (5)	269
Ethnicity: Other	37% (68)	33% (61)	11% (20)	8% (15)	4% (6)	7% (12)	182
Relig: Protestant	32% (154)	44% (211)	9% (46)	9% (43)	6% (28)	— (1)	483
Relig: Roman Catholic	36% (160)	40% (180)	9% (40)	6% (28)	8% (34)	1% (4)	447
Relig: Ath./Agn./None	32% (199)	41% (259)	8% (49)	4% (25)	12% (78)	2% (15)	626
Relig: Something Else	37% (143)	34% (134)	12% (46)	5% (19)	9% (36)	3% (11)	389
Relig: Evangelical	33% (202)	40% (245)	9% (57)	10% (58)	6% (39)	1% (7)	609
Relig: Non-Evang. Catholics	34% (197)	43% (248)	8% (48)	6% (34)	8% (44)	1% (4)	574
Relig: All Christian	34% (399)	42% (493)	9% (104)	8% (92)	7% (83)	1% (11)	1183
Relig: All Non-Christian	34% (342)	39% (393)	9% (95)	4% (44)	11% (114)	3% (27)	1015
Community: Urban	35% (199)	40% (225)	9% (49)	5% (28)	9% (48)	3% (16)	565
Community: Suburban	34% (321)	43% (408)	8% (77)	5% (50)	8% (76)	1% (12)	945
Community: Rural	32% (221)	37% (255)	11% (73)	8% (59)	11% (74)	1% (10)	692
Employ: Private Sector	35% (242)	44% (304)	9% (60)	5% (38)	6% (39)	1% (7)	691
Employ: Government	37% (50)	42% (57)	10% (13)	7% (10)	4% (5)	— (0)	135
Employ: Self-Employed	38% (77)	32% (65)	13% (26)	10% (21)	6% (12)	— (0)	200
Employ: Homemaker	33% (79)	40% (96)	6% (15)	7% (17)	14% (34)	— (1)	242
Employ: Student	32% (28)	40% (35)	9% (8)	5% (5)	8% (7)	6% (5)	88
Employ: Retired	24% (108)	47% (208)	11% (51)	7% (30)	10% (43)	1% (2)	442
Employ: Unemployed	38% (74)	28% (55)	10% (19)	7% (13)	12% (24)	6% (11)	195
Employ: Other	40% (83)	33% (69)	4% (8)	2% (4)	16% (34)	5% (11)	208
Military HH: Yes	33% (131)	40% (158)	9% (36)	8% (32)	9% (36)	— (1)	394
Military HH: No	34% (610)	40% (730)	9% (163)	6% (105)	9% (163)	2% (37)	1808
RD/WT: Right Direction	33% (275)	37% (311)	10% (87)	10% (81)	9% (79)	1% (11)	843
RD/WT: Wrong Track	34% (465)	43% (578)	8% (113)	4% (56)	9% (120)	2% (27)	1359

Continued on next page

Table BRD1_9: Please indicate if you have a favorable or unfavorable impression of each of the following...
Target

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	34% (741)	40% (888)	9% (200)	6% (137)	9% (199)	2% (38)	2202
Strongly Approve	35% (160)	32% (149)	11% (51)	12% (55)	9% (39)	1% (4)	459
Somewhat Approve	26% (121)	47% (214)	12% (54)	5% (25)	9% (41)	1% (5)	459
Somewhat Disapprove	36% (112)	44% (136)	7% (21)	5% (16)	6% (20)	1% (2)	307
Strongly Disapprove	37% (309)	42% (351)	8% (69)	4% (31)	8% (69)	1% (9)	838
Don't Know / No Opinion	28% (39)	27% (37)	3% (4)	7% (10)	22% (30)	13% (18)	138
#1 Issue: Economy	33% (210)	41% (265)	10% (64)	5% (34)	9% (59)	1% (8)	641
#1 Issue: Security	37% (146)	33% (129)	8% (33)	12% (47)	9% (34)	1% (5)	394
#1 Issue: Health Care	33% (140)	44% (185)	9% (37)	3% (13)	9% (40)	2% (10)	425
#1 Issue: Medicare / Social Security	31% (97)	46% (146)	7% (22)	6% (19)	9% (28)	1% (2)	315
#1 Issue: Women's Issues	51% (54)	29% (31)	3% (3)	9% (9)	5% (5)	4% (5)	107
#1 Issue: Education	29% (40)	44% (60)	13% (18)	4% (5)	5% (8)	5% (7)	138
#1 Issue: Energy	37% (31)	42% (36)	12% (10)	6% (5)	3% (2)	— (0)	84
#1 Issue: Other	22% (22)	37% (37)	14% (13)	4% (4)	21% (21)	1% (1)	99
2016 Vote: Democrat Hillary Clinton	40% (284)	41% (295)	6% (43)	2% (18)	8% (58)	2% (14)	713
2016 Vote: Republican Donald Trump	31% (231)	40% (295)	10% (75)	10% (73)	8% (56)	— (2)	732
2016 Vote: Someone else	30% (69)	38% (85)	13% (29)	7% (15)	8% (18)	4% (9)	225
2012 Vote: Barack Obama	39% (332)	41% (346)	8% (71)	3% (29)	7% (58)	1% (12)	848
2012 Vote: Mitt Romney	28% (157)	41% (233)	11% (59)	11% (63)	8% (48)	— (2)	562
2012 Vote: Other	26% (28)	40% (44)	13% (14)	5% (6)	11% (12)	5% (5)	108
2012 Vote: Didn't Vote	33% (223)	39% (265)	8% (56)	6% (39)	12% (82)	3% (19)	683
4-Region: Northeast	39% (156)	43% (173)	8% (30)	3% (11)	7% (27)	1% (3)	402
4-Region: Midwest	33% (158)	42% (200)	8% (39)	6% (29)	9% (45)	— (2)	474
4-Region: South	35% (282)	38% (308)	9% (75)	7% (54)	9% (76)	2% (20)	815
4-Region: West	28% (144)	40% (206)	11% (55)	8% (42)	10% (51)	3% (13)	511

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

Table BRD1_10: Please indicate if you have a favorable or unfavorable impression of each of the following...

Equifax

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	12% (260)	23% (502)	19% (425)	15% (322)	24% (521)	8% (171)	2202
Gender: Male	11% (122)	23% (240)	21% (220)	17% (175)	21% (225)	7% (78)	1060
Gender: Female	12% (138)	23% (262)	18% (205)	13% (147)	26% (297)	8% (93)	1142
Age: 18-29	12% (54)	16% (73)	17% (76)	11% (47)	26% (115)	18% (83)	448
Age: 30-44	16% (94)	25% (145)	19% (114)	13% (76)	21% (123)	6% (35)	588
Age: 45-54	13% (59)	28% (123)	16% (70)	17% (73)	19% (86)	7% (31)	442
Age: 55-64	7% (23)	23% (74)	21% (68)	17% (55)	29% (94)	4% (12)	326
Age: 65+	7% (29)	22% (86)	25% (98)	18% (70)	26% (104)	3% (11)	398
PID: Dem (no lean)	14% (98)	24% (175)	20% (143)	16% (114)	19% (140)	7% (51)	722
PID: Ind (no lean)	8% (68)	20% (172)	19% (163)	14% (121)	27% (229)	10% (87)	841
PID: Rep (no lean)	15% (93)	24% (156)	19% (118)	14% (87)	24% (151)	5% (33)	639
PID/Gender: Dem Men	13% (44)	24% (78)	20% (65)	18% (60)	17% (56)	7% (24)	328
PID/Gender: Dem Women	14% (54)	25% (97)	20% (79)	14% (54)	21% (84)	7% (26)	394
PID/Gender: Ind Men	7% (31)	19% (79)	22% (92)	17% (70)	25% (105)	9% (38)	415
PID/Gender: Ind Women	9% (37)	22% (93)	17% (72)	12% (51)	29% (124)	12% (49)	426
PID/Gender: Rep Men	15% (46)	26% (83)	20% (64)	14% (45)	20% (63)	5% (16)	317
PID/Gender: Rep Women	15% (47)	22% (72)	17% (55)	13% (42)	27% (89)	5% (17)	322
Tea Party: Supporter	19% (120)	25% (154)	21% (129)	12% (78)	17% (108)	6% (38)	626
Tea Party: Not Supporter	9% (139)	22% (345)	19% (294)	16% (245)	26% (409)	9% (133)	1566
Ideo: Liberal (1-3)	17% (121)	22% (154)	20% (142)	18% (124)	16% (115)	7% (47)	702
Ideo: Moderate (4)	10% (50)	24% (128)	20% (106)	15% (79)	24% (128)	7% (35)	525
Ideo: Conservative (5-7)	9% (63)	24% (164)	21% (141)	15% (100)	25% (170)	5% (32)	670
Educ: < College	12% (187)	23% (362)	18% (281)	11% (180)	26% (409)	9% (149)	1567
Educ: Bachelors degree	10% (43)	21% (89)	24% (98)	23% (94)	19% (80)	3% (12)	416
Educ: Post-grad	14% (30)	23% (51)	21% (47)	22% (48)	15% (32)	5% (10)	219
Income: Under 50k	13% (169)	21% (287)	18% (241)	11% (152)	27% (364)	10% (129)	1341
Income: 50k-100k	10% (62)	28% (170)	21% (132)	17% (107)	19% (116)	5% (31)	618
Income: 100k+	12% (29)	19% (45)	22% (53)	26% (63)	17% (41)	5% (11)	243

Continued on next page

Table BRD1_10: Please indicate if you have a favorable or unfavorable impression of each of the following...*Equifax*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	12% (260)	23% (502)	19% (425)	15% (322)	24% (521)	8% (171)	2202
Ethnicity: White	10% (181)	22% (389)	20% (347)	15% (268)	25% (440)	7% (126)	1751
Ethnicity: Hispanic	19% (64)	18% (58)	20% (64)	13% (42)	19% (63)	12% (40)	330
Ethnicity: Afr. Am.	17% (44)	25% (67)	20% (54)	10% (28)	18% (49)	10% (28)	269
Ethnicity: Other	19% (35)	26% (47)	14% (25)	15% (27)	18% (32)	10% (17)	182
Relig: Protestant	11% (52)	23% (110)	21% (103)	15% (71)	27% (132)	3% (15)	483
Relig: Roman Catholic	14% (64)	27% (119)	19% (83)	15% (66)	21% (92)	5% (23)	447
Relig: Ath./Agn./None	10% (66)	16% (102)	19% (122)	15% (97)	27% (171)	11% (68)	626
Relig: Something Else	12% (47)	22% (85)	20% (80)	17% (66)	19% (74)	10% (38)	389
Relig: Evangelical	14% (87)	28% (171)	17% (103)	12% (72)	22% (135)	7% (41)	609
Relig: Non-Evang. Catholics	10% (60)	25% (143)	21% (121)	15% (87)	24% (140)	4% (24)	574
Relig: All Christian	12% (147)	26% (313)	19% (224)	13% (160)	23% (275)	5% (65)	1183
Relig: All Non-Christian	11% (113)	18% (187)	20% (202)	16% (162)	24% (245)	10% (107)	1015
Community: Urban	14% (78)	22% (122)	20% (111)	16% (89)	22% (122)	8% (42)	565
Community: Suburban	11% (99)	23% (216)	20% (186)	16% (154)	23% (222)	7% (68)	945
Community: Rural	12% (82)	24% (164)	19% (128)	11% (79)	26% (177)	9% (61)	692
Employ: Private Sector	14% (98)	22% (155)	21% (145)	18% (121)	19% (130)	6% (41)	691
Employ: Government	14% (19)	27% (37)	20% (27)	19% (26)	15% (21)	3% (4)	135
Employ: Self-Employed	16% (32)	29% (57)	16% (33)	12% (24)	22% (44)	5% (9)	200
Employ: Homemaker	11% (26)	28% (68)	16% (40)	10% (25)	28% (68)	7% (16)	242
Employ: Student	9% (8)	12% (11)	19% (16)	9% (8)	28% (24)	23% (20)	88
Employ: Retired	7% (30)	21% (95)	24% (106)	18% (78)	27% (121)	3% (13)	442
Employ: Unemployed	12% (23)	19% (38)	16% (31)	9% (18)	26% (50)	18% (35)	195
Employ: Other	11% (23)	20% (42)	13% (26)	10% (22)	30% (63)	16% (33)	208
Military HH: Yes	15% (59)	22% (87)	23% (91)	16% (63)	20% (79)	4% (15)	394
Military HH: No	11% (201)	23% (415)	18% (334)	14% (259)	24% (442)	9% (156)	1808
RD/WT: Right Direction	17% (147)	25% (214)	17% (147)	11% (94)	23% (190)	6% (52)	843
RD/WT: Wrong Track	8% (113)	21% (289)	20% (278)	17% (228)	24% (331)	9% (120)	1359

Continued on next page

Table BRD1_10: Please indicate if you have a favorable or unfavorable impression of each of the following...

Equifax

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	12% (260)	23% (502)	19% (425)	15% (322)	24% (521)	8% (171)	2202
Strongly Approve	19% (89)	22% (103)	19% (86)	13% (61)	20% (94)	6% (26)	459
Somewhat Approve	10% (48)	29% (131)	17% (79)	12% (53)	27% (122)	5% (25)	459
Somewhat Disapprove	11% (33)	28% (85)	21% (66)	9% (28)	23% (71)	8% (25)	307
Strongly Disapprove	9% (76)	19% (158)	22% (184)	20% (171)	23% (192)	7% (57)	838
Don't Know / No Opinion	10% (14)	18% (25)	7% (10)	7% (9)	30% (42)	28% (39)	138
#1 Issue: Economy	10% (64)	23% (147)	21% (132)	16% (102)	23% (146)	8% (49)	641
#1 Issue: Security	12% (47)	24% (95)	18% (70)	13% (51)	24% (94)	9% (37)	394
#1 Issue: Health Care	11% (48)	26% (112)	20% (83)	12% (50)	22% (95)	9% (36)	425
#1 Issue: Medicare / Social Security	15% (48)	21% (66)	17% (53)	17% (53)	26% (83)	3% (10)	315
#1 Issue: Women's Issues	13% (14)	17% (19)	17% (18)	12% (13)	27% (29)	13% (14)	107
#1 Issue: Education	14% (19)	28% (38)	12% (16)	13% (18)	20% (27)	14% (19)	138
#1 Issue: Energy	12% (10)	15% (13)	34% (29)	19% (16)	13% (11)	6% (5)	84
#1 Issue: Other	9% (9)	11% (11)	23% (23)	19% (19)	36% (36)	1% (1)	99
2016 Vote: Democrat Hillary Clinton	13% (95)	20% (146)	21% (153)	19% (136)	20% (142)	6% (40)	713
2016 Vote: Republican Donald Trump	14% (105)	26% (189)	20% (145)	13% (98)	22% (164)	4% (31)	732
2016 Vote: Someone else	7% (16)	23% (52)	27% (61)	17% (38)	18% (39)	9% (20)	225
2012 Vote: Barack Obama	12% (105)	24% (206)	22% (183)	18% (152)	19% (158)	5% (44)	848
2012 Vote: Mitt Romney	12% (67)	25% (141)	23% (130)	16% (90)	21% (118)	3% (15)	562
2012 Vote: Other	15% (16)	21% (23)	19% (21)	15% (16)	24% (26)	6% (7)	108
2012 Vote: Didn't Vote	10% (71)	19% (131)	13% (91)	9% (65)	32% (219)	16% (106)	683
4-Region: Northeast	15% (60)	22% (86)	20% (81)	13% (53)	23% (91)	7% (30)	402
4-Region: Midwest	8% (39)	20% (97)	21% (98)	15% (72)	28% (131)	8% (38)	474
4-Region: South	13% (109)	26% (208)	17% (140)	13% (104)	23% (190)	8% (65)	815
4-Region: West	10% (52)	22% (111)	21% (106)	18% (94)	21% (110)	8% (39)	511

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

Table BRD1_11: Please indicate if you have a favorable or unfavorable impression of each of the following...

Yahoo

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	30% (662)	38% (846)	13% (289)	4% (87)	13% (288)	1% (31)	2202
Gender: Male	28% (296)	38% (404)	14% (154)	5% (54)	12% (130)	2% (22)	1060
Gender: Female	32% (366)	39% (441)	12% (135)	3% (32)	14% (158)	1% (10)	1142
Age: 18-29	31% (139)	31% (137)	20% (91)	5% (20)	11% (47)	3% (14)	448
Age: 30-44	33% (193)	37% (219)	13% (77)	4% (25)	12% (71)	— (3)	588
Age: 45-54	35% (155)	39% (171)	11% (47)	4% (17)	10% (44)	2% (10)	442
Age: 55-64	27% (88)	42% (138)	11% (36)	5% (15)	15% (49)	— (1)	326
Age: 65+	22% (88)	45% (181)	9% (37)	3% (10)	19% (77)	1% (4)	398
PID: Dem (no lean)	35% (251)	34% (248)	12% (86)	4% (25)	13% (96)	2% (16)	722
PID: Ind (no lean)	26% (217)	39% (327)	15% (129)	4% (36)	14% (120)	1% (12)	841
PID: Rep (no lean)	30% (194)	42% (271)	12% (74)	4% (25)	11% (71)	— (3)	639
PID/Gender: Dem Men	34% (113)	30% (99)	15% (50)	4% (13)	13% (42)	3% (10)	328
PID/Gender: Dem Women	35% (138)	38% (149)	9% (36)	3% (12)	14% (53)	2% (6)	394
PID/Gender: Ind Men	22% (93)	42% (174)	15% (61)	5% (22)	13% (56)	2% (9)	415
PID/Gender: Ind Women	29% (123)	36% (153)	16% (68)	3% (14)	15% (65)	1% (3)	426
PID/Gender: Rep Men	28% (90)	41% (131)	14% (43)	6% (19)	10% (32)	1% (3)	317
PID/Gender: Rep Women	33% (105)	43% (140)	10% (31)	2% (6)	12% (40)	— (1)	322
Tea Party: Supporter	35% (216)	36% (223)	15% (91)	5% (32)	8% (53)	2% (10)	626
Tea Party: Not Supporter	28% (442)	40% (619)	13% (198)	3% (55)	15% (232)	1% (21)	1566
Ideo: Liberal (1-3)	34% (238)	33% (235)	16% (115)	4% (27)	10% (73)	2% (14)	702
Ideo: Moderate (4)	30% (160)	42% (223)	10% (50)	3% (17)	14% (75)	— (0)	525
Ideo: Conservative (5-7)	26% (173)	42% (281)	13% (90)	6% (38)	12% (83)	1% (5)	670
Educ: < College	33% (521)	37% (583)	12% (186)	3% (49)	13% (207)	1% (21)	1567
Educ: Bachelors degree	20% (84)	42% (173)	17% (71)	6% (25)	15% (61)	— (2)	416
Educ: Post-grad	26% (57)	41% (89)	14% (32)	6% (12)	9% (20)	4% (9)	219
Income: Under 50k	33% (444)	37% (502)	11% (142)	4% (48)	14% (182)	2% (23)	1341
Income: 50k-100k	26% (163)	39% (243)	18% (110)	4% (26)	11% (70)	1% (6)	618
Income: 100k+	23% (55)	41% (100)	15% (37)	5% (13)	14% (35)	1% (2)	243

Continued on next page

Table BRD1_11: Please indicate if you have a favorable or unfavorable impression of each of the following...

Yahoo

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	30% (662)	38% (846)	13% (289)	4% (87)	13% (288)	1% (31)	2202
Ethnicity: White	28% (497)	40% (701)	13% (232)	4% (71)	14% (238)	1% (13)	1751
Ethnicity: Hispanic	36% (119)	31% (102)	15% (49)	3% (10)	11% (37)	4% (13)	330
Ethnicity: Afr. Am.	44% (117)	33% (89)	6% (17)	4% (11)	10% (27)	3% (7)	269
Ethnicity: Other	26% (48)	30% (55)	22% (40)	3% (5)	13% (23)	6% (11)	182
Relig: Protestant	29% (138)	41% (197)	13% (64)	4% (20)	13% (61)	— (1)	483
Relig: Roman Catholic	34% (150)	42% (187)	9% (40)	4% (20)	10% (46)	1% (4)	447
Relig: Ath./Agn./None	26% (166)	35% (218)	15% (92)	4% (23)	18% (115)	2% (13)	626
Relig: Something Else	28% (109)	34% (134)	18% (71)	4% (16)	12% (48)	3% (10)	389
Relig: Evangelical	37% (226)	39% (237)	11% (64)	4% (22)	9% (56)	1% (3)	609
Relig: Non-Evang. Catholics	28% (161)	45% (256)	10% (59)	4% (25)	12% (68)	1% (5)	574
Relig: All Christian	33% (387)	42% (493)	10% (123)	4% (47)	11% (124)	1% (8)	1183
Relig: All Non-Christian	27% (274)	35% (352)	16% (163)	4% (39)	16% (163)	2% (23)	1015
Community: Urban	33% (186)	36% (206)	15% (83)	4% (21)	11% (60)	2% (10)	565
Community: Suburban	28% (268)	40% (377)	13% (121)	4% (40)	14% (129)	1% (8)	945
Community: Rural	30% (208)	38% (262)	12% (85)	4% (25)	14% (98)	2% (13)	692
Employ: Private Sector	31% (212)	40% (277)	14% (94)	5% (31)	10% (68)	1% (9)	691
Employ: Government	37% (50)	33% (44)	16% (22)	5% (7)	8% (11)	— (0)	135
Employ: Self-Employed	38% (75)	33% (66)	20% (39)	4% (8)	5% (9)	1% (3)	200
Employ: Homemaker	26% (64)	38% (93)	9% (22)	6% (14)	20% (49)	— (1)	242
Employ: Student	24% (21)	33% (29)	25% (22)	6% (5)	9% (7)	4% (3)	88
Employ: Retired	25% (111)	44% (193)	11% (49)	2% (11)	18% (78)	— (0)	442
Employ: Unemployed	41% (80)	27% (52)	12% (24)	6% (11)	11% (21)	4% (8)	195
Employ: Other	23% (49)	45% (93)	8% (17)	— (0)	21% (43)	3% (7)	208
Military HH: Yes	31% (123)	40% (159)	11% (42)	5% (19)	13% (51)	— (1)	394
Military HH: No	30% (539)	38% (687)	14% (246)	4% (68)	13% (236)	2% (30)	1808
RD/WT: Right Direction	34% (283)	39% (327)	11% (94)	5% (40)	10% (88)	1% (12)	843
RD/WT: Wrong Track	28% (379)	38% (519)	14% (194)	3% (47)	15% (200)	1% (20)	1359

Continued on next page

Table BRD1_11: Please indicate if you have a favorable or unfavorable impression of each of the following...

Yahoo

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	30% (662)	38% (846)	13% (289)	4% (87)	13% (288)	1% (31)	2202
Strongly Approve	38% (176)	33% (151)	12% (55)	5% (22)	11% (48)	1% (6)	459
Somewhat Approve	26% (120)	45% (206)	13% (57)	4% (17)	12% (57)	— (2)	459
Somewhat Disapprove	28% (87)	44% (135)	15% (46)	4% (12)	9% (27)	— (0)	307
Strongly Disapprove	29% (246)	38% (318)	14% (114)	4% (32)	15% (122)	1% (7)	838
Don't Know / No Opinion	24% (34)	26% (36)	12% (16)	3% (4)	24% (33)	11% (15)	138
#1 Issue: Economy	27% (175)	41% (263)	14% (92)	4% (28)	12% (78)	1% (5)	641
#1 Issue: Security	33% (130)	39% (152)	11% (43)	4% (16)	12% (48)	1% (4)	394
#1 Issue: Health Care	31% (131)	37% (158)	14% (59)	3% (14)	12% (52)	2% (10)	425
#1 Issue: Medicare / Social Security	35% (111)	41% (128)	4% (13)	2% (8)	17% (54)	1% (2)	315
#1 Issue: Women's Issues	26% (28)	32% (34)	21% (22)	7% (7)	10% (11)	4% (4)	107
#1 Issue: Education	32% (45)	30% (41)	17% (24)	5% (7)	13% (18)	3% (4)	138
#1 Issue: Energy	25% (21)	43% (37)	23% (19)	4% (3)	5% (4)	— (0)	84
#1 Issue: Other	22% (21)	33% (33)	16% (16)	4% (4)	23% (23)	1% (1)	99
2016 Vote: Democrat Hillary Clinton	32% (230)	35% (252)	12% (89)	4% (27)	14% (102)	2% (13)	713
2016 Vote: Republican Donald Trump	31% (228)	42% (308)	11% (81)	5% (33)	11% (79)	— (3)	732
2016 Vote: Someone else	21% (48)	36% (81)	19% (43)	7% (16)	16% (36)	1% (2)	225
2012 Vote: Barack Obama	31% (265)	38% (322)	13% (111)	4% (31)	13% (110)	1% (8)	848
2012 Vote: Mitt Romney	27% (154)	44% (246)	13% (74)	5% (27)	10% (59)	— (1)	562
2012 Vote: Other	25% (27)	28% (30)	18% (20)	6% (6)	21% (22)	1% (2)	108
2012 Vote: Didn't Vote	31% (215)	36% (247)	12% (84)	3% (22)	14% (96)	3% (20)	683
4-Region: Northeast	31% (123)	39% (157)	13% (52)	5% (18)	13% (51)	— (1)	402
4-Region: Midwest	27% (129)	43% (202)	12% (55)	4% (17)	14% (69)	— (2)	474
4-Region: South	34% (281)	37% (302)	11% (94)	3% (28)	11% (91)	2% (19)	815
4-Region: West	25% (130)	36% (184)	17% (88)	5% (24)	15% (77)	2% (9)	511

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

Table BRD1_12: Please indicate if you have a favorable or unfavorable impression of each of the following...
eBay

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	29% (631)	43% (956)	9% (195)	4% (78)	14% (310)	1% (32)	2202
Gender: Male	28% (301)	43% (459)	11% (115)	4% (42)	12% (124)	2% (21)	1060
Gender: Female	29% (330)	44% (497)	7% (81)	3% (37)	16% (186)	1% (11)	1142
Age: 18-29	30% (134)	37% (164)	11% (48)	6% (25)	14% (63)	3% (14)	448
Age: 30-44	35% (204)	42% (249)	8% (48)	2% (11)	12% (72)	1% (5)	588
Age: 45-54	30% (133)	44% (197)	10% (42)	4% (20)	10% (45)	1% (6)	442
Age: 55-64	26% (86)	45% (146)	9% (28)	4% (14)	16% (51)	— (1)	326
Age: 65+	19% (74)	50% (200)	7% (29)	2% (9)	20% (79)	2% (6)	398
PID: Dem (no lean)	28% (203)	42% (300)	10% (72)	3% (22)	15% (108)	2% (18)	722
PID: Ind (no lean)	26% (220)	43% (363)	9% (76)	4% (34)	16% (138)	1% (10)	841
PID: Rep (no lean)	33% (208)	46% (292)	7% (48)	4% (22)	10% (64)	1% (4)	639
PID/Gender: Dem Men	29% (95)	39% (130)	13% (44)	4% (12)	11% (35)	4% (12)	328
PID/Gender: Dem Women	27% (108)	43% (171)	7% (28)	2% (10)	18% (73)	1% (6)	394
PID/Gender: Ind Men	25% (102)	45% (187)	10% (43)	4% (15)	15% (62)	1% (6)	415
PID/Gender: Ind Women	28% (118)	41% (176)	8% (32)	4% (19)	18% (75)	1% (5)	426
PID/Gender: Rep Men	33% (103)	45% (142)	9% (27)	5% (14)	8% (26)	1% (3)	317
PID/Gender: Rep Women	33% (105)	47% (150)	6% (21)	2% (8)	12% (38)	— (1)	322
Tea Party: Supporter	34% (213)	42% (263)	9% (57)	4% (28)	9% (54)	2% (12)	626
Tea Party: Not Supporter	26% (415)	44% (688)	9% (138)	3% (50)	16% (255)	1% (20)	1566
Ideo: Liberal (1-3)	31% (217)	41% (291)	10% (72)	5% (32)	11% (77)	2% (13)	702
Ideo: Moderate (4)	26% (134)	45% (238)	9% (47)	3% (17)	16% (86)	— (3)	525
Ideo: Conservative (5-7)	30% (204)	46% (306)	9% (60)	3% (23)	11% (73)	1% (4)	670
Educ: < College	31% (480)	42% (659)	8% (124)	3% (51)	15% (232)	1% (21)	1567
Educ: Bachelors degree	22% (93)	48% (200)	12% (48)	4% (18)	13% (54)	1% (3)	416
Educ: Post-grad	26% (58)	44% (97)	11% (23)	4% (9)	11% (24)	4% (9)	219
Income: Under 50k	29% (385)	42% (559)	9% (122)	3% (41)	16% (214)	1% (20)	1341
Income: 50k-100k	29% (179)	47% (289)	8% (50)	4% (26)	10% (64)	2% (9)	618
Income: 100k+	28% (68)	44% (108)	9% (23)	5% (11)	13% (31)	1% (2)	243

Continued on next page

Table BRD1_12: Please indicate if you have a favorable or unfavorable impression of each of the following...

eBay

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	29% (631)	43% (956)	9% (195)	4% (78)	14% (310)	1% (32)	2202
Ethnicity: White	27% (467)	46% (797)	9% (163)	3% (60)	14% (248)	1% (17)	1751
Ethnicity: Hispanic	31% (103)	34% (111)	14% (47)	4% (12)	14% (45)	4% (12)	330
Ethnicity: Afr. Am.	42% (112)	33% (89)	5% (14)	2% (6)	16% (43)	2% (5)	269
Ethnicity: Other	29% (53)	38% (70)	10% (18)	7% (13)	10% (19)	5% (10)	182
Relig: Protestant	29% (139)	49% (238)	8% (38)	2% (10)	12% (57)	— (2)	483
Relig: Roman Catholic	27% (122)	45% (201)	8% (34)	4% (20)	15% (67)	1% (2)	447
Relig: Ath./Agn./None	26% (163)	41% (258)	10% (64)	4% (22)	17% (107)	2% (11)	626
Relig: Something Else	30% (116)	40% (154)	9% (36)	4% (17)	13% (52)	4% (14)	389
Relig: Evangelical	35% (213)	44% (268)	9% (53)	2% (15)	9% (56)	1% (3)	609
Relig: Non-Evang. Catholics	24% (139)	48% (273)	7% (43)	4% (24)	16% (92)	1% (4)	574
Relig: All Christian	30% (352)	46% (541)	8% (96)	3% (39)	13% (148)	1% (7)	1183
Relig: All Non-Christian	27% (279)	41% (412)	10% (100)	4% (40)	16% (160)	2% (25)	1015
Community: Urban	32% (182)	40% (223)	8% (44)	4% (25)	14% (80)	2% (12)	565
Community: Suburban	26% (242)	45% (425)	10% (93)	3% (31)	15% (142)	1% (11)	945
Community: Rural	30% (207)	44% (307)	8% (58)	3% (22)	13% (88)	1% (9)	692
Employ: Private Sector	31% (211)	45% (308)	11% (75)	3% (21)	10% (66)	1% (10)	691
Employ: Government	34% (46)	42% (56)	12% (16)	4% (6)	8% (11)	1% (1)	135
Employ: Self-Employed	36% (72)	37% (74)	9% (18)	7% (14)	11% (21)	— (0)	200
Employ: Homemaker	29% (71)	41% (100)	7% (18)	4% (9)	18% (43)	1% (2)	242
Employ: Student	22% (20)	45% (39)	7% (6)	5% (4)	13% (11)	8% (7)	88
Employ: Retired	20% (90)	51% (224)	7% (33)	3% (14)	18% (78)	1% (3)	442
Employ: Unemployed	30% (59)	37% (73)	7% (13)	3% (6)	20% (39)	3% (6)	195
Employ: Other	30% (62)	39% (81)	8% (17)	2% (4)	19% (40)	2% (4)	208
Military HH: Yes	27% (106)	44% (175)	11% (45)	2% (10)	14% (55)	1% (3)	394
Military HH: No	29% (525)	43% (781)	8% (150)	4% (69)	14% (254)	2% (29)	1808
RD/WT: Right Direction	32% (273)	44% (374)	8% (63)	3% (28)	11% (91)	2% (13)	843
RD/WT: Wrong Track	26% (358)	43% (582)	10% (132)	4% (50)	16% (219)	1% (19)	1359

Continued on next page

Table BRD1_12: Please indicate if you have a favorable or unfavorable impression of each of the following...

eBay

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	29% (631)	43% (956)	9% (195)	4% (78)	14% (310)	1% (32)	2202
Strongly Approve	36% (166)	39% (180)	7% (34)	4% (20)	12% (53)	1% (6)	459
Somewhat Approve	27% (125)	50% (228)	8% (36)	3% (14)	11% (52)	1% (4)	459
Somewhat Disapprove	30% (91)	45% (138)	11% (33)	4% (12)	11% (32)	— (0)	307
Strongly Disapprove	26% (220)	43% (359)	10% (85)	3% (28)	17% (140)	1% (7)	838
Don't Know / No Opinion	21% (29)	37% (51)	5% (7)	3% (4)	23% (32)	11% (15)	138
#1 Issue: Economy	27% (175)	48% (305)	9% (57)	3% (22)	12% (75)	1% (6)	641
#1 Issue: Security	33% (129)	41% (160)	8% (30)	4% (17)	14% (54)	1% (4)	394
#1 Issue: Health Care	30% (128)	42% (180)	8% (32)	5% (23)	12% (51)	3% (12)	425
#1 Issue: Medicare / Social Security	22% (71)	46% (145)	8% (25)	2% (5)	22% (69)	— (0)	315
#1 Issue: Women's Issues	37% (39)	37% (39)	11% (12)	1% (1)	12% (13)	3% (3)	107
#1 Issue: Education	33% (45)	37% (51)	11% (15)	2% (3)	13% (19)	4% (5)	138
#1 Issue: Energy	29% (24)	43% (37)	16% (13)	3% (2)	8% (6)	1% (1)	84
#1 Issue: Other	20% (20)	40% (40)	10% (10)	5% (5)	24% (24)	1% (1)	99
2016 Vote: Democrat Hillary Clinton	28% (200)	41% (294)	11% (76)	3% (22)	15% (107)	2% (13)	713
2016 Vote: Republican Donald Trump	33% (242)	46% (335)	7% (53)	4% (27)	10% (71)	— (4)	732
2016 Vote: Someone else	22% (48)	44% (100)	9% (21)	4% (9)	20% (46)	1% (2)	225
2012 Vote: Barack Obama	28% (237)	44% (370)	10% (86)	3% (23)	14% (121)	1% (10)	848
2012 Vote: Mitt Romney	29% (161)	49% (277)	7% (42)	4% (20)	10% (59)	— (2)	562
2012 Vote: Other	23% (24)	42% (45)	14% (15)	3% (3)	19% (21)	— (0)	108
2012 Vote: Didn't Vote	30% (208)	38% (262)	8% (52)	5% (33)	16% (109)	3% (20)	683
4-Region: Northeast	29% (116)	47% (188)	7% (26)	2% (9)	15% (59)	1% (2)	402
4-Region: Midwest	27% (129)	46% (217)	8% (39)	3% (13)	15% (73)	— (2)	474
4-Region: South	32% (265)	42% (344)	8% (66)	3% (27)	12% (98)	2% (15)	815
4-Region: West	24% (121)	40% (206)	12% (63)	6% (29)	15% (79)	2% (13)	511

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

Table BRD1_13: Please indicate if you have a favorable or unfavorable impression of each of the following...

TJ Maxx

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	23% (517)	38% (833)	10% (221)	3% (63)	23% (498)	3% (68)	2202
Gender: Male	18% (188)	37% (391)	13% (134)	3% (35)	25% (263)	5% (50)	1060
Gender: Female	29% (330)	39% (443)	8% (88)	3% (29)	21% (235)	2% (19)	1142
Age: 18-29	29% (129)	29% (128)	13% (59)	3% (15)	21% (94)	5% (23)	448
Age: 30-44	25% (149)	40% (237)	11% (67)	2% (14)	19% (109)	2% (12)	588
Age: 45-54	25% (111)	38% (168)	8% (34)	4% (20)	21% (92)	4% (18)	442
Age: 55-64	19% (61)	40% (130)	9% (29)	2% (8)	28% (90)	2% (8)	326
Age: 65+	17% (67)	43% (171)	8% (33)	2% (7)	28% (113)	2% (7)	398
PID: Dem (no lean)	27% (197)	38% (277)	9% (67)	2% (17)	18% (133)	4% (31)	722
PID: Ind (no lean)	19% (163)	36% (306)	11% (88)	4% (30)	27% (224)	3% (29)	841
PID: Rep (no lean)	25% (158)	39% (250)	10% (66)	2% (16)	22% (141)	1% (9)	639
PID/Gender: Dem Men	22% (73)	39% (126)	13% (42)	2% (6)	18% (58)	7% (23)	328
PID/Gender: Dem Women	31% (124)	38% (151)	6% (25)	3% (12)	19% (75)	2% (7)	394
PID/Gender: Ind Men	13% (52)	35% (145)	14% (58)	5% (22)	29% (120)	4% (19)	415
PID/Gender: Ind Women	26% (110)	38% (161)	7% (30)	2% (9)	25% (105)	2% (11)	426
PID/Gender: Rep Men	20% (62)	38% (119)	11% (34)	2% (8)	27% (86)	3% (8)	317
PID/Gender: Rep Women	30% (95)	41% (131)	10% (32)	2% (8)	17% (55)	— (1)	322
Tea Party: Supporter	29% (183)	37% (230)	11% (66)	3% (19)	17% (107)	3% (22)	626
Tea Party: Not Supporter	21% (334)	38% (599)	10% (153)	3% (44)	25% (389)	3% (47)	1566
Ideo: Liberal (1-3)	30% (211)	37% (257)	10% (69)	4% (28)	16% (112)	4% (25)	702
Ideo: Moderate (4)	21% (108)	40% (212)	10% (53)	2% (13)	25% (132)	2% (9)	525
Ideo: Conservative (5-7)	21% (143)	41% (275)	10% (70)	2% (17)	24% (158)	1% (7)	670
Educ: < College	25% (390)	36% (560)	9% (149)	3% (44)	24% (375)	3% (51)	1567
Educ: Bachelors degree	19% (78)	44% (185)	11% (47)	4% (16)	20% (83)	2% (6)	416
Educ: Post-grad	23% (49)	41% (89)	12% (26)	2% (4)	18% (40)	5% (11)	219
Income: Under 50k	24% (327)	34% (461)	9% (127)	3% (39)	25% (337)	4% (50)	1341
Income: 50k-100k	21% (128)	45% (277)	10% (64)	3% (18)	19% (116)	2% (15)	618
Income: 100k+	25% (62)	39% (95)	12% (30)	3% (7)	19% (46)	1% (3)	243

Continued on next page

Table BRD1_13: Please indicate if you have a favorable or unfavorable impression of each of the following...

TJ Maxx

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	23% (517)	38% (833)	10% (221)	3% (63)	23% (498)	3% (68)	2202
Ethnicity: White	22% (380)	39% (677)	10% (179)	3% (51)	24% (424)	2% (39)	1751
Ethnicity: Hispanic	27% (89)	33% (109)	15% (48)	3% (10)	16% (53)	6% (21)	330
Ethnicity: Afr. Am.	34% (91)	32% (87)	8% (22)	3% (7)	19% (51)	4% (11)	269
Ethnicity: Other	25% (46)	38% (70)	11% (20)	3% (6)	13% (23)	10% (18)	182
Relig: Protestant	24% (115)	42% (200)	9% (43)	2% (10)	23% (113)	— (1)	483
Relig: Roman Catholic	23% (104)	43% (191)	10% (43)	4% (18)	17% (78)	3% (13)	447
Relig: Ath./Agn./None	19% (119)	36% (222)	10% (64)	3% (18)	30% (185)	3% (18)	626
Relig: Something Else	28% (108)	33% (128)	12% (48)	3% (10)	17% (66)	7% (28)	389
Relig: Evangelical	28% (173)	38% (230)	8% (51)	3% (16)	21% (127)	2% (12)	609
Relig: Non-Evang. Catholics	20% (115)	44% (251)	10% (58)	3% (20)	21% (119)	2% (11)	574
Relig: All Christian	24% (288)	41% (482)	9% (109)	3% (36)	21% (246)	2% (22)	1183
Relig: All Non-Christian	22% (227)	34% (350)	11% (112)	3% (28)	25% (251)	5% (46)	1015
Community: Urban	27% (150)	36% (206)	10% (56)	3% (17)	20% (114)	4% (22)	565
Community: Suburban	23% (221)	40% (377)	11% (101)	3% (25)	21% (197)	3% (24)	945
Community: Rural	21% (146)	36% (251)	9% (64)	3% (22)	27% (187)	3% (22)	692
Employ: Private Sector	26% (179)	39% (271)	11% (75)	4% (24)	18% (124)	3% (17)	691
Employ: Government	27% (36)	40% (54)	15% (20)	3% (4)	14% (19)	1% (1)	135
Employ: Self-Employed	30% (59)	36% (71)	10% (20)	4% (8)	19% (38)	2% (4)	200
Employ: Homemaker	25% (60)	38% (92)	8% (18)	3% (8)	24% (58)	3% (6)	242
Employ: Student	21% (18)	33% (29)	9% (8)	5% (5)	25% (22)	7% (6)	88
Employ: Retired	16% (70)	46% (206)	8% (35)	2% (7)	28% (123)	— (2)	442
Employ: Unemployed	24% (48)	20% (40)	15% (29)	3% (5)	29% (56)	9% (17)	195
Employ: Other	22% (46)	34% (70)	8% (16)	1% (2)	29% (60)	7% (14)	208
Military HH: Yes	24% (97)	40% (159)	9% (34)	2% (6)	24% (93)	1% (5)	394
Military HH: No	23% (421)	37% (675)	10% (187)	3% (57)	22% (405)	3% (63)	1808
RD/WT: Right Direction	25% (207)	38% (320)	10% (83)	4% (31)	21% (177)	3% (25)	843
RD/WT: Wrong Track	23% (310)	38% (514)	10% (138)	2% (32)	24% (322)	3% (43)	1359

Continued on next page

Table BRD1_13: Please indicate if you have a favorable or unfavorable impression of each of the following...

TJ Maxx

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	23% (517)	38% (833)	10% (221)	3% (63)	23% (498)	3% (68)	2202
Strongly Approve	27% (124)	38% (175)	10% (44)	4% (19)	19% (87)	2% (11)	459
Somewhat Approve	18% (81)	40% (181)	12% (54)	2% (11)	27% (122)	2% (9)	459
Somewhat Disapprove	26% (80)	37% (114)	11% (33)	1% (4)	22% (66)	3% (9)	307
Strongly Disapprove	25% (208)	39% (326)	10% (80)	3% (22)	22% (184)	2% (18)	838
Don't Know / No Opinion	17% (23)	27% (37)	8% (11)	5% (8)	28% (39)	15% (21)	138
#1 Issue: Economy	21% (134)	41% (261)	10% (66)	3% (16)	23% (145)	3% (19)	641
#1 Issue: Security	26% (103)	41% (159)	7% (27)	3% (13)	21% (82)	2% (9)	394
#1 Issue: Health Care	24% (100)	38% (160)	11% (48)	3% (11)	19% (81)	6% (25)	425
#1 Issue: Medicare / Social Security	22% (69)	39% (122)	9% (28)	3% (9)	27% (85)	— (2)	315
#1 Issue: Women's Issues	33% (35)	30% (32)	11% (12)	2% (2)	17% (18)	7% (7)	107
#1 Issue: Education	30% (42)	31% (43)	11% (16)	2% (3)	22% (31)	3% (4)	138
#1 Issue: Energy	26% (22)	33% (28)	19% (16)	5% (4)	16% (13)	2% (1)	84
#1 Issue: Other	13% (13)	28% (28)	9% (9)	5% (5)	43% (43)	1% (1)	99
2016 Vote: Democrat Hillary Clinton	27% (194)	39% (275)	9% (66)	2% (16)	20% (141)	3% (21)	713
2016 Vote: Republican Donald Trump	25% (184)	41% (300)	9% (65)	3% (23)	20% (145)	2% (14)	732
2016 Vote: Someone else	16% (35)	37% (83)	13% (30)	4% (9)	27% (62)	3% (7)	225
2012 Vote: Barack Obama	28% (238)	40% (337)	11% (95)	2% (15)	17% (143)	2% (19)	848
2012 Vote: Mitt Romney	20% (113)	42% (235)	10% (54)	3% (18)	23% (132)	2% (10)	562
2012 Vote: Other	13% (14)	42% (45)	10% (10)	2% (2)	31% (34)	3% (3)	108
2012 Vote: Didn't Vote	22% (152)	32% (215)	9% (62)	4% (29)	28% (189)	5% (37)	683
4-Region: Northeast	25% (100)	40% (162)	9% (37)	2% (7)	22% (87)	2% (9)	402
4-Region: Midwest	22% (104)	36% (171)	11% (52)	3% (16)	26% (122)	2% (9)	474
4-Region: South	27% (219)	38% (310)	9% (72)	2% (14)	21% (174)	3% (28)	815
4-Region: West	18% (94)	37% (190)	12% (61)	5% (27)	23% (116)	4% (23)	511

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

Table BRD1_14: Please indicate if you have a favorable or unfavorable impression of each of the following...

JP Morgan Chase

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	18% (391)	25% (547)	15% (323)	10% (211)	26% (575)	7% (154)	2202
Gender: Male	19% (198)	26% (275)	17% (178)	12% (130)	21% (222)	5% (57)	1060
Gender: Female	17% (194)	24% (272)	13% (145)	7% (81)	31% (354)	8% (97)	1142
Age: 18-29	14% (61)	22% (99)	13% (59)	9% (42)	24% (107)	18% (80)	448
Age: 30-44	18% (108)	26% (153)	15% (88)	9% (54)	28% (162)	4% (22)	588
Age: 45-54	21% (93)	23% (102)	13% (59)	10% (42)	24% (106)	9% (40)	442
Age: 55-64	19% (63)	26% (84)	15% (47)	10% (32)	28% (91)	3% (8)	326
Age: 65+	17% (66)	27% (109)	17% (69)	10% (41)	27% (109)	1% (4)	398
PID: Dem (no lean)	24% (177)	24% (176)	13% (95)	9% (66)	23% (164)	6% (44)	722
PID: Ind (no lean)	10% (86)	24% (200)	16% (139)	12% (97)	29% (243)	9% (77)	841
PID: Rep (no lean)	20% (129)	27% (171)	14% (89)	7% (48)	26% (169)	5% (33)	639
PID/Gender: Dem Men	26% (85)	24% (78)	17% (56)	11% (36)	16% (52)	6% (21)	328
PID/Gender: Dem Women	23% (92)	25% (98)	10% (39)	8% (30)	28% (112)	6% (24)	394
PID/Gender: Ind Men	10% (43)	27% (112)	17% (70)	15% (61)	24% (102)	7% (27)	415
PID/Gender: Ind Women	10% (43)	21% (88)	16% (68)	9% (36)	33% (141)	12% (49)	426
PID/Gender: Rep Men	22% (70)	27% (85)	16% (51)	10% (33)	21% (68)	3% (10)	317
PID/Gender: Rep Women	18% (59)	27% (86)	12% (38)	5% (15)	31% (101)	7% (24)	322
Tea Party: Supporter	21% (134)	25% (156)	16% (100)	11% (67)	19% (120)	8% (48)	626
Tea Party: Not Supporter	16% (254)	25% (388)	14% (222)	9% (144)	29% (451)	7% (106)	1566
Ideo: Liberal (1-3)	23% (159)	26% (183)	15% (104)	12% (87)	19% (134)	5% (35)	702
Ideo: Moderate (4)	18% (95)	27% (141)	16% (82)	8% (41)	27% (142)	5% (25)	525
Ideo: Conservative (5-7)	17% (113)	27% (178)	16% (109)	10% (64)	26% (177)	4% (28)	670
Educ: < College	17% (270)	22% (352)	14% (215)	10% (149)	28% (444)	9% (137)	1567
Educ: Bachelors degree	17% (72)	31% (127)	18% (74)	10% (40)	23% (96)	2% (7)	416
Educ: Post-grad	22% (49)	31% (68)	15% (34)	10% (22)	16% (36)	5% (11)	219
Income: Under 50k	17% (230)	21% (281)	14% (187)	9% (124)	30% (405)	9% (115)	1341
Income: 50k-100k	17% (104)	32% (195)	18% (111)	10% (60)	19% (115)	5% (33)	618
Income: 100k+	24% (58)	29% (71)	10% (25)	11% (27)	23% (55)	3% (6)	243

Continued on next page

Table BRD1_14: Please indicate if you have a favorable or unfavorable impression of each of the following...

JP Morgan Chase

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	18% (391)	25% (547)	15% (323)	10% (211)	26% (575)	7% (154)	2202
Ethnicity: White	16% (277)	25% (433)	15% (258)	11% (187)	27% (481)	7% (116)	1751
Ethnicity: Hispanic	22% (74)	23% (76)	19% (62)	9% (31)	16% (53)	10% (34)	330
Ethnicity: Afr. Am.	27% (74)	23% (61)	14% (38)	4% (12)	24% (64)	7% (19)	269
Ethnicity: Other	23% (41)	29% (52)	15% (27)	7% (12)	17% (30)	11% (19)	182
Relig: Protestant	18% (87)	27% (133)	17% (80)	8% (38)	27% (131)	3% (14)	483
Relig: Roman Catholic	22% (97)	28% (125)	16% (70)	9% (39)	22% (98)	4% (18)	447
Relig: Ath./Agn./None	12% (78)	21% (132)	14% (87)	13% (84)	29% (183)	10% (63)	626
Relig: Something Else	19% (73)	24% (94)	13% (51)	9% (36)	24% (95)	11% (41)	389
Relig: Evangelical	22% (136)	25% (149)	14% (86)	7% (45)	26% (156)	6% (37)	609
Relig: Non-Evang. Catholics	18% (103)	30% (170)	17% (100)	8% (46)	25% (142)	2% (13)	574
Relig: All Christian	20% (240)	27% (319)	16% (186)	8% (91)	25% (297)	4% (51)	1183
Relig: All Non-Christian	15% (150)	22% (225)	14% (137)	12% (120)	27% (278)	10% (104)	1015
Community: Urban	20% (114)	23% (131)	16% (90)	10% (57)	23% (130)	8% (43)	565
Community: Suburban	19% (176)	26% (245)	15% (146)	9% (88)	24% (231)	6% (58)	945
Community: Rural	15% (101)	25% (171)	13% (87)	10% (66)	31% (214)	8% (53)	692
Employ: Private Sector	20% (135)	27% (190)	16% (110)	9% (65)	24% (163)	4% (29)	691
Employ: Government	22% (30)	27% (37)	15% (21)	12% (16)	16% (22)	7% (10)	135
Employ: Self-Employed	19% (38)	28% (56)	16% (31)	14% (27)	19% (38)	5% (9)	200
Employ: Homemaker	13% (32)	22% (53)	10% (25)	8% (19)	38% (91)	9% (22)	242
Employ: Student	16% (14)	26% (23)	14% (13)	5% (5)	24% (21)	15% (13)	88
Employ: Retired	17% (76)	28% (122)	16% (73)	10% (44)	28% (122)	1% (5)	442
Employ: Unemployed	17% (34)	15% (29)	12% (24)	10% (19)	25% (48)	21% (40)	195
Employ: Other	16% (32)	18% (37)	13% (28)	8% (16)	34% (71)	12% (24)	208
Military HH: Yes	19% (74)	28% (111)	14% (53)	14% (54)	22% (89)	3% (13)	394
Military HH: No	18% (317)	24% (436)	15% (270)	9% (157)	27% (487)	8% (141)	1808
RD/WT: Right Direction	22% (184)	28% (238)	12% (105)	8% (67)	23% (198)	6% (52)	843
RD/WT: Wrong Track	15% (208)	23% (309)	16% (219)	11% (144)	28% (377)	8% (103)	1359

Continued on next page

Table BRD1_14: Please indicate if you have a favorable or unfavorable impression of each of the following...

JP Morgan Chase

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	18% (391)	25% (547)	15% (323)	10% (211)	26% (575)	7% (154)	2202
Strongly Approve	26% (119)	26% (119)	13% (59)	9% (42)	21% (96)	5% (25)	459
Somewhat Approve	14% (62)	30% (140)	13% (61)	8% (37)	30% (137)	5% (23)	459
Somewhat Disapprove	15% (45)	26% (79)	17% (53)	8% (26)	26% (79)	8% (25)	307
Strongly Disapprove	18% (154)	22% (187)	18% (147)	11% (95)	25% (211)	5% (43)	838
Don't Know / No Opinion	8% (11)	16% (22)	2% (3)	8% (11)	38% (53)	28% (39)	138
#1 Issue: Economy	16% (101)	25% (158)	16% (103)	9% (59)	28% (177)	7% (43)	641
#1 Issue: Security	18% (69)	28% (110)	13% (52)	9% (35)	24% (93)	9% (34)	394
#1 Issue: Health Care	17% (74)	27% (114)	15% (65)	8% (32)	25% (105)	8% (35)	425
#1 Issue: Medicare / Social Security	19% (61)	24% (76)	14% (43)	10% (32)	31% (97)	2% (7)	315
#1 Issue: Women's Issues	26% (27)	20% (22)	14% (15)	11% (12)	21% (22)	8% (9)	107
#1 Issue: Education	17% (24)	25% (35)	11% (16)	8% (11)	26% (36)	12% (16)	138
#1 Issue: Energy	23% (20)	22% (19)	22% (19)	15% (12)	10% (8)	8% (6)	84
#1 Issue: Other	16% (16)	14% (14)	12% (11)	18% (18)	36% (36)	4% (4)	99
2016 Vote: Democrat Hillary Clinton	22% (159)	25% (176)	17% (122)	9% (65)	22% (154)	5% (37)	713
2016 Vote: Republican Donald Trump	20% (145)	30% (223)	13% (93)	9% (64)	24% (174)	4% (32)	732
2016 Vote: Someone else	13% (29)	25% (56)	19% (43)	15% (33)	25% (55)	4% (9)	225
2012 Vote: Barack Obama	20% (173)	27% (232)	18% (149)	10% (88)	22% (184)	3% (22)	848
2012 Vote: Mitt Romney	22% (122)	27% (152)	15% (86)	10% (54)	24% (133)	3% (15)	562
2012 Vote: Other	15% (16)	24% (26)	7% (8)	14% (15)	30% (33)	10% (10)	108
2012 Vote: Didn't Vote	12% (79)	20% (138)	12% (80)	8% (54)	33% (225)	16% (107)	683
4-Region: Northeast	20% (79)	25% (101)	15% (60)	8% (31)	26% (105)	7% (27)	402
4-Region: Midwest	12% (57)	23% (109)	15% (73)	11% (50)	33% (158)	6% (27)	474
4-Region: South	18% (150)	26% (211)	12% (99)	7% (56)	28% (225)	9% (74)	815
4-Region: West	21% (106)	25% (127)	18% (92)	14% (74)	17% (87)	5% (26)	511

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

Table BRD1_15: Please indicate if you have a favorable or unfavorable impression of each of the following...*Apple*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	35% (772)	32% (713)	11% (251)	7% (157)	13% (276)	2% (34)	2202
Gender: Male	35% (372)	32% (335)	12% (124)	9% (91)	11% (119)	2% (17)	1060
Gender: Female	35% (400)	33% (377)	11% (126)	6% (66)	14% (156)	1% (17)	1142
Age: 18-29	40% (177)	23% (103)	12% (56)	13% (57)	10% (44)	3% (11)	448
Age: 30-44	34% (201)	32% (186)	14% (83)	9% (50)	11% (64)	1% (4)	588
Age: 45-54	34% (150)	32% (143)	10% (45)	6% (26)	15% (67)	2% (11)	442
Age: 55-64	33% (108)	37% (121)	9% (29)	5% (15)	15% (49)	1% (4)	326
Age: 65+	34% (136)	40% (159)	10% (38)	2% (9)	13% (51)	1% (4)	398
PID: Dem (no lean)	41% (294)	30% (217)	11% (79)	6% (45)	10% (72)	2% (16)	722
PID: Ind (no lean)	28% (239)	32% (273)	12% (100)	10% (81)	16% (134)	2% (15)	841
PID: Rep (no lean)	38% (240)	35% (223)	11% (71)	5% (31)	11% (70)	1% (3)	639
PID/Gender: Dem Men	43% (140)	27% (89)	13% (41)	7% (24)	8% (25)	3% (9)	328
PID/Gender: Dem Women	39% (154)	32% (128)	10% (38)	5% (21)	12% (47)	2% (7)	394
PID/Gender: Ind Men	28% (117)	33% (137)	11% (46)	12% (49)	15% (61)	1% (6)	415
PID/Gender: Ind Women	29% (122)	32% (136)	13% (54)	8% (33)	17% (72)	2% (9)	426
PID/Gender: Rep Men	37% (116)	34% (109)	12% (37)	6% (19)	11% (33)	1% (2)	317
PID/Gender: Rep Women	38% (124)	35% (114)	11% (34)	4% (12)	11% (37)	— (1)	322
Tea Party: Supporter	39% (244)	32% (203)	12% (77)	7% (43)	8% (47)	2% (12)	626
Tea Party: Not Supporter	33% (524)	32% (506)	11% (174)	7% (115)	14% (226)	1% (22)	1566
Ideo: Liberal (1-3)	42% (297)	30% (211)	11% (78)	8% (53)	7% (51)	2% (11)	702
Ideo: Moderate (4)	36% (188)	37% (195)	9% (48)	5% (27)	13% (66)	— (1)	525
Ideo: Conservative (5-7)	32% (216)	35% (236)	14% (94)	7% (46)	11% (75)	1% (4)	670
Educ: < College	34% (532)	31% (483)	11% (177)	7% (115)	15% (238)	1% (23)	1567
Educ: Bachelors degree	35% (144)	36% (149)	14% (59)	8% (32)	7% (28)	1% (3)	416
Educ: Post-grad	44% (95)	37% (81)	7% (15)	4% (10)	4% (9)	4% (8)	219
Income: Under 50k	33% (449)	31% (416)	11% (148)	7% (99)	15% (204)	2% (25)	1341
Income: 50k-100k	36% (222)	34% (212)	12% (75)	8% (48)	8% (52)	1% (8)	618
Income: 100k+	42% (101)	35% (84)	11% (28)	4% (10)	8% (19)	— (0)	243

Continued on next page

Table BRD1_15: Please indicate if you have a favorable or unfavorable impression of each of the following...

Apple

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	35% (772)	32% (713)	11% (251)	7% (157)	13% (276)	2% (34)	2202
Ethnicity: White	33% (585)	33% (585)	12% (217)	7% (119)	13% (225)	1% (19)	1751
Ethnicity: Hispanic	38% (126)	27% (90)	11% (35)	10% (34)	11% (36)	2% (8)	330
Ethnicity: Afr. Am.	43% (114)	29% (78)	6% (17)	9% (25)	10% (27)	3% (7)	269
Ethnicity: Other	40% (73)	27% (49)	9% (17)	7% (13)	13% (23)	4% (8)	182
Relig: Protestant	36% (174)	35% (170)	13% (63)	6% (28)	10% (46)	— (1)	483
Relig: Roman Catholic	41% (184)	34% (153)	8% (36)	6% (26)	10% (44)	1% (4)	447
Relig: Ath./Agn./None	28% (177)	31% (197)	12% (74)	11% (66)	16% (101)	2% (10)	626
Relig: Something Else	37% (144)	26% (102)	13% (52)	7% (28)	12% (49)	4% (14)	389
Relig: Evangelical	38% (233)	33% (200)	11% (69)	5% (29)	12% (72)	1% (7)	609
Relig: Non-Evang. Catholics	38% (218)	37% (213)	10% (55)	6% (33)	9% (53)	— (3)	574
Relig: All Christian	38% (451)	35% (413)	10% (124)	5% (62)	11% (125)	1% (9)	1183
Relig: All Non-Christian	32% (321)	29% (299)	12% (126)	9% (94)	15% (150)	2% (25)	1015
Community: Urban	36% (205)	30% (168)	9% (52)	9% (53)	12% (68)	3% (18)	565
Community: Suburban	37% (349)	35% (332)	12% (109)	4% (41)	11% (105)	1% (9)	945
Community: Rural	32% (219)	31% (212)	13% (89)	9% (62)	15% (102)	1% (7)	692
Employ: Private Sector	36% (246)	35% (240)	14% (97)	7% (48)	8% (53)	1% (7)	691
Employ: Government	46% (62)	29% (39)	12% (17)	9% (12)	4% (5)	— (0)	135
Employ: Self-Employed	44% (87)	26% (52)	11% (22)	10% (19)	10% (19)	— (0)	200
Employ: Homemaker	28% (68)	34% (83)	14% (33)	5% (12)	18% (43)	1% (3)	242
Employ: Student	39% (35)	27% (24)	8% (7)	9% (7)	13% (11)	4% (3)	88
Employ: Retired	33% (146)	42% (184)	8% (36)	3% (14)	14% (61)	1% (2)	442
Employ: Unemployed	30% (58)	21% (41)	11% (22)	14% (27)	17% (33)	7% (14)	195
Employ: Other	34% (71)	24% (49)	8% (17)	9% (19)	24% (50)	2% (3)	208
Military HH: Yes	37% (144)	35% (138)	12% (47)	6% (24)	10% (41)	— (1)	394
Military HH: No	35% (628)	32% (575)	11% (204)	7% (133)	13% (235)	2% (33)	1808
RD/WT: Right Direction	38% (321)	34% (283)	9% (80)	6% (51)	12% (97)	1% (11)	843
RD/WT: Wrong Track	33% (451)	32% (429)	13% (171)	8% (106)	13% (179)	2% (23)	1359

Continued on next page

Table BRD1_15: Please indicate if you have a favorable or unfavorable impression of each of the following...*Apple*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, No Opinion	Havent Heard of	Total N
Adults	35% (772)	32% (713)	11% (251)	7% (157)	13% (276)	2% (34)	2202
Strongly Approve	42% (192)	31% (143)	10% (47)	6% (27)	10% (45)	1% (5)	459
Somewhat Approve	29% (133)	40% (182)	12% (53)	6% (28)	13% (58)	1% (5)	459
Somewhat Disapprove	38% (116)	29% (89)	14% (41)	8% (25)	10% (32)	1% (4)	307
Strongly Disapprove	36% (300)	33% (276)	12% (97)	8% (67)	11% (95)	— (4)	838
Don't Know / No Opinion	23% (31)	16% (22)	9% (12)	7% (10)	33% (46)	12% (16)	138
#1 Issue: Economy	35% (221)	32% (208)	13% (80)	8% (51)	12% (76)	1% (4)	641
#1 Issue: Security	39% (154)	32% (128)	8% (33)	6% (25)	11% (44)	3% (10)	394
#1 Issue: Health Care	36% (154)	31% (130)	11% (45)	7% (30)	12% (53)	3% (13)	425
#1 Issue: Medicare / Social Security	32% (102)	42% (131)	9% (28)	2% (6)	15% (47)	— (0)	315
#1 Issue: Women's Issues	36% (38)	28% (30)	15% (16)	9% (10)	10% (10)	2% (2)	107
#1 Issue: Education	40% (55)	21% (29)	12% (17)	16% (23)	8% (12)	3% (4)	138
#1 Issue: Energy	35% (30)	28% (23)	21% (18)	8% (7)	8% (7)	— (0)	84
#1 Issue: Other	19% (18)	34% (34)	15% (15)	5% (5)	27% (26)	1% (1)	99
2016 Vote: Democrat Hillary Clinton	38% (273)	33% (236)	10% (71)	7% (47)	11% (77)	1% (9)	713
2016 Vote: Republican Donald Trump	37% (267)	37% (267)	11% (81)	6% (42)	10% (70)	1% (5)	732
2016 Vote: Someone else	30% (68)	32% (71)	15% (34)	12% (27)	10% (22)	1% (2)	225
2012 Vote: Barack Obama	38% (322)	33% (276)	12% (99)	7% (60)	10% (83)	1% (7)	848
2012 Vote: Mitt Romney	36% (201)	38% (214)	12% (69)	5% (30)	8% (46)	— (2)	562
2012 Vote: Other	25% (27)	34% (37)	13% (14)	11% (11)	16% (17)	2% (3)	108
2012 Vote: Didn't Vote	32% (222)	27% (186)	10% (68)	8% (56)	19% (129)	3% (22)	683
4-Region: Northeast	39% (158)	34% (136)	8% (32)	7% (30)	10% (40)	1% (6)	402
4-Region: Midwest	30% (142)	33% (155)	15% (72)	6% (27)	15% (72)	1% (5)	474
4-Region: South	35% (284)	33% (266)	12% (94)	7% (55)	12% (100)	2% (16)	815
4-Region: West	37% (188)	30% (155)	10% (52)	9% (45)	12% (63)	1% (7)	511

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

Table BRD3_1: How much have you seen, read or heard about the purchase and use of renewable energy by each of the following?
Google

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	19%	(423)	18%	(400)	19%	(410)	44%	(968)	2202
Gender: Male	22%	(234)	20%	(215)	21%	(223)	37%	(387)	1060
Gender: Female	17%	(189)	16%	(185)	16%	(187)	51%	(581)	1142
Age: 18-29	38%	(169)	20%	(90)	17%	(75)	25%	(113)	448
Age: 30-44	24%	(141)	23%	(135)	18%	(105)	35%	(208)	588
Age: 45-54	14%	(62)	19%	(83)	19%	(82)	49%	(215)	442
Age: 55-64	9%	(30)	14%	(45)	20%	(66)	57%	(185)	326
Age: 65+	5%	(21)	12%	(47)	21%	(83)	62%	(247)	398
PID: Dem (no lean)	20%	(147)	20%	(147)	18%	(129)	42%	(300)	722
PID: Ind (no lean)	19%	(162)	17%	(145)	20%	(165)	44%	(369)	841
PID: Rep (no lean)	18%	(114)	17%	(108)	18%	(117)	47%	(300)	639
PID/Gender: Dem Men	25%	(83)	21%	(69)	22%	(73)	32%	(104)	328
PID/Gender: Dem Women	16%	(64)	20%	(78)	14%	(56)	50%	(196)	394
PID/Gender: Ind Men	19%	(81)	18%	(75)	22%	(93)	40%	(167)	415
PID/Gender: Ind Women	19%	(82)	16%	(70)	17%	(73)	47%	(202)	426
PID/Gender: Rep Men	22%	(71)	22%	(71)	18%	(58)	37%	(117)	317
PID/Gender: Rep Women	14%	(44)	12%	(37)	18%	(58)	57%	(183)	322
Tea Party: Supporter	27%	(170)	21%	(134)	17%	(106)	35%	(216)	626
Tea Party: Not Supporter	16%	(248)	17%	(265)	19%	(304)	48%	(749)	1566
Ideo: Liberal (1-3)	26%	(184)	22%	(155)	17%	(121)	34%	(242)	702
Ideo: Moderate (4)	16%	(82)	16%	(86)	21%	(109)	47%	(248)	525
Ideo: Conservative (5-7)	14%	(91)	18%	(123)	19%	(126)	49%	(330)	670
Educ: < College	20%	(317)	19%	(293)	18%	(284)	43%	(674)	1567
Educ: Bachelors degree	14%	(57)	18%	(77)	21%	(87)	47%	(194)	416
Educ: Post-grad	23%	(49)	14%	(30)	18%	(40)	46%	(100)	219
Income: Under 50k	21%	(288)	18%	(245)	19%	(250)	42%	(558)	1341
Income: 50k-100k	16%	(97)	18%	(110)	18%	(110)	49%	(300)	618
Income: 100k+	16%	(38)	19%	(45)	21%	(50)	45%	(109)	243
Ethnicity: White	16%	(285)	17%	(305)	19%	(341)	47%	(821)	1751

Continued on next page

Table BRD3_1: How much have you seen, read or heard about the purchase and use of renewable energy by each of the following?

Google

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	19%	(423)	18%	(400)	19%	(410)	44%	(968)	2202
Ethnicity: Hispanic	30%	(100)	24%	(80)	16%	(54)	29%	(95)	330
Ethnicity: Afr. Am.	35%	(93)	20%	(54)	14%	(36)	32%	(85)	269
Ethnicity: Other	25%	(45)	23%	(41)	18%	(33)	34%	(62)	182
Relig: Protestant	11%	(54)	18%	(85)	18%	(89)	53%	(254)	483
Relig: Roman Catholic	18%	(80)	22%	(96)	17%	(77)	43%	(193)	447
Relig: Ath./Agn./None	17%	(104)	17%	(104)	23%	(144)	44%	(274)	626
Relig: Something Else	26%	(101)	19%	(74)	15%	(60)	40%	(155)	389
Relig: Evangelical	25%	(155)	17%	(103)	16%	(97)	42%	(254)	609
Relig: Non-Evang. Catholics	11%	(63)	20%	(118)	19%	(109)	50%	(285)	574
Relig: All Christian	18%	(218)	19%	(220)	17%	(206)	46%	(539)	1183
Relig: All Non-Christian	20%	(205)	18%	(178)	20%	(203)	42%	(429)	1015
Community: Urban	27%	(151)	19%	(106)	17%	(96)	37%	(212)	565
Community: Suburban	15%	(137)	18%	(166)	20%	(185)	48%	(456)	945
Community: Rural	19%	(135)	18%	(128)	19%	(129)	43%	(300)	692
Employ: Private Sector	18%	(127)	21%	(144)	20%	(136)	41%	(284)	691
Employ: Government	32%	(43)	26%	(35)	16%	(21)	27%	(36)	135
Employ: Self-Employed	28%	(57)	20%	(41)	20%	(40)	31%	(63)	200
Employ: Homemaker	13%	(30)	17%	(42)	23%	(55)	48%	(115)	242
Employ: Student	46%	(41)	13%	(11)	15%	(13)	26%	(23)	88
Employ: Retired	7%	(31)	13%	(58)	21%	(95)	58%	(258)	442
Employ: Unemployed	24%	(46)	18%	(36)	11%	(22)	47%	(92)	195
Employ: Other	24%	(50)	16%	(34)	14%	(28)	46%	(96)	208
Military HH: Yes	17%	(68)	18%	(72)	18%	(72)	46%	(183)	394
Military HH: No	20%	(355)	18%	(328)	19%	(339)	43%	(786)	1808
RD/WT: Right Direction	22%	(181)	19%	(159)	18%	(152)	42%	(350)	843
RD/WT: Wrong Track	18%	(242)	18%	(241)	19%	(258)	45%	(618)	1359
Strongly Approve	23%	(106)	17%	(77)	19%	(86)	41%	(191)	459
Somewhat Approve	17%	(79)	20%	(92)	19%	(86)	44%	(202)	459
Somewhat Disapprove	17%	(51)	19%	(57)	20%	(61)	45%	(137)	307
Strongly Disapprove	19%	(158)	19%	(159)	18%	(154)	44%	(366)	838
Don't Know / No Opinion	20%	(28)	11%	(15)	16%	(23)	52%	(72)	138

Continued on next page

Table BRD3_1: How much have you seen, read or heard about the purchase and use of renewable energy by each of the following?
Google

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	19%	(423)	18%	(400)	19%	(410)	44%	(968)	2202
#1 Issue: Economy	19%	(123)	18%	(116)	18%	(117)	44%	(285)	641
#1 Issue: Security	17%	(65)	16%	(65)	18%	(72)	49%	(192)	394
#1 Issue: Health Care	20%	(87)	19%	(81)	18%	(78)	42%	(179)	425
#1 Issue: Medicare / Social Security	14%	(43)	15%	(48)	20%	(61)	51%	(162)	315
#1 Issue: Women's Issues	29%	(31)	23%	(25)	14%	(14)	34%	(36)	107
#1 Issue: Education	29%	(41)	17%	(23)	22%	(31)	31%	(43)	138
#1 Issue: Energy	25%	(21)	26%	(22)	22%	(18)	27%	(23)	84
#1 Issue: Other	12%	(12)	20%	(19)	20%	(19)	49%	(48)	99
2016 Vote: Democrat Hillary Clinton	21%	(151)	17%	(123)	18%	(128)	44%	(311)	713
2016 Vote: Republican Donald Trump	16%	(114)	18%	(133)	19%	(143)	47%	(343)	732
2016 Vote: Someone else	18%	(41)	20%	(44)	19%	(42)	43%	(97)	225
2012 Vote: Barack Obama	18%	(151)	20%	(167)	19%	(164)	43%	(366)	848
2012 Vote: Mitt Romney	12%	(66)	16%	(91)	19%	(106)	53%	(299)	562
2012 Vote: Other	15%	(17)	17%	(18)	20%	(21)	48%	(52)	108
2012 Vote: Didn't Vote	28%	(189)	18%	(124)	18%	(120)	37%	(250)	683
4-Region: Northeast	20%	(81)	18%	(74)	22%	(89)	39%	(157)	402
4-Region: Midwest	17%	(82)	17%	(79)	20%	(94)	46%	(219)	474
4-Region: South	21%	(174)	18%	(149)	17%	(135)	44%	(358)	815
4-Region: West	17%	(87)	19%	(98)	18%	(92)	46%	(235)	511

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

Table BRD3_4: How much have you seen, read or heard about the purchase and use of renewable energy by each of the following?
 Amazon.com

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(379)	16%	(343)	19%	(428)	48%	(1052)	2202
Gender: Male	19%	(205)	18%	(191)	22%	(233)	41%	(431)	1060
Gender: Female	15%	(174)	13%	(151)	17%	(196)	54%	(621)	1142
Age: 18-29	29%	(132)	19%	(86)	19%	(84)	33%	(146)	448
Age: 30-44	22%	(130)	18%	(105)	20%	(116)	40%	(237)	588
Age: 45-54	14%	(64)	15%	(67)	18%	(81)	52%	(230)	442
Age: 55-64	9%	(28)	12%	(40)	21%	(69)	58%	(189)	326
Age: 65+	6%	(24)	11%	(45)	20%	(78)	63%	(250)	398
PID: Dem (no lean)	16%	(116)	19%	(140)	19%	(137)	46%	(330)	722
PID: Ind (no lean)	17%	(141)	15%	(130)	20%	(170)	48%	(400)	841
PID: Rep (no lean)	19%	(122)	11%	(73)	19%	(121)	50%	(322)	639
PID/Gender: Dem Men	18%	(58)	23%	(75)	22%	(73)	37%	(122)	328
PID/Gender: Dem Women	15%	(57)	16%	(64)	16%	(64)	53%	(208)	394
PID/Gender: Ind Men	17%	(69)	17%	(71)	22%	(92)	44%	(183)	415
PID/Gender: Ind Women	17%	(72)	14%	(59)	18%	(78)	51%	(217)	426
PID/Gender: Rep Men	24%	(77)	14%	(45)	21%	(68)	40%	(126)	317
PID/Gender: Rep Women	14%	(45)	9%	(28)	16%	(53)	61%	(196)	322
Tea Party: Supporter	25%	(156)	19%	(122)	19%	(117)	37%	(231)	626
Tea Party: Not Supporter	14%	(219)	14%	(219)	20%	(311)	52%	(817)	1566
Ideo: Liberal (1-3)	25%	(172)	17%	(122)	19%	(130)	39%	(277)	702
Ideo: Moderate (4)	12%	(64)	15%	(76)	22%	(115)	51%	(270)	525
Ideo: Conservative (5-7)	12%	(81)	16%	(109)	21%	(138)	51%	(343)	670
Educ: < College	18%	(286)	16%	(247)	19%	(294)	47%	(739)	1567
Educ: Bachelors degree	12%	(49)	15%	(64)	22%	(91)	51%	(212)	416
Educ: Post-grad	20%	(43)	14%	(31)	20%	(43)	46%	(101)	219
Income: Under 50k	18%	(244)	17%	(223)	19%	(256)	46%	(619)	1341
Income: 50k-100k	15%	(92)	15%	(91)	20%	(123)	50%	(311)	618
Income: 100k+	18%	(43)	12%	(29)	20%	(50)	50%	(122)	243
Ethnicity: White	15%	(268)	15%	(258)	20%	(345)	50%	(880)	1751

Continued on next page

Table BRD3_4: How much have you seen, read or heard about the purchase and use of renewable energy by each of the following?

Amazon.com

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(379)	16%	(343)	19%	(428)	48%	(1052)	2202
Ethnicity: Hispanic	27%	(89)	21%	(71)	17%	(57)	34%	(113)	330
Ethnicity: Afr. Am.	28%	(75)	19%	(50)	18%	(47)	36%	(96)	269
Ethnicity: Other	19%	(35)	19%	(35)	20%	(37)	42%	(76)	182
Relig: Protestant	14%	(65)	14%	(65)	17%	(81)	56%	(271)	483
Relig: Roman Catholic	16%	(73)	17%	(78)	19%	(86)	47%	(210)	447
Relig: Ath./Agn./None	15%	(93)	14%	(85)	23%	(141)	49%	(308)	626
Relig: Something Else	21%	(83)	18%	(69)	18%	(71)	43%	(166)	389
Relig: Evangelical	22%	(132)	16%	(95)	18%	(108)	45%	(274)	609
Relig: Non-Evang. Catholics	12%	(71)	16%	(93)	19%	(107)	53%	(304)	574
Relig: All Christian	17%	(202)	16%	(187)	18%	(215)	49%	(578)	1183
Relig: All Non-Christian	17%	(176)	15%	(154)	21%	(212)	47%	(473)	1015
Community: Urban	23%	(128)	18%	(101)	17%	(98)	42%	(238)	565
Community: Suburban	14%	(129)	15%	(141)	20%	(189)	51%	(486)	945
Community: Rural	18%	(121)	15%	(101)	20%	(142)	47%	(328)	692
Employ: Private Sector	17%	(117)	18%	(122)	21%	(146)	44%	(306)	691
Employ: Government	31%	(42)	21%	(28)	20%	(27)	28%	(38)	135
Employ: Self-Employed	27%	(53)	17%	(33)	18%	(37)	38%	(77)	200
Employ: Homemaker	14%	(34)	11%	(28)	23%	(57)	51%	(124)	242
Employ: Student	31%	(27)	19%	(17)	18%	(16)	32%	(28)	88
Employ: Retired	6%	(27)	13%	(57)	21%	(93)	60%	(265)	442
Employ: Unemployed	22%	(43)	12%	(23)	13%	(24)	53%	(104)	195
Employ: Other	17%	(35)	17%	(35)	14%	(28)	53%	(110)	208
Military HH: Yes	17%	(67)	17%	(67)	19%	(73)	47%	(187)	394
Military HH: No	17%	(311)	15%	(276)	20%	(355)	48%	(865)	1808
RD/WT: Right Direction	22%	(182)	16%	(138)	18%	(151)	44%	(372)	843
RD/WT: Wrong Track	14%	(197)	15%	(205)	20%	(277)	50%	(680)	1359
Strongly Approve	24%	(110)	16%	(73)	17%	(79)	43%	(198)	459
Somewhat Approve	13%	(58)	16%	(74)	22%	(99)	50%	(228)	459
Somewhat Disapprove	18%	(54)	17%	(52)	18%	(55)	47%	(146)	307
Strongly Disapprove	15%	(128)	16%	(134)	20%	(170)	49%	(407)	838
Don't Know / No Opinion	21%	(29)	7%	(10)	19%	(26)	53%	(73)	138

Continued on next page

Table BRD3_4: How much have you seen, read or heard about the purchase and use of renewable energy by each of the following?
 Amazon.com

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	17%	(379)	16%	(343)	19%	(428)	48%	(1052)	2202
#1 Issue: Economy	17%	(108)	14%	(90)	20%	(131)	49%	(312)	641
#1 Issue: Security	15%	(59)	14%	(54)	20%	(79)	51%	(201)	394
#1 Issue: Health Care	17%	(73)	16%	(66)	20%	(84)	47%	(202)	425
#1 Issue: Medicare / Social Security	16%	(49)	15%	(48)	17%	(53)	52%	(165)	315
#1 Issue: Women's Issues	29%	(31)	15%	(16)	16%	(17)	40%	(42)	107
#1 Issue: Education	24%	(33)	20%	(28)	17%	(23)	39%	(54)	138
#1 Issue: Energy	15%	(12)	33%	(27)	22%	(19)	31%	(26)	84
#1 Issue: Other	14%	(14)	12%	(12)	23%	(23)	51%	(50)	99
2016 Vote: Democrat Hillary Clinton	17%	(123)	18%	(125)	19%	(132)	47%	(333)	713
2016 Vote: Republican Donald Trump	17%	(122)	14%	(99)	19%	(140)	51%	(371)	732
2016 Vote: Someone else	14%	(30)	14%	(32)	26%	(58)	46%	(104)	225
2012 Vote: Barack Obama	16%	(134)	17%	(143)	21%	(178)	46%	(392)	848
2012 Vote: Mitt Romney	13%	(74)	12%	(67)	19%	(109)	56%	(312)	562
2012 Vote: Other	12%	(13)	18%	(20)	19%	(21)	50%	(54)	108
2012 Vote: Didn't Vote	23%	(157)	17%	(113)	18%	(120)	43%	(292)	683
4-Region: Northeast	19%	(75)	16%	(64)	22%	(89)	43%	(173)	402
4-Region: Midwest	15%	(72)	13%	(62)	22%	(106)	49%	(234)	474
4-Region: South	18%	(146)	17%	(142)	17%	(137)	48%	(390)	815
4-Region: West	17%	(86)	15%	(75)	19%	(95)	50%	(255)	511

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

Table BRD3_5: How much have you seen, read or heard about the purchase and use of renewable energy by each of the following?
Microsoft

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(302)	17%	(377)	22%	(475)	48%	(1048)	2202
Gender: Male	17%	(175)	20%	(210)	24%	(259)	39%	(416)	1060
Gender: Female	11%	(127)	15%	(167)	19%	(217)	55%	(631)	1142
Age: 18-29	23%	(103)	25%	(114)	22%	(96)	30%	(135)	448
Age: 30-44	19%	(113)	19%	(112)	21%	(122)	41%	(241)	588
Age: 45-54	11%	(49)	14%	(62)	24%	(106)	51%	(226)	442
Age: 55-64	6%	(21)	14%	(45)	21%	(68)	59%	(192)	326
Age: 65+	4%	(16)	11%	(44)	21%	(83)	64%	(255)	398
PID: Dem (no lean)	13%	(93)	20%	(145)	21%	(149)	46%	(335)	722
PID: Ind (no lean)	14%	(114)	17%	(147)	23%	(190)	46%	(391)	841
PID: Rep (no lean)	15%	(95)	13%	(85)	21%	(137)	50%	(322)	639
PID/Gender: Dem Men	16%	(52)	24%	(80)	24%	(79)	35%	(116)	328
PID/Gender: Dem Women	10%	(41)	16%	(65)	18%	(69)	56%	(219)	394
PID/Gender: Ind Men	15%	(62)	19%	(79)	24%	(100)	42%	(174)	415
PID/Gender: Ind Women	12%	(51)	16%	(68)	21%	(90)	51%	(217)	426
PID/Gender: Rep Men	19%	(60)	16%	(50)	25%	(79)	40%	(127)	317
PID/Gender: Rep Women	11%	(35)	11%	(34)	18%	(57)	61%	(195)	322
Tea Party: Supporter	19%	(118)	22%	(140)	22%	(141)	36%	(227)	626
Tea Party: Not Supporter	12%	(184)	15%	(234)	21%	(334)	52%	(814)	1566
Ideo: Liberal (1-3)	21%	(144)	20%	(143)	20%	(138)	39%	(277)	702
Ideo: Moderate (4)	10%	(51)	17%	(89)	23%	(123)	50%	(263)	525
Ideo: Conservative (5-7)	10%	(64)	15%	(102)	24%	(161)	51%	(343)	670
Educ: < College	14%	(225)	17%	(272)	21%	(337)	47%	(733)	1567
Educ: Bachelors degree	10%	(41)	16%	(66)	24%	(99)	51%	(210)	416
Educ: Post-grad	17%	(37)	17%	(38)	18%	(40)	48%	(104)	219
Income: Under 50k	14%	(191)	18%	(248)	22%	(293)	45%	(610)	1341
Income: 50k-100k	13%	(78)	15%	(95)	20%	(126)	51%	(318)	618
Income: 100k+	14%	(33)	14%	(34)	23%	(56)	49%	(119)	243
Ethnicity: White	12%	(211)	16%	(277)	22%	(388)	50%	(876)	1751

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Table BRD3_5: How much have you seen, read or heard about the purchase and use of renewable energy by each of the following?

Microsoft

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(302)	17%	(377)	22%	(475)	48%	(1048)	2202
Ethnicity: Hispanic	22%	(72)	25%	(83)	21%	(70)	32%	(105)	330
Ethnicity: Afr. Am.	21%	(55)	20%	(54)	19%	(52)	40%	(107)	269
Ethnicity: Other	20%	(37)	25%	(45)	20%	(36)	36%	(65)	182
Relig: Protestant	10%	(49)	14%	(66)	20%	(96)	56%	(271)	483
Relig: Roman Catholic	15%	(68)	17%	(75)	22%	(99)	46%	(204)	447
Relig: Ath./Agn./None	11%	(69)	17%	(104)	23%	(144)	49%	(309)	626
Relig: Something Else	19%	(74)	19%	(75)	19%	(72)	43%	(168)	389
Relig: Evangelical	18%	(108)	16%	(97)	22%	(136)	44%	(268)	609
Relig: Non-Evang. Catholics	9%	(49)	17%	(100)	21%	(122)	53%	(302)	574
Relig: All Christian	13%	(158)	17%	(197)	22%	(259)	48%	(570)	1183
Relig: All Non-Christian	14%	(143)	18%	(179)	21%	(216)	47%	(477)	1015
Community: Urban	17%	(97)	21%	(119)	19%	(110)	42%	(240)	565
Community: Suburban	11%	(103)	16%	(148)	22%	(206)	52%	(488)	945
Community: Rural	15%	(103)	16%	(110)	23%	(159)	46%	(320)	692
Employ: Private Sector	14%	(96)	18%	(125)	22%	(155)	46%	(316)	691
Employ: Government	19%	(26)	29%	(40)	23%	(31)	29%	(39)	135
Employ: Self-Employed	24%	(47)	17%	(34)	25%	(49)	35%	(69)	200
Employ: Homemaker	8%	(20)	11%	(26)	30%	(72)	51%	(124)	242
Employ: Student	26%	(23)	26%	(22)	17%	(15)	32%	(28)	88
Employ: Retired	5%	(24)	12%	(53)	23%	(101)	60%	(265)	442
Employ: Unemployed	18%	(35)	18%	(35)	12%	(24)	52%	(102)	195
Employ: Other	15%	(32)	20%	(42)	14%	(30)	50%	(104)	208
Military HH: Yes	12%	(49)	17%	(69)	22%	(89)	48%	(188)	394
Military HH: No	14%	(253)	17%	(308)	21%	(387)	48%	(860)	1808
RD/WT: Right Direction	18%	(148)	17%	(141)	22%	(188)	44%	(367)	843
RD/WT: Wrong Track	11%	(154)	17%	(236)	21%	(288)	50%	(681)	1359
Strongly Approve	20%	(91)	16%	(72)	21%	(98)	43%	(199)	459
Somewhat Approve	12%	(53)	18%	(83)	23%	(105)	48%	(219)	459
Somewhat Disapprove	11%	(33)	20%	(60)	23%	(70)	47%	(144)	307
Strongly Disapprove	12%	(103)	17%	(147)	21%	(177)	49%	(412)	838
Don't Know / No Opinion	16%	(22)	11%	(15)	19%	(26)	54%	(74)	138

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Table BRD3_5: How much have you seen, read or heard about the purchase and use of renewable energy by each of the following?
Microsoft

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	14%	(302)	17%	(377)	22%	(475)	48%	(1048)	2202
#1 Issue: Economy	12%	(79)	16%	(105)	24%	(152)	47%	(304)	641
#1 Issue: Security	12%	(46)	15%	(60)	23%	(89)	50%	(198)	394
#1 Issue: Health Care	14%	(57)	20%	(85)	20%	(85)	46%	(198)	425
#1 Issue: Medicare / Social Security	10%	(32)	16%	(50)	20%	(63)	54%	(170)	315
#1 Issue: Women's Issues	27%	(29)	12%	(13)	17%	(18)	44%	(47)	107
#1 Issue: Education	24%	(34)	22%	(31)	18%	(25)	35%	(49)	138
#1 Issue: Energy	14%	(12)	26%	(22)	27%	(22)	33%	(28)	84
#1 Issue: Other	14%	(14)	10%	(9)	22%	(22)	55%	(54)	99
2016 Vote: Democrat Hillary Clinton	15%	(105)	18%	(129)	19%	(136)	48%	(343)	713
2016 Vote: Republican Donald Trump	14%	(99)	14%	(103)	23%	(169)	49%	(361)	732
2016 Vote: Someone else	11%	(26)	17%	(39)	24%	(53)	47%	(107)	225
2012 Vote: Barack Obama	14%	(116)	19%	(158)	21%	(174)	47%	(399)	848
2012 Vote: Mitt Romney	11%	(61)	12%	(70)	22%	(124)	55%	(307)	562
2012 Vote: Other	9%	(10)	16%	(17)	26%	(28)	49%	(53)	108
2012 Vote: Didn't Vote	17%	(116)	19%	(131)	22%	(149)	42%	(287)	683
4-Region: Northeast	16%	(63)	19%	(75)	23%	(92)	43%	(172)	402
4-Region: Midwest	12%	(55)	15%	(69)	24%	(113)	50%	(236)	474
4-Region: South	14%	(113)	19%	(153)	20%	(162)	47%	(387)	815
4-Region: West	14%	(71)	15%	(79)	21%	(108)	49%	(252)	511

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

Table BRD3_6: How much have you seen, read or heard about the purchase and use of renewable energy by each of the following?
 Facebook

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(391)	13%	(295)	20%	(431)	49%	(1085)	2202
Gender: Male	19%	(198)	16%	(167)	22%	(230)	44%	(465)	1060
Gender: Female	17%	(192)	11%	(128)	18%	(201)	54%	(620)	1142
Age: 18-29	32%	(144)	16%	(71)	18%	(82)	34%	(150)	448
Age: 30-44	24%	(140)	18%	(104)	18%	(105)	41%	(239)	588
Age: 45-54	14%	(61)	13%	(58)	21%	(91)	53%	(233)	442
Age: 55-64	7%	(24)	9%	(29)	23%	(75)	61%	(199)	326
Age: 65+	5%	(22)	8%	(34)	20%	(78)	66%	(264)	398
PID: Dem (no lean)	17%	(123)	17%	(122)	18%	(127)	49%	(351)	722
PID: Ind (no lean)	18%	(153)	14%	(118)	21%	(174)	47%	(396)	841
PID: Rep (no lean)	18%	(115)	9%	(55)	20%	(130)	53%	(339)	639
PID/Gender: Dem Men	17%	(57)	20%	(66)	20%	(66)	43%	(140)	328
PID/Gender: Dem Women	17%	(66)	14%	(56)	15%	(61)	54%	(211)	394
PID/Gender: Ind Men	18%	(74)	16%	(65)	23%	(95)	43%	(181)	415
PID/Gender: Ind Women	19%	(79)	12%	(52)	19%	(79)	51%	(216)	426
PID/Gender: Rep Men	21%	(67)	11%	(36)	22%	(68)	46%	(145)	317
PID/Gender: Rep Women	15%	(48)	6%	(20)	19%	(62)	60%	(193)	322
Tea Party: Supporter	27%	(170)	15%	(92)	18%	(114)	40%	(250)	626
Tea Party: Not Supporter	14%	(218)	13%	(201)	20%	(317)	53%	(830)	1566
Ideo: Liberal (1-3)	24%	(167)	17%	(122)	17%	(120)	42%	(293)	702
Ideo: Moderate (4)	13%	(66)	13%	(70)	24%	(125)	50%	(264)	525
Ideo: Conservative (5-7)	14%	(93)	11%	(71)	21%	(138)	55%	(368)	670
Educ: < College	19%	(299)	14%	(215)	19%	(303)	48%	(750)	1567
Educ: Bachelors degree	12%	(50)	13%	(55)	22%	(90)	53%	(222)	416
Educ: Post-grad	19%	(42)	12%	(26)	17%	(38)	52%	(114)	219
Income: Under 50k	20%	(262)	15%	(197)	19%	(254)	47%	(628)	1341
Income: 50k-100k	14%	(88)	11%	(71)	20%	(126)	54%	(334)	618
Income: 100k+	17%	(41)	11%	(27)	21%	(51)	51%	(123)	243
Ethnicity: White	16%	(273)	12%	(209)	20%	(356)	52%	(914)	1751

Continued on next page

Table BRD3_6: How much have you seen, read or heard about the purchase and use of renewable energy by each of the following?
Facebook

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(391)	13%	(295)	20%	(431)	49%	(1085)	2202
Ethnicity: Hispanic	30%	(100)	18%	(58)	18%	(60)	34%	(111)	330
Ethnicity: Afr. Am.	28%	(76)	17%	(44)	15%	(40)	40%	(108)	269
Ethnicity: Other	23%	(42)	23%	(42)	19%	(35)	35%	(63)	182
Relig: Protestant	12%	(56)	11%	(51)	19%	(93)	59%	(283)	483
Relig: Roman Catholic	19%	(84)	16%	(71)	19%	(85)	46%	(207)	447
Relig: Ath./Agn./None	14%	(90)	13%	(80)	21%	(133)	52%	(324)	626
Relig: Something Else	24%	(93)	13%	(51)	20%	(78)	43%	(168)	389
Relig: Evangelical	23%	(139)	14%	(83)	16%	(97)	48%	(290)	609
Relig: Non-Evang. Catholics	12%	(69)	14%	(79)	22%	(124)	53%	(303)	574
Relig: All Christian	18%	(208)	14%	(162)	19%	(221)	50%	(592)	1183
Relig: All Non-Christian	18%	(182)	13%	(131)	21%	(210)	48%	(491)	1015
Community: Urban	25%	(141)	15%	(84)	18%	(102)	42%	(238)	565
Community: Suburban	13%	(125)	11%	(100)	22%	(205)	54%	(515)	945
Community: Rural	18%	(125)	16%	(111)	18%	(123)	48%	(332)	692
Employ: Private Sector	19%	(129)	13%	(92)	22%	(150)	46%	(319)	691
Employ: Government	32%	(43)	16%	(22)	17%	(23)	35%	(47)	135
Employ: Self-Employed	23%	(47)	20%	(39)	20%	(39)	37%	(75)	200
Employ: Homemaker	13%	(32)	11%	(27)	25%	(61)	50%	(122)	242
Employ: Student	29%	(25)	17%	(15)	19%	(17)	35%	(31)	88
Employ: Retired	7%	(29)	11%	(47)	20%	(88)	63%	(277)	442
Employ: Unemployed	24%	(46)	12%	(24)	13%	(25)	52%	(101)	195
Employ: Other	18%	(38)	14%	(29)	13%	(28)	54%	(113)	208
Military HH: Yes	17%	(65)	12%	(49)	19%	(76)	52%	(204)	394
Military HH: No	18%	(325)	14%	(246)	20%	(355)	49%	(882)	1808
RD/WT: Right Direction	22%	(187)	13%	(111)	18%	(152)	47%	(393)	843
RD/WT: Wrong Track	15%	(203)	14%	(184)	21%	(279)	51%	(693)	1359
Strongly Approve	25%	(114)	11%	(51)	16%	(74)	48%	(220)	459
Somewhat Approve	17%	(79)	15%	(69)	19%	(88)	49%	(224)	459
Somewhat Disapprove	13%	(40)	12%	(38)	25%	(77)	50%	(152)	307
Strongly Disapprove	16%	(135)	15%	(122)	20%	(164)	50%	(417)	838
Don't Know / No Opinion	16%	(23)	12%	(16)	20%	(28)	52%	(72)	138

Continued on next page

Table BRD3_6: How much have you seen, read or heard about the purchase and use of renewable energy by each of the following?
 Facebook

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(391)	13%	(295)	20%	(431)	49%	(1085)	2202
#1 Issue: Economy	16%	(104)	11%	(73)	21%	(134)	51%	(330)	641
#1 Issue: Security	15%	(60)	13%	(51)	20%	(80)	51%	(203)	394
#1 Issue: Health Care	17%	(74)	15%	(63)	19%	(79)	49%	(209)	425
#1 Issue: Medicare / Social Security	18%	(57)	11%	(36)	15%	(48)	55%	(175)	315
#1 Issue: Women's Issues	35%	(37)	13%	(14)	17%	(18)	36%	(38)	107
#1 Issue: Education	25%	(34)	17%	(23)	22%	(30)	37%	(51)	138
#1 Issue: Energy	14%	(12)	25%	(21)	28%	(24)	32%	(27)	84
#1 Issue: Other	14%	(14)	15%	(15)	17%	(17)	53%	(53)	99
2016 Vote: Democrat Hillary Clinton	17%	(125)	13%	(96)	18%	(132)	51%	(361)	713
2016 Vote: Republican Donald Trump	16%	(119)	12%	(87)	20%	(145)	52%	(381)	732
2016 Vote: Someone else	15%	(34)	13%	(28)	25%	(56)	48%	(108)	225
2012 Vote: Barack Obama	17%	(145)	13%	(110)	21%	(175)	49%	(417)	848
2012 Vote: Mitt Romney	12%	(68)	10%	(56)	21%	(119)	57%	(318)	562
2012 Vote: Other	12%	(13)	17%	(19)	20%	(22)	50%	(54)	108
2012 Vote: Didn't Vote	24%	(164)	16%	(111)	17%	(113)	43%	(295)	683
4-Region: Northeast	21%	(86)	12%	(50)	22%	(87)	44%	(179)	402
4-Region: Midwest	15%	(70)	12%	(57)	23%	(109)	50%	(238)	474
4-Region: South	19%	(153)	16%	(130)	16%	(130)	49%	(402)	815
4-Region: West	16%	(81)	11%	(58)	21%	(105)	52%	(267)	511

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

**Table BRD3_7: How much have you seen, read or heard about the purchase and use of renewable energy by each of the following?
Walmart**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(391)	14%	(317)	19%	(420)	49%	(1074)	2202
Gender: Male	20%	(208)	17%	(183)	22%	(230)	41%	(439)	1060
Gender: Female	16%	(183)	12%	(134)	17%	(190)	56%	(635)	1142
Age: 18-29	31%	(138)	18%	(79)	18%	(82)	33%	(148)	448
Age: 30-44	24%	(139)	17%	(100)	19%	(109)	41%	(241)	588
Age: 45-54	14%	(60)	15%	(65)	18%	(79)	54%	(238)	442
Age: 55-64	9%	(28)	9%	(30)	23%	(75)	59%	(194)	326
Age: 65+	7%	(26)	11%	(43)	19%	(74)	64%	(254)	398
PID: Dem (no lean)	18%	(130)	17%	(121)	18%	(131)	47%	(340)	722
PID: Ind (no lean)	19%	(156)	14%	(114)	20%	(170)	48%	(401)	841
PID: Rep (no lean)	17%	(106)	13%	(82)	18%	(118)	52%	(333)	639
PID/Gender: Dem Men	21%	(68)	21%	(69)	20%	(66)	38%	(125)	328
PID/Gender: Dem Women	16%	(62)	13%	(51)	17%	(66)	54%	(215)	394
PID/Gender: Ind Men	18%	(76)	14%	(58)	24%	(101)	43%	(180)	415
PID/Gender: Ind Women	19%	(79)	13%	(56)	16%	(69)	52%	(221)	426
PID/Gender: Rep Men	20%	(64)	18%	(56)	20%	(63)	42%	(134)	317
PID/Gender: Rep Women	13%	(42)	8%	(26)	17%	(55)	62%	(200)	322
Tea Party: Supporter	25%	(154)	21%	(133)	18%	(113)	36%	(226)	626
Tea Party: Not Supporter	15%	(236)	12%	(180)	20%	(307)	54%	(843)	1566
Ideo: Liberal (1-3)	23%	(164)	17%	(120)	18%	(127)	42%	(291)	702
Ideo: Moderate (4)	13%	(69)	14%	(74)	21%	(110)	52%	(272)	525
Ideo: Conservative (5-7)	13%	(89)	14%	(95)	20%	(136)	52%	(349)	670
Educ: < College	20%	(311)	15%	(230)	18%	(285)	47%	(740)	1567
Educ: Bachelors degree	10%	(43)	13%	(55)	23%	(94)	54%	(224)	416
Educ: Post-grad	17%	(37)	15%	(32)	18%	(40)	50%	(109)	219
Income: Under 50k	21%	(275)	15%	(202)	18%	(243)	46%	(621)	1341
Income: 50k-100k	13%	(79)	15%	(91)	19%	(120)	53%	(329)	618
Income: 100k+	15%	(38)	10%	(24)	24%	(57)	51%	(124)	243
Ethnicity: White	15%	(269)	13%	(236)	19%	(338)	52%	(907)	1751

Continued on next page

Table BRD3_7: How much have you seen, read or heard about the purchase and use of renewable energy by each of the following?
 Walmart

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(391)	14%	(317)	19%	(420)	49%	(1074)	2202
Ethnicity: Hispanic	30%	(100)	20%	(66)	18%	(59)	32%	(104)	330
Ethnicity: Afr. Am.	31%	(83)	16%	(44)	15%	(39)	38%	(102)	269
Ethnicity: Other	21%	(39)	20%	(36)	23%	(42)	36%	(65)	182
Relig: Protestant	11%	(53)	13%	(63)	18%	(88)	58%	(279)	483
Relig: Roman Catholic	18%	(82)	15%	(67)	20%	(90)	46%	(208)	447
Relig: Ath./Agn./None	14%	(89)	15%	(92)	21%	(130)	50%	(315)	626
Relig: Something Else	21%	(83)	14%	(56)	19%	(74)	45%	(176)	389
Relig: Evangelical	25%	(151)	15%	(91)	15%	(89)	46%	(278)	609
Relig: Non-Evang. Catholics	12%	(66)	14%	(79)	22%	(125)	53%	(305)	574
Relig: All Christian	18%	(217)	14%	(169)	18%	(214)	49%	(583)	1183
Relig: All Non-Christian	17%	(172)	15%	(148)	20%	(204)	48%	(491)	1015
Community: Urban	24%	(134)	17%	(97)	16%	(91)	43%	(244)	565
Community: Suburban	14%	(130)	13%	(120)	20%	(190)	54%	(506)	945
Community: Rural	18%	(128)	14%	(100)	20%	(139)	47%	(325)	692
Employ: Private Sector	16%	(109)	15%	(107)	21%	(148)	47%	(327)	691
Employ: Government	33%	(44)	18%	(24)	18%	(25)	31%	(42)	135
Employ: Self-Employed	30%	(59)	13%	(25)	21%	(41)	37%	(74)	200
Employ: Homemaker	13%	(33)	14%	(35)	22%	(52)	51%	(123)	242
Employ: Student	28%	(24)	20%	(18)	17%	(15)	35%	(31)	88
Employ: Retired	7%	(30)	11%	(51)	20%	(90)	61%	(271)	442
Employ: Unemployed	25%	(49)	12%	(24)	10%	(19)	53%	(104)	195
Employ: Other	21%	(43)	17%	(35)	14%	(28)	49%	(102)	208
Military HH: Yes	17%	(69)	15%	(57)	20%	(80)	48%	(188)	394
Military HH: No	18%	(323)	14%	(259)	19%	(340)	49%	(886)	1808
RD/WT: Right Direction	21%	(181)	16%	(138)	18%	(153)	44%	(372)	843
RD/WT: Wrong Track	15%	(210)	13%	(179)	20%	(267)	52%	(703)	1359
Strongly Approve	23%	(108)	13%	(59)	18%	(82)	46%	(211)	459
Somewhat Approve	15%	(67)	18%	(83)	21%	(96)	47%	(214)	459
Somewhat Disapprove	14%	(42)	18%	(56)	20%	(63)	48%	(146)	307
Strongly Disapprove	18%	(149)	12%	(102)	19%	(158)	51%	(430)	838
Don't Know / No Opinion	19%	(27)	12%	(17)	16%	(21)	53%	(73)	138

Continued on next page

Table BRD3_7: How much have you seen, read or heard about the purchase and use of renewable energy by each of the following?

Walmart

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(391)	14%	(317)	19%	(420)	49%	(1074)	2202
#1 Issue: Economy	16%	(103)	14%	(89)	20%	(127)	50%	(323)	641
#1 Issue: Security	16%	(63)	14%	(56)	19%	(73)	51%	(201)	394
#1 Issue: Health Care	19%	(79)	15%	(64)	17%	(73)	49%	(209)	425
#1 Issue: Medicare / Social Security	16%	(51)	14%	(44)	17%	(53)	53%	(168)	315
#1 Issue: Women's Issues	27%	(29)	13%	(14)	17%	(18)	43%	(45)	107
#1 Issue: Education	25%	(35)	15%	(21)	22%	(31)	37%	(52)	138
#1 Issue: Energy	18%	(15)	23%	(19)	31%	(26)	28%	(24)	84
#1 Issue: Other	17%	(17)	10%	(9)	19%	(19)	54%	(53)	99
2016 Vote: Democrat Hillary Clinton	18%	(131)	14%	(103)	18%	(126)	49%	(352)	713
2016 Vote: Republican Donald Trump	14%	(105)	14%	(104)	20%	(146)	52%	(377)	732
2016 Vote: Someone else	17%	(38)	12%	(28)	25%	(56)	46%	(103)	225
2012 Vote: Barack Obama	17%	(147)	14%	(116)	20%	(172)	49%	(413)	848
2012 Vote: Mitt Romney	12%	(67)	13%	(73)	20%	(113)	55%	(309)	562
2012 Vote: Other	14%	(15)	12%	(13)	24%	(25)	51%	(55)	108
2012 Vote: Didn't Vote	24%	(162)	17%	(115)	16%	(110)	43%	(296)	683
4-Region: Northeast	16%	(64)	13%	(53)	24%	(96)	47%	(190)	402
4-Region: Midwest	14%	(68)	14%	(68)	21%	(98)	51%	(240)	474
4-Region: South	22%	(176)	15%	(124)	15%	(125)	48%	(390)	815
4-Region: West	16%	(83)	14%	(72)	20%	(101)	50%	(255)	511

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

**Table BRD5_1: How important is it that a company?
 Has environmentally friendly practices**

Demographic	Much more likely to buy from the company	Somewhat more likely to buy from the company	Somewhat less likely to buy from the company	Much less likely to buy from the company	Don't Know / No Opinion	Total N
Adults	36% (783)	38% (839)	4% (87)	2% (36)	21% (457)	2202
Gender: Male	33% (352)	40% (421)	5% (54)	2% (18)	20% (215)	1060
Gender: Female	38% (431)	37% (417)	3% (34)	2% (18)	21% (242)	1142
Age: 18-29	42% (187)	30% (132)	7% (30)	2% (9)	20% (89)	448
Age: 30-44	35% (204)	39% (228)	5% (28)	1% (5)	21% (123)	588
Age: 45-54	36% (160)	38% (170)	4% (16)	2% (8)	20% (88)	442
Age: 55-64	30% (99)	39% (129)	3% (9)	1% (4)	26% (85)	326
Age: 65+	33% (133)	45% (180)	1% (4)	2% (10)	18% (71)	398
PID: Dem (no lean)	41% (297)	37% (266)	4% (28)	2% (14)	16% (117)	722
PID: Ind (no lean)	32% (266)	38% (324)	5% (41)	1% (11)	24% (200)	841
PID: Rep (no lean)	35% (220)	39% (249)	3% (19)	2% (11)	22% (140)	639
PID/Gender: Dem Men	42% (138)	36% (119)	5% (17)	2% (5)	15% (49)	328
PID/Gender: Dem Women	41% (160)	37% (147)	3% (11)	2% (9)	17% (67)	394
PID/Gender: Ind Men	26% (108)	42% (175)	6% (25)	2% (8)	24% (100)	415
PID/Gender: Ind Women	37% (158)	35% (149)	4% (16)	1% (3)	24% (101)	426
PID/Gender: Rep Men	34% (107)	40% (128)	4% (12)	1% (5)	21% (66)	317
PID/Gender: Rep Women	35% (114)	38% (121)	2% (7)	2% (6)	23% (74)	322
Tea Party: Supporter	35% (221)	39% (246)	7% (41)	3% (20)	16% (98)	626
Tea Party: Not Supporter	36% (558)	38% (589)	3% (46)	1% (16)	23% (357)	1566
Ideo: Liberal (1-3)	48% (340)	33% (234)	6% (40)	2% (12)	11% (76)	702
Ideo: Moderate (4)	31% (162)	45% (234)	3% (15)	1% (4)	21% (110)	525
Ideo: Conservative (5-7)	28% (190)	44% (296)	3% (21)	2% (17)	22% (147)	670
Educ: < College	37% (575)	35% (549)	4% (66)	2% (26)	22% (351)	1567
Educ: Bachelors degree	32% (133)	47% (193)	4% (15)	2% (7)	16% (67)	416
Educ: Post-grad	34% (75)	44% (97)	3% (7)	1% (3)	17% (38)	219

Continued on next page

**Table BRD5_1: How important is it that a company?
Has environmentally friendly practices**

Demographic	Much more likely to buy from the company	Somewhat more likely to buy from the company	Somewhat less likely to buy from the company	Much less likely to buy from the company	Don't Know / No Opinion	Total N
Adults	36% (783)	38% (839)	4% (87)	2% (36)	21% (457)	2202
Income: Under 50k	39% (519)	33% (443)	4% (55)	2% (21)	23% (303)	1341
Income: 50k-100k	30% (184)	48% (296)	4% (28)	1% (9)	17% (102)	618
Income: 100k+	33% (80)	41% (100)	2% (5)	3% (6)	21% (51)	243
Ethnicity: White	35% (615)	40% (699)	3% (55)	2% (32)	20% (351)	1751
Ethnicity: Hispanic	45% (149)	28% (93)	8% (26)	2% (7)	16% (54)	330
Ethnicity: Afr. Am.	33% (90)	32% (87)	7% (20)	— (1)	27% (72)	269
Ethnicity: Other	43% (79)	29% (53)	7% (13)	2% (3)	19% (34)	182
Relig: Protestant	31% (150)	46% (222)	2% (10)	1% (3)	20% (97)	483
Relig: Roman Catholic	33% (148)	40% (178)	6% (28)	3% (12)	18% (80)	447
Relig: Ath./Agn./None	37% (229)	34% (215)	2% (10)	1% (9)	26% (162)	626
Relig: Something Else	37% (144)	36% (140)	7% (28)	1% (4)	19% (73)	389
Relig: Evangelical	38% (234)	37% (224)	4% (24)	2% (12)	19% (114)	609
Relig: Non-Evang. Catholics	30% (175)	45% (259)	4% (23)	2% (10)	19% (107)	574
Relig: All Christian	35% (409)	41% (483)	4% (48)	2% (22)	19% (221)	1183
Relig: All Non-Christian	37% (373)	35% (354)	4% (38)	1% (13)	23% (236)	1015
Community: Urban	41% (229)	31% (175)	5% (27)	2% (12)	22% (122)	565
Community: Suburban	32% (303)	44% (415)	3% (29)	2% (15)	19% (182)	945
Community: Rural	36% (251)	36% (248)	5% (32)	1% (8)	22% (153)	692
Employ: Private Sector	34% (238)	44% (305)	3% (22)	1% (7)	17% (120)	691
Employ: Government	38% (51)	34% (46)	7% (9)	5% (7)	16% (22)	135
Employ: Self-Employed	42% (84)	37% (74)	7% (15)	2% (3)	12% (24)	200
Employ: Homemaker	32% (77)	39% (95)	5% (13)	1% (1)	23% (57)	242
Employ: Student	40% (35)	30% (26)	7% (7)	2% (2)	20% (18)	88
Employ: Retired	34% (152)	41% (180)	3% (12)	2% (10)	20% (88)	442
Employ: Unemployed	36% (71)	30% (58)	3% (6)	2% (4)	29% (57)	195
Employ: Other	36% (75)	26% (55)	2% (4)	1% (2)	35% (72)	208
Military HH: Yes	33% (129)	44% (174)	5% (20)	1% (6)	17% (65)	394
Military HH: No	36% (654)	37% (665)	4% (67)	2% (30)	22% (392)	1808

Continued on next page

**Table BRD5_1: How important is it that a company?
Has environmentally friendly practices**

Demographic	Much more likely to buy from the company	Somewhat more likely to buy from the company	Somewhat less likely to buy from the company	Much less likely to buy from the company	Don't Know / No Opinion	Total N
Adults	36% (783)	38% (839)	4% (87)	2% (36)	21% (457)	2202
RD/WT: Right Direction	33% (277)	39% (328)	5% (42)	3% (23)	21% (174)	843
RD/WT: Wrong Track	37% (507)	38% (511)	3% (46)	1% (13)	21% (282)	1359
Strongly Approve	38% (177)	33% (154)	5% (21)	3% (12)	21% (96)	459
Somewhat Approve	25% (116)	48% (221)	6% (26)	1% (6)	20% (90)	459
Somewhat Disapprove	29% (89)	42% (129)	4% (12)	2% (6)	23% (71)	307
Strongly Disapprove	44% (369)	37% (309)	3% (21)	1% (10)	15% (130)	838
Don't Know / No Opinion	24% (33)	20% (27)	5% (7)	1% (1)	51% (70)	138
#1 Issue: Economy	32% (205)	40% (257)	4% (25)	2% (14)	22% (139)	641
#1 Issue: Security	29% (112)	45% (175)	4% (14)	3% (11)	20% (80)	394
#1 Issue: Health Care	38% (163)	39% (164)	4% (16)	1% (4)	18% (78)	425
#1 Issue: Medicare / Social Security	36% (112)	36% (114)	4% (13)	1% (3)	23% (72)	315
#1 Issue: Women's Issues	51% (54)	24% (26)	2% (3)	— (0)	22% (24)	107
#1 Issue: Education	43% (59)	29% (40)	6% (8)	1% (2)	21% (30)	138
#1 Issue: Energy	47% (40)	45% (38)	1% (1)	— (0)	7% (6)	84
#1 Issue: Other	37% (37)	27% (26)	7% (7)	1% (1)	27% (27)	99
2016 Vote: Democrat Hillary Clinton	44% (317)	36% (259)	3% (19)	1% (9)	15% (109)	713
2016 Vote: Republican Donald Trump	32% (235)	41% (300)	4% (30)	3% (19)	20% (149)	732
2016 Vote: Someone else	24% (54)	48% (107)	5% (11)	1% (2)	23% (51)	225
2012 Vote: Barack Obama	44% (374)	37% (317)	3% (24)	1% (11)	14% (121)	848
2012 Vote: Mitt Romney	28% (159)	45% (252)	3% (15)	2% (13)	22% (123)	562
2012 Vote: Other	24% (26)	36% (38)	7% (7)	3% (3)	31% (34)	108
2012 Vote: Didn't Vote	33% (224)	34% (231)	6% (41)	1% (8)	26% (179)	683
4-Region: Northeast	36% (145)	40% (160)	2% (8)	3% (10)	20% (79)	402
4-Region: Midwest	31% (147)	41% (195)	4% (19)	2% (7)	22% (105)	474
4-Region: South	38% (309)	34% (280)	5% (38)	1% (10)	22% (177)	815
4-Region: West	36% (182)	40% (204)	4% (22)	1% (7)	19% (96)	511

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

**Table BRD5_4: How important is it that a company?
Signs a climate pledge to lower greenhouse gas emissions**

Demographic	Much more likely to buy from the company	Somewhat more likely to buy from the company	Somewhat less likely to buy from the company	Much less likely to buy from the company	Don't Know / No Opinion	Total N
Adults	30% (664)	32% (704)	5% (115)	3% (76)	29% (643)	2202
Gender: Male	31% (328)	32% (337)	6% (68)	4% (42)	27% (285)	1060
Gender: Female	29% (336)	32% (368)	4% (47)	3% (34)	31% (357)	1142
Age: 18-29	38% (168)	27% (122)	9% (40)	3% (13)	23% (104)	448
Age: 30-44	30% (176)	34% (202)	6% (33)	3% (15)	28% (162)	588
Age: 45-54	30% (130)	34% (149)	4% (20)	2% (7)	31% (136)	442
Age: 55-64	26% (84)	31% (100)	3% (11)	4% (14)	36% (117)	326
Age: 65+	26% (105)	33% (131)	3% (12)	7% (26)	31% (124)	398
PID: Dem (no lean)	37% (266)	33% (242)	4% (26)	2% (15)	24% (173)	722
PID: Ind (no lean)	28% (239)	31% (258)	6% (48)	4% (31)	32% (265)	841
PID: Rep (no lean)	25% (159)	32% (205)	6% (41)	5% (30)	32% (204)	639
PID/Gender: Dem Men	40% (131)	32% (104)	4% (14)	2% (5)	23% (74)	328
PID/Gender: Dem Women	34% (135)	35% (138)	3% (13)	2% (9)	25% (99)	394
PID/Gender: Ind Men	27% (110)	33% (138)	7% (27)	4% (18)	29% (122)	415
PID/Gender: Ind Women	30% (129)	28% (120)	5% (20)	3% (13)	34% (143)	426
PID/Gender: Rep Men	27% (86)	30% (95)	9% (27)	6% (19)	28% (89)	317
PID/Gender: Rep Women	23% (73)	34% (110)	4% (14)	4% (11)	36% (115)	322
Tea Party: Supporter	31% (193)	31% (196)	8% (49)	6% (37)	24% (151)	626
Tea Party: Not Supporter	30% (467)	32% (507)	4% (64)	2% (38)	31% (489)	1566
Ideo: Liberal (1-3)	46% (321)	34% (236)	6% (39)	1% (10)	14% (96)	702
Ideo: Moderate (4)	24% (126)	38% (198)	6% (29)	2% (10)	31% (162)	525
Ideo: Conservative (5-7)	22% (148)	31% (211)	6% (38)	7% (46)	34% (227)	670
Educ: < College	31% (484)	30% (470)	5% (83)	3% (49)	31% (481)	1567
Educ: Bachelors degree	28% (116)	38% (159)	5% (20)	4% (17)	25% (104)	416
Educ: Post-grad	29% (64)	34% (75)	5% (12)	4% (10)	27% (58)	219

Continued on next page

**Table BRD5_4: How important is it that a company?
Signs a climate pledge to lower greenhouse gas emissions**

Demographic	Much more likely to buy from the company		Somewhat more likely to buy from the company		Somewhat less likely to buy from the company		Much less likely to buy from the company		Don't Know / No Opinion		Total N
Adults	30%	(664)	32%	(704)	5%	(115)	3%	(76)	29%	(643)	2202
Income: Under 50k	33%	(440)	28%	(379)	5%	(73)	3%	(40)	30%	(409)	1341
Income: 50k-100k	26%	(159)	38%	(233)	5%	(33)	4%	(25)	27%	(168)	618
Income: 100k+	27%	(65)	38%	(92)	4%	(9)	4%	(10)	27%	(66)	243
Ethnicity: White	29%	(513)	33%	(575)	5%	(81)	4%	(62)	30%	(521)	1751
Ethnicity: Hispanic	42%	(140)	29%	(96)	7%	(24)	3%	(10)	18%	(60)	330
Ethnicity: Afr. Am.	30%	(81)	28%	(77)	7%	(20)	3%	(7)	31%	(84)	269
Ethnicity: Other	38%	(70)	29%	(53)	8%	(14)	4%	(7)	21%	(38)	182
Relig: Protestant	24%	(116)	36%	(172)	6%	(28)	4%	(19)	31%	(148)	483
Relig: Roman Catholic	28%	(126)	35%	(156)	7%	(31)	4%	(16)	26%	(118)	447
Relig: Ath./Agn./None	33%	(206)	28%	(174)	3%	(17)	2%	(15)	34%	(213)	626
Relig: Something Else	33%	(128)	34%	(132)	6%	(23)	4%	(15)	23%	(91)	389
Relig: Evangelical	31%	(187)	29%	(178)	7%	(44)	3%	(21)	29%	(178)	609
Relig: Non-Evang. Catholics	25%	(141)	38%	(218)	6%	(32)	4%	(24)	28%	(160)	574
Relig: All Christian	28%	(328)	33%	(396)	6%	(76)	4%	(45)	29%	(338)	1183
Relig: All Non-Christian	33%	(335)	30%	(307)	4%	(40)	3%	(29)	30%	(304)	1015
Community: Urban	37%	(209)	27%	(155)	6%	(35)	2%	(13)	27%	(153)	565
Community: Suburban	27%	(253)	34%	(325)	6%	(54)	4%	(37)	29%	(275)	945
Community: Rural	29%	(201)	32%	(224)	4%	(26)	4%	(26)	31%	(215)	692
Employ: Private Sector	30%	(206)	35%	(244)	6%	(41)	3%	(21)	26%	(179)	691
Employ: Government	33%	(45)	39%	(53)	6%	(8)	3%	(3)	19%	(26)	135
Employ: Self-Employed	39%	(78)	27%	(54)	7%	(15)	4%	(9)	22%	(44)	200
Employ: Homemaker	28%	(69)	34%	(82)	4%	(10)	4%	(9)	30%	(73)	242
Employ: Student	36%	(32)	25%	(22)	10%	(8)	1%	(1)	28%	(25)	88
Employ: Retired	28%	(122)	33%	(144)	3%	(15)	6%	(25)	31%	(137)	442
Employ: Unemployed	30%	(59)	24%	(47)	5%	(10)	3%	(7)	37%	(73)	195
Employ: Other	26%	(54)	28%	(58)	4%	(8)	1%	(2)	42%	(87)	208
Military HH: Yes	28%	(110)	34%	(133)	6%	(25)	4%	(17)	28%	(110)	394
Military HH: No	31%	(554)	32%	(571)	5%	(90)	3%	(58)	30%	(533)	1808

Continued on next page

**Table BRD5_4: How important is it that a company?
Signs a climate pledge to lower greenhouse gas emissions**

Demographic	Much more likely to buy from the company	Somewhat more likely to buy from the company	Somewhat less likely to buy from the company	Much less likely to buy from the company	Don't Know / No Opinion	Total N
Adults	30% (664)	32% (704)	5% (115)	3% (76)	29% (643)	2202
RD/WT: Right Direction	26% (223)	30% (250)	7% (57)	6% (53)	31% (259)	843
RD/WT: Wrong Track	32% (441)	33% (454)	4% (58)	2% (23)	28% (384)	1359
Strongly Approve	29% (134)	25% (116)	6% (29)	8% (36)	31% (144)	459
Somewhat Approve	23% (104)	36% (165)	9% (39)	3% (15)	30% (136)	459
Somewhat Disapprove	21% (64)	41% (127)	6% (19)	3% (8)	29% (89)	307
Strongly Disapprove	41% (343)	33% (273)	3% (22)	2% (14)	22% (186)	838
Don't Know / No Opinion	13% (18)	17% (23)	5% (6)	1% (2)	64% (88)	138
#1 Issue: Economy	27% (171)	34% (219)	5% (33)	4% (25)	30% (192)	641
#1 Issue: Security	26% (102)	29% (114)	7% (28)	5% (19)	33% (131)	394
#1 Issue: Health Care	31% (134)	35% (150)	6% (25)	2% (9)	25% (108)	425
#1 Issue: Medicare / Social Security	27% (86)	32% (101)	4% (11)	3% (10)	34% (107)	315
#1 Issue: Women's Issues	41% (44)	24% (25)	9% (9)	3% (3)	23% (24)	107
#1 Issue: Education	38% (53)	31% (43)	3% (4)	2% (3)	26% (36)	138
#1 Issue: Energy	46% (39)	36% (30)	2% (2)	2% (2)	13% (11)	84
#1 Issue: Other	35% (35)	22% (22)	3% (3)	6% (5)	34% (34)	99
2016 Vote: Democrat Hillary Clinton	40% (284)	35% (250)	4% (26)	1% (9)	20% (144)	713
2016 Vote: Republican Donald Trump	25% (181)	30% (220)	7% (49)	6% (42)	33% (240)	732
2016 Vote: Someone else	20% (46)	39% (87)	8% (17)	2% (5)	31% (70)	225
2012 Vote: Barack Obama	37% (317)	37% (317)	4% (31)	2% (14)	20% (169)	848
2012 Vote: Mitt Romney	21% (118)	31% (174)	6% (34)	7% (38)	35% (197)	562
2012 Vote: Other	27% (29)	24% (26)	6% (6)	2% (2)	42% (45)	108
2012 Vote: Didn't Vote	29% (199)	27% (187)	6% (44)	3% (21)	34% (232)	683
4-Region: Northeast	32% (129)	35% (140)	4% (17)	2% (9)	27% (107)	402
4-Region: Midwest	20% (96)	36% (172)	6% (28)	3% (15)	34% (163)	474
4-Region: South	31% (256)	30% (245)	5% (43)	4% (30)	30% (241)	815
4-Region: West	36% (183)	29% (147)	5% (27)	4% (21)	26% (133)	511

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

**Table BRD5_5: How important is it that a company?
 Includes sustainability in its mission statement**

Demographic	Much more likely to buy from the company		Somewhat more likely to buy from the company		Somewhat less likely to buy from the company		Much less likely to buy from the company		Don't Know / No Opinion		Total N
Adults	29%	(636)	37%	(819)	5%	(121)	2%	(36)	27%	(590)	2202
Gender: Male	29%	(303)	39%	(410)	7%	(72)	2%	(22)	24%	(253)	1060
Gender: Female	29%	(332)	36%	(409)	4%	(49)	1%	(14)	30%	(338)	1142
Age: 18-29	37%	(164)	30%	(135)	8%	(37)	2%	(8)	23%	(105)	448
Age: 30-44	30%	(176)	38%	(223)	6%	(35)	2%	(13)	24%	(141)	588
Age: 45-54	26%	(117)	38%	(170)	6%	(26)	—	(0)	29%	(130)	442
Age: 55-64	24%	(78)	39%	(128)	4%	(12)	1%	(4)	32%	(104)	326
Age: 65+	25%	(101)	41%	(163)	3%	(12)	3%	(12)	28%	(111)	398
PID: Dem (no lean)	34%	(244)	39%	(280)	4%	(31)	1%	(7)	22%	(160)	722
PID: Ind (no lean)	25%	(214)	36%	(304)	7%	(56)	1%	(12)	30%	(255)	841
PID: Rep (no lean)	28%	(178)	37%	(235)	5%	(34)	3%	(17)	27%	(175)	639
PID/Gender: Dem Men	36%	(118)	40%	(132)	4%	(14)	1%	(4)	18%	(60)	328
PID/Gender: Dem Women	32%	(127)	38%	(148)	4%	(17)	1%	(2)	25%	(100)	394
PID/Gender: Ind Men	23%	(96)	39%	(160)	9%	(36)	2%	(9)	27%	(114)	415
PID/Gender: Ind Women	28%	(118)	34%	(144)	5%	(20)	1%	(3)	33%	(141)	426
PID/Gender: Rep Men	28%	(90)	37%	(118)	7%	(22)	3%	(9)	25%	(78)	317
PID/Gender: Rep Women	27%	(88)	36%	(117)	4%	(12)	3%	(8)	30%	(97)	322
Tea Party: Supporter	33%	(204)	37%	(234)	7%	(41)	3%	(20)	20%	(128)	626
Tea Party: Not Supporter	27%	(430)	37%	(581)	5%	(79)	1%	(16)	29%	(460)	1566
Ideo: Liberal (1-3)	40%	(284)	38%	(265)	5%	(37)	1%	(8)	15%	(107)	702
Ideo: Moderate (4)	25%	(133)	41%	(215)	6%	(31)	1%	(7)	27%	(140)	525
Ideo: Conservative (5-7)	22%	(149)	41%	(278)	4%	(29)	3%	(20)	29%	(194)	670
Educ: < College	30%	(464)	35%	(552)	5%	(83)	2%	(24)	28%	(444)	1567
Educ: Bachelors degree	27%	(111)	45%	(185)	6%	(25)	1%	(6)	21%	(88)	416
Educ: Post-grad	28%	(60)	38%	(82)	6%	(12)	3%	(6)	27%	(58)	219

Continued on next page

**Table BRD5_5: How important is it that a company?
Includes sustainability in its mission statement**

Demographic	Much more likely to buy from the company	Somewhat more likely to buy from the company	Somewhat less likely to buy from the company	Much less likely to buy from the company	Don't Know / No Opinion	Total N
Adults	29% (636)	37% (819)	5% (121)	2% (36)	27% (590)	2202
Income: Under 50k	30% (400)	35% (474)	5% (68)	2% (21)	28% (378)	1341
Income: 50k-100k	29% (178)	39% (240)	7% (43)	1% (8)	24% (148)	618
Income: 100k+	24% (58)	43% (104)	4% (9)	3% (8)	26% (64)	243
Ethnicity: White	28% (492)	38% (666)	5% (88)	2% (30)	27% (474)	1751
Ethnicity: Hispanic	39% (128)	32% (106)	6% (20)	2% (6)	21% (70)	330
Ethnicity: Afr. Am.	33% (88)	31% (82)	7% (18)	2% (4)	28% (76)	269
Ethnicity: Other	30% (55)	39% (70)	8% (15)	1% (1)	22% (40)	182
Relig: Protestant	26% (124)	43% (206)	4% (21)	2% (8)	26% (124)	483
Relig: Roman Catholic	26% (117)	40% (180)	6% (26)	3% (12)	25% (111)	447
Relig: Ath./Agn./None	28% (174)	35% (219)	5% (30)	1% (6)	31% (197)	626
Relig: Something Else	32% (124)	34% (132)	7% (28)	2% (6)	25% (98)	389
Relig: Evangelical	33% (200)	35% (212)	6% (35)	2% (11)	25% (152)	609
Relig: Non-Evang. Catholics	24% (136)	44% (254)	5% (28)	2% (13)	25% (143)	574
Relig: All Christian	28% (336)	39% (466)	5% (62)	2% (24)	25% (294)	1183
Relig: All Non-Christian	29% (298)	35% (352)	6% (58)	1% (12)	29% (295)	1015
Community: Urban	33% (188)	33% (188)	6% (36)	2% (11)	25% (142)	565
Community: Suburban	25% (237)	41% (387)	5% (50)	1% (13)	27% (257)	945
Community: Rural	30% (210)	35% (243)	5% (35)	2% (12)	28% (192)	692
Employ: Private Sector	30% (206)	41% (284)	6% (40)	2% (12)	22% (150)	691
Employ: Government	38% (51)	33% (44)	7% (9)	4% (5)	19% (26)	135
Employ: Self-Employed	29% (58)	34% (68)	9% (19)	3% (6)	24% (49)	200
Employ: Homemaker	25% (60)	40% (97)	6% (14)	— (1)	29% (70)	242
Employ: Student	29% (25)	31% (28)	11% (10)	1% (1)	28% (24)	88
Employ: Retired	28% (122)	41% (181)	3% (11)	2% (7)	27% (121)	442
Employ: Unemployed	26% (51)	30% (59)	6% (11)	1% (2)	37% (72)	195
Employ: Other	30% (62)	28% (58)	3% (7)	1% (2)	38% (79)	208
Military HH: Yes	27% (107)	43% (168)	7% (27)	2% (9)	21% (84)	394
Military HH: No	29% (529)	36% (651)	5% (94)	2% (27)	28% (507)	1808

Continued on next page

Table BRD5_5: How important is it that a company.?*Includes sustainability in its mission statement*

Demographic	Much more likely to buy from the company		Somewhat more likely to buy from the company		Somewhat less likely to buy from the company		Much less likely to buy from the company		Don't Know / No Opinion		Total N
Adults	29%	(636)	37%	(819)	5%	(121)	2%	(36)	27%	(590)	2202
RD/WT: Right Direction	29%	(245)	36%	(307)	7%	(56)	3%	(24)	25%	(211)	843
RD/WT: Wrong Track	29%	(391)	38%	(512)	5%	(65)	1%	(12)	28%	(379)	1359
Strongly Approve	33%	(153)	30%	(139)	6%	(28)	4%	(18)	27%	(122)	459
Somewhat Approve	24%	(110)	44%	(202)	7%	(34)	1%	(6)	23%	(107)	459
Somewhat Disapprove	22%	(69)	41%	(125)	6%	(20)	1%	(3)	30%	(91)	307
Strongly Disapprove	33%	(280)	39%	(329)	4%	(33)	1%	(9)	22%	(186)	838
Don't Know / No Opinion	17%	(24)	17%	(24)	4%	(6)	—	(0)	61%	(85)	138
#1 Issue: Economy	26%	(164)	40%	(256)	5%	(32)	2%	(10)	28%	(179)	641
#1 Issue: Security	24%	(95)	38%	(149)	6%	(23)	3%	(11)	29%	(115)	394
#1 Issue: Health Care	31%	(131)	40%	(168)	5%	(22)	1%	(5)	23%	(98)	425
#1 Issue: Medicare / Social Security	29%	(90)	33%	(105)	5%	(16)	2%	(6)	31%	(97)	315
#1 Issue: Women's Issues	45%	(48)	28%	(30)	4%	(5)	—	(0)	23%	(24)	107
#1 Issue: Education	38%	(52)	35%	(48)	3%	(5)	2%	(3)	22%	(31)	138
#1 Issue: Energy	41%	(34)	36%	(31)	9%	(8)	1%	(1)	13%	(11)	84
#1 Issue: Other	21%	(21)	33%	(32)	10%	(10)	—	(0)	36%	(36)	99
2016 Vote: Democrat Hillary Clinton	35%	(247)	40%	(282)	4%	(32)	1%	(6)	20%	(145)	713
2016 Vote: Republican Donald Trump	26%	(192)	39%	(285)	5%	(38)	2%	(18)	27%	(199)	732
2016 Vote: Someone else	24%	(54)	41%	(93)	8%	(18)	1%	(3)	25%	(57)	225
2012 Vote: Barack Obama	34%	(286)	40%	(338)	4%	(34)	2%	(13)	21%	(177)	848
2012 Vote: Mitt Romney	25%	(140)	40%	(222)	4%	(25)	3%	(16)	28%	(159)	562
2012 Vote: Other	21%	(23)	35%	(38)	8%	(9)	1%	(1)	35%	(38)	108
2012 Vote: Didn't Vote	27%	(187)	32%	(221)	8%	(53)	1%	(7)	32%	(216)	683
4-Region: Northeast	29%	(115)	43%	(171)	2%	(9)	2%	(7)	25%	(99)	402
4-Region: Midwest	23%	(108)	41%	(194)	5%	(23)	1%	(7)	30%	(141)	474
4-Region: South	32%	(263)	33%	(269)	6%	(48)	1%	(12)	27%	(224)	815
4-Region: West	29%	(150)	36%	(185)	8%	(41)	2%	(10)	25%	(126)	511

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

**Table BRD5_6: How important is it that a company?
Offers an environmentally friendly product**

Demographic	Much more likely to buy from the company	Somewhat more likely to buy from the company	Somewhat less likely to buy from the company	Much less likely to buy from the company	Don't Know / No Opinion	Total N
Adults	35% (779)	38% (832)	3% (75)	2% (48)	21% (468)	2202
Gender: Male	34% (360)	39% (416)	4% (43)	3% (28)	20% (214)	1060
Gender: Female	37% (418)	36% (416)	3% (32)	2% (20)	22% (254)	1142
Age: 18-29	40% (180)	30% (135)	6% (27)	4% (18)	20% (87)	448
Age: 30-44	36% (213)	37% (218)	3% (16)	2% (11)	22% (130)	588
Age: 45-54	35% (156)	38% (170)	3% (15)	2% (7)	21% (94)	442
Age: 55-64	31% (102)	39% (126)	3% (11)	1% (3)	26% (84)	326
Age: 65+	32% (128)	46% (182)	2% (6)	2% (10)	18% (72)	398
PID: Dem (no lean)	41% (297)	37% (267)	3% (24)	2% (13)	17% (120)	722
PID: Ind (no lean)	32% (273)	37% (309)	4% (32)	3% (23)	24% (203)	841
PID: Rep (no lean)	33% (209)	40% (256)	3% (18)	2% (11)	23% (144)	639
PID/Gender: Dem Men	41% (135)	39% (129)	3% (11)	2% (7)	14% (47)	328
PID/Gender: Dem Women	41% (162)	35% (139)	3% (13)	2% (6)	19% (74)	394
PID/Gender: Ind Men	31% (129)	37% (153)	5% (20)	4% (15)	24% (99)	415
PID/Gender: Ind Women	34% (144)	37% (156)	3% (13)	2% (8)	24% (104)	426
PID/Gender: Rep Men	31% (97)	42% (134)	4% (12)	2% (6)	21% (68)	317
PID/Gender: Rep Women	35% (112)	38% (122)	2% (6)	2% (5)	24% (76)	322
Tea Party: Supporter	36% (226)	39% (242)	5% (32)	3% (20)	17% (106)	626
Tea Party: Not Supporter	35% (550)	37% (586)	3% (42)	2% (28)	23% (360)	1566
Ideo: Liberal (1-3)	47% (327)	36% (251)	4% (28)	3% (23)	10% (73)	702
Ideo: Moderate (4)	34% (179)	42% (220)	3% (16)	1% (6)	20% (104)	525
Ideo: Conservative (5-7)	28% (184)	43% (290)	3% (22)	2% (14)	24% (160)	670
Educ: < College	37% (574)	35% (542)	3% (51)	2% (39)	23% (361)	1567
Educ: Bachelors degree	32% (132)	47% (194)	4% (16)	1% (6)	17% (69)	416
Educ: Post-grad	33% (73)	44% (95)	4% (9)	2% (4)	17% (38)	219

Continued on next page

**Table BRD5_6: How important is it that a company?
Offers an environmentally friendly product**

Demographic	Much more likely to buy from the company	Somewhat more likely to buy from the company	Somewhat less likely to buy from the company	Much less likely to buy from the company	Don't Know / No Opinion	Total N
Adults	35% (779)	38% (832)	3% (75)	2% (48)	21% (468)	2202
Income: Under 50k	38% (515)	33% (448)	3% (44)	2% (28)	23% (306)	1341
Income: 50k-100k	31% (192)	45% (279)	4% (25)	2% (10)	18% (111)	618
Income: 100k+	29% (71)	43% (105)	3% (6)	4% (9)	21% (51)	243
Ethnicity: White	34% (603)	39% (688)	3% (55)	2% (35)	21% (371)	1751
Ethnicity: Hispanic	44% (145)	33% (108)	5% (15)	4% (14)	14% (47)	330
Ethnicity: Afr. Am.	38% (103)	32% (85)	3% (9)	2% (6)	25% (67)	269
Ethnicity: Other	40% (74)	33% (59)	6% (11)	4% (7)	17% (31)	182
Relig: Protestant	33% (159)	44% (211)	2% (7)	2% (8)	20% (98)	483
Relig: Roman Catholic	31% (138)	43% (190)	5% (23)	3% (13)	19% (83)	447
Relig: Ath./Agn./None	35% (222)	34% (214)	2% (13)	3% (17)	26% (160)	626
Relig: Something Else	38% (146)	35% (137)	6% (22)	1% (6)	20% (78)	389
Relig: Evangelical	41% (249)	35% (215)	3% (19)	2% (11)	19% (115)	609
Relig: Non-Evang. Catholics	28% (159)	46% (265)	4% (21)	2% (14)	20% (115)	574
Relig: All Christian	34% (408)	41% (480)	3% (40)	2% (25)	19% (230)	1183
Relig: All Non-Christian	36% (368)	35% (351)	3% (35)	2% (23)	23% (238)	1015
Community: Urban	39% (221)	32% (179)	4% (21)	3% (19)	22% (125)	565
Community: Suburban	33% (307)	43% (405)	3% (28)	1% (13)	20% (191)	945
Community: Rural	36% (250)	36% (248)	4% (26)	2% (16)	22% (151)	692
Employ: Private Sector	37% (253)	40% (278)	3% (21)	2% (13)	18% (126)	691
Employ: Government	39% (52)	37% (50)	4% (6)	3% (5)	16% (22)	135
Employ: Self-Employed	43% (86)	31% (61)	8% (16)	3% (6)	15% (30)	200
Employ: Homemaker	32% (77)	39% (95)	1% (3)	— (1)	28% (68)	242
Employ: Student	35% (31)	35% (31)	6% (6)	3% (2)	20% (18)	88
Employ: Retired	33% (144)	44% (193)	3% (11)	2% (11)	19% (84)	442
Employ: Unemployed	34% (67)	31% (61)	5% (9)	3% (6)	27% (53)	195
Employ: Other	33% (69)	30% (63)	2% (3)	3% (6)	32% (67)	208
Military HH: Yes	34% (135)	43% (170)	4% (17)	2% (7)	16% (65)	394
Military HH: No	36% (644)	37% (662)	3% (58)	2% (41)	22% (403)	1808

Continued on next page

**Table BRD5_6: How important is it that a company?
Offers an environmentally friendly product**

Demographic	Much more likely to buy from the company	Somewhat more likely to buy from the company	Somewhat less likely to buy from the company	Much less likely to buy from the company	Don't Know / No Opinion	Total N
Adults	35% (779)	38% (832)	3% (75)	2% (48)	21% (468)	2202
RD/WT: Right Direction	33% (276)	39% (326)	4% (34)	2% (21)	22% (186)	843
RD/WT: Wrong Track	37% (502)	37% (506)	3% (41)	2% (27)	21% (282)	1359
Strongly Approve	35% (159)	36% (163)	4% (20)	3% (14)	22% (103)	459
Somewhat Approve	31% (143)	43% (198)	4% (19)	3% (12)	19% (88)	459
Somewhat Disapprove	25% (76)	46% (142)	5% (14)	3% (9)	21% (65)	307
Strongly Disapprove	45% (373)	36% (298)	2% (19)	1% (10)	17% (139)	838
Don't Know / No Opinion	20% (28)	22% (30)	3% (4)	3% (4)	53% (73)	138
#1 Issue: Economy	31% (197)	40% (256)	4% (23)	2% (14)	24% (151)	641
#1 Issue: Security	32% (127)	39% (154)	4% (17)	3% (10)	22% (86)	394
#1 Issue: Health Care	35% (150)	42% (177)	3% (14)	1% (5)	19% (79)	425
#1 Issue: Medicare / Social Security	35% (110)	38% (119)	3% (9)	2% (6)	23% (72)	315
#1 Issue: Women's Issues	49% (53)	27% (29)	4% (4)	4% (5)	15% (16)	107
#1 Issue: Education	42% (59)	30% (41)	1% (2)	5% (7)	21% (29)	138
#1 Issue: Energy	56% (47)	31% (26)	5% (4)	2% (2)	6% (5)	84
#1 Issue: Other	37% (37)	31% (30)	2% (2)	— (0)	30% (30)	99
2016 Vote: Democrat Hillary Clinton	44% (313)	37% (264)	3% (19)	1% (7)	15% (110)	713
2016 Vote: Republican Donald Trump	31% (225)	42% (304)	4% (29)	2% (17)	21% (157)	732
2016 Vote: Someone else	30% (66)	43% (96)	5% (11)	3% (7)	20% (45)	225
2012 Vote: Barack Obama	42% (352)	39% (331)	3% (28)	1% (11)	15% (126)	848
2012 Vote: Mitt Romney	29% (164)	43% (243)	3% (16)	2% (12)	22% (126)	562
2012 Vote: Other	30% (32)	36% (39)	4% (5)	1% (1)	29% (31)	108
2012 Vote: Didn't Vote	34% (230)	32% (218)	4% (27)	3% (24)	27% (185)	683
4-Region: Northeast	36% (144)	41% (164)	2% (9)	2% (9)	19% (77)	402
4-Region: Midwest	30% (144)	40% (190)	4% (19)	2% (10)	24% (112)	474
4-Region: South	37% (303)	36% (291)	4% (32)	1% (9)	22% (180)	815
4-Region: West	37% (188)	37% (188)	3% (16)	4% (20)	19% (99)	511

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

Table BRD6: *And, which of the following is the most important to you? If a company...*

Demographic	Has environ- mentally friendly practices		Signs a climate pledge to lower greenhouse gas emissions		Includes sustainability in its mission statement		Offers an envi- ronmentally friendly product		Don't Know / No Opinion		Total N
Adults	32%	(708)	12%	(254)	12%	(258)	22%	(476)	23%	(506)	2202
Gender: Male	31%	(324)	13%	(141)	13%	(142)	21%	(226)	21%	(226)	1060
Gender: Female	34%	(384)	10%	(112)	10%	(116)	22%	(249)	25%	(280)	1142
Age: 18-29	26%	(116)	12%	(52)	16%	(73)	24%	(108)	22%	(100)	448
Age: 30-44	31%	(181)	12%	(69)	14%	(81)	20%	(117)	24%	(141)	588
Age: 45-54	36%	(159)	7%	(31)	11%	(47)	24%	(107)	22%	(98)	442
Age: 55-64	36%	(116)	13%	(41)	8%	(24)	20%	(64)	25%	(81)	326
Age: 65+	34%	(137)	15%	(61)	8%	(33)	20%	(80)	22%	(87)	398
PID: Dem (no lean)	35%	(250)	15%	(111)	10%	(75)	23%	(163)	17%	(124)	722
PID: Ind (no lean)	30%	(255)	9%	(75)	12%	(97)	22%	(183)	27%	(230)	841
PID: Rep (no lean)	32%	(203)	11%	(68)	13%	(86)	20%	(130)	24%	(152)	639
PID/Gender: Dem Men	31%	(102)	21%	(68)	12%	(39)	21%	(70)	15%	(49)	328
PID/Gender: Dem Women	38%	(149)	11%	(42)	9%	(36)	23%	(92)	19%	(75)	394
PID/Gender: Ind Men	30%	(125)	10%	(40)	14%	(59)	20%	(83)	26%	(108)	415
PID/Gender: Ind Women	31%	(130)	8%	(36)	9%	(38)	24%	(100)	29%	(122)	426
PID/Gender: Rep Men	31%	(97)	11%	(34)	14%	(44)	23%	(73)	22%	(69)	317
PID/Gender: Rep Women	33%	(106)	11%	(34)	13%	(42)	18%	(57)	26%	(83)	322
Tea Party: Supporter	30%	(190)	13%	(83)	14%	(87)	24%	(148)	19%	(118)	626
Tea Party: Not Supporter	33%	(518)	11%	(169)	11%	(169)	21%	(323)	25%	(386)	1566
Ideo: Liberal (1-3)	38%	(266)	17%	(121)	12%	(81)	22%	(154)	11%	(80)	702
Ideo: Moderate (4)	33%	(175)	12%	(65)	11%	(59)	22%	(115)	21%	(110)	525
Ideo: Conservative (5-7)	33%	(218)	7%	(50)	13%	(86)	22%	(150)	25%	(167)	670
Educ: < College	31%	(479)	12%	(189)	11%	(172)	21%	(331)	25%	(396)	1567
Educ: Bachelors degree	36%	(152)	10%	(40)	15%	(62)	22%	(93)	17%	(69)	416
Educ: Post-grad	35%	(77)	11%	(25)	11%	(24)	23%	(51)	19%	(42)	219
Income: Under 50k	30%	(396)	12%	(157)	12%	(157)	21%	(284)	26%	(348)	1341
Income: 50k-100k	36%	(225)	13%	(78)	10%	(63)	22%	(138)	18%	(114)	618
Income: 100k+	36%	(87)	8%	(19)	16%	(39)	22%	(54)	18%	(45)	243

Continued on next page

Table BRD6: *And, which of the following is the most important to you? If a company...*

Demographic	Has environ- mentally friendly practices		Signs a climate pledge to lower greenhouse gas emissions		Includes sustainability in its mission statement		Offers an envi- ronmentally friendly product		Don't Know / No Opinion		Total N
Adults	32%	(708)	12%	(254)	12%	(258)	22%	(476)	23%	(506)	2202
Ethnicity: White	34%	(588)	11%	(197)	11%	(198)	21%	(364)	23%	(404)	1751
Ethnicity: Hispanic	29%	(96)	17%	(57)	16%	(53)	19%	(63)	18%	(60)	330
Ethnicity: Afr. Am.	28%	(76)	13%	(35)	14%	(37)	22%	(59)	23%	(61)	269
Ethnicity: Other	24%	(44)	11%	(21)	13%	(23)	29%	(53)	23%	(41)	182
Relig: Protestant	35%	(170)	10%	(47)	13%	(63)	21%	(99)	21%	(103)	483
Relig: Roman Catholic	33%	(147)	13%	(58)	13%	(59)	21%	(95)	20%	(87)	447
Relig: Ath./Agn./None	32%	(200)	12%	(76)	8%	(53)	21%	(134)	26%	(164)	626
Relig: Something Else	29%	(114)	12%	(49)	13%	(49)	21%	(81)	25%	(96)	389
Relig: Evangelical	31%	(187)	11%	(67)	14%	(82)	23%	(143)	21%	(129)	609
Relig: Non-Evang. Catholics	36%	(206)	11%	(60)	13%	(73)	20%	(117)	20%	(117)	574
Relig: All Christian	33%	(394)	11%	(128)	13%	(156)	22%	(260)	21%	(246)	1183
Relig: All Non-Christian	31%	(313)	12%	(124)	10%	(102)	21%	(215)	26%	(260)	1015
Community: Urban	29%	(161)	13%	(73)	13%	(76)	20%	(112)	25%	(143)	565
Community: Suburban	34%	(323)	11%	(102)	11%	(102)	24%	(223)	21%	(195)	945
Community: Rural	32%	(224)	11%	(78)	12%	(80)	20%	(141)	24%	(168)	692
Employ: Private Sector	33%	(231)	11%	(74)	14%	(93)	24%	(167)	18%	(126)	691
Employ: Government	30%	(40)	15%	(21)	16%	(22)	20%	(27)	19%	(25)	135
Employ: Self-Employed	35%	(69)	10%	(19)	12%	(24)	28%	(55)	16%	(32)	200
Employ: Homemaker	36%	(88)	8%	(19)	12%	(28)	16%	(40)	28%	(67)	242
Employ: Student	21%	(18)	10%	(9)	21%	(18)	22%	(19)	27%	(23)	88
Employ: Retired	37%	(163)	14%	(62)	9%	(39)	18%	(81)	22%	(97)	442
Employ: Unemployed	28%	(54)	9%	(18)	11%	(21)	21%	(40)	32%	(62)	195
Employ: Other	21%	(44)	16%	(33)	6%	(12)	22%	(45)	36%	(74)	208
Military HH: Yes	34%	(133)	14%	(54)	15%	(59)	19%	(74)	19%	(74)	394
Military HH: No	32%	(575)	11%	(200)	11%	(199)	22%	(402)	24%	(432)	1808
RD/WT: Right Direction	28%	(238)	11%	(89)	13%	(108)	25%	(208)	24%	(200)	843
RD/WT: Wrong Track	35%	(470)	12%	(164)	11%	(151)	20%	(268)	23%	(306)	1359

Continued on next page

Table BRD6: *And, which of the following is the most important to you? If a company...*

Demographic	Has environ- mentally friendly practices		Signs a climate pledge to lower greenhouse gas emissions		Includes sustainability in its mission statement		Offers an envi- ronmentally friendly product		Don't Know / No Opinion		Total N
Adults	32%	(708)	12%	(254)	12%	(258)	22%	(476)	23%	(506)	2202
Strongly Approve	29%	(135)	11%	(50)	12%	(56)	22%	(102)	25%	(115)	459
Somewhat Approve	32%	(147)	10%	(44)	12%	(53)	25%	(114)	22%	(102)	459
Somewhat Disapprove	36%	(112)	10%	(32)	12%	(37)	24%	(73)	17%	(53)	307
Strongly Disapprove	35%	(295)	15%	(124)	12%	(102)	19%	(158)	19%	(159)	838
Don't Know / No Opinion	14%	(19)	3%	(4)	7%	(10)	21%	(29)	55%	(77)	138
#1 Issue: Economy	32%	(205)	9%	(61)	11%	(72)	22%	(142)	25%	(161)	641
#1 Issue: Security	32%	(125)	9%	(34)	9%	(35)	25%	(98)	26%	(101)	394
#1 Issue: Health Care	33%	(139)	14%	(58)	14%	(59)	21%	(88)	19%	(80)	425
#1 Issue: Medicare / Social Security	35%	(110)	15%	(47)	9%	(29)	17%	(54)	24%	(75)	315
#1 Issue: Women's Issues	31%	(34)	5%	(6)	9%	(10)	30%	(32)	24%	(26)	107
#1 Issue: Education	30%	(42)	10%	(13)	20%	(27)	22%	(31)	18%	(25)	138
#1 Issue: Energy	27%	(23)	33%	(28)	11%	(9)	19%	(16)	10%	(8)	84
#1 Issue: Other	31%	(31)	7%	(7)	17%	(17)	14%	(14)	31%	(30)	99
2016 Vote: Democrat Hillary Clinton	35%	(250)	16%	(115)	12%	(88)	22%	(160)	14%	(100)	713
2016 Vote: Republican Donald Trump	35%	(253)	10%	(75)	11%	(79)	23%	(166)	22%	(160)	732
2016 Vote: Someone else	32%	(72)	8%	(17)	15%	(35)	19%	(42)	26%	(59)	225
2012 Vote: Barack Obama	37%	(317)	15%	(131)	12%	(101)	21%	(174)	15%	(125)	848
2012 Vote: Mitt Romney	33%	(187)	8%	(47)	12%	(68)	23%	(128)	23%	(132)	562
2012 Vote: Other	36%	(38)	7%	(7)	11%	(11)	18%	(19)	29%	(32)	108
2012 Vote: Didn't Vote	24%	(166)	10%	(69)	11%	(77)	23%	(155)	32%	(218)	683
4-Region: Northeast	31%	(125)	12%	(47)	14%	(57)	26%	(105)	17%	(68)	402
4-Region: Midwest	36%	(169)	9%	(42)	8%	(40)	21%	(101)	26%	(122)	474
4-Region: South	30%	(248)	11%	(94)	13%	(105)	20%	(166)	25%	(203)	815
4-Region: West	33%	(166)	14%	(71)	11%	(56)	21%	(105)	22%	(113)	511

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

Table BRD7_1: *Would you be more or less likely to buy a product from a company that does each of the following, or would it have no impact either way? If a company...
Has environmentally friendly practices*

Demographic	Much more likely to buy from the company	Somewhat more likely to buy from the company	Somewhat less likely to buy from the company	Much less likely to buy from the company	Would have no impact either way	Don't Know / No Opinion	Total N
Adults	34% (751)	35% (772)	4% (87)	2% (42)	11% (245)	14% (306)	2202
Gender: Male	32% (340)	37% (391)	5% (49)	2% (21)	12% (129)	12% (130)	1060
Gender: Female	36% (411)	33% (380)	3% (38)	2% (20)	10% (116)	15% (176)	1142
Age: 18-29	40% (177)	27% (121)	7% (30)	3% (14)	6% (27)	18% (79)	448
Age: 30-44	32% (190)	36% (213)	4% (26)	2% (11)	9% (55)	16% (92)	588
Age: 45-54	38% (168)	34% (150)	3% (14)	1% (3)	10% (46)	14% (60)	442
Age: 55-64	30% (98)	39% (126)	2% (7)	2% (5)	15% (48)	13% (42)	326
Age: 65+	30% (117)	41% (161)	3% (10)	2% (8)	17% (69)	8% (32)	398
PID: Dem (no lean)	42% (304)	33% (239)	3% (24)	2% (11)	9% (62)	11% (82)	722
PID: Ind (no lean)	32% (269)	33% (278)	4% (36)	2% (13)	11% (90)	18% (155)	841
PID: Rep (no lean)	28% (178)	40% (254)	4% (28)	3% (18)	14% (92)	11% (68)	639
PID/Gender: Dem Men	41% (134)	36% (117)	4% (12)	2% (6)	9% (30)	9% (29)	328
PID/Gender: Dem Women	43% (169)	31% (122)	3% (12)	1% (6)	8% (32)	14% (53)	394
PID/Gender: Ind Men	28% (117)	37% (155)	4% (18)	2% (8)	12% (51)	16% (67)	415
PID/Gender: Ind Women	36% (152)	29% (123)	4% (17)	1% (5)	9% (39)	21% (88)	426
PID/Gender: Rep Men	28% (89)	38% (120)	6% (19)	2% (8)	15% (48)	11% (34)	317
PID/Gender: Rep Women	28% (90)	42% (135)	3% (9)	3% (10)	14% (45)	11% (34)	322
Tea Party: Supporter	35% (218)	34% (211)	6% (39)	3% (21)	12% (77)	9% (59)	626
Tea Party: Not Supporter	34% (528)	36% (558)	3% (48)	1% (20)	11% (166)	16% (245)	1566
Ideo: Liberal (1-3)	46% (324)	34% (237)	5% (32)	2% (17)	5% (32)	9% (60)	702
Ideo: Moderate (4)	32% (170)	39% (204)	4% (22)	2% (9)	12% (62)	11% (58)	525
Ideo: Conservative (5-7)	27% (178)	40% (268)	4% (26)	2% (14)	18% (123)	9% (61)	670
Educ: < College	35% (555)	32% (502)	3% (53)	2% (28)	11% (168)	17% (262)	1567
Educ: Bachelors degree	30% (125)	45% (189)	5% (21)	2% (6)	11% (45)	7% (30)	416
Educ: Post-grad	32% (71)	37% (81)	6% (13)	3% (7)	15% (33)	6% (14)	219

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Table BRD7_1: Would you be more or less likely to buy a product from a company that does each of the following, or would it have no impact either way? If a company...*Has environmentally friendly practices*

Demographic	Much more likely to buy from the company	Somewhat more likely to buy from the company	Somewhat less likely to buy from the company	Much less likely to buy from the company	Would have no impact either way	Don't Know / No Opinion	Total N
Adults	34% (751)	35% (772)	4% (87)	2% (42)	11% (245)	14% (306)	2202
Income: Under 50k	36% (485)	31% (418)	4% (49)	2% (22)	11% (145)	17% (222)	1341
Income: 50k-100k	31% (192)	41% (256)	5% (30)	2% (13)	10% (61)	11% (66)	618
Income: 100k+	30% (73)	40% (97)	4% (9)	3% (7)	16% (40)	7% (17)	243
Ethnicity: White	33% (583)	36% (638)	4% (68)	2% (29)	12% (203)	13% (229)	1751
Ethnicity: Hispanic	44% (145)	28% (91)	7% (22)	2% (7)	7% (23)	12% (41)	330
Ethnicity: Afr. Am.	36% (97)	27% (73)	5% (14)	4% (10)	9% (24)	19% (51)	269
Ethnicity: Other	39% (70)	33% (61)	3% (5)	1% (3)	10% (18)	14% (25)	182
Relig: Protestant	30% (146)	41% (197)	4% (17)	2% (11)	14% (68)	9% (44)	483
Relig: Roman Catholic	33% (147)	39% (174)	5% (24)	2% (11)	11% (51)	9% (40)	447
Relig: Ath./Agn./None	33% (205)	33% (207)	3% (18)	2% (13)	9% (59)	20% (124)	626
Relig: Something Else	36% (138)	33% (127)	6% (22)	1% (5)	10% (37)	15% (59)	389
Relig: Evangelical	40% (242)	31% (187)	4% (25)	2% (10)	12% (73)	12% (72)	609
Relig: Non-Evang. Catholics	29% (165)	43% (249)	4% (22)	2% (13)	13% (76)	9% (49)	574
Relig: All Christian	34% (406)	37% (436)	4% (47)	2% (23)	13% (149)	10% (121)	1183
Relig: All Non-Christian	34% (343)	33% (334)	4% (40)	2% (18)	9% (96)	18% (183)	1015
Community: Urban	36% (203)	32% (179)	5% (28)	2% (13)	10% (56)	15% (86)	565
Community: Suburban	33% (312)	38% (361)	4% (34)	2% (17)	12% (109)	12% (112)	945
Community: Rural	34% (236)	33% (231)	4% (26)	2% (12)	12% (80)	16% (107)	692
Employ: Private Sector	35% (241)	39% (273)	4% (27)	2% (11)	11% (79)	9% (60)	691
Employ: Government	44% (59)	25% (33)	7% (9)	4% (5)	7% (10)	14% (18)	135
Employ: Self-Employed	41% (81)	34% (67)	5% (9)	5% (9)	11% (21)	6% (12)	200
Employ: Homemaker	29% (70)	39% (94)	4% (10)	1% (3)	9% (23)	18% (43)	242
Employ: Student	35% (31)	28% (24)	11% (9)	4% (3)	4% (3)	19% (17)	88
Employ: Retired	30% (135)	39% (171)	3% (12)	2% (7)	18% (78)	9% (40)	442
Employ: Unemployed	34% (66)	27% (52)	3% (7)	— (1)	10% (19)	26% (50)	195
Employ: Other	32% (67)	27% (57)	2% (4)	1% (3)	6% (12)	31% (65)	208

Continued on next page

Table BRD7_1: Would you be more or less likely to buy a product from a company that does each of the following, or would it have no impact either way? If a company...
Has environmentally friendly practices

Demographic	Much more likely to buy from the company	Somewhat more likely to buy from the company	Somewhat less likely to buy from the company	Much less likely to buy from the company	Would have no impact either way	Don't Know / No Opinion	Total N
Adults	34% (751)	35% (772)	4% (87)	2% (42)	11% (245)	14% (306)	2202
Military HH: Yes	34% (135)	38% (151)	5% (19)	2% (8)	12% (47)	9% (34)	394
Military HH: No	34% (615)	34% (621)	4% (68)	2% (33)	11% (198)	15% (271)	1808
RD/WT: Right Direction	32% (269)	36% (306)	4% (35)	3% (23)	13% (113)	12% (99)	843
RD/WT: Wrong Track	35% (482)	34% (466)	4% (53)	1% (19)	10% (132)	15% (207)	1359
Strongly Approve	34% (157)	30% (139)	5% (24)	4% (19)	16% (73)	11% (48)	459
Somewhat Approve	27% (125)	44% (203)	4% (19)	1% (7)	12% (57)	11% (50)	459
Somewhat Disapprove	29% (90)	43% (132)	3% (8)	1% (4)	12% (38)	12% (36)	307
Strongly Disapprove	42% (350)	32% (272)	4% (30)	1% (12)	8% (66)	13% (109)	838
Don't Know / No Opinion	22% (30)	20% (27)	4% (6)	— (1)	8% (11)	46% (63)	138
#1 Issue: Economy	31% (199)	36% (231)	4% (24)	2% (12)	14% (91)	13% (83)	641
#1 Issue: Security	30% (119)	37% (146)	4% (16)	3% (10)	12% (47)	14% (55)	394
#1 Issue: Health Care	35% (150)	38% (161)	4% (17)	2% (9)	6% (24)	15% (64)	425
#1 Issue: Medicare / Social Security	35% (110)	35% (109)	3% (8)	1% (4)	15% (47)	12% (37)	315
#1 Issue: Women's Issues	38% (41)	30% (32)	6% (6)	2% (2)	11% (12)	13% (14)	107
#1 Issue: Education	45% (63)	23% (31)	4% (6)	2% (3)	8% (11)	18% (25)	138
#1 Issue: Energy	47% (39)	34% (29)	7% (6)	2% (1)	3% (2)	8% (6)	84
#1 Issue: Other	30% (30)	33% (33)	3% (3)	— (0)	12% (12)	22% (22)	99
2016 Vote: Democrat Hillary Clinton	43% (304)	34% (243)	3% (19)	2% (11)	9% (61)	10% (75)	713
2016 Vote: Republican Donald Trump	29% (216)	38% (279)	5% (36)	2% (17)	15% (111)	10% (73)	732
2016 Vote: Someone else	29% (65)	41% (92)	4% (10)	1% (3)	12% (26)	14% (30)	225
2012 Vote: Barack Obama	42% (355)	36% (304)	3% (24)	2% (14)	9% (79)	9% (73)	848
2012 Vote: Mitt Romney	27% (153)	39% (218)	5% (26)	2% (14)	17% (98)	9% (52)	562
2012 Vote: Other	28% (31)	38% (40)	1% (1)	2% (2)	14% (16)	17% (18)	108
2012 Vote: Didn't Vote	31% (212)	31% (209)	5% (36)	2% (12)	8% (53)	24% (162)	683

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Table BRD7_1: Would you be more or less likely to buy a product from a company that does each of the following, or would it have no impact either way? If a company...*Has environmentally friendly practices*

Demographic	Much more likely to buy from the company	Somewhat more likely to buy from the company	Somewhat less likely to buy from the company	Much less likely to buy from the company	Would have no impact either way	Don't Know / No Opinion	Total N
Adults	34% (751)	35% (772)	4% (87)	2% (42)	11% (245)	14% (306)	2202
4-Region: Northeast	34% (138)	39% (158)	4% (15)	2% (8)	10% (40)	11% (43)	402
4-Region: Midwest	30% (141)	39% (183)	3% (15)	2% (12)	11% (54)	15% (69)	474
4-Region: South	34% (279)	34% (276)	5% (37)	2% (15)	11% (88)	15% (120)	815
4-Region: West	37% (191)	30% (155)	4% (21)	1% (7)	12% (63)	14% (73)	511

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

Table BRD7_4: *Would you be more or less likely to buy a product from a company that does each of the following, or would it have no impact either way? If a company...
Signs a climate pledge to lower greenhouse gas emissions*

Demographic	Much more likely to buy from the company	Somewhat more likely to buy from the company	Somewhat less likely to buy from the company	Much less likely to buy from the company	Would have no impact either way	Don't Know / No Opinion	Total N
Adults	27% (592)	32% (702)	5% (109)	3% (72)	16% (343)	17% (384)	2202
Gender: Male	27% (290)	31% (331)	6% (67)	4% (40)	16% (175)	15% (157)	1060
Gender: Female	26% (302)	33% (371)	4% (42)	3% (32)	15% (168)	20% (226)	1142
Age: 18-29	32% (144)	27% (119)	9% (40)	5% (22)	7% (33)	20% (90)	448
Age: 30-44	27% (158)	34% (203)	5% (30)	2% (13)	11% (65)	20% (120)	588
Age: 45-54	25% (110)	34% (152)	4% (20)	1% (5)	19% (85)	16% (69)	442
Age: 55-64	23% (76)	32% (105)	3% (9)	4% (12)	21% (69)	17% (56)	326
Age: 65+	26% (104)	31% (123)	3% (11)	5% (20)	23% (92)	12% (49)	398
PID: Dem (no lean)	33% (238)	36% (258)	5% (33)	2% (13)	11% (80)	14% (100)	722
PID: Ind (no lean)	24% (204)	30% (249)	5% (40)	4% (32)	15% (126)	23% (190)	841
PID: Rep (no lean)	23% (150)	31% (195)	6% (36)	4% (28)	21% (137)	15% (93)	639
PID/Gender: Dem Men	33% (107)	37% (122)	7% (21)	2% (6)	10% (32)	12% (39)	328
PID/Gender: Dem Women	33% (132)	34% (135)	3% (12)	2% (7)	12% (47)	16% (61)	394
PID/Gender: Ind Men	24% (101)	29% (122)	6% (24)	4% (18)	19% (78)	18% (73)	415
PID/Gender: Ind Women	24% (103)	30% (127)	4% (16)	3% (13)	11% (48)	28% (118)	426
PID/Gender: Rep Men	26% (83)	27% (87)	7% (22)	5% (16)	20% (64)	14% (46)	317
PID/Gender: Rep Women	21% (67)	34% (109)	4% (14)	4% (12)	23% (73)	15% (47)	322
Tea Party: Supporter	27% (167)	29% (182)	9% (54)	6% (39)	18% (110)	12% (74)	626
Tea Party: Not Supporter	27% (422)	33% (518)	3% (54)	2% (32)	15% (233)	20% (307)	1566
Ideo: Liberal (1-3)	40% (280)	35% (244)	6% (41)	3% (22)	7% (50)	9% (65)	702
Ideo: Moderate (4)	26% (136)	36% (190)	4% (21)	2% (10)	17% (87)	15% (80)	525
Ideo: Conservative (5-7)	19% (124)	31% (208)	6% (37)	5% (35)	26% (177)	13% (89)	670
Educ: < College	27% (427)	29% (460)	5% (79)	3% (46)	15% (234)	20% (321)	1567
Educ: Bachelors degree	26% (108)	39% (162)	5% (21)	4% (16)	16% (65)	11% (44)	416
Educ: Post-grad	26% (57)	37% (80)	4% (9)	4% (10)	20% (44)	9% (19)	219

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Table BRD7_4: Would you be more or less likely to buy a product from a company that does each of the following, or would it have no impact either way? If a company...*Signs a climate pledge to lower greenhouse gas emissions*

Demographic	Much more likely to buy from the company	Somewhat more likely to buy from the company	Somewhat less likely to buy from the company	Much less likely to buy from the company	Would have no impact either way	Don't Know / No Opinion	Total N
Adults	27% (592)	32% (702)	5% (109)	3% (72)	16% (343)	17% (384)	2202
Income: Under 50k	28% (380)	30% (397)	5% (60)	3% (44)	14% (182)	21% (278)	1341
Income: 50k-100k	25% (155)	36% (222)	6% (39)	3% (18)	17% (104)	13% (80)	618
Income: 100k+	23% (57)	34% (83)	4% (10)	4% (10)	24% (57)	11% (26)	243
Ethnicity: White	26% (460)	32% (563)	4% (78)	3% (55)	17% (296)	17% (299)	1751
Ethnicity: Hispanic	40% (130)	23% (77)	10% (34)	6% (20)	7% (23)	14% (47)	330
Ethnicity: Afr. Am.	29% (79)	31% (84)	5% (13)	2% (5)	12% (32)	21% (56)	269
Ethnicity: Other	29% (53)	31% (56)	10% (18)	7% (12)	8% (15)	15% (28)	182
Relig: Protestant	24% (115)	34% (164)	3% (14)	4% (18)	23% (109)	13% (62)	483
Relig: Roman Catholic	25% (111)	36% (159)	6% (28)	5% (22)	15% (65)	14% (61)	447
Relig: Ath./Agn./None	28% (175)	29% (184)	4% (23)	3% (21)	12% (77)	23% (146)	626
Relig: Something Else	27% (105)	34% (132)	6% (25)	3% (10)	13% (49)	17% (68)	389
Relig: Evangelical	31% (187)	27% (165)	5% (32)	2% (15)	19% (113)	16% (96)	609
Relig: Non-Evang. Catholics	21% (123)	38% (220)	5% (28)	5% (27)	18% (104)	13% (73)	574
Relig: All Christian	26% (310)	33% (385)	5% (60)	3% (41)	18% (217)	14% (169)	1183
Relig: All Non-Christian	28% (281)	31% (316)	5% (48)	3% (31)	12% (126)	21% (214)	1015
Community: Urban	32% (181)	29% (163)	4% (23)	4% (24)	14% (77)	17% (98)	565
Community: Suburban	25% (233)	35% (326)	5% (49)	2% (23)	17% (161)	16% (152)	945
Community: Rural	26% (177)	31% (212)	5% (38)	4% (26)	15% (105)	19% (134)	692
Employ: Private Sector	29% (198)	36% (247)	5% (32)	2% (16)	16% (113)	12% (85)	691
Employ: Government	28% (39)	34% (46)	11% (14)	3% (4)	10% (14)	13% (18)	135
Employ: Self-Employed	28% (55)	30% (60)	10% (19)	8% (16)	16% (32)	9% (18)	200
Employ: Homemaker	25% (61)	33% (81)	3% (6)	4% (9)	13% (31)	23% (55)	242
Employ: Student	30% (26)	24% (21)	11% (10)	1% (1)	7% (6)	27% (24)	88
Employ: Retired	23% (103)	33% (148)	3% (14)	4% (18)	24% (104)	13% (56)	442
Employ: Unemployed	27% (53)	26% (50)	5% (9)	2% (3)	14% (27)	27% (52)	195
Employ: Other	27% (57)	24% (50)	2% (4)	2% (4)	8% (17)	37% (77)	208

Continued on next page

Table BRD7_4: Would you be more or less likely to buy a product from a company that does each of the following, or would it have no impact either way? If a company...
Signs a climate pledge to lower greenhouse gas emissions

Demographic	Much more likely to buy from the company	Somewhat more likely to buy from the company	Somewhat less likely to buy from the company	Much less likely to buy from the company	Would have no impact either way	Don't Know / No Opinion	Total N
Adults	27% (592)	32% (702)	5% (109)	3% (72)	16% (343)	17% (384)	2202
Military HH: Yes	27% (108)	32% (127)	4% (16)	4% (18)	19% (74)	13% (50)	394
Military HH: No	27% (484)	32% (575)	5% (93)	3% (55)	15% (269)	18% (333)	1808
RD/WT: Right Direction	24% (204)	30% (251)	7% (62)	5% (43)	18% (151)	16% (131)	843
RD/WT: Wrong Track	29% (388)	33% (451)	3% (47)	2% (29)	14% (192)	19% (252)	1359
Strongly Approve	26% (118)	27% (126)	7% (33)	7% (31)	19% (87)	14% (64)	459
Somewhat Approve	19% (86)	35% (159)	7% (34)	3% (13)	21% (96)	16% (71)	459
Somewhat Disapprove	26% (80)	35% (109)	2% (7)	3% (10)	19% (58)	14% (43)	307
Strongly Disapprove	34% (289)	33% (277)	4% (31)	2% (16)	11% (89)	16% (137)	838
Don't Know / No Opinion	13% (18)	23% (32)	3% (4)	1% (2)	10% (14)	49% (68)	138
#1 Issue: Economy	23% (147)	32% (205)	5% (32)	4% (28)	20% (129)	16% (99)	641
#1 Issue: Security	22% (88)	28% (112)	7% (28)	5% (18)	19% (75)	18% (72)	394
#1 Issue: Health Care	29% (123)	35% (148)	5% (21)	2% (10)	10% (41)	19% (82)	425
#1 Issue: Medicare / Social Security	25% (80)	35% (112)	1% (4)	3% (9)	19% (59)	16% (51)	315
#1 Issue: Women's Issues	39% (42)	29% (31)	2% (2)	4% (4)	7% (8)	18% (20)	107
#1 Issue: Education	31% (43)	36% (50)	5% (7)	— (0)	9% (12)	19% (26)	138
#1 Issue: Energy	47% (39)	28% (23)	13% (11)	3% (2)	2% (2)	8% (6)	84
#1 Issue: Other	30% (30)	22% (21)	3% (2)	— (0)	18% (18)	27% (27)	99
2016 Vote: Democrat Hillary Clinton	36% (256)	36% (257)	3% (23)	2% (12)	11% (77)	12% (87)	713
2016 Vote: Republican Donald Trump	22% (163)	30% (218)	6% (41)	5% (37)	24% (172)	14% (101)	732
2016 Vote: Someone else	21% (47)	37% (83)	6% (14)	3% (6)	16% (36)	18% (40)	225
2012 Vote: Barack Obama	36% (301)	37% (313)	3% (28)	2% (14)	11% (97)	11% (95)	848
2012 Vote: Mitt Romney	21% (117)	29% (164)	5% (26)	6% (31)	26% (148)	14% (76)	562
2012 Vote: Other	15% (16)	30% (33)	7% (8)	2% (3)	23% (25)	22% (24)	108
2012 Vote: Didn't Vote	23% (158)	28% (193)	7% (47)	4% (24)	11% (74)	27% (188)	683

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Table BRD7_4: Would you be more or less likely to buy a product from a company that does each of the following, or would it have no impact either way? If a company...

Signs a climate pledge to lower greenhouse gas emissions

Demographic	Much more likely to buy from the company	Somewhat more likely to buy from the company	Somewhat less likely to buy from the company	Much less likely to buy from the company	Would have no impact either way	Don't Know / No Opinion	Total N
Adults	27% (592)	32% (702)	5% (109)	3% (72)	16% (343)	17% (384)	2202
4-Region: Northeast	26% (104)	35% (139)	7% (26)	2% (10)	17% (67)	14% (56)	402
4-Region: Midwest	22% (103)	34% (162)	3% (15)	3% (17)	17% (83)	20% (95)	474
4-Region: South	29% (234)	30% (246)	5% (41)	3% (24)	14% (118)	19% (152)	815
4-Region: West	30% (151)	30% (154)	5% (27)	4% (22)	15% (76)	16% (81)	511

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

Table BRD7_5: *Would you be more or less likely to buy a product from a company that does each of the following, or would it have no impact either way? If a company...
Includes sustainability in its mission statement*

Demographic	Much more likely to buy from the company	Somewhat more likely to buy from the company	Somewhat less likely to buy from the company	Much less likely to buy from the company	Would have no impact either way	Don't Know / No Opinion	Total N
Adults	25% (550)	34% (756)	5% (120)	3% (63)	15% (336)	17% (378)	2202
Gender: Male	24% (257)	37% (388)	6% (60)	3% (34)	15% (164)	15% (157)	1060
Gender: Female	26% (293)	32% (367)	5% (60)	3% (29)	15% (172)	19% (220)	1142
Age: 18-29	31% (137)	29% (130)	10% (44)	5% (22)	8% (34)	18% (81)	448
Age: 30-44	27% (162)	33% (197)	6% (36)	2% (9)	12% (70)	19% (114)	588
Age: 45-54	22% (98)	37% (163)	3% (11)	3% (14)	17% (77)	18% (78)	442
Age: 55-64	22% (73)	35% (114)	3% (11)	1% (5)	21% (68)	17% (55)	326
Age: 65+	20% (81)	38% (152)	4% (17)	3% (13)	22% (86)	12% (49)	398
PID: Dem (no lean)	30% (218)	39% (279)	3% (23)	3% (24)	10% (75)	14% (103)	722
PID: Ind (no lean)	22% (183)	32% (273)	7% (62)	2% (17)	15% (125)	22% (182)	841
PID: Rep (no lean)	23% (149)	32% (204)	5% (35)	3% (22)	21% (136)	14% (92)	639
PID/Gender: Dem Men	31% (100)	42% (138)	3% (11)	4% (14)	9% (29)	11% (36)	328
PID/Gender: Dem Women	30% (118)	36% (141)	3% (12)	3% (11)	12% (46)	17% (67)	394
PID/Gender: Ind Men	20% (82)	36% (149)	7% (29)	2% (10)	17% (71)	18% (75)	415
PID/Gender: Ind Women	24% (101)	29% (124)	8% (33)	2% (7)	13% (54)	25% (107)	426
PID/Gender: Rep Men	24% (75)	32% (101)	6% (20)	3% (10)	20% (64)	15% (46)	317
PID/Gender: Rep Women	23% (75)	32% (103)	5% (16)	4% (12)	22% (72)	14% (46)	322
Tea Party: Supporter	27% (171)	30% (189)	9% (54)	5% (28)	17% (109)	12% (75)	626
Tea Party: Not Supporter	24% (375)	36% (565)	4% (64)	2% (35)	14% (226)	19% (300)	1566
Ideo: Liberal (1-3)	37% (257)	36% (252)	6% (40)	4% (25)	8% (57)	10% (70)	702
Ideo: Moderate (4)	21% (109)	39% (207)	5% (28)	2% (13)	16% (85)	16% (83)	525
Ideo: Conservative (5-7)	20% (131)	34% (226)	6% (39)	3% (20)	25% (164)	13% (90)	670
Educ: < College	26% (402)	32% (508)	6% (87)	3% (45)	14% (214)	20% (312)	1567
Educ: Bachelors degree	23% (95)	42% (173)	5% (22)	2% (10)	18% (73)	10% (44)	416
Educ: Post-grad	25% (54)	34% (75)	5% (11)	4% (8)	22% (49)	10% (22)	219

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Table BRD7_5: Would you be more or less likely to buy a product from a company that does each of the following, or would it have no impact either way? If a company...*Includes sustainability in its mission statement*

Demographic	Much more likely to buy from the company	Somewhat more likely to buy from the company	Somewhat less likely to buy from the company	Much less likely to buy from the company	Would have no impact either way	Don't Know / No Opinion	Total N
Adults	25% (550)	34% (756)	5% (120)	3% (63)	15% (336)	17% (378)	2202
Income: Under 50k	27% (356)	32% (431)	6% (87)	3% (34)	12% (166)	20% (268)	1341
Income: 50k-100k	23% (142)	39% (242)	3% (21)	3% (21)	18% (112)	13% (79)	618
Income: 100k+	22% (52)	34% (83)	5% (11)	3% (8)	24% (58)	12% (30)	243
Ethnicity: White	24% (427)	35% (612)	5% (94)	2% (38)	17% (290)	17% (289)	1751
Ethnicity: Hispanic	37% (122)	30% (99)	8% (26)	5% (15)	7% (24)	13% (42)	330
Ethnicity: Afr. Am.	25% (67)	32% (85)	5% (13)	5% (14)	11% (29)	23% (61)	269
Ethnicity: Other	31% (56)	32% (59)	7% (12)	6% (11)	9% (17)	15% (28)	182
Relig: Protestant	22% (108)	38% (184)	3% (15)	2% (11)	21% (103)	13% (62)	483
Relig: Roman Catholic	23% (103)	39% (175)	8% (37)	4% (20)	13% (58)	12% (54)	447
Relig: Ath./Agn./None	25% (154)	32% (200)	4% (28)	2% (15)	14% (89)	22% (141)	626
Relig: Something Else	28% (110)	31% (122)	6% (23)	3% (10)	14% (55)	17% (68)	389
Relig: Evangelical	28% (170)	30% (183)	6% (38)	3% (20)	16% (95)	17% (104)	609
Relig: Non-Evang. Catholics	20% (115)	43% (249)	5% (30)	3% (17)	17% (97)	11% (65)	574
Relig: All Christian	24% (285)	37% (432)	6% (68)	3% (37)	16% (192)	14% (169)	1183
Relig: All Non-Christian	26% (265)	32% (322)	5% (51)	2% (25)	14% (144)	21% (208)	1015
Community: Urban	28% (157)	33% (185)	7% (38)	2% (13)	13% (73)	18% (99)	565
Community: Suburban	25% (232)	35% (333)	4% (41)	3% (25)	17% (162)	16% (151)	945
Community: Rural	23% (161)	34% (237)	6% (40)	4% (25)	15% (101)	18% (127)	692
Employ: Private Sector	27% (185)	39% (270)	5% (33)	2% (14)	15% (105)	12% (84)	691
Employ: Government	30% (41)	27% (37)	12% (16)	7% (10)	11% (14)	13% (17)	135
Employ: Self-Employed	33% (67)	28% (56)	7% (13)	5% (10)	18% (36)	9% (18)	200
Employ: Homemaker	20% (49)	36% (88)	6% (14)	2% (4)	15% (36)	21% (51)	242
Employ: Student	28% (25)	33% (29)	9% (8)	2% (1)	8% (7)	20% (17)	88
Employ: Retired	22% (96)	36% (160)	5% (21)	3% (12)	22% (98)	13% (56)	442
Employ: Unemployed	23% (45)	26% (51)	5% (10)	3% (6)	13% (26)	29% (57)	195
Employ: Other	21% (44)	31% (65)	1% (3)	3% (5)	7% (14)	37% (77)	208

Continued on next page

Table BRD7_5: Would you be more or less likely to buy a product from a company that does each of the following, or would it have no impact either way? If a company...
Includes sustainability in its mission statement

Demographic	Much more likely to buy from the company	Somewhat more likely to buy from the company	Somewhat less likely to buy from the company	Much less likely to buy from the company	Would have no impact either way	Don't Know / No Opinion	Total N
Adults	25% (550)	34% (756)	5% (120)	3% (63)	15% (336)	17% (378)	2202
Military HH: Yes	26% (101)	36% (142)	6% (22)	4% (15)	17% (68)	12% (47)	394
Military HH: No	25% (449)	34% (614)	5% (98)	3% (48)	15% (269)	18% (330)	1808
RD/WT: Right Direction	25% (213)	30% (254)	7% (61)	4% (35)	18% (152)	15% (128)	843
RD/WT: Wrong Track	25% (337)	37% (502)	4% (59)	2% (28)	14% (184)	18% (249)	1359
Strongly Approve	28% (127)	26% (122)	5% (25)	5% (24)	22% (100)	14% (63)	459
Somewhat Approve	22% (100)	37% (169)	7% (34)	3% (12)	18% (83)	13% (60)	459
Somewhat Disapprove	17% (52)	41% (126)	7% (22)	1% (3)	17% (52)	17% (53)	307
Strongly Disapprove	30% (250)	38% (318)	4% (32)	2% (20)	10% (85)	16% (134)	838
Don't Know / No Opinion	15% (21)	15% (21)	6% (8)	3% (4)	12% (16)	50% (69)	138
#1 Issue: Economy	22% (141)	35% (221)	5% (32)	3% (18)	20% (125)	16% (104)	641
#1 Issue: Security	20% (77)	36% (140)	5% (21)	4% (15)	18% (73)	17% (67)	394
#1 Issue: Health Care	27% (115)	34% (146)	7% (30)	2% (7)	10% (42)	20% (85)	425
#1 Issue: Medicare / Social Security	26% (82)	34% (107)	4% (13)	3% (10)	17% (54)	16% (49)	315
#1 Issue: Women's Issues	30% (32)	34% (36)	7% (7)	4% (4)	8% (9)	18% (19)	107
#1 Issue: Education	35% (48)	32% (45)	3% (5)	3% (4)	10% (13)	17% (23)	138
#1 Issue: Energy	43% (36)	34% (29)	7% (5)	4% (3)	3% (2)	10% (8)	84
#1 Issue: Other	20% (19)	31% (31)	6% (6)	1% (1)	18% (18)	24% (23)	99
2016 Vote: Democrat Hillary Clinton	32% (230)	37% (263)	4% (29)	3% (20)	10% (73)	14% (97)	713
2016 Vote: Republican Donald Trump	22% (161)	34% (247)	6% (41)	3% (25)	23% (167)	13% (92)	732
2016 Vote: Someone else	20% (45)	38% (84)	7% (15)	2% (4)	15% (34)	19% (42)	225
2012 Vote: Barack Obama	31% (263)	39% (335)	3% (29)	2% (20)	12% (102)	12% (99)	848
2012 Vote: Mitt Romney	20% (114)	34% (189)	5% (27)	3% (16)	25% (141)	13% (74)	562
2012 Vote: Other	16% (17)	33% (36)	4% (5)	5% (5)	19% (20)	23% (24)	108
2012 Vote: Didn't Vote	23% (155)	29% (196)	9% (59)	3% (22)	11% (73)	26% (180)	683

Continued on next page

Table BRD7_5: Would you be more or less likely to buy a product from a company that does each of the following, or would it have no impact either way? If a company...

Includes sustainability in its mission statement

Demographic	Much more likely to buy from the company	Somewhat more likely to buy from the company	Somewhat less likely to buy from the company	Much less likely to buy from the company	Would have no impact either way	Don't Know / No Opinion	Total N
Adults	25% (550)	34% (756)	5% (120)	3% (63)	15% (336)	17% (378)	2202
4-Region: Northeast	25% (100)	38% (154)	4% (17)	3% (13)	16% (66)	13% (53)	402
4-Region: Midwest	19% (91)	36% (171)	5% (24)	3% (12)	17% (83)	20% (94)	474
4-Region: South	26% (214)	33% (267)	6% (46)	2% (20)	14% (117)	19% (151)	815
4-Region: West	28% (146)	32% (163)	6% (33)	4% (19)	14% (71)	16% (80)	511

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

Table BRD7_6: *Would you be more or less likely to buy a product from a company that does each of the following, or would it have no impact either way? If a company...
Offers an environmentally friendly product*

Demographic	Much more likely to buy from the company	Somewhat more likely to buy from the company	Somewhat less likely to buy from the company	Much less likely to buy from the company	Would have no impact either way	Don't Know / No Opinion	Total N
Adults	33% (716)	36% (799)	3% (76)	2% (50)	11% (242)	14% (318)	2202
Gender: Male	31% (324)	38% (399)	3% (37)	3% (30)	12% (124)	14% (147)	1060
Gender: Female	34% (393)	35% (400)	3% (39)	2% (21)	10% (118)	15% (172)	1142
Age: 18-29	37% (165)	31% (139)	7% (30)	2% (9)	6% (28)	17% (77)	448
Age: 30-44	31% (181)	36% (214)	3% (19)	3% (19)	9% (53)	17% (101)	588
Age: 45-54	35% (153)	35% (157)	3% (11)	2% (10)	11% (49)	14% (62)	442
Age: 55-64	31% (101)	38% (124)	2% (7)	1% (4)	14% (46)	14% (44)	326
Age: 65+	29% (116)	42% (165)	2% (9)	2% (8)	16% (65)	9% (35)	398
PID: Dem (no lean)	38% (277)	35% (254)	3% (23)	3% (18)	9% (63)	12% (86)	722
PID: Ind (no lean)	31% (260)	34% (287)	4% (30)	2% (17)	11% (90)	19% (157)	841
PID: Rep (no lean)	28% (179)	40% (258)	4% (23)	2% (15)	14% (89)	12% (75)	639
PID/Gender: Dem Men	36% (117)	38% (125)	3% (11)	5% (15)	8% (25)	11% (36)	328
PID/Gender: Dem Women	41% (161)	33% (129)	3% (13)	1% (3)	10% (38)	13% (50)	394
PID/Gender: Ind Men	28% (118)	36% (150)	3% (12)	2% (7)	13% (55)	18% (73)	415
PID/Gender: Ind Women	33% (142)	32% (137)	4% (17)	2% (10)	8% (35)	20% (84)	426
PID/Gender: Rep Men	28% (89)	39% (124)	4% (14)	2% (7)	14% (44)	12% (38)	317
PID/Gender: Rep Women	28% (90)	42% (134)	3% (9)	2% (8)	14% (45)	12% (37)	322
Tea Party: Supporter	32% (197)	39% (247)	5% (31)	3% (21)	11% (70)	10% (60)	626
Tea Party: Not Supporter	33% (517)	35% (549)	3% (44)	2% (29)	11% (170)	16% (257)	1566
Ideo: Liberal (1-3)	42% (296)	36% (256)	4% (28)	3% (21)	6% (40)	9% (61)	702
Ideo: Moderate (4)	30% (158)	42% (219)	3% (17)	1% (6)	12% (61)	12% (65)	525
Ideo: Conservative (5-7)	26% (177)	40% (270)	4% (24)	3% (19)	17% (113)	10% (67)	670
Educ: < College	34% (530)	33% (521)	3% (47)	2% (36)	10% (164)	17% (270)	1567
Educ: Bachelors degree	28% (115)	46% (191)	5% (20)	2% (8)	12% (48)	8% (34)	416
Educ: Post-grad	33% (72)	40% (88)	4% (8)	3% (6)	14% (30)	7% (15)	219

Continued on next page

Table BRD7_6: Would you be more or less likely to buy a product from a company that does each of the following, or would it have no impact either way? If a company...*Offers an environmentally friendly product*

Demographic	Much more likely to buy from the company	Somewhat more likely to buy from the company	Somewhat less likely to buy from the company	Much less likely to buy from the company	Would have no impact either way	Don't Know / No Opinion	Total N
Adults	33% (716)	36% (799)	3% (76)	2% (50)	11% (242)	14% (318)	2202
Income: Under 50k	34% (458)	32% (436)	4% (48)	2% (29)	10% (139)	17% (232)	1341
Income: 50k-100k	29% (181)	43% (266)	4% (22)	3% (16)	11% (68)	10% (65)	618
Income: 100k+	32% (77)	40% (97)	2% (6)	2% (6)	15% (35)	9% (21)	243
Ethnicity: White	32% (566)	37% (651)	3% (54)	2% (37)	12% (204)	14% (238)	1751
Ethnicity: Hispanic	42% (139)	29% (94)	5% (16)	4% (12)	7% (24)	13% (44)	330
Ethnicity: Afr. Am.	32% (85)	30% (81)	5% (13)	4% (12)	9% (25)	20% (53)	269
Ethnicity: Other	35% (65)	37% (67)	5% (9)	1% (2)	7% (12)	15% (27)	182
Relig: Protestant	30% (145)	41% (200)	3% (14)	2% (8)	14% (70)	10% (46)	483
Relig: Roman Catholic	31% (136)	38% (171)	5% (22)	2% (10)	13% (58)	11% (50)	447
Relig: Ath./Agn./None	32% (198)	36% (224)	3% (16)	2% (12)	9% (55)	19% (120)	626
Relig: Something Else	33% (128)	33% (130)	4% (15)	4% (15)	8% (32)	18% (69)	389
Relig: Evangelical	37% (225)	33% (201)	4% (22)	2% (12)	12% (72)	13% (77)	609
Relig: Non-Evang. Catholics	29% (164)	42% (242)	4% (23)	2% (10)	14% (82)	9% (53)	574
Relig: All Christian	33% (389)	37% (443)	4% (45)	2% (22)	13% (155)	11% (129)	1183
Relig: All Non-Christian	32% (327)	35% (354)	3% (31)	3% (27)	9% (87)	19% (189)	1015
Community: Urban	35% (200)	32% (182)	4% (20)	4% (20)	10% (56)	15% (87)	565
Community: Suburban	32% (304)	39% (367)	3% (29)	2% (16)	12% (110)	13% (119)	945
Community: Rural	31% (213)	36% (250)	4% (26)	2% (14)	11% (76)	16% (113)	692
Employ: Private Sector	32% (220)	41% (283)	4% (26)	3% (21)	10% (72)	10% (70)	691
Employ: Government	39% (52)	33% (44)	5% (7)	3% (4)	9% (12)	12% (16)	135
Employ: Self-Employed	39% (78)	34% (68)	3% (6)	5% (9)	14% (28)	6% (11)	200
Employ: Homemaker	28% (68)	36% (88)	4% (10)	1% (3)	11% (26)	19% (47)	242
Employ: Student	36% (32)	32% (28)	6% (5)	1% (0)	5% (5)	20% (17)	88
Employ: Retired	31% (138)	38% (170)	3% (12)	2% (7)	17% (76)	9% (39)	442
Employ: Unemployed	32% (62)	30% (58)	3% (6)	2% (4)	8% (16)	25% (49)	195
Employ: Other	32% (67)	29% (60)	2% (4)	1% (1)	4% (7)	33% (69)	208

Continued on next page

Table BRD7_6: Would you be more or less likely to buy a product from a company that does each of the following, or would it have no impact either way? If a company...
Offers an environmentally friendly product

Demographic	Much more likely to buy from the company	Somewhat more likely to buy from the company	Somewhat less likely to buy from the company	Much less likely to buy from the company	Would have no impact either way	Don't Know / No Opinion	Total N
Adults	33% (716)	36% (799)	3% (76)	2% (50)	11% (242)	14% (318)	2202
Military HH: Yes	33% (132)	42% (164)	3% (11)	2% (10)	11% (43)	9% (34)	394
Military HH: No	32% (585)	35% (635)	4% (65)	2% (41)	11% (199)	16% (284)	1808
RD/WT: Right Direction	30% (251)	37% (314)	5% (43)	3% (24)	12% (102)	13% (110)	843
RD/WT: Wrong Track	34% (466)	36% (485)	2% (33)	2% (26)	10% (140)	15% (209)	1359
Strongly Approve	30% (137)	36% (167)	4% (20)	4% (16)	14% (66)	11% (52)	459
Somewhat Approve	25% (116)	45% (208)	4% (19)	3% (13)	11% (49)	12% (53)	459
Somewhat Disapprove	29% (89)	39% (120)	3% (9)	2% (6)	15% (46)	12% (38)	307
Strongly Disapprove	40% (339)	33% (278)	3% (26)	2% (14)	8% (68)	14% (114)	838
Don't Know / No Opinion	25% (35)	19% (27)	1% (2)	1% (1)	9% (13)	44% (61)	138
#1 Issue: Economy	29% (186)	38% (243)	3% (16)	3% (17)	15% (93)	13% (84)	641
#1 Issue: Security	29% (116)	38% (148)	4% (14)	3% (13)	11% (45)	14% (57)	394
#1 Issue: Health Care	35% (147)	38% (163)	3% (14)	2% (8)	7% (30)	15% (63)	425
#1 Issue: Medicare / Social Security	32% (102)	34% (108)	3% (11)	2% (7)	15% (48)	12% (39)	315
#1 Issue: Women's Issues	41% (43)	27% (28)	7% (7)	1% (1)	6% (7)	19% (20)	107
#1 Issue: Education	37% (52)	32% (44)	4% (6)	2% (3)	4% (5)	20% (28)	138
#1 Issue: Energy	43% (36)	41% (35)	7% (6)	— (0)	2% (2)	7% (6)	84
#1 Issue: Other	35% (35)	30% (30)	1% (1)	1% (1)	11% (11)	22% (22)	99
2016 Vote: Democrat Hillary Clinton	41% (291)	35% (250)	3% (22)	2% (12)	8% (57)	11% (81)	713
2016 Vote: Republican Donald Trump	28% (206)	41% (297)	3% (24)	3% (18)	15% (108)	11% (80)	732
2016 Vote: Someone else	29% (65)	37% (83)	4% (9)	2% (5)	14% (30)	14% (32)	225
2012 Vote: Barack Obama	41% (345)	36% (308)	3% (22)	2% (15)	9% (80)	9% (78)	848
2012 Vote: Mitt Romney	26% (144)	42% (235)	4% (21)	3% (14)	16% (88)	10% (58)	562
2012 Vote: Other	27% (29)	36% (39)	3% (3)	2% (3)	14% (15)	18% (20)	108
2012 Vote: Didn't Vote	29% (198)	32% (217)	4% (29)	3% (18)	9% (59)	24% (161)	683

Continued on next page

Table BRD7_6: Would you be more or less likely to buy a product from a company that does each of the following, or would it have no impact either way? If a company...

Offers an environmentally friendly product

Demographic	Much more likely to buy from the company	Somewhat more likely to buy from the company	Somewhat less likely to buy from the company	Much less likely to buy from the company	Would have no impact either way	Don't Know / No Opinion	Total N
Adults	33% (716)	36% (799)	3% (76)	2% (50)	11% (242)	14% (318)	2202
4-Region: Northeast	33% (132)	40% (161)	3% (12)	2% (8)	10% (39)	12% (50)	402
4-Region: Midwest	29% (139)	37% (176)	3% (15)	4% (17)	11% (54)	15% (73)	474
4-Region: South	33% (271)	34% (279)	3% (28)	2% (19)	11% (93)	15% (126)	815
4-Region: West	34% (175)	36% (183)	4% (21)	1% (6)	11% (56)	14% (70)	511

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

Table BRD8: How often do you check your credit score?

Demographic	Often	Sometimes	Hardly ever	Never	Don't Know / No Opinion	Total N
Adults	19% (426)	36% (793)	26% (563)	13% (291)	6% (130)	2202
Gender: Male	19% (206)	35% (375)	24% (252)	14% (147)	8% (80)	1060
Gender: Female	19% (219)	37% (417)	27% (311)	13% (144)	4% (50)	1142
Age: 18-29	18% (82)	31% (141)	19% (85)	18% (81)	13% (60)	448
Age: 30-44	23% (136)	34% (200)	26% (155)	11% (65)	5% (32)	588
Age: 45-54	18% (78)	39% (171)	26% (115)	14% (60)	4% (17)	442
Age: 55-64	18% (59)	37% (120)	27% (88)	14% (45)	4% (14)	326
Age: 65+	18% (70)	40% (161)	30% (119)	10% (40)	2% (8)	398
PID: Dem (no lean)	21% (151)	39% (284)	23% (166)	11% (83)	5% (37)	722
PID: Ind (no lean)	17% (141)	31% (263)	28% (235)	16% (134)	8% (68)	841
PID: Rep (no lean)	21% (133)	38% (245)	25% (162)	12% (74)	4% (25)	639
PID/Gender: Dem Men	24% (80)	37% (123)	18% (58)	15% (48)	6% (19)	328
PID/Gender: Dem Women	18% (71)	41% (162)	28% (108)	9% (35)	5% (18)	394
PID/Gender: Ind Men	15% (63)	33% (136)	27% (110)	15% (64)	10% (42)	415
PID/Gender: Ind Women	18% (78)	30% (127)	29% (125)	16% (70)	6% (26)	426
PID/Gender: Rep Men	20% (63)	37% (117)	26% (84)	11% (34)	6% (19)	317
PID/Gender: Rep Women	22% (70)	40% (129)	24% (78)	12% (40)	2% (6)	322
Tea Party: Supporter	28% (175)	37% (231)	20% (126)	11% (70)	4% (24)	626
Tea Party: Not Supporter	16% (248)	36% (557)	28% (436)	14% (219)	7% (107)	1566
Ideo: Liberal (1-3)	25% (174)	34% (240)	21% (149)	14% (97)	6% (42)	702
Ideo: Moderate (4)	18% (93)	37% (193)	28% (146)	13% (70)	4% (23)	525
Ideo: Conservative (5-7)	18% (119)	42% (280)	26% (174)	11% (74)	3% (23)	670
Educ: < College	18% (282)	33% (516)	26% (408)	16% (246)	7% (116)	1567
Educ: Bachelors degree	22% (90)	44% (184)	24% (99)	8% (35)	2% (8)	416
Educ: Post-grad	25% (54)	42% (92)	26% (56)	4% (10)	3% (7)	219
Income: Under 50k	17% (224)	33% (438)	28% (369)	15% (203)	8% (107)	1341
Income: 50k-100k	23% (143)	42% (259)	21% (132)	11% (69)	3% (15)	618
Income: 100k+	24% (58)	39% (95)	25% (62)	8% (19)	3% (8)	243
Ethnicity: White	18% (320)	36% (633)	27% (464)	14% (238)	5% (96)	1751
Ethnicity: Hispanic	25% (83)	31% (104)	21% (68)	15% (51)	7% (24)	330

Continued on next page

Table BRD8: How often do you check your credit score?

Demographic	Often		Sometimes		Hardly ever		Never		Don't Know / No Opinion		Total N
Adults	19%	(426)	36%	(793)	26%	(563)	13%	(291)	6%	(130)	2202
Ethnicity: Afr. Am.	22%	(58)	40%	(109)	18%	(48)	11%	(31)	9%	(23)	269
Ethnicity: Other	26%	(47)	28%	(51)	28%	(50)	12%	(22)	6%	(11)	182
Relig: Protestant	18%	(88)	39%	(187)	29%	(141)	12%	(57)	2%	(11)	483
Relig: Roman Catholic	23%	(105)	38%	(169)	27%	(119)	8%	(37)	4%	(16)	447
Relig: Ath./Agn./None	19%	(117)	32%	(200)	24%	(150)	15%	(97)	10%	(62)	626
Relig: Something Else	17%	(65)	34%	(133)	25%	(96)	17%	(67)	7%	(27)	389
Relig: Evangelical	22%	(132)	37%	(225)	25%	(151)	11%	(70)	5%	(30)	609
Relig: Non-Evang. Catholics	19%	(111)	40%	(232)	29%	(165)	10%	(55)	2%	(11)	574
Relig: All Christian	21%	(243)	39%	(457)	27%	(317)	11%	(125)	4%	(42)	1183
Relig: All Non-Christian	18%	(182)	33%	(334)	24%	(246)	16%	(164)	9%	(89)	1015
Community: Urban	21%	(119)	35%	(197)	24%	(133)	14%	(77)	7%	(39)	565
Community: Suburban	18%	(170)	41%	(383)	25%	(238)	12%	(112)	4%	(42)	945
Community: Rural	20%	(136)	31%	(213)	28%	(192)	15%	(101)	7%	(49)	692
Employ: Private Sector	22%	(153)	42%	(293)	25%	(171)	9%	(60)	2%	(15)	691
Employ: Government	28%	(38)	36%	(49)	18%	(25)	13%	(18)	5%	(6)	135
Employ: Self-Employed	22%	(45)	34%	(68)	24%	(49)	16%	(31)	3%	(7)	200
Employ: Homemaker	14%	(35)	30%	(73)	32%	(78)	18%	(42)	6%	(15)	242
Employ: Student	11%	(10)	30%	(26)	17%	(15)	23%	(20)	19%	(17)	88
Employ: Retired	20%	(86)	40%	(176)	27%	(120)	11%	(48)	3%	(12)	442
Employ: Unemployed	13%	(26)	24%	(47)	27%	(54)	21%	(41)	14%	(28)	195
Employ: Other	16%	(33)	29%	(61)	25%	(53)	14%	(30)	15%	(32)	208
Military HH: Yes	24%	(94)	38%	(151)	26%	(102)	6%	(24)	6%	(24)	394
Military HH: No	18%	(332)	36%	(642)	26%	(461)	15%	(266)	6%	(106)	1808
RD/WT: Right Direction	23%	(197)	37%	(309)	23%	(195)	12%	(105)	4%	(37)	843
RD/WT: Wrong Track	17%	(228)	36%	(484)	27%	(368)	14%	(186)	7%	(93)	1359
Strongly Approve	27%	(124)	36%	(164)	21%	(95)	14%	(65)	2%	(11)	459
Somewhat Approve	14%	(66)	39%	(178)	28%	(128)	13%	(58)	6%	(29)	459
Somewhat Disapprove	16%	(50)	38%	(117)	28%	(86)	13%	(38)	5%	(16)	307
Strongly Disapprove	20%	(167)	36%	(303)	26%	(216)	13%	(109)	5%	(42)	838
Don't Know / No Opinion	13%	(18)	22%	(30)	27%	(37)	15%	(20)	23%	(32)	138

Continued on next page

Table BRD8: How often do you check your credit score?

Demographic	Often		Sometimes		Hardly ever		Never		Don't Know / No Opinion		Total N
Adults	19%	(426)	36%	(793)	26%	(563)	13%	(291)	6%	(130)	2202
#1 Issue: Economy	18%	(114)	40%	(255)	24%	(157)	14%	(93)	3%	(22)	641
#1 Issue: Security	20%	(77)	36%	(141)	26%	(101)	13%	(52)	6%	(23)	394
#1 Issue: Health Care	19%	(82)	34%	(146)	27%	(114)	14%	(59)	6%	(24)	425
#1 Issue: Medicare / Social Security	20%	(63)	40%	(125)	27%	(84)	10%	(30)	4%	(13)	315
#1 Issue: Women's Issues	20%	(21)	29%	(31)	20%	(21)	17%	(18)	14%	(15)	107
#1 Issue: Education	26%	(36)	29%	(40)	22%	(31)	12%	(17)	11%	(15)	138
#1 Issue: Energy	24%	(20)	21%	(18)	32%	(27)	15%	(13)	7%	(6)	84
#1 Issue: Other	12%	(12)	37%	(36)	29%	(28)	10%	(10)	13%	(13)	99
2016 Vote: Democrat Hillary Clinton	22%	(158)	40%	(285)	24%	(174)	9%	(67)	4%	(28)	713
2016 Vote: Republican Donald Trump	24%	(173)	37%	(269)	25%	(180)	13%	(92)	2%	(18)	732
2016 Vote: Someone else	15%	(34)	39%	(88)	25%	(56)	11%	(24)	10%	(22)	225
2012 Vote: Barack Obama	23%	(191)	40%	(337)	26%	(219)	8%	(70)	4%	(31)	848
2012 Vote: Mitt Romney	21%	(115)	39%	(221)	27%	(154)	11%	(61)	2%	(11)	562
2012 Vote: Other	22%	(23)	40%	(43)	21%	(22)	11%	(12)	7%	(7)	108
2012 Vote: Didn't Vote	14%	(95)	28%	(191)	25%	(168)	22%	(148)	12%	(81)	683
4-Region: Northeast	20%	(82)	37%	(150)	24%	(97)	12%	(48)	6%	(25)	402
4-Region: Midwest	18%	(83)	38%	(178)	27%	(127)	14%	(65)	4%	(21)	474
4-Region: South	18%	(145)	36%	(290)	26%	(208)	14%	(118)	7%	(54)	815
4-Region: West	23%	(115)	34%	(175)	26%	(131)	12%	(61)	6%	(30)	511

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

Table BRD9: How concerned are you about identity theft?

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not concerned at all		Total N
Adults	37%	(804)	38%	(830)	19%	(421)	7%	(147)	2202
Gender: Male	35%	(375)	37%	(393)	19%	(206)	8%	(86)	1060
Gender: Female	38%	(430)	38%	(437)	19%	(214)	5%	(61)	1142
Age: 18-29	36%	(163)	32%	(142)	21%	(96)	10%	(47)	448
Age: 30-44	35%	(204)	38%	(223)	21%	(121)	7%	(40)	588
Age: 45-54	40%	(177)	39%	(170)	16%	(70)	5%	(24)	442
Age: 55-64	35%	(114)	41%	(132)	20%	(64)	5%	(16)	326
Age: 65+	37%	(146)	41%	(162)	18%	(70)	5%	(20)	398
PID: Dem (no lean)	40%	(291)	36%	(261)	19%	(139)	4%	(32)	722
PID: Ind (no lean)	33%	(278)	37%	(312)	21%	(176)	9%	(75)	841
PID: Rep (no lean)	37%	(236)	40%	(257)	17%	(106)	6%	(40)	639
PID/Gender: Dem Men	39%	(129)	34%	(112)	21%	(69)	6%	(19)	328
PID/Gender: Dem Women	41%	(162)	38%	(149)	18%	(70)	3%	(13)	394
PID/Gender: Ind Men	31%	(130)	36%	(150)	23%	(95)	10%	(40)	415
PID/Gender: Ind Women	35%	(148)	38%	(162)	19%	(81)	8%	(35)	426
PID/Gender: Rep Men	37%	(116)	41%	(131)	13%	(43)	9%	(28)	317
PID/Gender: Rep Women	37%	(120)	39%	(126)	20%	(63)	4%	(12)	322
Tea Party: Supporter	42%	(261)	37%	(235)	16%	(102)	5%	(28)	626
Tea Party: Not Supporter	34%	(539)	38%	(593)	20%	(316)	8%	(119)	1566
Ideo: Liberal (1-3)	35%	(247)	38%	(268)	20%	(141)	7%	(46)	702
Ideo: Moderate (4)	39%	(203)	38%	(198)	19%	(98)	5%	(26)	525
Ideo: Conservative (5-7)	35%	(236)	40%	(266)	18%	(123)	7%	(44)	670
Educ: < College	38%	(591)	35%	(548)	20%	(306)	8%	(122)	1567
Educ: Bachelors degree	31%	(128)	48%	(199)	18%	(75)	3%	(14)	416
Educ: Post-grad	39%	(86)	38%	(83)	18%	(40)	5%	(11)	219
Income: Under 50k	37%	(493)	35%	(467)	21%	(279)	8%	(102)	1341
Income: 50k-100k	36%	(220)	42%	(262)	16%	(100)	6%	(36)	618
Income: 100k+	38%	(91)	41%	(101)	17%	(42)	4%	(9)	243
Ethnicity: White	34%	(594)	40%	(693)	20%	(354)	6%	(110)	1751
Ethnicity: Hispanic	44%	(144)	32%	(106)	14%	(45)	11%	(35)	330

Continued on next page

Table BRD9: How concerned are you about identity theft?

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not concerned at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	37%	(804)	38%	(830)	19%	(421)	7%	(147)	2202
Ethnicity: Afr. Am.	50%	(135)	24%	(66)	15%	(41)	10%	(27)	269
Ethnicity: Other	41%	(75)	39%	(71)	14%	(26)	6%	(10)	182
Relig: Protestant	34%	(166)	43%	(207)	18%	(88)	4%	(21)	483
Relig: Roman Catholic	39%	(175)	37%	(164)	17%	(77)	7%	(29)	447
Relig: Ath./Agn./None	32%	(199)	36%	(225)	23%	(143)	9%	(59)	626
Relig: Something Else	40%	(155)	35%	(138)	18%	(68)	7%	(28)	389
Relig: Evangelical	40%	(245)	39%	(239)	16%	(96)	5%	(29)	609
Relig: Non-Evang. Catholics	36%	(205)	39%	(226)	20%	(112)	5%	(31)	574
Relig: All Christian	38%	(449)	39%	(465)	18%	(208)	5%	(60)	1183
Relig: All Non-Christian	35%	(354)	36%	(363)	21%	(211)	9%	(87)	1015
Community: Urban	41%	(230)	32%	(182)	19%	(107)	8%	(47)	565
Community: Suburban	37%	(345)	39%	(371)	19%	(183)	5%	(45)	945
Community: Rural	33%	(229)	40%	(277)	19%	(131)	8%	(55)	692
Employ: Private Sector	38%	(266)	39%	(267)	19%	(128)	4%	(31)	691
Employ: Government	44%	(60)	35%	(47)	14%	(19)	7%	(9)	135
Employ: Self-Employed	33%	(67)	34%	(69)	26%	(53)	6%	(12)	200
Employ: Homemaker	31%	(74)	41%	(100)	23%	(55)	5%	(13)	242
Employ: Student	33%	(29)	28%	(25)	24%	(21)	14%	(13)	88
Employ: Retired	36%	(159)	38%	(169)	20%	(90)	5%	(24)	442
Employ: Unemployed	36%	(70)	38%	(74)	14%	(27)	13%	(25)	195
Employ: Other	38%	(80)	38%	(80)	13%	(27)	10%	(21)	208
Military HH: Yes	39%	(153)	39%	(153)	17%	(66)	6%	(23)	394
Military HH: No	36%	(652)	37%	(677)	20%	(354)	7%	(124)	1808
RD/WT: Right Direction	38%	(320)	37%	(309)	19%	(157)	7%	(58)	843
RD/WT: Wrong Track	36%	(484)	38%	(521)	19%	(264)	7%	(89)	1359
Strongly Approve	39%	(181)	36%	(167)	17%	(79)	7%	(32)	459
Somewhat Approve	32%	(146)	42%	(195)	21%	(99)	4%	(19)	459
Somewhat Disapprove	34%	(104)	45%	(138)	16%	(49)	5%	(15)	307
Strongly Disapprove	38%	(321)	35%	(295)	20%	(166)	7%	(56)	838
Don't Know / No Opinion	37%	(51)	24%	(34)	21%	(29)	18%	(25)	138

Continued on next page

Table BRD9: How concerned are you about identity theft?

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not concerned at all		Total N
Adults	37%	(804)	38%	(830)	19%	(421)	7%	(147)	2202
#1 Issue: Economy	33%	(214)	40%	(259)	20%	(127)	6%	(40)	641
#1 Issue: Security	37%	(146)	41%	(161)	17%	(69)	5%	(18)	394
#1 Issue: Health Care	39%	(165)	33%	(141)	20%	(86)	8%	(33)	425
#1 Issue: Medicare / Social Security	38%	(120)	37%	(117)	18%	(55)	7%	(22)	315
#1 Issue: Women's Issues	38%	(41)	32%	(34)	18%	(19)	12%	(12)	107
#1 Issue: Education	38%	(53)	36%	(50)	21%	(29)	5%	(7)	138
#1 Issue: Energy	37%	(31)	34%	(29)	22%	(18)	7%	(6)	84
#1 Issue: Other	36%	(35)	39%	(38)	17%	(17)	8%	(8)	99
2016 Vote: Democrat Hillary Clinton	41%	(291)	37%	(263)	17%	(123)	5%	(36)	713
2016 Vote: Republican Donald Trump	38%	(278)	40%	(295)	17%	(122)	5%	(37)	732
2016 Vote: Someone else	31%	(69)	39%	(87)	19%	(42)	12%	(27)	225
2012 Vote: Barack Obama	40%	(339)	37%	(312)	19%	(157)	5%	(40)	848
2012 Vote: Mitt Romney	38%	(213)	42%	(235)	16%	(92)	4%	(22)	562
2012 Vote: Other	33%	(35)	34%	(37)	21%	(22)	13%	(14)	108
2012 Vote: Didn't Vote	32%	(217)	36%	(246)	22%	(149)	10%	(71)	683
4-Region: Northeast	35%	(140)	36%	(146)	21%	(86)	7%	(29)	402
4-Region: Midwest	33%	(158)	43%	(205)	18%	(86)	5%	(24)	474
4-Region: South	40%	(324)	35%	(285)	18%	(146)	7%	(60)	815
4-Region: West	36%	(182)	38%	(194)	20%	(102)	7%	(34)	511

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

Table BRD10: *To the best of your knowledge, have you ever been the victim of a data breach?*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	32% (698)	53% (1166)	15% (338)	2202
Gender: Male	33% (354)	53% (560)	14% (146)	1060
Gender: Female	30% (344)	53% (606)	17% (192)	1142
Age: 18-29	25% (111)	53% (235)	23% (101)	448
Age: 30-44	34% (200)	52% (308)	14% (80)	588
Age: 45-54	31% (138)	56% (248)	13% (56)	442
Age: 55-64	35% (113)	50% (163)	15% (50)	326
Age: 65+	34% (135)	53% (212)	13% (51)	398
PID: Dem (no lean)	32% (229)	56% (403)	12% (90)	722
PID: Ind (no lean)	29% (246)	51% (430)	20% (165)	841
PID: Rep (no lean)	35% (223)	52% (333)	13% (83)	639
PID/Gender: Dem Men	34% (112)	56% (183)	10% (33)	328
PID/Gender: Dem Women	30% (117)	56% (220)	14% (57)	394
PID/Gender: Ind Men	32% (133)	51% (212)	17% (70)	415
PID/Gender: Ind Women	27% (113)	51% (218)	22% (94)	426
PID/Gender: Rep Men	34% (109)	52% (165)	14% (43)	317
PID/Gender: Rep Women	35% (114)	52% (168)	13% (40)	322
Tea Party: Supporter	39% (242)	51% (322)	10% (63)	626
Tea Party: Not Supporter	29% (453)	54% (838)	18% (275)	1566
Ideo: Liberal (1-3)	38% (264)	49% (343)	13% (95)	702
Ideo: Moderate (4)	31% (165)	56% (296)	12% (64)	525
Ideo: Conservative (5-7)	33% (221)	52% (349)	15% (99)	670
Educ: < College	28% (443)	54% (854)	17% (271)	1567
Educ: Bachelors degree	37% (156)	53% (220)	10% (40)	416
Educ: Post-grad	45% (99)	42% (92)	13% (28)	219
Income: Under 50k	27% (364)	54% (729)	19% (249)	1341
Income: 50k-100k	36% (224)	53% (328)	11% (66)	618
Income: 100k+	45% (110)	45% (109)	10% (24)	243
Ethnicity: White	32% (559)	53% (923)	15% (269)	1751
Ethnicity: Hispanic	33% (109)	50% (166)	16% (54)	330

Continued on next page

Table BRD10: *To the best of your knowledge, have you ever been the victim of a data breach?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	32%	(698)	53%	(1166)	15%	(338)	2202
Ethnicity: Afr. Am.	27%	(72)	56%	(152)	17%	(45)	269
Ethnicity: Other	37%	(67)	50%	(91)	13%	(24)	182
Relig: Protestant	37%	(177)	52%	(249)	12%	(58)	483
Relig: Roman Catholic	35%	(155)	53%	(235)	13%	(57)	447
Relig: Ath./Agn./None	27%	(170)	55%	(341)	18%	(114)	626
Relig: Something Else	33%	(128)	49%	(193)	18%	(68)	389
Relig: Evangelical	32%	(192)	56%	(339)	13%	(78)	609
Relig: Non-Evang. Catholics	36%	(206)	51%	(291)	13%	(77)	574
Relig: All Christian	34%	(398)	53%	(630)	13%	(156)	1183
Relig: All Non-Christian	29%	(298)	53%	(534)	18%	(183)	1015
Community: Urban	32%	(183)	54%	(306)	14%	(77)	565
Community: Suburban	34%	(325)	51%	(478)	15%	(142)	945
Community: Rural	27%	(190)	55%	(382)	17%	(120)	692
Employ: Private Sector	37%	(258)	54%	(372)	9%	(61)	691
Employ: Government	47%	(63)	44%	(60)	9%	(12)	135
Employ: Self-Employed	38%	(77)	49%	(97)	13%	(26)	200
Employ: Homemaker	23%	(56)	57%	(137)	20%	(49)	242
Employ: Student	16%	(14)	63%	(55)	21%	(19)	88
Employ: Retired	35%	(156)	50%	(222)	14%	(64)	442
Employ: Unemployed	15%	(29)	59%	(115)	26%	(51)	195
Employ: Other	22%	(45)	52%	(107)	27%	(56)	208
Military HH: Yes	44%	(173)	45%	(176)	12%	(46)	394
Military HH: No	29%	(525)	55%	(990)	16%	(293)	1808
RD/WT: Right Direction	33%	(277)	53%	(446)	14%	(120)	843
RD/WT: Wrong Track	31%	(421)	53%	(720)	16%	(218)	1359
Strongly Approve	34%	(156)	56%	(256)	10%	(48)	459
Somewhat Approve	28%	(129)	55%	(251)	17%	(80)	459
Somewhat Disapprove	35%	(108)	52%	(160)	13%	(39)	307
Strongly Disapprove	34%	(286)	52%	(435)	14%	(117)	838
Don't Know / No Opinion	14%	(19)	47%	(65)	40%	(55)	138

Continued on next page

Table BRD10: To the best of your knowledge, have you ever been the victim of a data breach?

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	32% (698)	53% (1166)	15% (338)	2202
#1 Issue: Economy	34% (220)	52% (332)	14% (88)	641
#1 Issue: Security	33% (129)	51% (200)	16% (65)	394
#1 Issue: Health Care	31% (132)	53% (225)	16% (68)	425
#1 Issue: Medicare / Social Security	29% (91)	57% (179)	15% (46)	315
#1 Issue: Women's Issues	28% (30)	50% (54)	21% (23)	107
#1 Issue: Education	31% (43)	56% (78)	13% (18)	138
#1 Issue: Energy	29% (24)	60% (50)	11% (10)	84
#1 Issue: Other	29% (29)	49% (48)	22% (22)	99
2016 Vote: Democrat Hillary Clinton	36% (257)	53% (378)	11% (78)	713
2016 Vote: Republican Donald Trump	34% (252)	53% (385)	13% (95)	732
2016 Vote: Someone else	33% (73)	52% (117)	15% (34)	225
2012 Vote: Barack Obama	36% (308)	51% (436)	12% (104)	848
2012 Vote: Mitt Romney	37% (206)	50% (283)	13% (72)	562
2012 Vote: Other	34% (37)	54% (58)	12% (13)	108
2012 Vote: Didn't Vote	21% (147)	57% (387)	22% (149)	683
4-Region: Northeast	33% (131)	57% (227)	11% (44)	402
4-Region: Midwest	31% (145)	51% (244)	18% (85)	474
4-Region: South	30% (243)	55% (447)	15% (124)	815
4-Region: West	35% (179)	48% (248)	17% (85)	511

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

Table BRD11_1: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
 Target

Demographic	A lot		Some		Not much		Not at all		Dont Know/No Opinion		Total N
Adults	20%	(448)	34%	(741)	20%	(431)	11%	(243)	15%	(338)	2202
Gender: Male	19%	(203)	34%	(362)	21%	(226)	12%	(128)	13%	(140)	1060
Gender: Female	21%	(245)	33%	(379)	18%	(205)	10%	(115)	17%	(198)	1142
Age: 18-29	29%	(131)	31%	(139)	15%	(67)	8%	(36)	17%	(75)	448
Age: 30-44	26%	(154)	37%	(219)	14%	(81)	11%	(62)	12%	(72)	588
Age: 45-54	17%	(77)	29%	(129)	24%	(107)	12%	(54)	17%	(75)	442
Age: 55-64	14%	(45)	39%	(126)	21%	(67)	13%	(41)	15%	(47)	326
Age: 65+	11%	(42)	32%	(128)	28%	(110)	13%	(50)	17%	(68)	398
PID: Dem (no lean)	24%	(176)	36%	(259)	20%	(141)	7%	(53)	13%	(92)	722
PID: Ind (no lean)	17%	(140)	32%	(270)	19%	(160)	13%	(107)	19%	(163)	841
PID: Rep (no lean)	21%	(131)	33%	(212)	20%	(130)	13%	(83)	13%	(82)	639
PID/Gender: Dem Men	24%	(78)	37%	(122)	22%	(71)	7%	(24)	10%	(33)	328
PID/Gender: Dem Women	25%	(98)	35%	(137)	18%	(70)	7%	(29)	15%	(60)	394
PID/Gender: Ind Men	13%	(55)	33%	(135)	23%	(94)	15%	(62)	17%	(69)	415
PID/Gender: Ind Women	20%	(86)	32%	(135)	15%	(66)	11%	(45)	22%	(94)	426
PID/Gender: Rep Men	22%	(71)	33%	(105)	19%	(61)	13%	(42)	12%	(38)	317
PID/Gender: Rep Women	19%	(61)	33%	(107)	21%	(69)	13%	(41)	14%	(44)	322
Tea Party: Supporter	28%	(176)	30%	(189)	20%	(123)	12%	(76)	10%	(62)	626
Tea Party: Not Supporter	17%	(271)	35%	(549)	19%	(305)	11%	(167)	17%	(274)	1566
Ideo: Liberal (1-3)	26%	(184)	35%	(243)	19%	(134)	9%	(64)	11%	(77)	702
Ideo: Moderate (4)	19%	(101)	36%	(189)	20%	(103)	10%	(51)	16%	(82)	525
Ideo: Conservative (5-7)	16%	(106)	32%	(217)	24%	(162)	14%	(95)	13%	(90)	670
Educ: < College	21%	(336)	32%	(504)	18%	(286)	11%	(171)	17%	(271)	1567
Educ: Bachelors degree	17%	(70)	39%	(161)	23%	(96)	11%	(44)	11%	(46)	416
Educ: Post-grad	19%	(42)	35%	(77)	23%	(50)	13%	(29)	10%	(21)	219
Income: Under 50k	21%	(287)	31%	(415)	18%	(243)	10%	(131)	20%	(266)	1341
Income: 50k-100k	18%	(112)	39%	(239)	21%	(130)	13%	(77)	10%	(60)	618
Income: 100k+	20%	(49)	36%	(87)	24%	(59)	14%	(34)	5%	(13)	243

Continued on next page

Table BRD11_1: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
Target

Demographic	Target										
	A lot		Some		Not much		Not at all		Dont Know/No Opinion		Total N
Adults	20%	(448)	34%	(741)	20%	(431)	11%	(243)	15%	(338)	
Ethnicity: White	19%	(337)	34%	(599)	20%	(351)	11%	(189)	16%	(275)	1751
Ethnicity: Hispanic	29%	(96)	29%	(97)	16%	(52)	10%	(33)	16%	(51)	330
Ethnicity: Afr. Am.	26%	(71)	29%	(78)	17%	(46)	13%	(36)	14%	(38)	269
Ethnicity: Other	22%	(40)	36%	(65)	19%	(34)	10%	(19)	14%	(25)	182
Relig: Protestant	19%	(90)	34%	(164)	23%	(112)	11%	(52)	13%	(64)	483
Relig: Roman Catholic	23%	(103)	38%	(169)	20%	(87)	10%	(44)	10%	(44)	447
Relig: Ath./Agn./None	19%	(120)	30%	(188)	18%	(115)	13%	(82)	19%	(120)	626
Relig: Something Else	22%	(86)	32%	(124)	21%	(83)	9%	(34)	16%	(61)	389
Relig: Evangelical	20%	(124)	35%	(212)	19%	(117)	12%	(72)	14%	(84)	609
Relig: Non-Evang. Catholics	20%	(117)	38%	(217)	20%	(116)	9%	(52)	13%	(73)	574
Relig: All Christian	20%	(241)	36%	(428)	20%	(233)	11%	(124)	13%	(157)	1183
Relig: All Non-Christian	20%	(207)	31%	(312)	19%	(198)	12%	(117)	18%	(181)	1015
Community: Urban	22%	(127)	32%	(181)	18%	(100)	12%	(67)	16%	(90)	565
Community: Suburban	20%	(186)	35%	(332)	22%	(207)	10%	(91)	14%	(128)	945
Community: Rural	20%	(135)	33%	(228)	18%	(125)	12%	(85)	17%	(119)	692
Employ: Private Sector	22%	(153)	36%	(251)	21%	(142)	11%	(74)	10%	(70)	691
Employ: Government	28%	(38)	38%	(51)	19%	(26)	9%	(12)	5%	(7)	135
Employ: Self-Employed	22%	(44)	37%	(74)	21%	(42)	14%	(27)	6%	(13)	200
Employ: Homemaker	22%	(54)	33%	(80)	15%	(36)	9%	(23)	20%	(49)	242
Employ: Student	23%	(20)	41%	(36)	12%	(11)	10%	(8)	14%	(13)	88
Employ: Retired	12%	(53)	31%	(139)	27%	(121)	12%	(53)	17%	(77)	442
Employ: Unemployed	23%	(45)	24%	(46)	12%	(24)	14%	(28)	27%	(53)	195
Employ: Other	20%	(42)	30%	(63)	14%	(29)	8%	(17)	27%	(57)	208
Military HH: Yes	18%	(72)	33%	(131)	26%	(102)	11%	(43)	12%	(46)	394
Military HH: No	21%	(376)	34%	(610)	18%	(329)	11%	(201)	16%	(292)	1808
RD/WT: Right Direction	23%	(193)	31%	(265)	20%	(168)	13%	(110)	13%	(107)	843
RD/WT: Wrong Track	19%	(255)	35%	(477)	19%	(263)	10%	(133)	17%	(231)	1359

Continued on next page

Table BRD11_1: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
Target

Demographic	A lot		Some		Not much		Not at all		Dont Know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(448)	34%	(741)	20%	(431)	11%	(243)	15%	(338)	2202
Strongly Approve	24%	(112)	28%	(129)	20%	(93)	15%	(69)	12%	(56)	459
Somewhat Approve	14%	(66)	40%	(186)	21%	(98)	10%	(48)	13%	(62)	459
Somewhat Disapprove	20%	(63)	35%	(109)	21%	(66)	10%	(32)	12%	(38)	307
Strongly Disapprove	22%	(183)	34%	(286)	19%	(163)	10%	(84)	14%	(121)	838
Don't Know / No Opinion	17%	(24)	23%	(31)	8%	(12)	7%	(10)	44%	(61)	138
#1 Issue: Economy	19%	(122)	34%	(219)	21%	(136)	9%	(57)	17%	(106)	641
#1 Issue: Security	19%	(76)	35%	(137)	19%	(75)	16%	(63)	11%	(42)	394
#1 Issue: Health Care	22%	(94)	35%	(151)	16%	(68)	10%	(42)	16%	(70)	425
#1 Issue: Medicare / Social Security	18%	(56)	32%	(100)	21%	(67)	9%	(29)	20%	(62)	315
#1 Issue: Women's Issues	28%	(30)	31%	(33)	11%	(12)	12%	(13)	17%	(18)	107
#1 Issue: Education	29%	(40)	31%	(43)	20%	(28)	9%	(12)	11%	(15)	138
#1 Issue: Energy	18%	(15)	36%	(30)	26%	(22)	14%	(12)	7%	(6)	84
#1 Issue: Other	14%	(14)	29%	(28)	23%	(23)	15%	(15)	19%	(19)	99
2016 Vote: Democrat Hillary Clinton	25%	(181)	35%	(252)	18%	(130)	9%	(67)	12%	(83)	713
2016 Vote: Republican Donald Trump	17%	(128)	35%	(255)	22%	(163)	13%	(98)	12%	(88)	732
2016 Vote: Someone else	14%	(31)	30%	(68)	23%	(53)	14%	(31)	19%	(42)	225
2012 Vote: Barack Obama	23%	(195)	37%	(312)	19%	(160)	10%	(81)	12%	(99)	848
2012 Vote: Mitt Romney	14%	(81)	33%	(188)	25%	(142)	16%	(89)	11%	(62)	562
2012 Vote: Other	14%	(15)	31%	(33)	23%	(25)	9%	(9)	23%	(25)	108
2012 Vote: Didn't Vote	23%	(157)	30%	(207)	15%	(103)	9%	(64)	22%	(153)	683
4-Region: Northeast	22%	(87)	39%	(158)	17%	(70)	8%	(31)	14%	(56)	402
4-Region: Midwest	18%	(85)	37%	(177)	18%	(87)	11%	(54)	15%	(71)	474
4-Region: South	21%	(175)	32%	(259)	20%	(163)	10%	(85)	16%	(133)	815
4-Region: West	20%	(100)	29%	(147)	22%	(112)	14%	(73)	15%	(79)	511

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

Table BRD11_4: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
Uber

Demographic	A lot		Some		Not much		Not at all		Dont Know/No Opinion	Total N	
Adults	11%	(247)	21%	(472)	21%	(471)	17%	(372)	29%	(641)	2202
Gender: Male	14%	(146)	24%	(255)	23%	(243)	17%	(181)	22%	(235)	1060
Gender: Female	9%	(101)	19%	(217)	20%	(228)	17%	(191)	36%	(406)	1142
Age: 18-29	21%	(93)	21%	(93)	19%	(87)	13%	(57)	26%	(117)	448
Age: 30-44	17%	(99)	25%	(149)	19%	(109)	16%	(93)	23%	(138)	588
Age: 45-54	7%	(31)	21%	(92)	25%	(109)	17%	(75)	30%	(134)	442
Age: 55-64	5%	(16)	21%	(67)	18%	(60)	23%	(74)	34%	(109)	326
Age: 65+	2%	(7)	17%	(70)	27%	(106)	18%	(72)	36%	(143)	398
PID: Dem (no lean)	13%	(95)	22%	(160)	23%	(166)	15%	(107)	27%	(194)	722
PID: Ind (no lean)	9%	(73)	19%	(161)	22%	(182)	19%	(158)	32%	(267)	841
PID: Rep (no lean)	12%	(78)	24%	(151)	19%	(123)	17%	(106)	28%	(181)	639
PID/Gender: Dem Men	18%	(58)	24%	(79)	24%	(78)	15%	(51)	19%	(62)	328
PID/Gender: Dem Women	10%	(38)	21%	(81)	22%	(88)	14%	(56)	33%	(131)	394
PID/Gender: Ind Men	9%	(37)	23%	(97)	24%	(98)	19%	(80)	25%	(104)	415
PID/Gender: Ind Women	8%	(36)	15%	(65)	20%	(84)	19%	(79)	38%	(163)	426
PID/Gender: Rep Men	16%	(51)	25%	(79)	21%	(67)	16%	(51)	22%	(69)	317
PID/Gender: Rep Women	9%	(28)	22%	(71)	17%	(56)	17%	(56)	35%	(111)	322
Tea Party: Supporter	19%	(116)	25%	(155)	20%	(122)	16%	(101)	21%	(132)	626
Tea Party: Not Supporter	8%	(128)	20%	(316)	22%	(346)	17%	(269)	32%	(506)	1566
Ideo: Liberal (1-3)	18%	(126)	23%	(162)	21%	(150)	15%	(106)	23%	(158)	702
Ideo: Moderate (4)	9%	(49)	20%	(105)	24%	(128)	17%	(90)	29%	(153)	525
Ideo: Conservative (5-7)	8%	(51)	24%	(160)	22%	(145)	18%	(120)	29%	(194)	670
Educ: < College	11%	(173)	19%	(300)	20%	(316)	17%	(260)	33%	(518)	1567
Educ: Bachelors degree	10%	(41)	27%	(111)	25%	(106)	18%	(73)	20%	(85)	416
Educ: Post-grad	15%	(33)	28%	(60)	22%	(49)	17%	(38)	18%	(39)	219
Income: Under 50k	11%	(152)	18%	(238)	20%	(265)	16%	(215)	35%	(471)	1341
Income: 50k-100k	10%	(60)	26%	(163)	24%	(150)	17%	(105)	23%	(140)	618
Income: 100k+	14%	(34)	29%	(71)	23%	(56)	21%	(51)	13%	(30)	243

Continued on next page

Table BRD11_4: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
 Uber

Demographic	Uber										
	A lot		Some		Not much		Not at all		Dont Know/No Opinion		Total N
Adults	11%	(247)	21%	(472)	21%	(471)	17%	(372)	29%	(641)	
Ethnicity: White	9%	(166)	21%	(361)	23%	(399)	17%	(289)	31%	(535)	1751
Ethnicity: Hispanic	23%	(75)	24%	(78)	18%	(59)	14%	(46)	22%	(72)	330
Ethnicity: Afr. Am.	18%	(48)	23%	(62)	15%	(41)	21%	(56)	23%	(61)	269
Ethnicity: Other	18%	(33)	27%	(49)	17%	(30)	14%	(26)	24%	(44)	182
Relig: Protestant	9%	(42)	22%	(107)	23%	(111)	15%	(74)	31%	(149)	483
Relig: Roman Catholic	11%	(49)	27%	(121)	24%	(109)	14%	(60)	24%	(107)	447
Relig: Ath./Agn./None	11%	(68)	20%	(122)	20%	(126)	18%	(112)	32%	(198)	626
Relig: Something Else	16%	(64)	18%	(69)	20%	(78)	18%	(71)	28%	(107)	389
Relig: Evangelical	12%	(70)	22%	(134)	20%	(121)	17%	(103)	30%	(181)	609
Relig: Non-Evang. Catholics	8%	(44)	25%	(145)	25%	(145)	15%	(85)	27%	(155)	574
Relig: All Christian	10%	(115)	24%	(279)	22%	(266)	16%	(188)	28%	(335)	1183
Relig: All Non-Christian	13%	(132)	19%	(191)	20%	(204)	18%	(183)	30%	(306)	1015
Community: Urban	15%	(87)	24%	(134)	18%	(101)	17%	(98)	26%	(145)	565
Community: Suburban	9%	(87)	25%	(233)	25%	(237)	14%	(134)	27%	(255)	945
Community: Rural	11%	(73)	15%	(105)	19%	(133)	20%	(139)	35%	(241)	692
Employ: Private Sector	12%	(85)	27%	(190)	23%	(158)	15%	(102)	23%	(157)	691
Employ: Government	22%	(30)	22%	(30)	26%	(35)	15%	(20)	15%	(21)	135
Employ: Self-Employed	19%	(38)	22%	(45)	20%	(40)	22%	(44)	16%	(32)	200
Employ: Homemaker	6%	(15)	19%	(45)	16%	(39)	18%	(45)	41%	(99)	242
Employ: Student	19%	(17)	38%	(33)	18%	(16)	7%	(6)	18%	(16)	88
Employ: Retired	4%	(19)	15%	(68)	26%	(117)	19%	(82)	35%	(156)	442
Employ: Unemployed	11%	(22)	14%	(27)	14%	(27)	23%	(44)	39%	(76)	195
Employ: Other	10%	(22)	17%	(35)	19%	(40)	13%	(28)	40%	(84)	208
Military HH: Yes	12%	(47)	21%	(85)	25%	(99)	19%	(73)	23%	(91)	394
Military HH: No	11%	(200)	21%	(387)	21%	(372)	17%	(298)	30%	(550)	1808
RD/WT: Right Direction	16%	(131)	24%	(202)	18%	(155)	17%	(142)	25%	(212)	843
RD/WT: Wrong Track	8%	(115)	20%	(270)	23%	(316)	17%	(230)	32%	(429)	1359

Continued on next page

Table BRD11_4: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
Uber

Demographic	A lot		Some		Not much		Not at all		Dont Know/No Opinion	Total N	
Adults	11%	(247)	21%	(472)	21%	(471)	17%	(372)	29%	(641)	2202
Strongly Approve	15%	(70)	22%	(100)	19%	(88)	19%	(87)	25%	(115)	459
Somewhat Approve	12%	(54)	25%	(114)	20%	(92)	15%	(70)	28%	(131)	459
Somewhat Disapprove	9%	(26)	22%	(68)	23%	(71)	18%	(56)	28%	(85)	307
Strongly Disapprove	11%	(93)	20%	(170)	25%	(205)	17%	(143)	27%	(227)	838
Don't Know / No Opinion	3%	(4)	15%	(20)	10%	(15)	12%	(16)	60%	(83)	138
#1 Issue: Economy	11%	(68)	23%	(148)	23%	(145)	16%	(100)	28%	(179)	641
#1 Issue: Security	11%	(43)	25%	(99)	19%	(74)	19%	(76)	26%	(102)	394
#1 Issue: Health Care	13%	(53)	21%	(87)	21%	(90)	15%	(65)	30%	(129)	425
#1 Issue: Medicare / Social Security	7%	(23)	19%	(59)	16%	(52)	19%	(60)	39%	(122)	315
#1 Issue: Women's Issues	18%	(19)	18%	(19)	23%	(25)	20%	(21)	21%	(22)	107
#1 Issue: Education	19%	(26)	19%	(26)	24%	(33)	14%	(19)	24%	(33)	138
#1 Issue: Energy	11%	(10)	24%	(20)	32%	(27)	11%	(9)	21%	(18)	84
#1 Issue: Other	5%	(5)	12%	(12)	25%	(25)	21%	(20)	36%	(36)	99
2016 Vote: Democrat Hillary Clinton	13%	(95)	24%	(169)	22%	(158)	17%	(120)	24%	(171)	713
2016 Vote: Republican Donald Trump	11%	(82)	23%	(169)	21%	(155)	17%	(126)	27%	(200)	732
2016 Vote: Someone else	8%	(18)	17%	(39)	24%	(54)	17%	(39)	33%	(75)	225
2012 Vote: Barack Obama	12%	(99)	25%	(209)	22%	(186)	16%	(136)	26%	(217)	848
2012 Vote: Mitt Romney	8%	(44)	23%	(132)	22%	(126)	19%	(108)	27%	(152)	562
2012 Vote: Other	8%	(8)	12%	(13)	23%	(25)	23%	(24)	35%	(37)	108
2012 Vote: Didn't Vote	14%	(95)	17%	(118)	19%	(133)	15%	(103)	34%	(234)	683
4-Region: Northeast	14%	(55)	25%	(99)	23%	(94)	14%	(56)	24%	(98)	402
4-Region: Midwest	9%	(45)	21%	(97)	18%	(87)	17%	(81)	35%	(164)	474
4-Region: South	11%	(88)	21%	(168)	21%	(170)	17%	(137)	31%	(251)	815
4-Region: West	11%	(58)	21%	(108)	24%	(120)	19%	(98)	25%	(128)	511

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

**Table BRD11_5: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
 Equifax**

Demographic	A lot		Some		Not much		Not at all		Dont Know/No Opinion		Total N
Adults	16%	(350)	23%	(513)	20%	(447)	20%	(436)	21%	(456)	2202
Gender: Male	14%	(149)	24%	(259)	23%	(248)	21%	(219)	18%	(186)	1060
Gender: Female	18%	(201)	22%	(254)	17%	(199)	19%	(217)	24%	(271)	1142
Age: 18-29	14%	(64)	18%	(80)	20%	(88)	16%	(70)	33%	(146)	448
Age: 30-44	20%	(119)	26%	(151)	18%	(105)	19%	(109)	18%	(104)	588
Age: 45-54	19%	(86)	25%	(109)	17%	(76)	22%	(97)	17%	(75)	442
Age: 55-64	12%	(39)	25%	(82)	21%	(68)	24%	(79)	18%	(59)	326
Age: 65+	11%	(42)	23%	(92)	28%	(111)	21%	(82)	18%	(72)	398
PID: Dem (no lean)	17%	(125)	24%	(172)	22%	(156)	18%	(133)	19%	(135)	722
PID: Ind (no lean)	12%	(98)	20%	(172)	19%	(158)	23%	(192)	26%	(221)	841
PID: Rep (no lean)	20%	(127)	26%	(168)	21%	(132)	17%	(111)	16%	(100)	639
PID/Gender: Dem Men	16%	(51)	27%	(90)	22%	(72)	19%	(63)	16%	(52)	328
PID/Gender: Dem Women	19%	(74)	21%	(82)	21%	(84)	18%	(70)	21%	(84)	394
PID/Gender: Ind Men	9%	(39)	20%	(82)	27%	(110)	24%	(98)	21%	(86)	415
PID/Gender: Ind Women	14%	(60)	21%	(90)	11%	(48)	22%	(94)	32%	(135)	426
PID/Gender: Rep Men	19%	(59)	27%	(87)	21%	(65)	18%	(58)	15%	(48)	317
PID/Gender: Rep Women	21%	(68)	25%	(82)	21%	(67)	17%	(53)	16%	(52)	322
Tea Party: Supporter	21%	(130)	26%	(164)	22%	(140)	17%	(107)	14%	(85)	626
Tea Party: Not Supporter	14%	(217)	22%	(346)	20%	(306)	21%	(328)	23%	(368)	1566
Ideo: Liberal (1-3)	17%	(123)	23%	(161)	22%	(154)	21%	(150)	16%	(114)	702
Ideo: Moderate (4)	15%	(77)	25%	(131)	19%	(98)	20%	(107)	21%	(112)	525
Ideo: Conservative (5-7)	16%	(108)	26%	(172)	22%	(149)	19%	(130)	17%	(112)	670
Educ: < College	16%	(256)	23%	(356)	19%	(301)	18%	(276)	24%	(379)	1567
Educ: Bachelors degree	14%	(60)	24%	(102)	24%	(100)	24%	(99)	13%	(56)	416
Educ: Post-grad	16%	(35)	25%	(56)	21%	(46)	28%	(61)	10%	(21)	219
Income: Under 50k	17%	(226)	22%	(289)	19%	(249)	18%	(236)	25%	(342)	1341
Income: 50k-100k	15%	(91)	27%	(167)	23%	(140)	21%	(129)	15%	(92)	618
Income: 100k+	14%	(33)	24%	(58)	24%	(58)	29%	(71)	9%	(22)	243

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Table BRD11_5: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
Equifax

Demographic	Dont Know/No Opinion										Total N
	A lot		Some		Not much		Not at all		Opinion		
Adults	16%	(350)	23%	(513)	20%	(447)	20%	(436)	21%	(456)	2202
Ethnicity: White	16%	(274)	23%	(395)	20%	(351)	21%	(365)	21%	(367)	1751
Ethnicity: Hispanic	20%	(66)	21%	(69)	18%	(58)	17%	(57)	24%	(80)	330
Ethnicity: Afr. Am.	16%	(42)	24%	(64)	23%	(61)	18%	(47)	20%	(54)	269
Ethnicity: Other	19%	(34)	30%	(54)	19%	(35)	13%	(24)	19%	(35)	182
Relig: Protestant	15%	(71)	27%	(129)	23%	(113)	17%	(83)	18%	(87)	483
Relig: Roman Catholic	17%	(76)	28%	(126)	19%	(85)	21%	(93)	15%	(66)	447
Relig: Ath./Agn./None	13%	(82)	17%	(107)	19%	(120)	24%	(150)	27%	(167)	626
Relig: Something Else	18%	(70)	20%	(77)	23%	(91)	18%	(70)	21%	(81)	389
Relig: Evangelical	19%	(115)	27%	(167)	18%	(111)	16%	(100)	19%	(116)	609
Relig: Non-Evang. Catholics	14%	(82)	28%	(161)	22%	(125)	20%	(113)	16%	(92)	574
Relig: All Christian	17%	(197)	28%	(328)	20%	(237)	18%	(214)	18%	(208)	1183
Relig: All Non-Christian	15%	(152)	18%	(184)	21%	(210)	22%	(220)	24%	(248)	1015
Community: Urban	15%	(84)	27%	(151)	17%	(99)	18%	(101)	23%	(131)	565
Community: Suburban	15%	(140)	23%	(215)	22%	(210)	20%	(190)	20%	(190)	945
Community: Rural	18%	(125)	21%	(147)	20%	(138)	21%	(145)	20%	(136)	692
Employ: Private Sector	19%	(129)	26%	(183)	20%	(135)	21%	(145)	14%	(99)	691
Employ: Government	16%	(22)	30%	(41)	19%	(26)	26%	(35)	8%	(11)	135
Employ: Self-Employed	18%	(37)	24%	(48)	26%	(52)	18%	(36)	13%	(26)	200
Employ: Homemaker	19%	(46)	20%	(49)	17%	(40)	17%	(42)	26%	(64)	242
Employ: Student	6%	(5)	26%	(23)	14%	(12)	13%	(11)	42%	(37)	88
Employ: Retired	11%	(50)	22%	(99)	26%	(117)	22%	(97)	18%	(79)	442
Employ: Unemployed	15%	(30)	14%	(27)	15%	(28)	21%	(41)	35%	(69)	195
Employ: Other	15%	(31)	21%	(43)	16%	(34)	14%	(28)	34%	(72)	208
Military HH: Yes	17%	(68)	23%	(93)	27%	(105)	21%	(83)	12%	(45)	394
Military HH: No	16%	(282)	23%	(421)	19%	(342)	20%	(353)	23%	(411)	1808
RD/WT: Right Direction	21%	(175)	27%	(227)	20%	(166)	17%	(143)	16%	(132)	843
RD/WT: Wrong Track	13%	(175)	21%	(286)	21%	(281)	22%	(293)	24%	(324)	1359

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Table BRD11_5: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
Equifax

Demographic	Dont Know/No Opinion										Total N
	A lot		Some		Not much		Not at all		Opinion		
Adults	16%	(350)	23%	(513)	20%	(447)	20%	(436)	21%	(456)	2202
Strongly Approve	23%	(103)	25%	(113)	21%	(97)	18%	(81)	14%	(65)	459
Somewhat Approve	16%	(72)	29%	(135)	20%	(93)	16%	(74)	19%	(86)	459
Somewhat Disapprove	11%	(35)	29%	(89)	23%	(70)	16%	(48)	21%	(66)	307
Strongly Disapprove	15%	(123)	19%	(157)	20%	(171)	27%	(224)	20%	(164)	838
Don't Know / No Opinion	13%	(17)	15%	(21)	11%	(16)	7%	(10)	54%	(75)	138
#1 Issue: Economy	15%	(95)	22%	(144)	23%	(144)	18%	(112)	23%	(145)	641
#1 Issue: Security	15%	(60)	30%	(116)	18%	(70)	20%	(78)	17%	(69)	394
#1 Issue: Health Care	18%	(74)	22%	(95)	19%	(79)	20%	(85)	22%	(92)	425
#1 Issue: Medicare / Social Security	16%	(51)	24%	(75)	22%	(69)	19%	(59)	19%	(61)	315
#1 Issue: Women's Issues	21%	(23)	17%	(18)	14%	(15)	23%	(24)	25%	(26)	107
#1 Issue: Education	21%	(29)	23%	(32)	15%	(21)	20%	(27)	21%	(30)	138
#1 Issue: Energy	13%	(11)	23%	(20)	29%	(25)	21%	(18)	13%	(11)	84
#1 Issue: Other	8%	(8)	14%	(14)	24%	(23)	32%	(32)	23%	(23)	99
2016 Vote: Democrat Hillary Clinton	17%	(122)	24%	(171)	20%	(144)	23%	(165)	16%	(112)	713
2016 Vote: Republican Donald Trump	19%	(141)	27%	(198)	21%	(154)	18%	(129)	15%	(110)	732
2016 Vote: Someone else	12%	(28)	19%	(42)	20%	(45)	28%	(63)	21%	(47)	225
2012 Vote: Barack Obama	17%	(146)	26%	(222)	20%	(166)	22%	(186)	15%	(127)	848
2012 Vote: Mitt Romney	18%	(99)	26%	(145)	23%	(130)	21%	(120)	12%	(68)	562
2012 Vote: Other	10%	(10)	18%	(19)	23%	(25)	22%	(24)	27%	(29)	108
2012 Vote: Didn't Vote	14%	(93)	19%	(127)	18%	(126)	15%	(105)	34%	(233)	683
4-Region: Northeast	16%	(65)	27%	(109)	18%	(74)	18%	(71)	21%	(84)	402
4-Region: Midwest	17%	(78)	21%	(100)	18%	(84)	20%	(96)	24%	(116)	474
4-Region: South	17%	(137)	25%	(201)	20%	(162)	18%	(147)	21%	(168)	815
4-Region: West	14%	(70)	20%	(103)	25%	(128)	24%	(122)	17%	(89)	511

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

Table BRD11_6: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
Yahoo

Demographic	A lot		Some		Not much		Not at all		Dont Know/No Opinion		Total N
Adults	20%	(437)	34%	(738)	20%	(431)	11%	(240)	16%	(355)	2202
Gender: Male	20%	(213)	33%	(350)	20%	(217)	12%	(129)	14%	(150)	1060
Gender: Female	20%	(224)	34%	(388)	19%	(214)	10%	(111)	18%	(204)	1142
Age: 18-29	23%	(103)	31%	(138)	20%	(90)	9%	(42)	17%	(75)	448
Age: 30-44	24%	(143)	34%	(202)	18%	(107)	11%	(63)	13%	(74)	588
Age: 45-54	21%	(93)	33%	(147)	18%	(77)	14%	(62)	14%	(63)	442
Age: 55-64	15%	(49)	32%	(105)	21%	(68)	12%	(39)	20%	(65)	326
Age: 65+	13%	(50)	37%	(146)	22%	(89)	9%	(35)	20%	(78)	398
PID: Dem (no lean)	24%	(175)	33%	(238)	18%	(131)	10%	(70)	15%	(109)	722
PID: Ind (no lean)	16%	(135)	31%	(263)	19%	(160)	14%	(114)	20%	(169)	841
PID: Rep (no lean)	20%	(128)	37%	(237)	22%	(141)	9%	(56)	12%	(77)	639
PID/Gender: Dem Men	23%	(76)	33%	(109)	20%	(66)	12%	(38)	12%	(39)	328
PID/Gender: Dem Women	25%	(98)	33%	(129)	17%	(65)	8%	(32)	18%	(69)	394
PID/Gender: Ind Men	13%	(56)	32%	(132)	21%	(89)	14%	(59)	19%	(80)	415
PID/Gender: Ind Women	19%	(79)	31%	(132)	17%	(71)	13%	(55)	21%	(89)	426
PID/Gender: Rep Men	25%	(81)	35%	(110)	20%	(62)	10%	(32)	10%	(32)	317
PID/Gender: Rep Women	15%	(47)	39%	(127)	24%	(79)	8%	(24)	14%	(46)	322
Tea Party: Supporter	27%	(171)	33%	(207)	19%	(122)	10%	(60)	11%	(68)	626
Tea Party: Not Supporter	17%	(264)	34%	(529)	20%	(308)	12%	(180)	18%	(285)	1566
Ideo: Liberal (1-3)	26%	(186)	30%	(213)	19%	(132)	12%	(83)	12%	(87)	702
Ideo: Moderate (4)	17%	(90)	41%	(213)	17%	(92)	9%	(48)	16%	(82)	525
Ideo: Conservative (5-7)	16%	(107)	33%	(223)	25%	(166)	11%	(74)	15%	(101)	670
Educ: < College	22%	(343)	33%	(512)	18%	(284)	10%	(157)	17%	(271)	1567
Educ: Bachelors degree	13%	(56)	35%	(146)	25%	(102)	13%	(54)	14%	(58)	416
Educ: Post-grad	18%	(39)	36%	(80)	21%	(45)	13%	(29)	12%	(26)	219
Income: Under 50k	22%	(301)	31%	(415)	18%	(238)	10%	(133)	19%	(254)	1341
Income: 50k-100k	16%	(96)	38%	(236)	23%	(141)	11%	(70)	12%	(75)	618
Income: 100k+	17%	(40)	36%	(87)	22%	(52)	15%	(37)	11%	(26)	243

Continued on next page

Table BRD11_6: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
 Yahoo

Demographic	Dont Know/No Opinion										Total N
	A lot		Some		Not much		Not at all		Opinion		
Adults	20%	(437)	34%	(738)	20%	(431)	11%	(240)	16%	(355)	2202
Ethnicity: White	19%	(329)	34%	(589)	21%	(360)	10%	(183)	17%	(290)	1751
Ethnicity: Hispanic	26%	(86)	31%	(104)	19%	(64)	11%	(36)	12%	(39)	330
Ethnicity: Afr. Am.	29%	(78)	33%	(88)	12%	(32)	14%	(39)	12%	(32)	269
Ethnicity: Other	17%	(30)	34%	(62)	22%	(40)	10%	(18)	18%	(33)	182
Relig: Protestant	17%	(84)	38%	(182)	21%	(100)	10%	(47)	14%	(69)	483
Relig: Roman Catholic	20%	(91)	40%	(179)	19%	(86)	9%	(41)	11%	(49)	447
Relig: Ath./Agn./None	19%	(118)	26%	(165)	19%	(121)	14%	(86)	22%	(136)	626
Relig: Something Else	19%	(76)	32%	(126)	21%	(84)	10%	(40)	17%	(65)	389
Relig: Evangelical	25%	(154)	34%	(209)	18%	(110)	9%	(56)	13%	(79)	609
Relig: Non-Evang. Catholics	15%	(88)	42%	(238)	20%	(116)	10%	(57)	13%	(75)	574
Relig: All Christian	20%	(242)	38%	(447)	19%	(226)	10%	(114)	13%	(154)	1183
Relig: All Non-Christian	19%	(194)	29%	(290)	20%	(205)	12%	(125)	20%	(201)	1015
Community: Urban	23%	(128)	32%	(182)	17%	(97)	11%	(64)	17%	(94)	565
Community: Suburban	19%	(178)	35%	(334)	21%	(199)	10%	(92)	15%	(142)	945
Community: Rural	19%	(132)	32%	(222)	19%	(135)	12%	(84)	17%	(119)	692
Employ: Private Sector	21%	(146)	39%	(267)	18%	(126)	11%	(73)	11%	(78)	691
Employ: Government	27%	(37)	33%	(45)	20%	(27)	10%	(14)	10%	(13)	135
Employ: Self-Employed	20%	(40)	36%	(73)	25%	(49)	12%	(25)	6%	(13)	200
Employ: Homemaker	17%	(42)	30%	(72)	22%	(55)	9%	(22)	22%	(52)	242
Employ: Student	17%	(15)	35%	(31)	18%	(16)	13%	(12)	16%	(14)	88
Employ: Retired	15%	(67)	34%	(149)	24%	(105)	9%	(41)	18%	(81)	442
Employ: Unemployed	23%	(44)	26%	(51)	9%	(18)	15%	(29)	27%	(53)	195
Employ: Other	22%	(46)	25%	(51)	17%	(36)	12%	(26)	24%	(50)	208
Military HH: Yes	18%	(72)	37%	(145)	23%	(90)	11%	(42)	12%	(46)	394
Military HH: No	20%	(366)	33%	(594)	19%	(341)	11%	(198)	17%	(309)	1808
RD/WT: Right Direction	25%	(212)	34%	(286)	19%	(163)	10%	(86)	11%	(96)	843
RD/WT: Wrong Track	17%	(226)	33%	(452)	20%	(268)	11%	(154)	19%	(259)	1359

Continued on next page

Table BRD11_6: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
Yahoo

Demographic	A lot		Some		Not much		Not at all		Dont Know/No Opinion	Total N	
Adults	20%	(437)	34%	(738)	20%	(431)	11%	(240)	16%	(355)	2202
Strongly Approve	28%	(129)	31%	(141)	17%	(79)	12%	(53)	12%	(56)	459
Somewhat Approve	16%	(71)	40%	(184)	23%	(108)	9%	(42)	12%	(55)	459
Somewhat Disapprove	17%	(53)	37%	(114)	20%	(61)	12%	(38)	13%	(41)	307
Strongly Disapprove	20%	(166)	32%	(264)	21%	(175)	11%	(92)	17%	(141)	838
Don't Know / No Opinion	13%	(18)	25%	(35)	6%	(9)	10%	(14)	45%	(62)	138
#1 Issue: Economy	18%	(117)	35%	(226)	21%	(132)	11%	(68)	15%	(98)	641
#1 Issue: Security	21%	(82)	36%	(141)	19%	(75)	12%	(46)	12%	(49)	394
#1 Issue: Health Care	23%	(97)	33%	(140)	18%	(76)	10%	(44)	16%	(68)	425
#1 Issue: Medicare / Social Security	18%	(58)	37%	(116)	15%	(47)	8%	(25)	22%	(69)	315
#1 Issue: Women's Issues	23%	(24)	25%	(26)	24%	(25)	10%	(11)	19%	(20)	107
#1 Issue: Education	21%	(30)	29%	(40)	20%	(27)	15%	(21)	15%	(21)	138
#1 Issue: Energy	19%	(16)	27%	(23)	26%	(22)	15%	(13)	12%	(10)	84
#1 Issue: Other	13%	(13)	27%	(27)	26%	(26)	14%	(14)	20%	(20)	99
2016 Vote: Democrat Hillary Clinton	24%	(168)	34%	(241)	17%	(121)	12%	(85)	14%	(97)	713
2016 Vote: Republican Donald Trump	20%	(143)	37%	(270)	21%	(155)	10%	(72)	13%	(92)	732
2016 Vote: Someone else	12%	(27)	27%	(61)	23%	(53)	18%	(40)	20%	(44)	225
2012 Vote: Barack Obama	21%	(177)	35%	(300)	18%	(155)	12%	(100)	14%	(116)	848
2012 Vote: Mitt Romney	17%	(95)	38%	(212)	22%	(122)	11%	(63)	12%	(69)	562
2012 Vote: Other	12%	(13)	23%	(25)	27%	(29)	16%	(17)	22%	(23)	108
2012 Vote: Didn't Vote	22%	(151)	29%	(202)	18%	(126)	9%	(60)	21%	(145)	683
4-Region: Northeast	22%	(89)	35%	(142)	20%	(80)	9%	(37)	13%	(54)	402
4-Region: Midwest	17%	(79)	36%	(170)	21%	(101)	10%	(45)	17%	(80)	474
4-Region: South	21%	(172)	35%	(286)	17%	(139)	10%	(82)	17%	(136)	815
4-Region: West	19%	(98)	28%	(141)	22%	(112)	15%	(76)	17%	(85)	511

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

Table BRD11_7: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
 eBay

Demographic	A lot		Some		Not much		Not at all		Dont Know/No Opinion		Total N
Adults	22%	(494)	35%	(760)	17%	(382)	8%	(171)	18%	(394)	2202
Gender: Male	24%	(256)	34%	(362)	18%	(193)	8%	(90)	15%	(160)	1060
Gender: Female	21%	(238)	35%	(398)	17%	(189)	7%	(82)	21%	(235)	1142
Age: 18-29	26%	(118)	32%	(145)	16%	(71)	5%	(21)	21%	(92)	448
Age: 30-44	29%	(171)	36%	(213)	15%	(89)	8%	(47)	12%	(69)	588
Age: 45-54	23%	(100)	31%	(139)	17%	(76)	12%	(52)	17%	(76)	442
Age: 55-64	16%	(52)	39%	(129)	15%	(48)	10%	(34)	19%	(63)	326
Age: 65+	14%	(54)	34%	(135)	25%	(98)	4%	(18)	23%	(93)	398
PID: Dem (no lean)	24%	(170)	33%	(237)	19%	(135)	7%	(49)	18%	(131)	722
PID: Ind (no lean)	19%	(157)	33%	(276)	18%	(149)	10%	(82)	21%	(176)	841
PID: Rep (no lean)	26%	(166)	39%	(247)	15%	(99)	6%	(40)	14%	(87)	639
PID/Gender: Dem Men	25%	(82)	35%	(116)	18%	(60)	6%	(21)	15%	(50)	328
PID/Gender: Dem Women	22%	(88)	31%	(121)	19%	(75)	7%	(28)	21%	(81)	394
PID/Gender: Ind Men	19%	(79)	30%	(125)	22%	(91)	11%	(44)	19%	(77)	415
PID/Gender: Ind Women	19%	(79)	35%	(151)	14%	(58)	9%	(39)	23%	(99)	426
PID/Gender: Rep Men	30%	(96)	38%	(120)	13%	(42)	8%	(25)	10%	(33)	317
PID/Gender: Rep Women	22%	(70)	39%	(126)	18%	(56)	5%	(15)	17%	(54)	322
Tea Party: Supporter	29%	(180)	34%	(212)	16%	(102)	9%	(56)	12%	(76)	626
Tea Party: Not Supporter	20%	(311)	35%	(543)	18%	(280)	7%	(115)	20%	(316)	1566
Ideo: Liberal (1-3)	29%	(204)	32%	(226)	18%	(125)	7%	(48)	14%	(99)	702
Ideo: Moderate (4)	18%	(92)	39%	(204)	17%	(89)	8%	(42)	19%	(98)	525
Ideo: Conservative (5-7)	21%	(139)	37%	(250)	18%	(123)	8%	(54)	16%	(104)	670
Educ: < College	23%	(368)	33%	(516)	16%	(258)	8%	(119)	20%	(307)	1567
Educ: Bachelors degree	19%	(80)	40%	(165)	20%	(81)	8%	(33)	14%	(57)	416
Educ: Post-grad	21%	(47)	36%	(79)	20%	(43)	9%	(19)	14%	(31)	219
Income: Under 50k	24%	(321)	32%	(424)	16%	(217)	7%	(95)	21%	(285)	1341
Income: 50k-100k	20%	(121)	41%	(252)	19%	(116)	8%	(47)	13%	(82)	618
Income: 100k+	22%	(52)	35%	(84)	21%	(50)	12%	(29)	11%	(27)	243

Continued on next page

Table BRD11_7: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
eBay

Demographic	A lot		Some		Not much		Not at all		Dont Know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	22%	(494)	35%	(760)	17%	(382)	8%	(171)	18%	(394)	2202
Ethnicity: White	22%	(380)	34%	(600)	18%	(318)	8%	(134)	18%	(319)	1751
Ethnicity: Hispanic	29%	(94)	28%	(94)	17%	(56)	7%	(24)	19%	(62)	330
Ethnicity: Afr. Am.	28%	(76)	32%	(85)	14%	(37)	10%	(26)	17%	(45)	269
Ethnicity: Other	21%	(38)	41%	(75)	15%	(27)	7%	(12)	16%	(30)	182
Relig: Protestant	20%	(98)	41%	(198)	18%	(86)	6%	(30)	15%	(71)	483
Relig: Roman Catholic	23%	(105)	36%	(162)	16%	(71)	8%	(38)	16%	(71)	447
Relig: Ath./Agn./None	23%	(142)	30%	(185)	17%	(109)	9%	(56)	22%	(135)	626
Relig: Something Else	23%	(90)	33%	(128)	18%	(71)	6%	(24)	20%	(76)	389
Relig: Evangelical	26%	(156)	36%	(220)	17%	(102)	8%	(47)	14%	(84)	609
Relig: Non-Evang. Catholics	19%	(106)	39%	(226)	17%	(99)	8%	(44)	17%	(99)	574
Relig: All Christian	22%	(262)	38%	(446)	17%	(200)	8%	(91)	15%	(183)	1183
Relig: All Non-Christian	23%	(232)	31%	(312)	18%	(180)	8%	(80)	21%	(211)	1015
Community: Urban	26%	(146)	33%	(187)	15%	(87)	8%	(45)	18%	(101)	565
Community: Suburban	19%	(184)	35%	(334)	20%	(185)	7%	(63)	19%	(179)	945
Community: Rural	24%	(164)	35%	(239)	16%	(111)	9%	(63)	17%	(115)	692
Employ: Private Sector	26%	(177)	38%	(264)	16%	(108)	9%	(60)	12%	(82)	691
Employ: Government	25%	(34)	38%	(51)	19%	(25)	8%	(10)	11%	(15)	135
Employ: Self-Employed	30%	(60)	32%	(65)	18%	(36)	7%	(15)	12%	(24)	200
Employ: Homemaker	22%	(53)	34%	(82)	14%	(34)	7%	(17)	23%	(56)	242
Employ: Student	14%	(13)	38%	(33)	18%	(16)	8%	(7)	22%	(19)	88
Employ: Retired	16%	(73)	33%	(144)	24%	(106)	6%	(27)	21%	(92)	442
Employ: Unemployed	21%	(41)	29%	(57)	14%	(28)	9%	(18)	26%	(51)	195
Employ: Other	21%	(44)	31%	(64)	14%	(30)	8%	(17)	26%	(54)	208
Military HH: Yes	21%	(82)	37%	(146)	18%	(73)	8%	(33)	15%	(60)	394
Military HH: No	23%	(412)	34%	(614)	17%	(309)	8%	(138)	19%	(335)	1808
RD/WT: Right Direction	28%	(238)	37%	(313)	14%	(115)	8%	(68)	13%	(110)	843
RD/WT: Wrong Track	19%	(256)	33%	(447)	20%	(268)	8%	(104)	21%	(285)	1359

Continued on next page

**Table BRD11_7: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
eBay**

Demographic	Dont Know/No Opinion										Total N
	A lot		Some		Not much		Not at all		Opinion		
Adults	22%	(494)	35%	(760)	17%	(382)	8%	(171)	18%	(394)	2202
Strongly Approve	33%	(151)	34%	(154)	13%	(59)	9%	(40)	12%	(56)	459
Somewhat Approve	21%	(98)	38%	(176)	20%	(91)	6%	(28)	14%	(65)	459
Somewhat Disapprove	14%	(44)	41%	(127)	18%	(57)	9%	(28)	17%	(51)	307
Strongly Disapprove	22%	(186)	33%	(273)	19%	(156)	8%	(69)	19%	(155)	838
Don't Know / No Opinion	11%	(16)	22%	(30)	15%	(20)	4%	(6)	48%	(66)	138
#1 Issue: Economy	24%	(151)	35%	(222)	17%	(108)	7%	(42)	18%	(118)	641
#1 Issue: Security	25%	(98)	37%	(144)	16%	(62)	9%	(37)	13%	(52)	394
#1 Issue: Health Care	23%	(97)	36%	(152)	18%	(78)	7%	(29)	16%	(69)	425
#1 Issue: Medicare / Social Security	20%	(62)	29%	(92)	17%	(55)	7%	(23)	26%	(83)	315
#1 Issue: Women's Issues	21%	(22)	35%	(37)	16%	(17)	5%	(6)	23%	(24)	107
#1 Issue: Education	22%	(31)	35%	(49)	18%	(25)	11%	(15)	14%	(19)	138
#1 Issue: Energy	27%	(23)	33%	(28)	18%	(15)	9%	(8)	12%	(10)	84
#1 Issue: Other	10%	(10)	36%	(36)	22%	(22)	12%	(11)	20%	(20)	99
2016 Vote: Democrat Hillary Clinton	24%	(170)	33%	(233)	20%	(140)	8%	(58)	16%	(111)	713
2016 Vote: Republican Donald Trump	24%	(177)	38%	(278)	17%	(127)	8%	(59)	13%	(92)	732
2016 Vote: Someone else	14%	(31)	33%	(73)	16%	(37)	12%	(27)	26%	(57)	225
2012 Vote: Barack Obama	23%	(199)	33%	(283)	19%	(161)	8%	(67)	16%	(137)	848
2012 Vote: Mitt Romney	21%	(115)	40%	(228)	18%	(100)	8%	(47)	13%	(72)	562
2012 Vote: Other	13%	(14)	31%	(33)	21%	(23)	9%	(10)	26%	(28)	108
2012 Vote: Didn't Vote	24%	(165)	31%	(215)	14%	(98)	7%	(48)	23%	(158)	683
4-Region: Northeast	22%	(88)	36%	(144)	18%	(72)	5%	(19)	20%	(79)	402
4-Region: Midwest	19%	(92)	39%	(185)	17%	(79)	8%	(36)	17%	(83)	474
4-Region: South	25%	(203)	33%	(270)	17%	(142)	8%	(62)	17%	(138)	815
4-Region: West	22%	(111)	32%	(162)	17%	(89)	11%	(54)	19%	(95)	511

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

Table BRD11_8: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
TJ Maxx

Demographic	A lot		Some		Not much		Not at all		Dont Know/No Opinion		Total N
Adults	15%	(329)	31%	(690)	17%	(379)	9%	(205)	27%	(598)	2202
Gender: Male	13%	(136)	31%	(332)	20%	(208)	11%	(122)	25%	(262)	1060
Gender: Female	17%	(193)	31%	(358)	15%	(172)	7%	(83)	29%	(335)	1142
Age: 18-29	20%	(91)	27%	(123)	17%	(76)	8%	(37)	27%	(121)	448
Age: 30-44	20%	(115)	34%	(199)	15%	(87)	11%	(63)	21%	(123)	588
Age: 45-54	14%	(64)	31%	(139)	19%	(82)	11%	(48)	25%	(110)	442
Age: 55-64	9%	(29)	32%	(105)	17%	(56)	9%	(28)	33%	(107)	326
Age: 65+	8%	(31)	31%	(124)	20%	(78)	7%	(28)	34%	(136)	398
PID: Dem (no lean)	19%	(136)	34%	(246)	17%	(120)	8%	(55)	23%	(165)	722
PID: Ind (no lean)	10%	(86)	29%	(242)	19%	(157)	12%	(99)	30%	(256)	841
PID: Rep (no lean)	17%	(107)	32%	(202)	16%	(103)	8%	(50)	28%	(176)	639
PID/Gender: Dem Men	16%	(51)	37%	(122)	19%	(62)	9%	(29)	20%	(64)	328
PID/Gender: Dem Women	22%	(85)	31%	(124)	15%	(58)	7%	(26)	26%	(101)	394
PID/Gender: Ind Men	9%	(36)	26%	(107)	23%	(95)	15%	(60)	28%	(117)	415
PID/Gender: Ind Women	12%	(50)	32%	(135)	15%	(62)	9%	(39)	33%	(139)	426
PID/Gender: Rep Men	16%	(49)	33%	(103)	16%	(51)	10%	(32)	26%	(81)	317
PID/Gender: Rep Women	18%	(58)	31%	(99)	16%	(52)	6%	(18)	30%	(95)	322
Tea Party: Supporter	24%	(153)	31%	(192)	17%	(106)	7%	(45)	21%	(130)	626
Tea Party: Not Supporter	11%	(175)	32%	(495)	17%	(273)	10%	(157)	30%	(466)	1566
Ideo: Liberal (1-3)	22%	(157)	33%	(234)	15%	(108)	9%	(64)	20%	(139)	702
Ideo: Moderate (4)	9%	(49)	33%	(172)	20%	(108)	9%	(48)	28%	(148)	525
Ideo: Conservative (5-7)	13%	(86)	31%	(206)	20%	(135)	8%	(51)	29%	(192)	670
Educ: < College	16%	(243)	30%	(465)	16%	(252)	9%	(144)	30%	(462)	1567
Educ: Bachelors degree	14%	(56)	34%	(143)	20%	(84)	10%	(41)	22%	(92)	416
Educ: Post-grad	14%	(30)	38%	(82)	20%	(43)	9%	(20)	20%	(44)	219
Income: Under 50k	15%	(204)	28%	(381)	16%	(217)	9%	(122)	31%	(417)	1341
Income: 50k-100k	14%	(87)	37%	(226)	19%	(118)	8%	(51)	22%	(136)	618
Income: 100k+	16%	(38)	34%	(83)	19%	(45)	13%	(32)	18%	(44)	243

Continued on next page

Table BRD11_8: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
 TJ Maxx

Demographic	Dont Know/No Opinion										Total N
	A lot		Some		Not much		Not at all		Opinion		
Adults	15%	(329)	31%	(690)	17%	(379)	9%	(205)	27%	(598)	2202
Ethnicity: White	14%	(248)	31%	(542)	18%	(308)	9%	(151)	29%	(502)	1751
Ethnicity: Hispanic	25%	(83)	27%	(90)	17%	(55)	11%	(37)	20%	(64)	330
Ethnicity: Afr. Am.	19%	(51)	31%	(82)	15%	(40)	14%	(38)	21%	(57)	269
Ethnicity: Other	17%	(30)	36%	(66)	17%	(31)	9%	(16)	21%	(38)	182
Relig: Protestant	14%	(70)	34%	(165)	17%	(82)	7%	(35)	27%	(131)	483
Relig: Roman Catholic	17%	(77)	37%	(166)	18%	(79)	8%	(37)	20%	(87)	447
Relig: Ath./Agn./None	15%	(91)	25%	(157)	16%	(97)	12%	(77)	33%	(204)	626
Relig: Something Else	15%	(58)	30%	(116)	20%	(77)	10%	(38)	26%	(101)	389
Relig: Evangelical	18%	(108)	32%	(195)	17%	(104)	9%	(53)	25%	(150)	609
Relig: Non-Evang. Catholics	12%	(71)	39%	(221)	18%	(101)	6%	(37)	25%	(143)	574
Relig: All Christian	15%	(179)	35%	(417)	17%	(205)	8%	(90)	25%	(293)	1183
Relig: All Non-Christian	15%	(148)	27%	(273)	17%	(174)	11%	(115)	30%	(305)	1015
Community: Urban	18%	(99)	31%	(176)	15%	(84)	11%	(64)	25%	(143)	565
Community: Suburban	13%	(127)	33%	(309)	19%	(179)	8%	(72)	27%	(257)	945
Community: Rural	15%	(103)	30%	(205)	17%	(116)	10%	(69)	29%	(198)	692
Employ: Private Sector	19%	(129)	35%	(241)	18%	(121)	8%	(57)	21%	(143)	691
Employ: Government	21%	(29)	36%	(49)	19%	(25)	10%	(14)	13%	(18)	135
Employ: Self-Employed	20%	(40)	32%	(64)	22%	(44)	9%	(18)	17%	(34)	200
Employ: Homemaker	13%	(31)	29%	(70)	16%	(38)	9%	(21)	34%	(82)	242
Employ: Student	16%	(14)	37%	(32)	8%	(7)	7%	(6)	32%	(28)	88
Employ: Retired	8%	(37)	30%	(134)	21%	(91)	8%	(33)	33%	(146)	442
Employ: Unemployed	12%	(24)	21%	(41)	13%	(25)	17%	(33)	37%	(72)	195
Employ: Other	12%	(25)	29%	(60)	13%	(27)	11%	(22)	36%	(74)	208
Military HH: Yes	17%	(66)	32%	(127)	19%	(73)	7%	(29)	25%	(99)	394
Military HH: No	15%	(263)	31%	(564)	17%	(306)	10%	(176)	28%	(499)	1808
RD/WT: Right Direction	19%	(159)	32%	(268)	18%	(149)	8%	(70)	23%	(196)	843
RD/WT: Wrong Track	13%	(170)	31%	(422)	17%	(230)	10%	(135)	30%	(402)	1359

Continued on next page

Table BRD11_8: How much do you trust each of the following organizations or companies to keep your personal information secure and private?

TJ Maxx

Demographic	Dont Know/No Opinion										Total N
	A lot		Some		Not much		Not at all		Opinion		
Adults	15%	(329)	31%	(690)	17%	(379)	9%	(205)	27%	(598)	2202
Strongly Approve	20%	(91)	31%	(144)	18%	(81)	8%	(38)	23%	(106)	459
Somewhat Approve	11%	(53)	34%	(158)	20%	(90)	8%	(35)	27%	(124)	459
Somewhat Disapprove	14%	(44)	33%	(101)	17%	(53)	10%	(31)	25%	(78)	307
Strongly Disapprove	16%	(130)	31%	(264)	17%	(144)	10%	(84)	26%	(216)	838
Don't Know / No Opinion	8%	(12)	17%	(24)	8%	(12)	12%	(17)	54%	(74)	138
#1 Issue: Economy	14%	(88)	33%	(214)	16%	(101)	8%	(50)	29%	(187)	641
#1 Issue: Security	16%	(62)	32%	(125)	20%	(77)	9%	(35)	24%	(95)	394
#1 Issue: Health Care	14%	(60)	32%	(137)	19%	(80)	9%	(39)	26%	(110)	425
#1 Issue: Medicare / Social Security	15%	(47)	29%	(91)	13%	(42)	9%	(27)	35%	(109)	315
#1 Issue: Women's Issues	22%	(23)	27%	(29)	13%	(13)	19%	(21)	19%	(21)	107
#1 Issue: Education	21%	(30)	30%	(42)	20%	(28)	9%	(12)	19%	(27)	138
#1 Issue: Energy	12%	(10)	33%	(28)	27%	(23)	6%	(5)	22%	(18)	84
#1 Issue: Other	10%	(10)	26%	(26)	16%	(16)	16%	(16)	32%	(32)	99
2016 Vote: Democrat Hillary Clinton	19%	(134)	36%	(255)	15%	(105)	10%	(70)	21%	(149)	713
2016 Vote: Republican Donald Trump	15%	(110)	34%	(249)	18%	(135)	8%	(56)	25%	(182)	732
2016 Vote: Someone else	9%	(21)	26%	(58)	22%	(50)	11%	(25)	32%	(72)	225
2012 Vote: Barack Obama	16%	(137)	37%	(315)	16%	(137)	10%	(84)	20%	(173)	848
2012 Vote: Mitt Romney	12%	(67)	31%	(173)	20%	(113)	9%	(48)	29%	(161)	562
2012 Vote: Other	12%	(13)	22%	(23)	23%	(25)	8%	(9)	35%	(38)	108
2012 Vote: Didn't Vote	16%	(112)	26%	(178)	15%	(105)	9%	(64)	33%	(224)	683
4-Region: Northeast	15%	(61)	37%	(148)	17%	(70)	7%	(28)	24%	(95)	402
4-Region: Midwest	13%	(63)	32%	(150)	16%	(76)	9%	(44)	30%	(140)	474
4-Region: South	16%	(128)	31%	(254)	17%	(140)	8%	(66)	28%	(227)	815
4-Region: West	15%	(78)	27%	(138)	18%	(93)	13%	(67)	27%	(136)	511

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

Table BRD11_9: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
 JP Morgan Chase

Demographic	A lot		Some		Not much		Not at all		Dont Know/No Opinion		Total N
Adults	21%	(455)	26%	(571)	15%	(337)	11%	(245)	27%	(594)	2202
Gender: Male	21%	(219)	28%	(297)	17%	(176)	13%	(139)	22%	(229)	1060
Gender: Female	21%	(235)	24%	(274)	14%	(162)	9%	(105)	32%	(366)	1142
Age: 18-29	19%	(87)	19%	(87)	16%	(71)	9%	(39)	37%	(164)	448
Age: 30-44	24%	(138)	27%	(161)	14%	(83)	13%	(75)	22%	(130)	588
Age: 45-54	21%	(92)	26%	(116)	15%	(65)	13%	(57)	25%	(112)	442
Age: 55-64	20%	(65)	29%	(94)	16%	(52)	11%	(34)	25%	(81)	326
Age: 65+	18%	(72)	28%	(113)	17%	(67)	10%	(39)	27%	(106)	398
PID: Dem (no lean)	26%	(189)	25%	(183)	15%	(111)	10%	(75)	23%	(165)	722
PID: Ind (no lean)	15%	(125)	23%	(195)	17%	(142)	13%	(109)	32%	(271)	841
PID: Rep (no lean)	22%	(141)	30%	(193)	13%	(85)	10%	(61)	25%	(159)	639
PID/Gender: Dem Men	25%	(81)	26%	(85)	18%	(58)	13%	(41)	19%	(63)	328
PID/Gender: Dem Women	27%	(108)	25%	(98)	13%	(53)	9%	(34)	26%	(102)	394
PID/Gender: Ind Men	14%	(58)	27%	(112)	19%	(79)	14%	(59)	26%	(108)	415
PID/Gender: Ind Women	16%	(66)	19%	(83)	15%	(63)	12%	(50)	38%	(163)	426
PID/Gender: Rep Men	25%	(79)	32%	(100)	12%	(39)	13%	(40)	18%	(58)	317
PID/Gender: Rep Women	19%	(62)	29%	(93)	14%	(46)	7%	(21)	31%	(101)	322
Tea Party: Supporter	24%	(153)	29%	(180)	15%	(93)	10%	(64)	22%	(136)	626
Tea Party: Not Supporter	19%	(300)	25%	(386)	16%	(244)	12%	(181)	29%	(455)	1566
Ideo: Liberal (1-3)	27%	(192)	25%	(175)	16%	(111)	13%	(89)	19%	(135)	702
Ideo: Moderate (4)	19%	(98)	27%	(142)	17%	(88)	11%	(55)	27%	(142)	525
Ideo: Conservative (5-7)	19%	(127)	30%	(201)	16%	(107)	10%	(64)	25%	(171)	670
Educ: < College	19%	(304)	24%	(375)	15%	(231)	11%	(175)	31%	(483)	1567
Educ: Bachelors degree	24%	(99)	30%	(124)	18%	(73)	11%	(45)	18%	(76)	416
Educ: Post-grad	24%	(52)	33%	(72)	15%	(34)	11%	(25)	16%	(36)	219
Income: Under 50k	20%	(264)	22%	(299)	15%	(202)	11%	(146)	32%	(430)	1341
Income: 50k-100k	20%	(127)	32%	(198)	15%	(95)	11%	(65)	22%	(134)	618
Income: 100k+	26%	(64)	31%	(74)	17%	(41)	14%	(33)	13%	(31)	243

Continued on next page

Table BRD11_9: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
JP Morgan Chase

Demographic	Dont Know/No Opinion										Total N
	A lot		Some		Not much		Not at all		Opinion		
Adults	21%	(455)	26%	(571)	15%	(337)	11%	(245)	27%	(594)	2202
Ethnicity: White	20%	(344)	25%	(445)	16%	(278)	11%	(188)	28%	(496)	1751
Ethnicity: Hispanic	25%	(83)	22%	(71)	14%	(47)	13%	(42)	26%	(87)	330
Ethnicity: Afr. Am.	25%	(66)	27%	(72)	11%	(29)	16%	(43)	22%	(58)	269
Ethnicity: Other	24%	(44)	30%	(54)	17%	(30)	7%	(13)	22%	(40)	182
Relig: Protestant	22%	(108)	30%	(144)	16%	(75)	10%	(47)	22%	(108)	483
Relig: Roman Catholic	26%	(115)	26%	(117)	16%	(70)	10%	(45)	22%	(99)	447
Relig: Ath./Agn./None	17%	(107)	22%	(135)	16%	(97)	14%	(85)	32%	(201)	626
Relig: Something Else	20%	(78)	27%	(104)	14%	(56)	10%	(40)	28%	(110)	389
Relig: Evangelical	23%	(140)	29%	(174)	15%	(91)	10%	(59)	24%	(145)	609
Relig: Non-Evang. Catholics	22%	(128)	27%	(155)	16%	(94)	10%	(60)	24%	(138)	574
Relig: All Christian	23%	(268)	28%	(329)	16%	(184)	10%	(119)	24%	(283)	1183
Relig: All Non-Christian	18%	(186)	24%	(239)	15%	(153)	12%	(125)	31%	(312)	1015
Community: Urban	24%	(133)	24%	(138)	14%	(78)	13%	(72)	26%	(145)	565
Community: Suburban	20%	(191)	28%	(260)	18%	(167)	9%	(87)	25%	(240)	945
Community: Rural	19%	(130)	25%	(173)	13%	(93)	12%	(86)	30%	(210)	692
Employ: Private Sector	23%	(159)	29%	(203)	18%	(121)	9%	(66)	21%	(143)	691
Employ: Government	22%	(30)	31%	(42)	16%	(22)	13%	(18)	17%	(23)	135
Employ: Self-Employed	22%	(44)	34%	(67)	14%	(29)	11%	(23)	19%	(37)	200
Employ: Homemaker	19%	(47)	23%	(55)	14%	(33)	7%	(17)	37%	(90)	242
Employ: Student	17%	(15)	23%	(20)	12%	(11)	10%	(9)	37%	(32)	88
Employ: Retired	20%	(87)	25%	(111)	18%	(78)	12%	(52)	26%	(115)	442
Employ: Unemployed	17%	(34)	16%	(31)	11%	(22)	16%	(32)	39%	(76)	195
Employ: Other	19%	(39)	20%	(41)	11%	(22)	13%	(28)	38%	(79)	208
Military HH: Yes	23%	(89)	27%	(105)	18%	(71)	11%	(44)	21%	(84)	394
Military HH: No	20%	(365)	26%	(466)	15%	(266)	11%	(200)	28%	(511)	1808
RD/WT: Right Direction	24%	(206)	29%	(246)	14%	(115)	10%	(83)	23%	(193)	843
RD/WT: Wrong Track	18%	(248)	24%	(325)	16%	(222)	12%	(161)	30%	(402)	1359

Continued on next page

Table BRD11_9: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
 JP Morgan Chase

Demographic	Dont Know/No Opinion										Total N
	A lot		Some		Not much		Not at all		Opinion		
Adults	21%	(455)	26%	(571)	15%	(337)	11%	(245)	27%	(594)	2202
Strongly Approve	25%	(114)	29%	(131)	13%	(59)	11%	(49)	23%	(106)	459
Somewhat Approve	19%	(89)	33%	(150)	16%	(75)	8%	(36)	24%	(110)	459
Somewhat Disapprove	17%	(54)	28%	(85)	17%	(52)	11%	(34)	27%	(83)	307
Strongly Disapprove	21%	(178)	22%	(187)	17%	(143)	14%	(113)	26%	(216)	838
Don't Know / No Opinion	15%	(20)	13%	(18)	7%	(9)	8%	(12)	57%	(79)	138
#1 Issue: Economy	20%	(127)	27%	(170)	15%	(98)	10%	(64)	28%	(181)	641
#1 Issue: Security	21%	(81)	28%	(112)	14%	(57)	10%	(41)	26%	(104)	394
#1 Issue: Health Care	22%	(95)	25%	(107)	16%	(69)	10%	(43)	26%	(111)	425
#1 Issue: Medicare / Social Security	18%	(56)	29%	(90)	13%	(41)	11%	(34)	30%	(94)	315
#1 Issue: Women's Issues	23%	(25)	27%	(29)	14%	(15)	14%	(15)	22%	(23)	107
#1 Issue: Education	22%	(30)	23%	(31)	13%	(17)	17%	(23)	26%	(36)	138
#1 Issue: Energy	25%	(21)	20%	(17)	27%	(22)	10%	(8)	18%	(15)	84
#1 Issue: Other	18%	(18)	15%	(15)	19%	(18)	18%	(17)	31%	(30)	99
2016 Vote: Democrat Hillary Clinton	26%	(185)	27%	(193)	15%	(108)	12%	(85)	20%	(142)	713
2016 Vote: Republican Donald Trump	22%	(161)	31%	(225)	15%	(107)	10%	(73)	23%	(166)	732
2016 Vote: Someone else	17%	(38)	20%	(46)	18%	(40)	14%	(32)	31%	(69)	225
2012 Vote: Barack Obama	25%	(211)	27%	(226)	16%	(135)	12%	(105)	20%	(171)	848
2012 Vote: Mitt Romney	21%	(118)	30%	(166)	17%	(95)	10%	(58)	22%	(125)	562
2012 Vote: Other	16%	(17)	18%	(20)	21%	(23)	9%	(10)	35%	(38)	108
2012 Vote: Didn't Vote	16%	(108)	23%	(159)	12%	(85)	11%	(72)	38%	(259)	683
4-Region: Northeast	23%	(92)	25%	(101)	17%	(69)	6%	(26)	28%	(114)	402
4-Region: Midwest	20%	(93)	22%	(106)	14%	(68)	12%	(56)	32%	(150)	474
4-Region: South	19%	(158)	28%	(232)	14%	(112)	10%	(83)	28%	(230)	815
4-Region: West	22%	(112)	26%	(132)	17%	(89)	16%	(79)	19%	(99)	511

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

Table BRD11_10: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
Amazon.com

Demographic	A lot		Some		Not much		Not at all		Dont Know/No Opinion		Total N
Adults	37%	(815)	36%	(794)	10%	(219)	6%	(133)	11%	(241)	2202
Gender: Male	35%	(376)	36%	(378)	12%	(127)	8%	(81)	9%	(99)	1060
Gender: Female	38%	(439)	36%	(416)	8%	(92)	5%	(52)	12%	(142)	1142
Age: 18-29	42%	(188)	30%	(136)	12%	(54)	4%	(19)	11%	(51)	448
Age: 30-44	44%	(256)	35%	(205)	7%	(41)	6%	(37)	8%	(49)	588
Age: 45-54	33%	(145)	35%	(157)	10%	(45)	9%	(38)	13%	(57)	442
Age: 55-64	34%	(111)	40%	(131)	7%	(22)	8%	(25)	11%	(37)	326
Age: 65+	29%	(115)	42%	(166)	14%	(57)	3%	(13)	12%	(47)	398
PID: Dem (no lean)	39%	(283)	36%	(260)	11%	(81)	5%	(33)	9%	(66)	722
PID: Ind (no lean)	33%	(273)	35%	(292)	10%	(87)	8%	(65)	15%	(123)	841
PID: Rep (no lean)	41%	(259)	38%	(242)	8%	(51)	5%	(35)	8%	(52)	639
PID/Gender: Dem Men	37%	(121)	36%	(119)	14%	(46)	6%	(19)	7%	(23)	328
PID/Gender: Dem Women	41%	(161)	36%	(141)	9%	(35)	4%	(14)	11%	(43)	394
PID/Gender: Ind Men	28%	(118)	36%	(150)	13%	(54)	9%	(38)	13%	(56)	415
PID/Gender: Ind Women	37%	(156)	33%	(142)	8%	(33)	6%	(27)	16%	(68)	426
PID/Gender: Rep Men	43%	(137)	34%	(109)	8%	(27)	8%	(24)	6%	(20)	317
PID/Gender: Rep Women	38%	(122)	41%	(133)	8%	(24)	3%	(11)	10%	(31)	322
Tea Party: Supporter	40%	(250)	37%	(229)	11%	(66)	7%	(44)	6%	(38)	626
Tea Party: Not Supporter	36%	(563)	36%	(562)	10%	(151)	6%	(89)	13%	(202)	1566
Ideo: Liberal (1-3)	45%	(314)	33%	(232)	10%	(72)	5%	(33)	7%	(51)	702
Ideo: Moderate (4)	37%	(193)	38%	(197)	10%	(50)	5%	(28)	11%	(57)	525
Ideo: Conservative (5-7)	34%	(228)	39%	(262)	11%	(74)	6%	(42)	10%	(66)	670
Educ: < College	38%	(589)	34%	(536)	10%	(153)	6%	(98)	12%	(191)	1567
Educ: Bachelors degree	35%	(145)	42%	(174)	10%	(42)	5%	(21)	8%	(34)	416
Educ: Post-grad	37%	(81)	39%	(85)	11%	(24)	6%	(13)	7%	(15)	219
Income: Under 50k	36%	(479)	34%	(456)	11%	(144)	6%	(81)	13%	(181)	1341
Income: 50k-100k	39%	(241)	40%	(248)	9%	(53)	5%	(31)	7%	(45)	618
Income: 100k+	39%	(95)	37%	(90)	10%	(23)	8%	(20)	6%	(15)	243

Continued on next page

Table BRD11_10: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
 Amazon.com

Demographic	Dont Know/No Opinion										Total N
	A lot	Some	Not much	Not at all							
Adults	37% (815)	36% (794)	10% (219)	6% (133)	11% (241)						2202
Ethnicity: White	37% (652)	37% (639)	10% (171)	6% (99)	11% (190)						1751
Ethnicity: Hispanic	35% (117)	33% (109)	14% (45)	6% (21)	12% (38)						330
Ethnicity: Afr. Am.	38% (101)	33% (88)	12% (33)	8% (22)	9% (25)						269
Ethnicity: Other	34% (62)	37% (67)	9% (16)	6% (12)	14% (26)						182
Relig: Protestant	36% (173)	41% (199)	11% (52)	6% (27)	7% (32)						483
Relig: Roman Catholic	38% (171)	38% (169)	11% (48)	5% (23)	8% (36)						447
Relig: Ath./Agn./None	36% (225)	31% (192)	10% (60)	9% (54)	15% (94)						626
Relig: Something Else	39% (150)	34% (132)	10% (38)	4% (16)	14% (53)						389
Relig: Evangelical	40% (241)	37% (223)	10% (59)	6% (38)	8% (47)						609
Relig: Non-Evang. Catholics	34% (196)	43% (245)	11% (62)	4% (25)	8% (46)						574
Relig: All Christian	37% (437)	40% (468)	10% (121)	5% (63)	8% (94)						1183
Relig: All Non-Christian	37% (376)	32% (324)	10% (98)	7% (70)	15% (147)						1015
Community: Urban	35% (197)	36% (204)	10% (58)	6% (36)	12% (71)						565
Community: Suburban	36% (338)	37% (354)	12% (110)	5% (43)	11% (100)						945
Community: Rural	41% (280)	34% (236)	7% (51)	8% (54)	10% (71)						692
Employ: Private Sector	39% (268)	39% (272)	10% (67)	5% (38)	7% (46)						691
Employ: Government	46% (62)	37% (50)	9% (12)	4% (6)	4% (6)						135
Employ: Self-Employed	36% (72)	35% (70)	14% (29)	8% (17)	6% (12)						200
Employ: Homemaker	43% (104)	33% (79)	8% (19)	4% (10)	13% (31)						242
Employ: Student	28% (24)	43% (38)	7% (6)	6% (5)	16% (14)						88
Employ: Retired	32% (142)	39% (173)	14% (60)	5% (21)	11% (47)						442
Employ: Unemployed	36% (70)	25% (49)	7% (15)	10% (20)	22% (42)						195
Employ: Other	35% (73)	30% (63)	6% (13)	8% (17)	20% (42)						208
Military HH: Yes	38% (150)	36% (143)	14% (57)	5% (18)	7% (26)						394
Military HH: No	37% (665)	36% (651)	9% (162)	6% (115)	12% (214)						1808
RD/WT: Right Direction	40% (341)	37% (308)	9% (77)	7% (58)	7% (59)						843
RD/WT: Wrong Track	35% (474)	36% (486)	11% (143)	6% (75)	13% (182)						1359

Continued on next page

Table BRD11_10: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
Amazon.com

Demographic	A lot		Some		Not much		Not at all		Dont Know/No Opinion		Total N
Adults	37%	(815)	36%	(794)	10%	(219)	6%	(133)	11%	(241)	2202
Strongly Approve	42%	(195)	34%	(154)	9%	(43)	7%	(32)	8%	(35)	459
Somewhat Approve	32%	(147)	42%	(193)	12%	(54)	5%	(23)	9%	(42)	459
Somewhat Disapprove	37%	(114)	40%	(122)	11%	(35)	4%	(14)	7%	(22)	307
Strongly Disapprove	39%	(327)	35%	(297)	9%	(77)	6%	(51)	10%	(86)	838
Don't Know / No Opinion	23%	(32)	20%	(28)	7%	(10)	10%	(14)	40%	(55)	138
#1 Issue: Economy	38%	(242)	37%	(237)	9%	(59)	5%	(31)	11%	(71)	641
#1 Issue: Security	38%	(151)	37%	(147)	9%	(36)	7%	(26)	8%	(33)	394
#1 Issue: Health Care	39%	(165)	33%	(141)	9%	(39)	6%	(26)	12%	(53)	425
#1 Issue: Medicare / Social Security	35%	(111)	38%	(119)	10%	(30)	4%	(12)	14%	(43)	315
#1 Issue: Women's Issues	46%	(49)	35%	(38)	6%	(6)	7%	(7)	6%	(7)	107
#1 Issue: Education	35%	(48)	34%	(48)	14%	(19)	8%	(11)	9%	(12)	138
#1 Issue: Energy	33%	(28)	34%	(29)	16%	(13)	10%	(9)	7%	(6)	84
#1 Issue: Other	21%	(21)	36%	(35)	17%	(17)	9%	(9)	16%	(16)	99
2016 Vote: Democrat Hillary Clinton	39%	(275)	38%	(269)	10%	(72)	5%	(36)	9%	(61)	713
2016 Vote: Republican Donald Trump	38%	(281)	40%	(291)	9%	(69)	6%	(42)	7%	(49)	732
2016 Vote: Someone else	34%	(77)	30%	(69)	11%	(26)	12%	(26)	12%	(27)	225
2012 Vote: Barack Obama	39%	(332)	36%	(306)	11%	(93)	6%	(48)	8%	(68)	848
2012 Vote: Mitt Romney	35%	(198)	44%	(246)	9%	(49)	6%	(34)	6%	(34)	562
2012 Vote: Other	37%	(40)	28%	(31)	11%	(12)	7%	(8)	16%	(17)	108
2012 Vote: Didn't Vote	36%	(245)	31%	(211)	9%	(65)	6%	(41)	18%	(122)	683
4-Region: Northeast	40%	(162)	37%	(150)	9%	(37)	3%	(14)	10%	(38)	402
4-Region: Midwest	35%	(165)	40%	(188)	9%	(43)	6%	(28)	10%	(49)	474
4-Region: South	38%	(313)	34%	(281)	10%	(80)	5%	(42)	12%	(100)	815
4-Region: West	34%	(175)	34%	(174)	12%	(59)	10%	(49)	10%	(53)	511

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

Table BRD11_11: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
 Apple

Demographic	A lot		Some		Not much		Not at all		Dont Know/No Opinion		Total N
Adults	28%	(614)	32%	(698)	13%	(283)	8%	(179)	19%	(428)	2202
Gender: Male	29%	(308)	31%	(331)	15%	(158)	9%	(97)	16%	(166)	1060
Gender: Female	27%	(305)	32%	(367)	11%	(125)	7%	(82)	23%	(262)	1142
Age: 18-29	35%	(156)	27%	(119)	12%	(55)	8%	(37)	18%	(81)	448
Age: 30-44	31%	(182)	31%	(179)	13%	(75)	9%	(54)	17%	(98)	588
Age: 45-54	27%	(118)	31%	(135)	13%	(58)	10%	(46)	19%	(85)	442
Age: 55-64	23%	(74)	36%	(117)	12%	(38)	8%	(25)	22%	(72)	326
Age: 65+	21%	(84)	37%	(148)	14%	(56)	4%	(17)	23%	(93)	398
PID: Dem (no lean)	33%	(236)	31%	(225)	13%	(93)	7%	(48)	17%	(120)	722
PID: Ind (no lean)	22%	(188)	30%	(254)	13%	(110)	10%	(85)	24%	(205)	841
PID: Rep (no lean)	30%	(190)	34%	(220)	12%	(80)	7%	(47)	16%	(103)	639
PID/Gender: Dem Men	34%	(113)	31%	(102)	17%	(55)	7%	(23)	11%	(36)	328
PID/Gender: Dem Women	31%	(124)	31%	(123)	10%	(38)	6%	(25)	22%	(85)	394
PID/Gender: Ind Men	23%	(95)	30%	(126)	15%	(63)	10%	(42)	22%	(90)	415
PID/Gender: Ind Women	22%	(93)	30%	(128)	11%	(47)	10%	(43)	27%	(114)	426
PID/Gender: Rep Men	32%	(101)	33%	(103)	13%	(40)	10%	(32)	13%	(40)	317
PID/Gender: Rep Women	28%	(89)	36%	(116)	12%	(40)	4%	(14)	20%	(63)	322
Tea Party: Supporter	35%	(220)	31%	(196)	14%	(88)	7%	(45)	12%	(77)	626
Tea Party: Not Supporter	25%	(393)	32%	(497)	12%	(195)	9%	(134)	22%	(347)	1566
Ideo: Liberal (1-3)	38%	(264)	29%	(204)	12%	(84)	8%	(57)	13%	(93)	702
Ideo: Moderate (4)	27%	(140)	36%	(187)	11%	(59)	8%	(40)	19%	(99)	525
Ideo: Conservative (5-7)	24%	(158)	35%	(234)	15%	(103)	8%	(52)	18%	(124)	670
Educ: < College	27%	(425)	29%	(460)	13%	(205)	8%	(129)	22%	(349)	1567
Educ: Bachelors degree	28%	(116)	37%	(152)	13%	(55)	8%	(35)	14%	(58)	416
Educ: Post-grad	34%	(73)	40%	(86)	11%	(23)	7%	(15)	10%	(21)	219
Income: Under 50k	27%	(358)	28%	(377)	13%	(172)	8%	(110)	24%	(324)	1341
Income: 50k-100k	28%	(172)	37%	(228)	14%	(86)	8%	(49)	13%	(82)	618
Income: 100k+	34%	(83)	38%	(93)	10%	(25)	8%	(19)	9%	(22)	243

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Table BRD11_11: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
Apple

Demographic	A lot	Some	Not much	Not at all	Dont Know/No Opinion	Total N
Adults	28% (614)	32% (698)	13% (283)	8% (179)	19% (428)	2202
Ethnicity: White	27% (471)	32% (562)	13% (225)	8% (140)	20% (353)	1751
Ethnicity: Hispanic	34% (113)	24% (78)	18% (59)	8% (27)	16% (53)	330
Ethnicity: Afr. Am.	34% (90)	31% (83)	12% (32)	9% (25)	14% (39)	269
Ethnicity: Other	29% (53)	29% (53)	14% (26)	8% (14)	20% (37)	182
Relig: Protestant	28% (135)	35% (171)	13% (62)	7% (34)	17% (81)	483
Relig: Roman Catholic	32% (144)	37% (166)	12% (55)	6% (29)	12% (52)	447
Relig: Ath./Agn./None	24% (148)	28% (173)	12% (74)	12% (72)	25% (158)	626
Relig: Something Else	29% (113)	27% (106)	15% (57)	7% (28)	22% (84)	389
Relig: Evangelical	31% (186)	33% (201)	12% (73)	7% (44)	17% (104)	609
Relig: Non-Evang. Catholics	29% (165)	38% (218)	13% (75)	6% (34)	14% (82)	574
Relig: All Christian	30% (351)	35% (419)	13% (149)	7% (78)	16% (186)	1183
Relig: All Non-Christian	26% (261)	28% (279)	13% (132)	10% (101)	24% (242)	1015
Community: Urban	29% (163)	31% (177)	12% (68)	9% (50)	19% (107)	565
Community: Suburban	28% (267)	35% (332)	13% (120)	6% (59)	18% (167)	945
Community: Rural	27% (184)	27% (189)	14% (95)	10% (70)	22% (154)	692
Employ: Private Sector	31% (212)	36% (245)	11% (77)	8% (58)	14% (99)	691
Employ: Government	37% (50)	33% (45)	13% (18)	7% (10)	10% (13)	135
Employ: Self-Employed	29% (59)	27% (54)	20% (39)	12% (24)	12% (23)	200
Employ: Homemaker	27% (65)	26% (64)	14% (33)	8% (19)	25% (61)	242
Employ: Student	33% (29)	39% (34)	3% (3)	8% (7)	17% (15)	88
Employ: Retired	23% (100)	37% (164)	15% (64)	4% (18)	22% (97)	442
Employ: Unemployed	25% (49)	21% (41)	11% (21)	14% (26)	30% (58)	195
Employ: Other	24% (49)	24% (51)	13% (28)	8% (17)	30% (63)	208
Military HH: Yes	29% (113)	35% (140)	14% (54)	8% (30)	15% (58)	394
Military HH: No	28% (500)	31% (559)	13% (229)	8% (149)	21% (371)	1808
RD/WT: Right Direction	31% (262)	32% (272)	13% (109)	8% (64)	16% (136)	843
RD/WT: Wrong Track	26% (352)	31% (426)	13% (174)	8% (115)	21% (292)	1359

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Table BRD11_11: How much do you trust each of the following organizations or companies to keep your personal information secure and private?
Apple

Demographic	Dont Know/No Opinion										Total N
	A lot		Some		Not much		Not at all		Opinion		
Adults	28%	(614)	32%	(698)	13%	(283)	8%	(179)	19%	(428)	2202
Strongly Approve	35%	(159)	30%	(136)	13%	(61)	7%	(34)	15%	(69)	459
Somewhat Approve	21%	(97)	39%	(178)	14%	(66)	7%	(30)	19%	(88)	459
Somewhat Disapprove	32%	(97)	32%	(99)	12%	(36)	10%	(31)	14%	(44)	307
Strongly Disapprove	28%	(236)	31%	(264)	13%	(105)	9%	(76)	19%	(157)	838
Don't Know / No Opinion	18%	(24)	15%	(21)	10%	(14)	6%	(8)	51%	(70)	138
#1 Issue: Economy	30%	(189)	33%	(212)	11%	(69)	8%	(49)	19%	(122)	641
#1 Issue: Security	31%	(121)	32%	(124)	12%	(47)	8%	(31)	18%	(70)	394
#1 Issue: Health Care	27%	(117)	33%	(139)	11%	(48)	8%	(35)	20%	(86)	425
#1 Issue: Medicare / Social Security	22%	(71)	35%	(110)	13%	(41)	5%	(15)	25%	(78)	315
#1 Issue: Women's Issues	32%	(35)	26%	(27)	11%	(12)	13%	(14)	17%	(19)	107
#1 Issue: Education	29%	(40)	29%	(40)	17%	(24)	12%	(17)	13%	(18)	138
#1 Issue: Energy	28%	(24)	32%	(27)	16%	(14)	10%	(8)	14%	(12)	84
#1 Issue: Other	18%	(18)	19%	(19)	30%	(29)	10%	(10)	24%	(24)	99
2016 Vote: Democrat Hillary Clinton	31%	(221)	34%	(242)	11%	(81)	8%	(55)	16%	(114)	713
2016 Vote: Republican Donald Trump	27%	(200)	36%	(264)	14%	(102)	7%	(55)	15%	(112)	732
2016 Vote: Someone else	25%	(55)	24%	(54)	15%	(35)	14%	(31)	22%	(50)	225
2012 Vote: Barack Obama	30%	(256)	32%	(271)	13%	(112)	8%	(70)	16%	(139)	848
2012 Vote: Mitt Romney	29%	(160)	37%	(207)	12%	(69)	8%	(43)	15%	(83)	562
2012 Vote: Other	19%	(21)	25%	(27)	17%	(18)	11%	(12)	27%	(30)	108
2012 Vote: Didn't Vote	26%	(176)	28%	(194)	12%	(84)	8%	(53)	26%	(176)	683
4-Region: Northeast	33%	(131)	35%	(140)	12%	(46)	6%	(26)	15%	(59)	402
4-Region: Midwest	23%	(109)	33%	(156)	14%	(66)	8%	(40)	22%	(103)	474
4-Region: South	28%	(228)	32%	(257)	12%	(99)	8%	(61)	21%	(170)	815
4-Region: West	29%	(146)	28%	(145)	14%	(72)	10%	(52)	19%	(97)	511

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

Table BRD12: Do you think Uber is doing too much, too little or about the right amount when it comes to keeping your personal data secure?

Demographic	Too much		Too little		About right		Don't Know / No Opinion		Total N
Adults	11%	(72)	29%	(187)	33%	(216)	27%	(173)	648
Gender: Male	14%	(52)	32%	(118)	34%	(125)	20%	(75)	370
Gender: Female	7%	(21)	25%	(70)	33%	(90)	35%	(97)	278
Age: 18-29	18%	(38)	25%	(51)	35%	(73)	21%	(43)	205
Age: 30-44	13%	(28)	32%	(68)	39%	(83)	17%	(36)	214
Age: 45-54	6%	(7)	29%	(35)	30%	(37)	35%	(43)	121
Age: 55-64	—	(0)	22%	(12)	33%	(18)	45%	(24)	54
Age: 65+	—	(0)	40%	(22)	10%	(5)	50%	(27)	54
PID: Dem (no lean)	10%	(22)	30%	(69)	34%	(77)	26%	(59)	228
PID: Ind (no lean)	13%	(32)	26%	(63)	33%	(83)	28%	(70)	247
PID: Rep (no lean)	11%	(18)	32%	(55)	32%	(56)	25%	(44)	173
PID/Gender: Dem Men	18%	(20)	34%	(38)	35%	(39)	12%	(14)	111
PID/Gender: Dem Women	2%	(2)	27%	(32)	32%	(38)	39%	(45)	117
PID/Gender: Ind Men	13%	(20)	27%	(43)	35%	(55)	26%	(41)	159
PID/Gender: Ind Women	13%	(11)	23%	(20)	31%	(28)	33%	(29)	88
PID/Gender: Rep Men	11%	(11)	37%	(37)	31%	(31)	21%	(21)	100
PID/Gender: Rep Women	10%	(7)	24%	(18)	35%	(25)	32%	(23)	73
Tea Party: Supporter	21%	(47)	32%	(70)	32%	(69)	15%	(33)	219
Tea Party: Not Supporter	6%	(25)	27%	(115)	34%	(147)	33%	(140)	426
Ideo: Liberal (1-3)	18%	(48)	30%	(81)	31%	(83)	22%	(58)	270
Ideo: Moderate (4)	6%	(8)	31%	(41)	38%	(51)	25%	(33)	135
Ideo: Conservative (5-7)	8%	(14)	32%	(56)	31%	(54)	30%	(52)	176
Educ: < College	11%	(45)	26%	(103)	36%	(143)	26%	(104)	396
Educ: Bachelors degree	9%	(14)	32%	(50)	31%	(49)	29%	(46)	159
Educ: Post-grad	15%	(14)	36%	(34)	25%	(24)	24%	(23)	94
Income: Under 50k	13%	(42)	26%	(83)	32%	(103)	28%	(90)	317
Income: 50k-100k	12%	(24)	31%	(64)	34%	(70)	23%	(46)	204
Income: 100k+	6%	(7)	32%	(41)	34%	(43)	29%	(37)	128
Ethnicity: White	9%	(42)	29%	(136)	34%	(161)	28%	(134)	473
Ethnicity: Hispanic	19%	(26)	30%	(42)	28%	(40)	23%	(33)	141

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Table BRD12: Do you think Uber is doing too much, too little or about the right amount when it comes to keeping your personal data secure?

Demographic	Too much		Too little		About right		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	11%	(72)	29%	(187)	33%	(216)	27%	(173)	648
Ethnicity: Afr. Am.	16%	(16)	29%	(30)	27%	(27)	28%	(28)	101
Ethnicity: Other	18%	(14)	29%	(22)	37%	(27)	15%	(11)	74
Relig: Protestant	10%	(12)	31%	(37)	31%	(37)	29%	(35)	121
Relig: Roman Catholic	16%	(24)	27%	(41)	32%	(49)	25%	(37)	151
Relig: Ath./Agn./None	9%	(16)	28%	(53)	35%	(66)	29%	(54)	189
Relig: Something Else	10%	(13)	29%	(38)	35%	(46)	27%	(36)	132
Relig: Evangelical	19%	(30)	31%	(49)	28%	(45)	22%	(35)	158
Relig: Non-Evang. Catholics	8%	(14)	28%	(47)	35%	(58)	29%	(47)	167
Relig: All Christian	13%	(43)	30%	(97)	32%	(103)	25%	(82)	325
Relig: All Non-Christian	9%	(29)	28%	(90)	35%	(111)	28%	(90)	321
Community: Urban	15%	(34)	32%	(71)	31%	(68)	22%	(48)	220
Community: Suburban	6%	(18)	27%	(84)	33%	(103)	34%	(104)	309
Community: Rural	17%	(21)	28%	(33)	37%	(44)	18%	(21)	119
Employ: Private Sector	10%	(24)	31%	(77)	36%	(88)	23%	(58)	247
Employ: Government	14%	(9)	33%	(21)	29%	(18)	23%	(15)	62
Employ: Self-Employed	21%	(20)	27%	(26)	31%	(30)	21%	(20)	96
Employ: Homemaker	9%	(5)	17%	(9)	38%	(19)	35%	(18)	50
Employ: Retired	—	(0)	41%	(26)	16%	(10)	43%	(28)	64
Military HH: Yes	19%	(20)	27%	(28)	25%	(26)	28%	(29)	104
Military HH: No	10%	(52)	29%	(159)	35%	(189)	26%	(144)	545
RD/WT: Right Direction	15%	(37)	29%	(72)	37%	(92)	19%	(48)	249
RD/WT: Wrong Track	9%	(36)	29%	(115)	31%	(124)	31%	(125)	400
Strongly Approve	16%	(22)	30%	(41)	34%	(47)	20%	(27)	138
Somewhat Approve	12%	(16)	26%	(32)	38%	(48)	23%	(29)	125
Somewhat Disapprove	15%	(14)	26%	(23)	27%	(24)	32%	(29)	89
Strongly Disapprove	7%	(19)	32%	(85)	31%	(82)	30%	(78)	265
#1 Issue: Economy	10%	(22)	26%	(55)	35%	(73)	29%	(61)	211
#1 Issue: Security	14%	(17)	28%	(35)	36%	(45)	22%	(28)	125
#1 Issue: Health Care	9%	(10)	33%	(38)	31%	(36)	27%	(31)	116
#1 Issue: Medicare / Social Security	6%	(3)	31%	(16)	27%	(14)	35%	(18)	52
#1 Issue: Education	19%	(11)	25%	(15)	35%	(21)	21%	(12)	59

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Table BRD12: Do you think Uber is doing too much, too little or about the right amount when it comes to keeping your personal data secure?

Demographic	Too much		Too little		About right		Don't Know / No Opinion		Total N
Adults	11%	(72)	29%	(187)	33%	(216)	27%	(173)	648
2016 Vote: Democrat Hillary Clinton	10%	(25)	33%	(80)	29%	(68)	28%	(66)	240
2016 Vote: Republican Donald Trump	12%	(24)	29%	(59)	33%	(68)	26%	(54)	205
2016 Vote: Someone else	8%	(5)	27%	(18)	43%	(28)	23%	(15)	66
2012 Vote: Barack Obama	10%	(29)	32%	(87)	34%	(93)	24%	(65)	274
2012 Vote: Mitt Romney	7%	(9)	33%	(45)	31%	(43)	29%	(40)	138
2012 Vote: Didn't Vote	16%	(34)	25%	(54)	33%	(71)	26%	(57)	216
4-Region: Northeast	14%	(20)	24%	(36)	29%	(44)	33%	(50)	150
4-Region: Midwest	7%	(7)	36%	(38)	36%	(38)	21%	(23)	106
4-Region: South	10%	(23)	28%	(65)	35%	(80)	27%	(61)	228
4-Region: West	13%	(22)	30%	(49)	33%	(54)	24%	(39)	164

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

Table BRD13: How much have you seen, read or heard recently about Ubers data breach, where hackers stole 57 million driver and rider accounts?

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	12%	(266)	32%	(696)	23%	(513)	33%	(727)	2202
Gender: Male	15%	(164)	36%	(386)	22%	(233)	26%	(278)	1060
Gender: Female	9%	(102)	27%	(310)	25%	(280)	39%	(449)	1142
Age: 18-29	14%	(61)	26%	(116)	21%	(93)	39%	(177)	448
Age: 30-44	15%	(86)	29%	(169)	21%	(126)	35%	(206)	588
Age: 45-54	13%	(58)	31%	(136)	24%	(105)	33%	(144)	442
Age: 55-64	10%	(32)	34%	(111)	25%	(82)	31%	(100)	326
Age: 65+	7%	(29)	41%	(163)	27%	(107)	25%	(100)	398
PID: Dem (no lean)	13%	(96)	35%	(254)	24%	(175)	27%	(197)	722
PID: Ind (no lean)	11%	(94)	27%	(229)	24%	(204)	37%	(314)	841
PID: Rep (no lean)	12%	(75)	33%	(213)	21%	(134)	34%	(217)	639
PID/Gender: Dem Men	19%	(62)	37%	(120)	22%	(74)	22%	(72)	328
PID/Gender: Dem Women	9%	(34)	34%	(134)	26%	(102)	32%	(125)	394
PID/Gender: Ind Men	13%	(53)	34%	(141)	23%	(96)	30%	(126)	415
PID/Gender: Ind Women	10%	(41)	21%	(88)	25%	(108)	44%	(188)	426
PID/Gender: Rep Men	15%	(48)	39%	(125)	20%	(63)	25%	(80)	317
PID/Gender: Rep Women	8%	(27)	27%	(88)	22%	(71)	42%	(136)	322
Tea Party: Supporter	21%	(134)	37%	(234)	19%	(119)	22%	(139)	626
Tea Party: Not Supporter	8%	(130)	29%	(458)	25%	(392)	37%	(587)	1566
Ideo: Liberal (1-3)	19%	(132)	33%	(232)	19%	(133)	29%	(205)	702
Ideo: Moderate (4)	9%	(46)	36%	(187)	25%	(131)	31%	(161)	525
Ideo: Conservative (5-7)	10%	(65)	34%	(228)	27%	(180)	29%	(197)	670
Educ: < College	11%	(173)	29%	(448)	24%	(369)	37%	(578)	1567
Educ: Bachelors degree	12%	(49)	38%	(160)	24%	(98)	26%	(109)	416
Educ: Post-grad	20%	(44)	40%	(88)	21%	(46)	18%	(40)	219
Income: Under 50k	12%	(155)	29%	(394)	22%	(301)	37%	(492)	1341
Income: 50k-100k	11%	(67)	34%	(211)	25%	(156)	30%	(184)	618
Income: 100k+	18%	(44)	37%	(91)	23%	(56)	21%	(51)	243
Ethnicity: White	11%	(187)	32%	(561)	23%	(400)	34%	(604)	1751
Ethnicity: Hispanic	21%	(68)	28%	(93)	18%	(61)	33%	(108)	330
Ethnicity: Afr. Am.	15%	(42)	28%	(76)	26%	(71)	30%	(81)	269

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Table BRD13: How much have you seen, read or heard recently about Ubers data breach, where hackers stole 57 million driver and rider accounts?

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	12%	(266)	32%	(696)	23%	(513)	33%	(727)	2202
Ethnicity: Other	21%	(37)	32%	(59)	23%	(43)	24%	(43)	182
Relig: Protestant	10%	(47)	36%	(174)	26%	(124)	29%	(138)	483
Relig: Roman Catholic	17%	(78)	32%	(143)	23%	(101)	28%	(125)	447
Relig: Ath./Agn./None	10%	(60)	30%	(190)	22%	(136)	38%	(240)	626
Relig: Something Else	13%	(52)	30%	(115)	25%	(97)	32%	(125)	389
Relig: Evangelical	16%	(95)	29%	(176)	22%	(136)	33%	(201)	609
Relig: Non-Evang. Catholics	10%	(58)	37%	(213)	25%	(143)	28%	(160)	574
Relig: All Christian	13%	(153)	33%	(389)	24%	(279)	31%	(361)	1183
Relig: All Non-Christian	11%	(112)	30%	(305)	23%	(233)	36%	(365)	1015
Community: Urban	17%	(95)	30%	(169)	22%	(124)	31%	(177)	565
Community: Suburban	10%	(92)	33%	(309)	25%	(235)	33%	(309)	945
Community: Rural	11%	(79)	31%	(218)	22%	(154)	35%	(241)	692
Employ: Private Sector	14%	(95)	36%	(246)	22%	(149)	29%	(201)	691
Employ: Government	22%	(30)	27%	(36)	25%	(33)	27%	(36)	135
Employ: Self-Employed	20%	(39)	29%	(59)	26%	(52)	25%	(49)	200
Employ: Homemaker	4%	(10)	25%	(61)	23%	(55)	48%	(116)	242
Employ: Student	8%	(7)	30%	(26)	25%	(22)	38%	(33)	88
Employ: Retired	9%	(42)	39%	(171)	24%	(107)	28%	(122)	442
Employ: Unemployed	12%	(23)	20%	(39)	22%	(43)	46%	(90)	195
Employ: Other	9%	(20)	27%	(57)	24%	(51)	39%	(81)	208
Military HH: Yes	18%	(71)	33%	(130)	26%	(101)	23%	(92)	394
Military HH: No	11%	(195)	31%	(565)	23%	(412)	35%	(635)	1808
RD/WT: Right Direction	16%	(137)	32%	(273)	21%	(174)	31%	(259)	843
RD/WT: Wrong Track	9%	(129)	31%	(422)	25%	(339)	34%	(469)	1359
Strongly Approve	18%	(84)	34%	(156)	20%	(91)	28%	(129)	459
Somewhat Approve	9%	(39)	31%	(143)	25%	(117)	35%	(160)	459
Somewhat Disapprove	12%	(38)	31%	(94)	24%	(75)	33%	(101)	307
Strongly Disapprove	12%	(96)	34%	(285)	23%	(197)	31%	(260)	838
Don't Know / No Opinion	6%	(8)	13%	(18)	25%	(34)	56%	(78)	138

Continued on next page

Table BRD13: How much have you seen, read or heard recently about Ubers data breach, where hackers stole 57 million driver and rider accounts?

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	12%	(266)	32%	(696)	23%	(513)	33%	(727)	2202
#1 Issue: Economy	10%	(67)	34%	(218)	24%	(152)	32%	(203)	641
#1 Issue: Security	13%	(49)	33%	(129)	22%	(85)	33%	(131)	394
#1 Issue: Health Care	14%	(58)	29%	(124)	23%	(98)	34%	(146)	425
#1 Issue: Medicare / Social Security	11%	(34)	30%	(95)	26%	(82)	33%	(104)	315
#1 Issue: Women's Issues	24%	(26)	24%	(25)	14%	(14)	38%	(41)	107
#1 Issue: Education	11%	(15)	32%	(44)	26%	(35)	32%	(45)	138
#1 Issue: Energy	8%	(7)	50%	(42)	24%	(20)	18%	(15)	84
#1 Issue: Other	10%	(10)	20%	(20)	26%	(26)	44%	(43)	99
2016 Vote: Democrat Hillary Clinton	15%	(106)	35%	(251)	24%	(173)	26%	(183)	713
2016 Vote: Republican Donald Trump	12%	(91)	34%	(252)	22%	(161)	31%	(228)	732
2016 Vote: Someone else	12%	(27)	31%	(70)	27%	(61)	30%	(68)	225
2012 Vote: Barack Obama	15%	(126)	34%	(290)	25%	(209)	26%	(223)	848
2012 Vote: Mitt Romney	11%	(60)	37%	(208)	21%	(116)	32%	(178)	562
2012 Vote: Other	11%	(12)	26%	(28)	24%	(26)	40%	(43)	108
2012 Vote: Didn't Vote	10%	(68)	25%	(170)	24%	(162)	41%	(283)	683
4-Region: Northeast	15%	(59)	31%	(124)	25%	(100)	30%	(119)	402
4-Region: Midwest	11%	(54)	30%	(144)	25%	(119)	33%	(157)	474
4-Region: South	10%	(85)	30%	(248)	23%	(190)	36%	(292)	815
4-Region: West	13%	(68)	35%	(179)	20%	(104)	31%	(160)	511

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

Table BRD14: Are you aware of how to check to see if you were affected by the Uber data breach?

Demographic	Yes	No	Total N
Adults	24% (524)	76% (1678)	2202
Gender: Male	28% (293)	72% (767)	1060
Gender: Female	20% (232)	80% (910)	1142
Age: 18-29	30% (135)	70% (313)	448
Age: 30-44	31% (181)	69% (407)	588
Age: 45-54	21% (91)	79% (351)	442
Age: 55-64	16% (53)	84% (273)	326
Age: 65+	16% (63)	84% (335)	398
PID: Dem (no lean)	26% (184)	74% (538)	722
PID: Ind (no lean)	23% (194)	77% (647)	841
PID: Rep (no lean)	23% (146)	77% (493)	639
PID/Gender: Dem Men	29% (97)	71% (231)	328
PID/Gender: Dem Women	22% (88)	78% (306)	394
PID/Gender: Ind Men	25% (105)	75% (311)	415
PID/Gender: Ind Women	21% (89)	79% (337)	426
PID/Gender: Rep Men	29% (91)	71% (225)	317
PID/Gender: Rep Women	17% (55)	83% (268)	322
Tea Party: Supporter	38% (235)	62% (391)	626
Tea Party: Not Supporter	18% (285)	82% (1280)	1566
Ideo: Liberal (1-3)	32% (224)	68% (478)	702
Ideo: Moderate (4)	23% (119)	77% (407)	525
Ideo: Conservative (5-7)	21% (139)	79% (532)	670
Educ: < College	23% (361)	77% (1206)	1567
Educ: Bachelors degree	22% (92)	78% (324)	416
Educ: Post-grad	33% (71)	67% (148)	219
Income: Under 50k	22% (301)	78% (1040)	1341
Income: 50k-100k	26% (158)	74% (460)	618
Income: 100k+	27% (65)	73% (178)	243
Ethnicity: White	22% (380)	78% (1371)	1751
Ethnicity: Hispanic	34% (113)	66% (216)	330
Ethnicity: Afr. Am.	31% (83)	69% (185)	269

Continued on next page

Table BRD14: Are you aware of how to check to see if you were affected by the Uber data breach?

Demographic	Yes	No	Total N
Adults	24% (524)	76% (1678)	2202
Ethnicity: Other	33% (61)	67% (122)	182
Relig: Protestant	21% (102)	79% (381)	483
Relig: Roman Catholic	28% (124)	72% (322)	447
Relig: Ath./Agn./None	21% (132)	79% (494)	626
Relig: Something Else	26% (102)	74% (287)	389
Relig: Evangelical	26% (161)	74% (448)	609
Relig: Non-Evang. Catholics	22% (126)	78% (448)	574
Relig: All Christian	24% (287)	76% (896)	1183
Relig: All Non-Christian	23% (234)	77% (780)	1015
Community: Urban	26% (148)	74% (417)	565
Community: Suburban	24% (225)	76% (720)	945
Community: Rural	22% (152)	78% (540)	692
Employ: Private Sector	27% (188)	73% (503)	691
Employ: Government	37% (50)	63% (85)	135
Employ: Self-Employed	35% (69)	65% (131)	200
Employ: Homemaker	15% (37)	85% (206)	242
Employ: Student	19% (17)	81% (71)	88
Employ: Retired	18% (78)	82% (364)	442
Employ: Unemployed	20% (38)	80% (157)	195
Employ: Other	23% (47)	77% (161)	208
Military HH: Yes	33% (132)	67% (263)	394
Military HH: No	22% (392)	78% (1415)	1808
RD/WT: Right Direction	30% (251)	70% (592)	843
RD/WT: Wrong Track	20% (273)	80% (1086)	1359
Strongly Approve	32% (149)	68% (310)	459
Somewhat Approve	21% (98)	79% (361)	459
Somewhat Disapprove	19% (60)	81% (247)	307
Strongly Disapprove	23% (193)	77% (646)	838
Don't Know / No Opinion	18% (25)	82% (113)	138

Continued on next page

Table BRD14: Are you aware of how to check to see if you were affected by the Uber data breach?

Demographic	Yes	No	Total N
Adults	24% (524)	76% (1678)	2202
#1 Issue: Economy	24% (151)	76% (489)	641
#1 Issue: Security	24% (95)	76% (299)	394
#1 Issue: Health Care	20% (86)	80% (339)	425
#1 Issue: Medicare / Social Security	22% (69)	78% (246)	315
#1 Issue: Women's Issues	32% (34)	68% (72)	107
#1 Issue: Education	32% (44)	68% (95)	138
#1 Issue: Energy	30% (25)	70% (59)	84
#1 Issue: Other	20% (20)	80% (79)	99
2016 Vote: Democrat Hillary Clinton	27% (193)	73% (520)	713
2016 Vote: Republican Donald Trump	24% (179)	76% (553)	732
2016 Vote: Someone else	24% (55)	76% (170)	225
2012 Vote: Barack Obama	27% (225)	73% (622)	848
2012 Vote: Mitt Romney	22% (124)	78% (438)	562
2012 Vote: Other	33% (36)	67% (72)	108
2012 Vote: Didn't Vote	20% (139)	80% (545)	683
4-Region: Northeast	27% (110)	73% (292)	402
4-Region: Midwest	22% (105)	78% (369)	474
4-Region: South	22% (179)	78% (636)	815
4-Region: West	26% (131)	74% (381)	511

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

Table BRD15: Do you know if your personal information was compromised by the Uber data breach?

Demographic	Yes, my personal information was compromised		No, my personal information was not compromised		I dont know if my personal information was compromised		Total N
Adults	13%	(87)	40%	(262)	46%	(300)	648
Gender: Male	17%	(62)	40%	(148)	43%	(160)	370
Gender: Female	9%	(24)	41%	(114)	50%	(140)	278
Age: 18-29	16%	(33)	42%	(85)	42%	(86)	205
Age: 30-44	23%	(49)	37%	(79)	41%	(87)	214
Age: 45-54	4%	(5)	44%	(54)	52%	(63)	121
Age: 55-64	—	(0)	41%	(22)	59%	(32)	54
Age: 65+	—	(0)	41%	(22)	59%	(32)	54
PID: Dem (no lean)	14%	(33)	38%	(87)	47%	(108)	228
PID: Ind (no lean)	9%	(22)	45%	(111)	46%	(114)	247
PID: Rep (no lean)	18%	(31)	37%	(65)	45%	(77)	173
PID/Gender: Dem Men	23%	(26)	37%	(41)	40%	(44)	111
PID/Gender: Dem Women	6%	(7)	39%	(46)	54%	(64)	117
PID/Gender: Ind Men	8%	(13)	44%	(70)	48%	(76)	159
PID/Gender: Ind Women	10%	(9)	46%	(41)	44%	(38)	88
PID/Gender: Rep Men	23%	(23)	37%	(37)	40%	(40)	100
PID/Gender: Rep Women	11%	(8)	38%	(28)	51%	(38)	73
Tea Party: Supporter	29%	(64)	41%	(89)	30%	(66)	219
Tea Party: Not Supporter	5%	(22)	40%	(172)	55%	(233)	426
Ideo: Liberal (1-3)	22%	(58)	37%	(99)	42%	(113)	270
Ideo: Moderate (4)	9%	(13)	46%	(62)	45%	(60)	135
Ideo: Conservative (5-7)	8%	(14)	42%	(73)	51%	(89)	176
Educ: < College	12%	(48)	44%	(174)	44%	(173)	396
Educ: Bachelors degree	11%	(18)	37%	(59)	52%	(82)	159
Educ: Post-grad	22%	(21)	31%	(29)	47%	(44)	94
Income: Under 50k	13%	(43)	45%	(142)	42%	(132)	317
Income: 50k-100k	13%	(27)	39%	(80)	47%	(96)	204
Income: 100k+	13%	(17)	31%	(40)	55%	(71)	128
Ethnicity: White	12%	(57)	39%	(185)	49%	(232)	473

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Table BRD15: Do you know if your personal information was compromised by the Uber data breach?

Demographic	Yes, my personal information was compromised		No, my personal information was not compromised		I dont know if my personal information was compromised		Total N
Adults	13%	(87)	40%	(262)	46%	(300)	648
Ethnicity: Hispanic	22%	(31)	39%	(54)	39%	(55)	141
Ethnicity: Afr. Am.	22%	(22)	39%	(39)	40%	(40)	101
Ethnicity: Other	11%	(8)	51%	(38)	38%	(28)	74
Relig: Protestant	13%	(16)	40%	(48)	47%	(57)	121
Relig: Roman Catholic	21%	(31)	43%	(65)	36%	(55)	151
Relig: Ath./Agn./None	9%	(17)	39%	(74)	51%	(97)	189
Relig: Something Else	12%	(16)	34%	(45)	54%	(71)	132
Relig: Evangelical	26%	(40)	40%	(63)	35%	(55)	158
Relig: Non-Evang. Catholics	7%	(12)	47%	(78)	46%	(76)	167
Relig: All Christian	16%	(53)	43%	(141)	40%	(131)	325
Relig: All Non-Christian	10%	(33)	37%	(120)	52%	(168)	321
Community: Urban	19%	(41)	38%	(85)	43%	(95)	220
Community: Suburban	9%	(28)	38%	(118)	53%	(163)	309
Community: Rural	15%	(18)	49%	(59)	35%	(42)	119
Employ: Private Sector	12%	(29)	45%	(112)	43%	(106)	247
Employ: Government	25%	(15)	29%	(18)	46%	(28)	62
Employ: Self-Employed	26%	(25)	38%	(37)	36%	(34)	96
Employ: Homemaker	10%	(5)	26%	(13)	64%	(32)	50
Employ: Retired	—	(0)	43%	(28)	57%	(36)	64
Military HH: Yes	29%	(30)	36%	(37)	35%	(37)	104
Military HH: No	10%	(57)	41%	(225)	48%	(263)	545
RD/WT: Right Direction	23%	(57)	41%	(102)	36%	(90)	249
RD/WT: Wrong Track	7%	(30)	40%	(161)	52%	(209)	400
Strongly Approve	24%	(32)	44%	(61)	32%	(44)	138
Somewhat Approve	13%	(17)	42%	(53)	44%	(55)	125
Somewhat Disapprove	16%	(15)	34%	(31)	50%	(44)	89
Strongly Disapprove	7%	(19)	40%	(107)	53%	(139)	265

Continued on next page

Table BRD15: Do you know if your personal information was compromised by the Uber data breach?

Demographic	Yes, my personal information was compromised		No, my personal information was not compromised		I dont know if my personal information was compromised		Total N
Adults	13%	(87)	40%	(262)	46%	(300)	648
#1 Issue: Economy	12%	(25)	37%	(77)	52%	(109)	211
#1 Issue: Security	15%	(19)	49%	(62)	35%	(44)	125
#1 Issue: Health Care	8%	(10)	38%	(44)	54%	(62)	116
#1 Issue: Medicare / Social Security	19%	(10)	36%	(19)	44%	(23)	52
#1 Issue: Education	18%	(11)	48%	(28)	34%	(20)	59
2016 Vote: Democrat Hillary Clinton	13%	(32)	37%	(89)	49%	(118)	240
2016 Vote: Republican Donald Trump	19%	(40)	40%	(82)	41%	(84)	205
2016 Vote: Someone else	4%	(3)	35%	(23)	61%	(40)	66
2012 Vote: Barack Obama	13%	(37)	37%	(102)	49%	(135)	274
2012 Vote: Mitt Romney	15%	(20)	40%	(55)	46%	(63)	138
2012 Vote: Didn't Vote	14%	(29)	44%	(95)	43%	(92)	216
4-Region: Northeast	15%	(23)	34%	(52)	50%	(75)	150
4-Region: Midwest	8%	(8)	44%	(47)	48%	(51)	106
4-Region: South	13%	(30)	43%	(98)	44%	(99)	228
4-Region: West	15%	(25)	40%	(65)	45%	(73)	164

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

Table BRD16: As you may know, on Tuesday, November 21, 2017, Uber disclosed that in 2016, hackers stole 57 million driver and rider accounts from Uber, including phone numbers, email addresses and names. The hackers demanded \$100,000 from Uber to delete their copy of the data and Uber paid the hackers the \$100,000. Knowing this, do you believe Uber acted appropriately or inappropriately in paying the hackers to delete the stolen data?

Demographic	Very appropriately	Somewhat appropriately	Somewhat inappropriately	Very inappropriately	Don't Know / No Opinion	Total N
Adults	16% (362)	23% (515)	15% (334)	18% (386)	27% (605)	2202
Gender: Male	17% (184)	23% (246)	15% (162)	21% (218)	24% (250)	1060
Gender: Female	16% (179)	24% (269)	15% (172)	15% (168)	31% (354)	1142
Age: 18-29	26% (118)	29% (128)	15% (69)	8% (35)	22% (98)	448
Age: 30-44	18% (107)	27% (158)	15% (89)	14% (84)	26% (150)	588
Age: 45-54	17% (77)	23% (100)	13% (56)	22% (98)	25% (111)	442
Age: 55-64	9% (30)	19% (61)	17% (55)	23% (73)	33% (107)	326
Age: 65+	8% (31)	17% (68)	16% (66)	24% (96)	35% (138)	398
PID: Dem (no lean)	16% (114)	26% (188)	15% (108)	17% (123)	26% (190)	722
PID: Ind (no lean)	15% (123)	21% (176)	15% (125)	18% (152)	31% (265)	841
PID: Rep (no lean)	20% (125)	24% (152)	16% (101)	17% (111)	24% (150)	639
PID/Gender: Dem Men	15% (48)	25% (83)	15% (48)	22% (71)	24% (77)	328
PID/Gender: Dem Women	17% (66)	27% (105)	15% (60)	13% (51)	29% (113)	394
PID/Gender: Ind Men	17% (71)	21% (85)	16% (66)	20% (84)	26% (109)	415
PID/Gender: Ind Women	12% (52)	21% (91)	14% (59)	16% (68)	37% (156)	426
PID/Gender: Rep Men	20% (65)	25% (78)	15% (48)	20% (62)	20% (64)	317
PID/Gender: Rep Women	19% (61)	23% (74)	16% (53)	15% (49)	27% (86)	322
Tea Party: Supporter	25% (156)	26% (163)	15% (92)	17% (107)	17% (109)	626
Tea Party: Not Supporter	13% (203)	22% (351)	15% (241)	18% (278)	31% (493)	1566
Ideo: Liberal (1-3)	23% (158)	28% (195)	16% (116)	14% (99)	19% (135)	702
Ideo: Moderate (4)	13% (68)	23% (122)	15% (81)	20% (106)	28% (149)	525
Ideo: Conservative (5-7)	15% (99)	22% (146)	17% (113)	20% (137)	26% (175)	670
Educ: < College	17% (265)	22% (347)	14% (221)	16% (250)	31% (485)	1567
Educ: Bachelors degree	14% (58)	28% (114)	19% (79)	21% (87)	19% (77)	416
Educ: Post-grad	18% (40)	25% (54)	16% (34)	22% (49)	19% (42)	219

Continued on next page

Table BRD16: As you may know, on Tuesday, November 21, 2017, Uber disclosed that in 2016, hackers stole 57 million driver and rider accounts from Uber, including phone numbers, email addresses and names. The hackers demanded \$100,000 from Uber to delete their copy of the data and Uber paid the hackers the \$100,000. Knowing this, do you believe Uber acted appropriately or inappropriately in paying the hackers to delete the stolen data?

Demographic	Very appropriately		Somewhat appropriately		Somewhat inappropriately		Very inappropriately		Don't Know / No Opinion		Total N
Adults	16%	(362)	23%	(515)	15%	(334)	18%	(386)	27%	(605)	2202
Income: Under 50k	17%	(227)	22%	(293)	15%	(197)	15%	(206)	31%	(417)	1341
Income: 50k-100k	15%	(92)	27%	(167)	17%	(102)	19%	(114)	23%	(142)	618
Income: 100k+	18%	(43)	23%	(55)	14%	(35)	27%	(65)	18%	(45)	243
Ethnicity: White	16%	(275)	23%	(403)	16%	(275)	18%	(319)	27%	(479)	1751
Ethnicity: Hispanic	27%	(89)	29%	(96)	12%	(38)	14%	(47)	18%	(60)	330
Ethnicity: Afr. Am.	19%	(50)	22%	(60)	15%	(41)	11%	(29)	33%	(88)	269
Ethnicity: Other	21%	(38)	29%	(53)	10%	(17)	21%	(38)	20%	(37)	182
Relig: Protestant	15%	(71)	23%	(110)	20%	(95)	19%	(91)	24%	(116)	483
Relig: Roman Catholic	18%	(82)	27%	(119)	13%	(58)	18%	(82)	24%	(106)	447
Relig: Ath./Agn./None	14%	(90)	22%	(137)	14%	(89)	18%	(110)	32%	(200)	626
Relig: Something Else	18%	(71)	22%	(87)	14%	(53)	15%	(57)	31%	(121)	389
Relig: Evangelical	22%	(133)	22%	(136)	16%	(96)	16%	(100)	24%	(144)	609
Relig: Non-Evang. Catholics	12%	(68)	27%	(153)	17%	(95)	21%	(119)	24%	(139)	574
Relig: All Christian	17%	(201)	24%	(289)	16%	(191)	18%	(218)	24%	(283)	1183
Relig: All Non-Christian	16%	(161)	22%	(224)	14%	(141)	16%	(167)	32%	(322)	1015
Community: Urban	17%	(97)	24%	(137)	13%	(73)	18%	(102)	28%	(156)	565
Community: Suburban	16%	(153)	22%	(208)	16%	(153)	19%	(175)	27%	(255)	945
Community: Rural	16%	(112)	25%	(171)	15%	(107)	16%	(109)	28%	(193)	692
Employ: Private Sector	19%	(131)	24%	(167)	18%	(122)	20%	(140)	19%	(131)	691
Employ: Government	24%	(33)	26%	(35)	16%	(22)	18%	(24)	16%	(22)	135
Employ: Self-Employed	20%	(39)	27%	(55)	15%	(31)	13%	(27)	24%	(49)	200
Employ: Homemaker	15%	(36)	29%	(71)	16%	(39)	13%	(30)	27%	(67)	242
Employ: Student	18%	(15)	32%	(28)	13%	(12)	10%	(9)	26%	(23)	88
Employ: Retired	9%	(41)	17%	(77)	16%	(71)	22%	(98)	35%	(154)	442
Employ: Unemployed	18%	(35)	20%	(38)	9%	(18)	13%	(25)	40%	(79)	195
Employ: Other	15%	(32)	21%	(45)	9%	(20)	15%	(32)	39%	(81)	208
Military HH: Yes	19%	(76)	21%	(84)	18%	(70)	20%	(78)	22%	(87)	394
Military HH: No	16%	(287)	24%	(432)	15%	(264)	17%	(308)	29%	(518)	1808

Continued on next page

Table BRD16: As you may know, on Tuesday, November 21, 2017, Uber disclosed that in 2016, hackers stole 57 million driver and rider accounts from Uber, including phone numbers, email addresses and names. The hackers demanded \$100,000 from Uber to delete their copy of the data and Uber paid the hackers the \$100,000. Knowing this, do you believe Uber acted appropriately or inappropriately in paying the hackers to delete the stolen data?

Demographic	Very appropriately		Somewhat appropriately		Somewhat inappropriately		Very inappropriately		Don't Know / No Opinion		Total N
Adults	16%	(362)	23%	(515)	15%	(334)	18%	(386)	27%	(605)	2202
RD/WT: Right Direction	23%	(192)	23%	(190)	15%	(125)	15%	(130)	24%	(206)	843
RD/WT: Wrong Track	13%	(170)	24%	(325)	15%	(209)	19%	(256)	29%	(399)	1359
Strongly Approve	24%	(108)	19%	(89)	14%	(64)	17%	(77)	26%	(122)	459
Somewhat Approve	20%	(90)	28%	(130)	16%	(75)	17%	(79)	19%	(85)	459
Somewhat Disapprove	13%	(40)	25%	(78)	19%	(59)	17%	(54)	25%	(76)	307
Strongly Disapprove	14%	(113)	24%	(204)	15%	(124)	20%	(169)	27%	(228)	838
Don't Know / No Opinion	8%	(11)	10%	(14)	9%	(12)	6%	(8)	68%	(93)	138
#1 Issue: Economy	15%	(98)	25%	(163)	15%	(94)	21%	(137)	23%	(148)	641
#1 Issue: Security	18%	(72)	22%	(85)	16%	(63)	19%	(75)	25%	(99)	394
#1 Issue: Health Care	15%	(63)	25%	(107)	14%	(58)	17%	(73)	29%	(123)	425
#1 Issue: Medicare / Social Security	17%	(53)	19%	(60)	12%	(39)	13%	(41)	39%	(122)	315
#1 Issue: Women's Issues	27%	(29)	20%	(21)	16%	(17)	10%	(11)	27%	(29)	107
#1 Issue: Education	21%	(30)	26%	(37)	16%	(21)	13%	(18)	24%	(33)	138
#1 Issue: Energy	13%	(11)	31%	(26)	31%	(26)	13%	(11)	12%	(10)	84
#1 Issue: Other	7%	(7)	17%	(17)	16%	(16)	19%	(19)	40%	(40)	99
2016 Vote: Democrat Hillary Clinton	17%	(118)	26%	(187)	15%	(108)	16%	(113)	26%	(188)	713
2016 Vote: Republican Donald Trump	18%	(131)	23%	(168)	15%	(110)	21%	(156)	23%	(167)	732
2016 Vote: Someone else	16%	(35)	21%	(48)	13%	(28)	22%	(51)	28%	(63)	225
2012 Vote: Barack Obama	17%	(144)	24%	(199)	16%	(132)	18%	(156)	25%	(216)	848
2012 Vote: Mitt Romney	15%	(85)	23%	(128)	16%	(88)	24%	(134)	23%	(126)	562
2012 Vote: Other	12%	(13)	13%	(15)	14%	(15)	25%	(27)	35%	(38)	108
2012 Vote: Didn't Vote	18%	(120)	25%	(174)	14%	(99)	10%	(68)	33%	(223)	683
4-Region: Northeast	15%	(62)	23%	(93)	15%	(60)	16%	(66)	30%	(121)	402
4-Region: Midwest	15%	(72)	19%	(90)	17%	(81)	19%	(92)	29%	(139)	474
4-Region: South	17%	(139)	22%	(181)	16%	(130)	16%	(129)	29%	(236)	815
4-Region: West	17%	(89)	29%	(151)	12%	(63)	20%	(100)	21%	(109)	511

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

Table BRD17: Does knowing this make you more or less likely to use Uber services in the near future, or does it make no difference either way?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Makes no difference either way		Don't Know / No Opinion		Total N
Adults	11%	(74)	14%	(90)	23%	(151)	17%	(110)	23%	(148)	11%	(74)	648
Gender: Male	11%	(41)	15%	(57)	22%	(81)	18%	(67)	22%	(82)	11%	(41)	370
Gender: Female	12%	(33)	12%	(33)	25%	(70)	16%	(43)	24%	(66)	12%	(33)	278
Age: 18-29	13%	(27)	16%	(34)	21%	(43)	17%	(35)	20%	(40)	13%	(26)	205
Age: 30-44	15%	(31)	14%	(29)	21%	(45)	16%	(35)	23%	(50)	11%	(24)	214
Age: 45-54	11%	(13)	13%	(16)	29%	(35)	20%	(24)	22%	(26)	6%	(8)	121
Age: 55-64	1%	(1)	12%	(7)	33%	(18)	13%	(7)	29%	(16)	11%	(6)	54
Age: 65+	5%	(3)	9%	(5)	19%	(10)	18%	(10)	30%	(16)	20%	(11)	54
PID: Dem (no lean)	12%	(27)	12%	(28)	24%	(55)	19%	(44)	21%	(47)	12%	(27)	228
PID: Ind (no lean)	8%	(20)	12%	(30)	25%	(63)	17%	(42)	23%	(57)	14%	(35)	247
PID: Rep (no lean)	16%	(28)	18%	(32)	19%	(34)	14%	(24)	25%	(44)	7%	(13)	173
PID/Gender: Dem Men	12%	(13)	18%	(20)	18%	(20)	22%	(25)	20%	(22)	10%	(11)	111
PID/Gender: Dem Women	12%	(14)	6%	(8)	30%	(35)	17%	(19)	21%	(25)	14%	(17)	117
PID/Gender: Ind Men	8%	(13)	11%	(18)	28%	(45)	16%	(26)	23%	(36)	14%	(22)	159
PID/Gender: Ind Women	8%	(7)	14%	(13)	21%	(18)	18%	(16)	24%	(21)	14%	(13)	88
PID/Gender: Rep Men	15%	(16)	19%	(19)	17%	(17)	16%	(16)	24%	(24)	9%	(9)	100
PID/Gender: Rep Women	17%	(13)	18%	(13)	23%	(17)	10%	(8)	27%	(20)	5%	(4)	73
Tea Party: Supporter	22%	(48)	25%	(55)	21%	(45)	12%	(27)	13%	(29)	7%	(16)	219
Tea Party: Not Supporter	6%	(27)	8%	(35)	25%	(105)	19%	(83)	28%	(119)	14%	(59)	426
Ideo: Liberal (1-3)	19%	(52)	14%	(38)	25%	(67)	14%	(37)	20%	(55)	8%	(21)	270
Ideo: Moderate (4)	3%	(5)	14%	(19)	22%	(30)	22%	(30)	27%	(36)	11%	(15)	135
Ideo: Conservative (5-7)	8%	(15)	17%	(30)	22%	(39)	17%	(30)	24%	(43)	11%	(20)	176
Educ: < College	11%	(43)	14%	(56)	24%	(97)	16%	(65)	22%	(86)	12%	(49)	396
Educ: Bachelors degree	9%	(14)	13%	(20)	22%	(34)	20%	(32)	26%	(41)	11%	(18)	159
Educ: Post-grad	18%	(17)	14%	(14)	22%	(20)	15%	(14)	23%	(22)	8%	(7)	94
Income: Under 50k	12%	(37)	13%	(40)	22%	(69)	18%	(58)	21%	(67)	14%	(45)	317
Income: 50k-100k	11%	(22)	19%	(38)	25%	(52)	17%	(36)	19%	(38)	9%	(19)	204
Income: 100k+	12%	(16)	10%	(12)	24%	(30)	13%	(16)	34%	(43)	8%	(10)	128
Ethnicity: White	11%	(53)	13%	(60)	24%	(115)	17%	(82)	23%	(110)	11%	(54)	473

Continued on next page

Table BRD17: Does knowing this make you more or less likely to use Uber services in the near future, or does it make no difference either way?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Makes no difference either way		Don't Know / No Opinion		Total N
Adults	11%	(74)	14%	(90)	23%	(151)	17%	(110)	23%	(148)	11%	(74)	648
Ethnicity: Hispanic	11%	(16)	18%	(26)	21%	(30)	17%	(23)	19%	(26)	14%	(20)	141
Ethnicity: Afr. Am.	13%	(13)	9%	(9)	27%	(27)	18%	(18)	20%	(20)	13%	(13)	101
Ethnicity: Other	11%	(8)	28%	(21)	13%	(9)	13%	(9)	25%	(18)	11%	(8)	74
Relig: Protestant	10%	(12)	16%	(19)	26%	(31)	13%	(16)	24%	(29)	11%	(13)	121
Relig: Roman Catholic	21%	(31)	14%	(21)	21%	(31)	17%	(25)	19%	(29)	9%	(14)	151
Relig: Ath./Agn./None	7%	(13)	10%	(19)	23%	(43)	18%	(33)	29%	(54)	14%	(26)	189
Relig: Something Else	11%	(15)	15%	(19)	25%	(32)	18%	(24)	22%	(29)	10%	(13)	132
Relig: Evangelical	21%	(33)	19%	(30)	21%	(34)	14%	(22)	15%	(24)	10%	(15)	158
Relig: Non-Evang. Catholics	9%	(14)	12%	(20)	25%	(41)	19%	(31)	25%	(41)	11%	(19)	167
Relig: All Christian	14%	(47)	15%	(50)	23%	(75)	16%	(53)	20%	(66)	11%	(34)	325
Relig: All Non-Christian	9%	(27)	12%	(39)	24%	(75)	18%	(57)	26%	(83)	12%	(39)	321
Community: Urban	10%	(23)	19%	(41)	21%	(47)	15%	(32)	23%	(52)	11%	(25)	220
Community: Suburban	8%	(25)	11%	(33)	27%	(83)	17%	(51)	25%	(78)	12%	(38)	309
Community: Rural	22%	(26)	13%	(16)	18%	(21)	22%	(26)	16%	(19)	9%	(11)	119
Employ: Private Sector	11%	(26)	16%	(40)	22%	(54)	16%	(40)	27%	(66)	8%	(21)	247
Employ: Government	15%	(9)	21%	(13)	23%	(14)	23%	(14)	9%	(6)	8%	(5)	62
Employ: Self-Employed	16%	(15)	12%	(12)	23%	(22)	14%	(14)	20%	(20)	14%	(14)	96
Employ: Homemaker	6%	(3)	5%	(3)	40%	(20)	12%	(6)	26%	(13)	11%	(6)	50
Employ: Retired	8%	(5)	8%	(5)	19%	(12)	22%	(14)	28%	(18)	15%	(9)	64
Military HH: Yes	19%	(20)	20%	(20)	28%	(29)	10%	(10)	17%	(18)	6%	(6)	104
Military HH: No	10%	(55)	13%	(70)	22%	(122)	18%	(100)	24%	(130)	12%	(68)	545
RD/WT: Right Direction	21%	(52)	20%	(49)	20%	(50)	13%	(32)	18%	(44)	9%	(22)	249
RD/WT: Wrong Track	6%	(22)	10%	(42)	25%	(101)	19%	(78)	26%	(104)	13%	(52)	400
Strongly Approve	26%	(36)	19%	(26)	17%	(23)	15%	(20)	15%	(20)	8%	(11)	138
Somewhat Approve	7%	(9)	25%	(31)	23%	(29)	16%	(20)	21%	(26)	9%	(11)	125
Somewhat Disapprove	9%	(8)	11%	(10)	28%	(25)	14%	(12)	25%	(22)	13%	(11)	89
Strongly Disapprove	7%	(20)	8%	(21)	26%	(68)	20%	(54)	28%	(73)	11%	(29)	265

Continued on next page

Table BRD17: Does knowing this make you more or less likely to use Uber services in the near future, or does it make no difference either way?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Makes no difference either way		Don't Know / No Opinion		Total N
Adults	11%	(74)	14%	(90)	23%	(151)	17%	(110)	23%	(148)	11%	(74)	648
#1 Issue: Economy	13%	(27)	14%	(30)	23%	(49)	15%	(31)	27%	(57)	8%	(17)	211
#1 Issue: Security	13%	(16)	20%	(26)	27%	(34)	15%	(18)	13%	(17)	11%	(14)	125
#1 Issue: Health Care	11%	(12)	8%	(10)	18%	(21)	22%	(26)	25%	(29)	16%	(18)	116
#1 Issue: Medicare / Social Security	21%	(11)	18%	(10)	16%	(8)	15%	(8)	18%	(9)	11%	(6)	52
#1 Issue: Education	7%	(4)	11%	(7)	18%	(11)	19%	(11)	27%	(16)	17%	(10)	59
2016 Vote: Democrat Hillary Clinton	9%	(22)	11%	(26)	25%	(59)	21%	(51)	22%	(52)	12%	(29)	240
2016 Vote: Republican Donald Trump	17%	(34)	20%	(42)	24%	(50)	13%	(26)	20%	(41)	6%	(12)	205
2016 Vote: Someone else	6%	(4)	11%	(7)	12%	(8)	17%	(11)	33%	(21)	22%	(15)	66
2012 Vote: Barack Obama	11%	(31)	11%	(30)	22%	(61)	21%	(56)	22%	(60)	12%	(34)	274
2012 Vote: Mitt Romney	13%	(17)	19%	(27)	24%	(33)	13%	(18)	24%	(33)	7%	(10)	138
2012 Vote: Didn't Vote	11%	(25)	15%	(32)	24%	(52)	15%	(32)	23%	(49)	12%	(27)	216
4-Region: Northeast	10%	(14)	16%	(24)	31%	(46)	15%	(23)	20%	(30)	8%	(12)	150
4-Region: Midwest	11%	(12)	8%	(9)	26%	(27)	17%	(18)	22%	(23)	16%	(17)	106
4-Region: South	12%	(28)	13%	(30)	22%	(51)	17%	(40)	23%	(52)	12%	(27)	228
4-Region: West	12%	(20)	17%	(27)	16%	(27)	18%	(29)	26%	(43)	11%	(18)	164

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

Table BRD18: Does knowing this make you more or less likely to use Uber services in the near future, or does it make no difference either way?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Makes no difference	Don't Know / No Opinion	Total N
Adults	7% (163)	8% (170)	16% (362)	27% (595)	23% (503)	19% (410)	2202
Gender: Male	9% (99)	8% (80)	19% (198)	26% (276)	21% (227)	17% (181)	1060
Gender: Female	6% (64)	8% (91)	14% (164)	28% (319)	24% (276)	20% (229)	1142
Age: 18-29	11% (48)	13% (58)	18% (79)	25% (111)	17% (76)	17% (76)	448
Age: 30-44	10% (61)	10% (56)	17% (100)	23% (133)	22% (132)	18% (106)	588
Age: 45-54	8% (37)	7% (32)	16% (72)	30% (134)	21% (93)	17% (75)	442
Age: 55-64	1% (4)	3% (9)	16% (53)	30% (98)	29% (95)	21% (68)	326
Age: 65+	3% (13)	4% (15)	14% (58)	30% (120)	27% (107)	21% (85)	398
PID: Dem (no lean)	9% (63)	8% (58)	18% (128)	27% (193)	22% (157)	17% (123)	722
PID: Ind (no lean)	5% (45)	6% (52)	14% (117)	28% (234)	25% (211)	22% (183)	841
PID: Rep (no lean)	9% (55)	9% (61)	18% (117)	26% (168)	21% (135)	16% (104)	639
PID/Gender: Dem Men	11% (36)	7% (23)	20% (65)	28% (92)	19% (62)	15% (50)	328
PID/Gender: Dem Women	7% (27)	9% (35)	16% (63)	26% (102)	24% (95)	18% (72)	394
PID/Gender: Ind Men	6% (27)	6% (24)	17% (73)	26% (110)	25% (103)	19% (79)	415
PID/Gender: Ind Women	4% (18)	7% (28)	10% (44)	29% (124)	25% (108)	24% (104)	426
PID/Gender: Rep Men	11% (36)	10% (33)	19% (60)	23% (74)	19% (61)	16% (51)	317
PID/Gender: Rep Women	6% (19)	9% (27)	18% (57)	29% (93)	23% (73)	16% (52)	322
Tea Party: Supporter	16% (103)	13% (81)	17% (106)	26% (163)	17% (104)	11% (70)	626
Tea Party: Not Supporter	4% (60)	6% (86)	16% (255)	27% (430)	25% (397)	22% (338)	1566
Ideo: Liberal (1-3)	13% (93)	10% (70)	17% (121)	24% (167)	22% (154)	14% (97)	702
Ideo: Moderate (4)	4% (20)	7% (35)	16% (82)	29% (151)	28% (148)	17% (89)	525
Ideo: Conservative (5-7)	6% (41)	8% (51)	19% (130)	29% (194)	22% (146)	16% (109)	670
Educ: < College	7% (115)	7% (109)	16% (244)	27% (424)	21% (331)	22% (345)	1567
Educ: Bachelors degree	5% (19)	9% (37)	20% (83)	28% (118)	27% (111)	11% (47)	416
Educ: Post-grad	13% (28)	11% (25)	16% (35)	24% (52)	28% (61)	8% (18)	219
Income: Under 50k	8% (104)	6% (84)	14% (189)	28% (379)	21% (285)	22% (301)	1341
Income: 50k-100k	6% (37)	11% (65)	20% (125)	25% (156)	23% (142)	15% (93)	618
Income: 100k+	9% (22)	9% (22)	20% (48)	24% (59)	31% (76)	7% (16)	243
Ethnicity: White	7% (115)	7% (116)	17% (295)	27% (481)	24% (417)	19% (327)	1751
Ethnicity: Hispanic	13% (43)	13% (44)	22% (71)	24% (80)	13% (44)	14% (47)	330

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Table BRD18: Does knowing this make you more or less likely to use Uber services in the near future, or does it make no difference either way?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Makes no difference	Don't Know / No Opinion	Total N
Adults	7% (163)	8% (170)	16% (362)	27% (595)	23% (503)	19% (410)	2202
Ethnicity: Afr. Am.	11% (30)	10% (27)	15% (41)	26% (71)	17% (47)	20% (53)	269
Ethnicity: Other	10% (18)	15% (27)	14% (26)	23% (42)	22% (39)	17% (30)	182
Relig: Protestant	5% (24)	7% (31)	20% (96)	26% (124)	27% (130)	16% (77)	483
Relig: Roman Catholic	10% (44)	9% (40)	16% (72)	27% (121)	22% (99)	16% (70)	447
Relig: Ath./Agn./None	6% (35)	6% (39)	14% (89)	25% (158)	26% (163)	23% (143)	626
Relig: Something Else	11% (42)	10% (39)	15% (57)	27% (106)	18% (71)	19% (74)	389
Relig: Evangelical	10% (63)	10% (60)	17% (104)	27% (161)	20% (120)	17% (101)	609
Relig: Non-Evang. Catholics	4% (24)	5% (31)	19% (110)	29% (169)	26% (149)	16% (91)	574
Relig: All Christian	7% (86)	8% (91)	18% (214)	28% (330)	23% (269)	16% (192)	1183
Relig: All Non-Christian	8% (76)	8% (77)	14% (146)	26% (264)	23% (234)	21% (217)	1015
Community: Urban	11% (60)	10% (55)	15% (86)	26% (147)	18% (101)	21% (117)	565
Community: Suburban	5% (46)	7% (62)	19% (179)	25% (238)	27% (259)	17% (161)	945
Community: Rural	8% (56)	8% (53)	14% (98)	30% (209)	21% (143)	19% (132)	692
Employ: Private Sector	8% (56)	10% (69)	19% (128)	26% (178)	23% (160)	14% (100)	691
Employ: Government	12% (16)	19% (25)	14% (20)	29% (40)	15% (20)	10% (14)	135
Employ: Self-Employed	13% (25)	9% (18)	17% (35)	25% (51)	25% (50)	11% (21)	200
Employ: Homemaker	5% (11)	5% (13)	19% (46)	33% (80)	20% (48)	19% (45)	242
Employ: Student	9% (8)	16% (14)	21% (19)	18% (16)	17% (15)	19% (16)	88
Employ: Retired	4% (17)	3% (13)	12% (55)	31% (137)	29% (129)	21% (91)	442
Employ: Unemployed	10% (19)	5% (10)	14% (28)	23% (46)	20% (39)	27% (54)	195
Employ: Other	5% (11)	4% (8)	15% (32)	23% (47)	20% (42)	33% (69)	208
Military HH: Yes	10% (38)	12% (48)	15% (59)	27% (106)	22% (86)	14% (57)	394
Military HH: No	7% (124)	7% (122)	17% (303)	27% (489)	23% (417)	20% (353)	1808
RD/WT: Right Direction	13% (110)	11% (95)	16% (132)	25% (213)	19% (162)	16% (131)	843
RD/WT: Wrong Track	4% (53)	6% (75)	17% (230)	28% (382)	25% (340)	21% (279)	1359
Strongly Approve	15% (70)	8% (35)	14% (66)	28% (128)	21% (97)	14% (64)	459
Somewhat Approve	8% (36)	10% (44)	17% (80)	27% (122)	23% (104)	16% (72)	459
Somewhat Disapprove	5% (15)	8% (26)	24% (73)	24% (75)	21% (66)	17% (52)	307
Strongly Disapprove	4% (35)	7% (58)	16% (135)	29% (245)	26% (218)	17% (146)	838
Don't Know / No Opinion	5% (6)	5% (7)	5% (7)	18% (25)	12% (17)	55% (76)	138

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Table BRD18: Does knowing this make you more or less likely to use Uber services in the near future, or does it make no difference either way?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Makes no difference	Don't Know / No Opinion	Total N
Adults	7% (163)	8% (170)	16% (362)	27% (595)	23% (503)	19% (410)	2202
#1 Issue: Economy	5% (34)	8% (54)	18% (117)	27% (171)	26% (165)	16% (100)	641
#1 Issue: Security	8% (33)	10% (38)	16% (61)	32% (124)	17% (67)	17% (69)	394
#1 Issue: Health Care	9% (40)	6% (26)	17% (70)	28% (117)	21% (90)	19% (82)	425
#1 Issue: Medicare / Social Security	7% (23)	4% (13)	12% (37)	25% (79)	27% (85)	25% (78)	315
#1 Issue: Women's Issues	8% (8)	12% (12)	20% (22)	20% (21)	18% (19)	22% (24)	107
#1 Issue: Education	11% (16)	9% (12)	16% (22)	27% (37)	19% (26)	19% (26)	138
#1 Issue: Energy	7% (6)	10% (8)	27% (23)	16% (13)	34% (28)	7% (6)	84
#1 Issue: Other	3% (3)	6% (6)	10% (10)	32% (32)	23% (22)	25% (25)	99
2016 Vote: Democrat Hillary Clinton	9% (62)	8% (59)	17% (118)	27% (192)	24% (171)	16% (111)	713
2016 Vote: Republican Donald Trump	9% (68)	9% (65)	17% (122)	29% (209)	24% (173)	13% (96)	732
2016 Vote: Someone else	4% (9)	5% (12)	14% (32)	29% (64)	23% (52)	25% (56)	225
2012 Vote: Barack Obama	9% (73)	7% (61)	16% (135)	29% (245)	24% (206)	15% (127)	848
2012 Vote: Mitt Romney	6% (35)	9% (52)	18% (101)	29% (161)	24% (135)	14% (78)	562
2012 Vote: Other	6% (7)	6% (7)	14% (15)	23% (25)	27% (29)	23% (25)	108
2012 Vote: Didn't Vote	7% (48)	7% (50)	16% (111)	24% (163)	19% (132)	26% (179)	683
4-Region: Northeast	7% (29)	10% (41)	17% (66)	23% (93)	24% (95)	19% (77)	402
4-Region: Midwest	6% (26)	4% (19)	19% (89)	27% (130)	23% (110)	21% (100)	474
4-Region: South	9% (71)	7% (60)	14% (117)	27% (222)	23% (184)	20% (161)	815
4-Region: West	7% (37)	10% (51)	18% (90)	29% (149)	22% (115)	14% (71)	511

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

Table BRD19: As you may know, Uber waited until November 2017 to disclose the 2016 data breach. Do you think Uber disclosed the data breach fast enough?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	10%	(216)	71%	(1554)	20%	(432)	2202
Gender: Male	11%	(120)	70%	(740)	19%	(200)	1060
Gender: Female	8%	(95)	71%	(814)	20%	(232)	1142
Age: 18-29	12%	(53)	61%	(271)	28%	(124)	448
Age: 30-44	16%	(95)	63%	(373)	20%	(120)	588
Age: 45-54	10%	(45)	70%	(308)	20%	(89)	442
Age: 55-64	3%	(11)	79%	(259)	17%	(56)	326
Age: 65+	3%	(11)	86%	(343)	11%	(44)	398
PID: Dem (no lean)	10%	(75)	72%	(522)	17%	(126)	722
PID: Ind (no lean)	7%	(57)	69%	(578)	24%	(205)	841
PID: Rep (no lean)	13%	(84)	71%	(454)	16%	(101)	639
PID/Gender: Dem Men	11%	(36)	72%	(235)	17%	(56)	328
PID/Gender: Dem Women	10%	(38)	73%	(286)	18%	(69)	394
PID/Gender: Ind Men	8%	(31)	70%	(289)	23%	(95)	415
PID/Gender: Ind Women	6%	(26)	68%	(289)	26%	(111)	426
PID/Gender: Rep Men	17%	(53)	68%	(215)	15%	(49)	317
PID/Gender: Rep Women	10%	(31)	74%	(239)	16%	(52)	322
Tea Party: Supporter	24%	(149)	61%	(383)	15%	(94)	626
Tea Party: Not Supporter	4%	(67)	74%	(1164)	21%	(336)	1566
Ideo: Liberal (1-3)	16%	(114)	67%	(473)	16%	(115)	702
Ideo: Moderate (4)	7%	(39)	75%	(395)	17%	(91)	525
Ideo: Conservative (5-7)	8%	(55)	76%	(510)	16%	(105)	670
Educ: < College	9%	(142)	68%	(1062)	23%	(363)	1567
Educ: Bachelors degree	10%	(42)	79%	(329)	11%	(45)	416
Educ: Post-grad	14%	(32)	74%	(163)	11%	(24)	219
Income: Under 50k	10%	(132)	66%	(886)	24%	(323)	1341
Income: 50k-100k	9%	(55)	77%	(475)	14%	(89)	618
Income: 100k+	12%	(29)	80%	(193)	9%	(21)	243

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Table BRD19: As you may know, Uber waited until November 2017 to disclose the 2016 data breach. Do you think Uber disclosed the data breach fast enough?

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	10%	(216)	71%	(1554)	20%	(432)	2202
Ethnicity: White	9%	(158)	72%	(1263)	19%	(330)	1751
Ethnicity: Hispanic	17%	(56)	62%	(203)	21%	(70)	330
Ethnicity: Afr. Am.	13%	(35)	65%	(174)	22%	(60)	269
Ethnicity: Other	12%	(23)	65%	(118)	23%	(42)	182
Relig: Protestant	9%	(42)	78%	(376)	14%	(65)	483
Relig: Roman Catholic	13%	(57)	76%	(338)	12%	(52)	447
Relig: Ath./Agn./None	6%	(38)	69%	(434)	24%	(153)	626
Relig: Something Else	13%	(50)	62%	(243)	25%	(97)	389
Relig: Evangelical	14%	(85)	66%	(403)	20%	(121)	609
Relig: Non-Evang. Catholics	8%	(43)	82%	(471)	11%	(60)	574
Relig: All Christian	11%	(128)	74%	(874)	15%	(181)	1183
Relig: All Non-Christian	9%	(88)	67%	(677)	25%	(250)	1015
Community: Urban	13%	(72)	66%	(370)	22%	(123)	565
Community: Suburban	9%	(81)	75%	(712)	16%	(152)	945
Community: Rural	9%	(63)	68%	(472)	23%	(157)	692
Employ: Private Sector	14%	(97)	73%	(506)	13%	(89)	691
Employ: Government	17%	(23)	70%	(94)	13%	(18)	135
Employ: Self-Employed	15%	(30)	67%	(134)	18%	(36)	200
Employ: Homemaker	5%	(12)	66%	(159)	29%	(71)	242
Employ: Student	10%	(9)	54%	(48)	36%	(32)	88
Employ: Retired	5%	(21)	83%	(369)	12%	(52)	442
Employ: Unemployed	6%	(12)	62%	(121)	32%	(62)	195
Employ: Other	6%	(12)	59%	(123)	35%	(74)	208
Military HH: Yes	14%	(56)	72%	(284)	14%	(55)	394
Military HH: No	9%	(160)	70%	(1270)	21%	(377)	1808
RD/WT: Right Direction	18%	(148)	64%	(539)	18%	(156)	843
RD/WT: Wrong Track	5%	(68)	75%	(1015)	20%	(276)	1359

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Table BRD19: As you may know, Uber waited until November 2017 to disclose the 2016 data breach. Do you think Uber disclosed the data breach fast enough?

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	10%	(216)	71%	(1554)	20%	(432)	2202
Strongly Approve	18%	(84)	67%	(306)	15%	(70)	459
Somewhat Approve	11%	(49)	71%	(328)	18%	(83)	459
Somewhat Disapprove	8%	(24)	71%	(220)	21%	(63)	307
Strongly Disapprove	6%	(54)	77%	(644)	17%	(140)	838
Don't Know / No Opinion	4%	(6)	41%	(56)	55%	(76)	138
#1 Issue: Economy	8%	(52)	73%	(468)	19%	(120)	641
#1 Issue: Security	10%	(40)	70%	(274)	20%	(79)	394
#1 Issue: Health Care	9%	(37)	73%	(308)	19%	(79)	425
#1 Issue: Medicare / Social Security	10%	(31)	75%	(236)	15%	(47)	315
#1 Issue: Women's Issues	16%	(17)	62%	(66)	22%	(24)	107
#1 Issue: Education	16%	(22)	58%	(81)	26%	(35)	138
#1 Issue: Energy	14%	(12)	70%	(59)	16%	(13)	84
#1 Issue: Other	2%	(2)	63%	(62)	35%	(34)	99
2016 Vote: Democrat Hillary Clinton	11%	(76)	75%	(532)	15%	(104)	713
2016 Vote: Republican Donald Trump	13%	(93)	73%	(538)	14%	(101)	732
2016 Vote: Someone else	7%	(15)	76%	(172)	17%	(38)	225
2012 Vote: Barack Obama	10%	(87)	76%	(647)	13%	(114)	848
2012 Vote: Mitt Romney	10%	(57)	77%	(434)	13%	(71)	562
2012 Vote: Other	9%	(10)	68%	(73)	23%	(25)	108
2012 Vote: Didn't Vote	9%	(62)	58%	(400)	32%	(222)	683
4-Region: Northeast	13%	(54)	72%	(288)	15%	(59)	402
4-Region: Midwest	7%	(32)	74%	(350)	19%	(91)	474
4-Region: South	9%	(75)	70%	(570)	21%	(170)	815
4-Region: West	11%	(54)	68%	(346)	22%	(112)	511

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

Table BRDdem1_1NET: Have you ever used any of the following service? Please check all that apply. - Uber

Demographic	Selected		Not Selected		Total N
Adults	29%	(648)	71%	(1554)	2202
Gender: Male	35%	(370)	65%	(690)	1060
Gender: Female	24%	(278)	76%	(864)	1142
Age: 18-29	46%	(205)	54%	(243)	448
Age: 30-44	36%	(214)	64%	(374)	588
Age: 45-54	27%	(121)	73%	(321)	442
Age: 55-64	17%	(54)	83%	(272)	326
Age: 65+	14%	(54)	86%	(344)	398
PID: Dem (no lean)	32%	(228)	68%	(495)	722
PID: Ind (no lean)	29%	(247)	71%	(594)	841
PID: Rep (no lean)	27%	(173)	73%	(465)	639
PID/Gender: Dem Men	34%	(111)	66%	(217)	328
PID/Gender: Dem Women	30%	(117)	70%	(277)	394
PID/Gender: Ind Men	38%	(159)	62%	(256)	415
PID/Gender: Ind Women	21%	(88)	79%	(337)	426
PID/Gender: Rep Men	32%	(100)	68%	(216)	317
PID/Gender: Rep Women	23%	(73)	77%	(249)	322
Tea Party: Supporter	35%	(219)	65%	(407)	626
Tea Party: Not Supporter	27%	(426)	73%	(1139)	1566
Ideo: Liberal (1-3)	38%	(270)	62%	(432)	702
Ideo: Moderate (4)	26%	(135)	74%	(391)	525
Ideo: Conservative (5-7)	26%	(176)	74%	(494)	670
Educ: < College	25%	(396)	75%	(1172)	1567
Educ: Bachelors degree	38%	(159)	62%	(257)	416
Educ: Post-grad	43%	(94)	57%	(125)	219
Income: Under 50k	24%	(317)	76%	(1024)	1341
Income: 50k-100k	33%	(204)	67%	(414)	618
Income: 100k+	53%	(128)	47%	(115)	243
Ethnicity: White	27%	(473)	73%	(1278)	1751
Ethnicity: Hispanic	43%	(141)	57%	(189)	330
Ethnicity: Afr. Am.	38%	(101)	62%	(168)	269

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Table BRDdem1_1NET: Have you ever used any of the following service? Please check all that apply. - Uber

Demographic	Selected		Not Selected		Total N
Adults	29%	(648)	71%	(1554)	2202
Ethnicity: Other	41%	(74)	59%	(108)	182
Relig: Protestant	25%	(121)	75%	(362)	483
Relig: Roman Catholic	34%	(151)	66%	(295)	447
Relig: Ath./Agn./None	30%	(189)	70%	(437)	626
Relig: Something Else	34%	(132)	66%	(257)	389
Relig: Evangelical	26%	(158)	74%	(450)	609
Relig: Non-Evang. Catholics	29%	(167)	71%	(408)	574
Relig: All Christian	27%	(325)	73%	(858)	1183
Relig: All Non-Christian	32%	(321)	68%	(694)	1015
Community: Urban	39%	(220)	61%	(345)	565
Community: Suburban	33%	(309)	67%	(636)	945
Community: Rural	17%	(119)	83%	(573)	692
Employ: Private Sector	36%	(247)	64%	(444)	691
Employ: Government	46%	(62)	54%	(73)	135
Employ: Self-Employed	48%	(96)	52%	(104)	200
Employ: Homemaker	21%	(50)	79%	(192)	242
Employ: Student	54%	(47)	46%	(40)	88
Employ: Retired	14%	(64)	86%	(378)	442
Employ: Unemployed	19%	(38)	81%	(157)	195
Employ: Other	21%	(44)	79%	(164)	208
Military HH: Yes	26%	(104)	74%	(291)	394
Military HH: No	30%	(545)	70%	(1263)	1808
RD/WT: Right Direction	30%	(249)	70%	(594)	843
RD/WT: Wrong Track	29%	(400)	71%	(959)	1359
Strongly Approve	30%	(138)	70%	(322)	459
Somewhat Approve	27%	(125)	73%	(334)	459
Somewhat Disapprove	29%	(89)	71%	(218)	307
Strongly Disapprove	32%	(265)	68%	(573)	838
Don't Know / No Opinion	23%	(31)	77%	(107)	138

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Table BRDdem1_1NET: Have you ever used any of the following service? Please check all that apply. - Uber

Demographic	Selected		Not Selected		Total N
Adults	29%	(648)	71%	(1554)	2202
#1 Issue: Economy	33%	(211)	67%	(430)	641
#1 Issue: Security	32%	(125)	68%	(268)	394
#1 Issue: Health Care	27%	(116)	73%	(309)	425
#1 Issue: Medicare / Social Security	17%	(52)	83%	(263)	315
#1 Issue: Women's Issues	32%	(35)	68%	(72)	107
#1 Issue: Education	43%	(59)	57%	(80)	138
#1 Issue: Energy	37%	(31)	63%	(53)	84
#1 Issue: Other	20%	(20)	80%	(79)	99
2016 Vote: Democrat Hillary Clinton	34%	(240)	66%	(473)	713
2016 Vote: Republican Donald Trump	28%	(205)	72%	(527)	732
2016 Vote: Someone else	29%	(66)	71%	(159)	225
2012 Vote: Barack Obama	32%	(274)	68%	(574)	848
2012 Vote: Mitt Romney	25%	(138)	75%	(424)	562
2012 Vote: Other	19%	(21)	81%	(87)	108
2012 Vote: Didn't Vote	32%	(216)	68%	(467)	683
4-Region: Northeast	37%	(150)	63%	(252)	402
4-Region: Midwest	22%	(106)	78%	(368)	474
4-Region: South	28%	(228)	72%	(587)	815
4-Region: West	32%	(164)	68%	(347)	511

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

Table BRDdem1_2NET: *Have you ever used any of the following service? Please check all that apply. - Lyft*

Demographic	Selected		Not Selected		Total N
Adults	13%	(294)	87%	(1908)	2202
Gender: Male	15%	(163)	85%	(897)	1060
Gender: Female	11%	(131)	89%	(1011)	1142
Age: 18-29	22%	(99)	78%	(349)	448
Age: 30-44	17%	(99)	83%	(489)	588
Age: 45-54	11%	(51)	89%	(392)	442
Age: 55-64	7%	(24)	93%	(303)	326
Age: 65+	6%	(22)	94%	(376)	398
PID: Dem (no lean)	16%	(113)	84%	(609)	722
PID: Ind (no lean)	13%	(110)	87%	(731)	841
PID: Rep (no lean)	11%	(71)	89%	(568)	639
PID/Gender: Dem Men	18%	(60)	82%	(268)	328
PID/Gender: Dem Women	14%	(53)	86%	(341)	394
PID/Gender: Ind Men	15%	(62)	85%	(353)	415
PID/Gender: Ind Women	11%	(48)	89%	(378)	426
PID/Gender: Rep Men	13%	(41)	87%	(275)	317
PID/Gender: Rep Women	9%	(30)	91%	(292)	322
Tea Party: Supporter	16%	(100)	84%	(526)	626
Tea Party: Not Supporter	12%	(193)	88%	(1373)	1566
Ideo: Liberal (1-3)	17%	(121)	83%	(581)	702
Ideo: Moderate (4)	12%	(61)	88%	(465)	525
Ideo: Conservative (5-7)	12%	(80)	88%	(590)	670
Educ: < College	11%	(174)	89%	(1393)	1567
Educ: Bachelors degree	19%	(79)	81%	(337)	416
Educ: Post-grad	19%	(41)	81%	(177)	219
Income: Under 50k	11%	(145)	89%	(1197)	1341
Income: 50k-100k	14%	(88)	86%	(530)	618
Income: 100k+	25%	(62)	75%	(181)	243
Ethnicity: White	12%	(211)	88%	(1540)	1751
Ethnicity: Hispanic	19%	(64)	81%	(265)	330
Ethnicity: Afr. Am.	16%	(44)	84%	(225)	269

Continued on next page

Table BRDdem1_2NET: *Have you ever used any of the following service? Please check all that apply. - Lyft*

Demographic	Selected		Not Selected		Total N
Adults	13%	(294)	87%	(1908)	2202
Ethnicity: Other	21%	(39)	79%	(143)	182
Relig: Protestant	11%	(53)	89%	(430)	483
Relig: Roman Catholic	13%	(58)	87%	(388)	447
Relig: Ath./Agn./None	15%	(97)	85%	(529)	626
Relig: Something Else	17%	(65)	83%	(324)	389
Relig: Evangelical	10%	(60)	90%	(548)	609
Relig: Non-Evang. Catholics	13%	(72)	87%	(502)	574
Relig: All Christian	11%	(133)	89%	(1050)	1183
Relig: All Non-Christian	16%	(161)	84%	(854)	1015
Community: Urban	18%	(104)	82%	(461)	565
Community: Suburban	14%	(128)	86%	(817)	945
Community: Rural	9%	(62)	91%	(630)	692
Employ: Private Sector	18%	(127)	82%	(564)	691
Employ: Government	18%	(24)	82%	(111)	135
Employ: Self-Employed	20%	(39)	80%	(161)	200
Employ: Homemaker	7%	(17)	93%	(225)	242
Employ: Student	25%	(22)	75%	(66)	88
Employ: Retired	5%	(22)	95%	(420)	442
Employ: Unemployed	13%	(26)	87%	(169)	195
Employ: Other	8%	(17)	92%	(192)	208
Military HH: Yes	12%	(46)	88%	(348)	394
Military HH: No	14%	(248)	86%	(1560)	1808
RD/WT: Right Direction	13%	(107)	87%	(735)	843
RD/WT: Wrong Track	14%	(187)	86%	(1172)	1359
Strongly Approve	16%	(74)	84%	(386)	459
Somewhat Approve	9%	(42)	91%	(417)	459
Somewhat Disapprove	10%	(30)	90%	(277)	307
Strongly Disapprove	16%	(137)	84%	(701)	838
Don't Know / No Opinion	8%	(12)	92%	(127)	138

Continued on next page

Table BRDdem1_2NET: Have you ever used any of the following service? Please check all that apply. - Lyft

Demographic	Selected		Not Selected		Total N
Adults	13%	(294)	87%	(1908)	2202
#1 Issue: Economy	16%	(102)	84%	(539)	641
#1 Issue: Security	13%	(51)	87%	(342)	394
#1 Issue: Health Care	11%	(45)	89%	(380)	425
#1 Issue: Medicare / Social Security	5%	(15)	95%	(300)	315
#1 Issue: Women's Issues	19%	(20)	81%	(87)	107
#1 Issue: Education	22%	(31)	78%	(108)	138
#1 Issue: Energy	15%	(13)	85%	(71)	84
#1 Issue: Other	18%	(18)	82%	(81)	99
2016 Vote: Democrat Hillary Clinton	16%	(111)	84%	(602)	713
2016 Vote: Republican Donald Trump	11%	(84)	89%	(648)	732
2016 Vote: Someone else	13%	(29)	87%	(196)	225
2012 Vote: Barack Obama	15%	(129)	85%	(719)	848
2012 Vote: Mitt Romney	10%	(55)	90%	(507)	562
2012 Vote: Other	12%	(13)	88%	(95)	108
2012 Vote: Didn't Vote	14%	(96)	86%	(587)	683
4-Region: Northeast	13%	(50)	87%	(352)	402
4-Region: Midwest	11%	(54)	89%	(420)	474
4-Region: South	12%	(97)	88%	(718)	815
4-Region: West	18%	(93)	82%	(419)	511

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

Table BRDdem1_3NET: *Have you ever used any of the following service? Please check all that apply. - Taxi*

Demographic	Selected		Not Selected		Total N
Adults	43%	(936)	57%	(1266)	2202
Gender: Male	45%	(480)	55%	(580)	1060
Gender: Female	40%	(456)	60%	(686)	1142
Age: 18-29	33%	(149)	67%	(299)	448
Age: 30-44	43%	(251)	57%	(337)	588
Age: 45-54	46%	(204)	54%	(238)	442
Age: 55-64	49%	(160)	51%	(166)	326
Age: 65+	43%	(171)	57%	(227)	398
PID: Dem (no lean)	45%	(323)	55%	(399)	722
PID: Ind (no lean)	40%	(339)	60%	(502)	841
PID: Rep (no lean)	43%	(274)	57%	(365)	639
PID/Gender: Dem Men	44%	(145)	56%	(183)	328
PID/Gender: Dem Women	45%	(178)	55%	(216)	394
PID/Gender: Ind Men	46%	(190)	54%	(226)	415
PID/Gender: Ind Women	35%	(149)	65%	(277)	426
PID/Gender: Rep Men	46%	(144)	54%	(172)	317
PID/Gender: Rep Women	40%	(130)	60%	(193)	322
Tea Party: Supporter	43%	(269)	57%	(357)	626
Tea Party: Not Supporter	42%	(663)	58%	(902)	1566
Ideo: Liberal (1-3)	47%	(328)	53%	(374)	702
Ideo: Moderate (4)	42%	(221)	58%	(305)	525
Ideo: Conservative (5-7)	43%	(286)	57%	(384)	670
Educ: < College	40%	(630)	60%	(937)	1567
Educ: Bachelors degree	48%	(199)	52%	(217)	416
Educ: Post-grad	49%	(106)	51%	(112)	219
Income: Under 50k	40%	(536)	60%	(806)	1341
Income: 50k-100k	42%	(258)	58%	(360)	618
Income: 100k+	59%	(142)	41%	(100)	243
Ethnicity: White	42%	(734)	58%	(1017)	1751
Ethnicity: Hispanic	41%	(135)	59%	(195)	330
Ethnicity: Afr. Am.	43%	(116)	57%	(153)	269

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Table BRDdem1_3NET: Have you ever used any of the following service? Please check all that apply. - Taxi

Demographic	Selected		Not Selected		Total N
Adults	43%	(936)	57%	(1266)	2202
Ethnicity: Other	47%	(86)	53%	(96)	182
Relig: Protestant	47%	(227)	53%	(255)	483
Relig: Roman Catholic	46%	(206)	54%	(240)	447
Relig: Ath./Agn./None	38%	(240)	62%	(386)	626
Relig: Something Else	43%	(165)	57%	(224)	389
Relig: Evangelical	42%	(255)	58%	(354)	609
Relig: Non-Evang. Catholics	47%	(272)	53%	(302)	574
Relig: All Christian	45%	(528)	55%	(655)	1183
Relig: All Non-Christian	40%	(405)	60%	(610)	1015
Community: Urban	44%	(251)	56%	(315)	565
Community: Suburban	45%	(428)	55%	(517)	945
Community: Rural	37%	(258)	63%	(434)	692
Employ: Private Sector	45%	(308)	55%	(383)	691
Employ: Government	44%	(60)	56%	(75)	135
Employ: Self-Employed	50%	(100)	50%	(100)	200
Employ: Homemaker	35%	(85)	65%	(157)	242
Employ: Student	37%	(33)	63%	(55)	88
Employ: Retired	46%	(203)	54%	(239)	442
Employ: Unemployed	35%	(69)	65%	(127)	195
Employ: Other	38%	(78)	62%	(130)	208
Military HH: Yes	46%	(180)	54%	(215)	394
Military HH: No	42%	(756)	58%	(1052)	1808
RD/WT: Right Direction	43%	(365)	57%	(478)	843
RD/WT: Wrong Track	42%	(571)	58%	(788)	1359
Strongly Approve	43%	(196)	57%	(263)	459
Somewhat Approve	41%	(186)	59%	(273)	459
Somewhat Disapprove	38%	(118)	62%	(189)	307
Strongly Disapprove	48%	(400)	52%	(439)	838
Don't Know / No Opinion	26%	(36)	74%	(102)	138

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Table BRDdem1_3NET: Have you ever used any of the following service? Please check all that apply. - Taxi

Demographic	Selected		Not Selected		Total N
Adults	43%	(936)	57%	(1266)	2202
#1 Issue: Economy	43%	(276)	57%	(365)	641
#1 Issue: Security	47%	(185)	53%	(208)	394
#1 Issue: Health Care	41%	(174)	59%	(251)	425
#1 Issue: Medicare / Social Security	40%	(127)	60%	(188)	315
#1 Issue: Women's Issues	38%	(40)	62%	(66)	107
#1 Issue: Education	44%	(61)	56%	(78)	138
#1 Issue: Energy	36%	(30)	64%	(54)	84
#1 Issue: Other	43%	(43)	57%	(56)	99
2016 Vote: Democrat Hillary Clinton	46%	(331)	54%	(382)	713
2016 Vote: Republican Donald Trump	44%	(323)	56%	(409)	732
2016 Vote: Someone else	38%	(86)	62%	(139)	225
2012 Vote: Barack Obama	47%	(401)	53%	(447)	848
2012 Vote: Mitt Romney	47%	(262)	53%	(300)	562
2012 Vote: Other	41%	(44)	59%	(64)	108
2012 Vote: Didn't Vote	34%	(230)	66%	(454)	683
4-Region: Northeast	51%	(203)	49%	(198)	402
4-Region: Midwest	41%	(193)	59%	(281)	474
4-Region: South	39%	(316)	61%	(499)	815
4-Region: West	44%	(224)	56%	(287)	511

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

Table BRDdem1_4NET: *Have you ever used any of the following service? Please check all that apply. - Sidecar*

Demographic	Selected		Not Selected		Total N
Adults	3%	(67)	97%	(2135)	2202
Gender: Male	4%	(42)	96%	(1018)	1060
Gender: Female	2%	(24)	98%	(1118)	1142
Age: 18-29	6%	(26)	94%	(422)	448
Age: 30-44	4%	(26)	96%	(562)	588
Age: 45-54	2%	(10)	98%	(433)	442
Age: 55-64	1%	(2)	99%	(324)	326
Age: 65+	1%	(2)	99%	(395)	398
PID: Dem (no lean)	3%	(23)	97%	(699)	722
PID: Ind (no lean)	3%	(26)	97%	(815)	841
PID: Rep (no lean)	3%	(18)	97%	(621)	639
PID/Gender: Dem Men	3%	(11)	97%	(317)	328
PID/Gender: Dem Women	3%	(12)	97%	(382)	394
PID/Gender: Ind Men	4%	(17)	96%	(398)	415
PID/Gender: Ind Women	2%	(9)	98%	(417)	426
PID/Gender: Rep Men	5%	(14)	95%	(302)	317
PID/Gender: Rep Women	1%	(3)	99%	(319)	322
Tea Party: Supporter	8%	(47)	92%	(579)	626
Tea Party: Not Supporter	1%	(19)	99%	(1546)	1566
Ideo: Liberal (1-3)	5%	(38)	95%	(664)	702
Ideo: Moderate (4)	2%	(11)	98%	(514)	525
Ideo: Conservative (5-7)	2%	(14)	98%	(657)	670
Educ: < College	3%	(45)	97%	(1522)	1567
Educ: Bachelors degree	3%	(12)	97%	(404)	416
Educ: Post-grad	4%	(9)	96%	(210)	219
Income: Under 50k	3%	(44)	97%	(1298)	1341
Income: 50k-100k	2%	(12)	98%	(606)	618
Income: 100k+	4%	(11)	96%	(232)	243
Ethnicity: White	2%	(39)	98%	(1712)	1751
Ethnicity: Hispanic	7%	(23)	93%	(306)	330
Ethnicity: Afr. Am.	4%	(11)	96%	(258)	269

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Table BRDdem1_4NET: *Have you ever used any of the following service? Please check all that apply. - Sidecar*

Demographic	Selected		Not Selected		Total N
Adults	3%	(67)	97%	(2135)	2202
Ethnicity: Other	9%	(16)	91%	(166)	182
Relig: Protestant	1%	(7)	99%	(476)	483
Relig: Roman Catholic	3%	(12)	97%	(435)	447
Relig: Ath./Agn./None	3%	(19)	97%	(606)	626
Relig: Something Else	6%	(23)	94%	(367)	389
Relig: Evangelical	3%	(17)	97%	(592)	609
Relig: Non-Evang. Catholics	1%	(7)	99%	(567)	574
Relig: All Christian	2%	(24)	98%	(1159)	1183
Relig: All Non-Christian	4%	(42)	96%	(973)	1015
Community: Urban	5%	(30)	95%	(536)	565
Community: Suburban	2%	(18)	98%	(927)	945
Community: Rural	3%	(19)	97%	(673)	692
Employ: Private Sector	3%	(22)	97%	(670)	691
Employ: Government	8%	(11)	92%	(124)	135
Employ: Self-Employed	7%	(14)	93%	(186)	200
Employ: Homemaker	2%	(4)	98%	(239)	242
Employ: Student	2%	(2)	98%	(86)	88
Employ: Retired	1%	(5)	99%	(437)	442
Employ: Unemployed	4%	(8)	96%	(187)	195
Employ: Other	1%	(2)	99%	(207)	208
Military HH: Yes	5%	(21)	95%	(374)	394
Military HH: No	3%	(46)	97%	(1762)	1808
RD/WT: Right Direction	5%	(40)	95%	(803)	843
RD/WT: Wrong Track	2%	(27)	98%	(1332)	1359
Strongly Approve	5%	(23)	95%	(437)	459
Somewhat Approve	2%	(11)	98%	(448)	459
Somewhat Disapprove	4%	(12)	96%	(296)	307
Strongly Disapprove	2%	(17)	98%	(821)	838
Don't Know / No Opinion	3%	(4)	97%	(134)	138

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Table BRDdem1_4NET: Have you ever used any of the following service? Please check all that apply. - Sidecar

Demographic	Selected		Not Selected		Total N
Adults	3%	(67)	97%	(2135)	2202
#1 Issue: Economy	3%	(17)	97%	(624)	641
#1 Issue: Security	3%	(10)	97%	(383)	394
#1 Issue: Health Care	3%	(11)	97%	(414)	425
#1 Issue: Medicare / Social Security	2%	(7)	98%	(308)	315
#1 Issue: Women's Issues	8%	(8)	92%	(98)	107
#1 Issue: Education	7%	(10)	93%	(128)	138
#1 Issue: Energy	2%	(2)	98%	(82)	84
#1 Issue: Other	2%	(1)	98%	(97)	99
2016 Vote: Democrat Hillary Clinton	3%	(25)	97%	(688)	713
2016 Vote: Republican Donald Trump	3%	(26)	97%	(707)	732
2016 Vote: Someone else	1%	(2)	99%	(223)	225
2012 Vote: Barack Obama	2%	(20)	98%	(828)	848
2012 Vote: Mitt Romney	3%	(16)	97%	(546)	562
2012 Vote: Other	3%	(3)	97%	(105)	108
2012 Vote: Didn't Vote	4%	(27)	96%	(656)	683
4-Region: Northeast	3%	(13)	97%	(388)	402
4-Region: Midwest	2%	(11)	98%	(463)	474
4-Region: South	2%	(20)	98%	(795)	815
4-Region: West	4%	(22)	96%	(489)	511

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

Table BRDdem1_5NET: *Have you ever used any of the following service? Please check all that apply. - Taxify*

Demographic	Selected		Not Selected		Total N
Adults	3%	(61)	97%	(2141)	2202
Gender: Male	3%	(32)	97%	(1028)	1060
Gender: Female	3%	(29)	97%	(1113)	1142
Age: 18-29	5%	(20)	95%	(428)	448
Age: 30-44	5%	(30)	95%	(558)	588
Age: 45-54	2%	(8)	98%	(434)	442
Age: 55-64	1%	(2)	99%	(324)	326
Age: 65+	—	(1)	100%	(397)	398
PID: Dem (no lean)	2%	(17)	98%	(705)	722
PID: Ind (no lean)	2%	(20)	98%	(821)	841
PID: Rep (no lean)	4%	(24)	96%	(615)	639
PID/Gender: Dem Men	3%	(9)	97%	(319)	328
PID/Gender: Dem Women	2%	(9)	98%	(385)	394
PID/Gender: Ind Men	2%	(10)	98%	(405)	415
PID/Gender: Ind Women	2%	(10)	98%	(416)	426
PID/Gender: Rep Men	4%	(13)	96%	(303)	317
PID/Gender: Rep Women	3%	(11)	97%	(312)	322
Tea Party: Supporter	7%	(41)	93%	(585)	626
Tea Party: Not Supporter	1%	(19)	99%	(1547)	1566
Ideo: Liberal (1-3)	5%	(37)	95%	(665)	702
Ideo: Moderate (4)	2%	(10)	98%	(516)	525
Ideo: Conservative (5-7)	1%	(10)	99%	(660)	670
Educ: < College	3%	(40)	97%	(1527)	1567
Educ: Bachelors degree	2%	(10)	98%	(406)	416
Educ: Post-grad	5%	(11)	95%	(208)	219
Income: Under 50k	3%	(40)	97%	(1302)	1341
Income: 50k-100k	2%	(11)	98%	(607)	618
Income: 100k+	4%	(10)	96%	(232)	243
Ethnicity: White	3%	(46)	97%	(1705)	1751
Ethnicity: Hispanic	6%	(19)	94%	(310)	330
Ethnicity: Afr. Am.	4%	(12)	96%	(257)	269

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Table BRDdem1_5NET: Have you ever used any of the following service? Please check all that apply. - Taxify

Demographic	Selected		Not Selected		Total N
Adults	3%	(61)	97%	(2141)	2202
Ethnicity: Other	2%	(3)	98%	(179)	182
Relig: Protestant	1%	(5)	99%	(478)	483
Relig: Roman Catholic	3%	(14)	97%	(432)	447
Relig: Ath./Agn./None	3%	(20)	97%	(605)	626
Relig: Something Else	4%	(16)	96%	(373)	389
Relig: Evangelical	3%	(16)	97%	(593)	609
Relig: Non-Evang. Catholics	2%	(9)	98%	(565)	574
Relig: All Christian	2%	(25)	98%	(1158)	1183
Relig: All Non-Christian	4%	(36)	96%	(979)	1015
Community: Urban	4%	(21)	96%	(544)	565
Community: Suburban	3%	(24)	97%	(921)	945
Community: Rural	2%	(16)	98%	(676)	692
Employ: Private Sector	3%	(23)	97%	(668)	691
Employ: Government	10%	(13)	90%	(122)	135
Employ: Self-Employed	3%	(6)	97%	(194)	200
Employ: Homemaker	2%	(4)	98%	(238)	242
Employ: Student	5%	(5)	95%	(83)	88
Employ: Retired	—	(1)	100%	(442)	442
Employ: Unemployed	4%	(7)	96%	(188)	195
Employ: Other	1%	(2)	99%	(207)	208
Military HH: Yes	6%	(23)	94%	(371)	394
Military HH: No	2%	(38)	98%	(1769)	1808
RD/WT: Right Direction	5%	(40)	95%	(803)	843
RD/WT: Wrong Track	2%	(22)	98%	(1338)	1359
Strongly Approve	6%	(26)	94%	(433)	459
Somewhat Approve	2%	(11)	98%	(448)	459
Somewhat Disapprove	2%	(6)	98%	(301)	307
Strongly Disapprove	2%	(15)	98%	(823)	838
Don't Know / No Opinion	2%	(3)	98%	(135)	138

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Table BRDdem1_5NET: Have you ever used any of the following service? Please check all that apply. - Taxify

Demographic	Selected		Not Selected		Total N
Adults	3%	(61)	97%	(2141)	2202
#1 Issue: Economy	2%	(15)	98%	(626)	641
#1 Issue: Security	2%	(9)	98%	(384)	394
#1 Issue: Health Care	4%	(16)	96%	(409)	425
#1 Issue: Medicare / Social Security	3%	(9)	97%	(306)	315
#1 Issue: Women's Issues	4%	(4)	96%	(103)	107
#1 Issue: Education	4%	(6)	96%	(133)	138
#1 Issue: Energy	1%	(1)	99%	(83)	84
#1 Issue: Other	2%	(1)	98%	(97)	99
2016 Vote: Democrat Hillary Clinton	3%	(20)	97%	(693)	713
2016 Vote: Republican Donald Trump	3%	(23)	97%	(709)	732
2016 Vote: Someone else	1%	(2)	99%	(224)	225
2012 Vote: Barack Obama	2%	(17)	98%	(831)	848
2012 Vote: Mitt Romney	3%	(19)	97%	(543)	562
2012 Vote: Other	1%	(1)	99%	(107)	108
2012 Vote: Didn't Vote	4%	(24)	96%	(659)	683
4-Region: Northeast	2%	(10)	98%	(392)	402
4-Region: Midwest	2%	(11)	98%	(463)	474
4-Region: South	4%	(30)	96%	(785)	815
4-Region: West	2%	(10)	98%	(501)	511

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

Table BRDdem1_6NET: *Have you ever used any of the following service? Please check all that apply. - I have never used any of these car services*

Demographic	Selected		Not Selected		Total N
Adults	42%	(932)	58%	(1270)	2202
Gender: Male	36%	(384)	64%	(676)	1060
Gender: Female	48%	(548)	52%	(594)	1142
Age: 18-29	38%	(169)	62%	(278)	448
Age: 30-44	38%	(224)	62%	(364)	588
Age: 45-54	40%	(179)	60%	(264)	442
Age: 55-64	47%	(152)	53%	(174)	326
Age: 65+	52%	(209)	48%	(189)	398
PID: Dem (no lean)	39%	(280)	61%	(442)	722
PID: Ind (no lean)	44%	(372)	56%	(469)	841
PID: Rep (no lean)	44%	(280)	56%	(359)	639
PID/Gender: Dem Men	37%	(121)	63%	(207)	328
PID/Gender: Dem Women	40%	(159)	60%	(235)	394
PID/Gender: Ind Men	35%	(144)	65%	(271)	415
PID/Gender: Ind Women	54%	(228)	46%	(197)	426
PID/Gender: Rep Men	38%	(119)	62%	(197)	317
PID/Gender: Rep Women	50%	(160)	50%	(162)	322
Tea Party: Supporter	34%	(215)	66%	(411)	626
Tea Party: Not Supporter	45%	(710)	55%	(855)	1566
Ideo: Liberal (1-3)	32%	(224)	68%	(478)	702
Ideo: Moderate (4)	46%	(241)	54%	(285)	525
Ideo: Conservative (5-7)	44%	(298)	56%	(373)	670
Educ: < College	47%	(738)	53%	(829)	1567
Educ: Bachelors degree	32%	(134)	68%	(282)	416
Educ: Post-grad	27%	(60)	73%	(159)	219
Income: Under 50k	46%	(616)	54%	(725)	1341
Income: 50k-100k	42%	(262)	58%	(356)	618
Income: 100k+	22%	(54)	78%	(189)	243
Ethnicity: White	45%	(784)	55%	(967)	1751
Ethnicity: Hispanic	30%	(99)	70%	(231)	330
Ethnicity: Afr. Am.	35%	(95)	65%	(174)	269

Continued on next page

Table BRDdem1_6NET: Have you ever used any of the following service? Please check all that apply. - I have never used any of these car services

Demographic	Selected		Not Selected		Total N
Adults	42%	(932)	58%	(1270)	2202
Ethnicity: Other	29%	(53)	71%	(129)	182
Relig: Protestant	42%	(201)	58%	(282)	483
Relig: Roman Catholic	37%	(166)	63%	(280)	447
Relig: Ath./Agn./None	47%	(292)	53%	(334)	626
Relig: Something Else	37%	(143)	63%	(246)	389
Relig: Evangelical	45%	(274)	55%	(335)	609
Relig: Non-Evang. Catholics	39%	(223)	61%	(351)	574
Relig: All Christian	42%	(497)	58%	(686)	1183
Relig: All Non-Christian	43%	(435)	57%	(580)	1015
Community: Urban	36%	(203)	64%	(362)	565
Community: Suburban	40%	(375)	60%	(570)	945
Community: Rural	51%	(355)	49%	(337)	692
Employ: Private Sector	36%	(248)	64%	(443)	691
Employ: Government	27%	(36)	73%	(99)	135
Employ: Self-Employed	26%	(52)	74%	(148)	200
Employ: Homemaker	54%	(130)	46%	(112)	242
Employ: Student	36%	(32)	64%	(56)	88
Employ: Retired	48%	(212)	52%	(230)	442
Employ: Unemployed	56%	(110)	44%	(86)	195
Employ: Other	54%	(112)	46%	(96)	208
Military HH: Yes	37%	(146)	63%	(249)	394
Military HH: No	44%	(786)	56%	(1021)	1808
RD/WT: Right Direction	41%	(342)	59%	(501)	843
RD/WT: Wrong Track	43%	(590)	57%	(769)	1359
Strongly Approve	43%	(196)	57%	(263)	459
Somewhat Approve	46%	(210)	54%	(250)	459
Somewhat Disapprove	42%	(128)	58%	(179)	307
Strongly Disapprove	37%	(311)	63%	(527)	838
Don't Know / No Opinion	63%	(87)	37%	(51)	138

Continued on next page

Table BRDdem1_6NET: Have you ever used any of the following service? Please check all that apply. - I have never used any of these car services

Demographic	Selected		Not Selected		Total N
Adults	42%	(932)	58%	(1270)	2202
#1 Issue: Economy	40%	(257)	60%	(383)	641
#1 Issue: Security	39%	(153)	61%	(241)	394
#1 Issue: Health Care	46%	(195)	54%	(230)	425
#1 Issue: Medicare / Social Security	50%	(159)	50%	(156)	315
#1 Issue: Women's Issues	42%	(44)	58%	(62)	107
#1 Issue: Education	32%	(45)	68%	(93)	138
#1 Issue: Energy	36%	(31)	64%	(54)	84
#1 Issue: Other	49%	(49)	51%	(50)	99
2016 Vote: Democrat Hillary Clinton	35%	(253)	65%	(460)	713
2016 Vote: Republican Donald Trump	44%	(321)	56%	(411)	732
2016 Vote: Someone else	43%	(97)	57%	(128)	225
2012 Vote: Barack Obama	37%	(316)	63%	(532)	848
2012 Vote: Mitt Romney	43%	(242)	57%	(320)	562
2012 Vote: Other	47%	(50)	53%	(57)	108
2012 Vote: Didn't Vote	47%	(323)	53%	(360)	683
4-Region: Northeast	36%	(143)	64%	(258)	402
4-Region: Midwest	47%	(222)	53%	(252)	474
4-Region: South	46%	(375)	54%	(440)	815
4-Region: West	38%	(192)	62%	(319)	511

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2202	100%
xdemGender	Gender: Male	1060	48%
	Gender: Female	1142	52%
	N	2202	
age5	Age: 18-29	448	20%
	Age: 30-44	588	27%
	Age: 45-54	442	20%
	Age: 55-64	326	15%
	Age: 65+	398	18%
	N	2202	
xpid3	PID: Dem (no lean)	722	33%
	PID: Ind (no lean)	841	38%
	PID: Rep (no lean)	639	29%
	N	2202	
xpidGender	PID/Gender: Dem Men	328	15%
	PID/Gender: Dem Women	394	18%
	PID/Gender: Ind Men	415	19%
	PID/Gender: Ind Women	426	19%
	PID/Gender: Rep Men	317	14%
	PID/Gender: Rep Women	322	15%
	N	2202	
xdemTea	Tea Party: Supporter	626	28%
	Tea Party: Not Supporter	1566	71%
	N	2192	
xdemIdeo3	Ideo: Liberal (1-3)	702	32%
	Ideo: Moderate (4)	525	24%
	Ideo: Conservative (5-7)	670	30%
	N	1898	
xeduc3	Educ: < College	1567	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2202	
xdemInc3	Income: Under 50k	1341	61%
	Income: 50k-100k	618	28%
	Income: 100k+	243	11%
	N	2202	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1751	80%
xdemHispBin	Ethnicity: Hispanic	330	15%
demBlackBin	Ethnicity: Afr. Am.	269	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	483	22%
	Relig: Roman Catholic	447	20%
	Relig: Ath./Agn./None	626	28%
	Relig: Something Else	389	18%
	N	1944	
xreligion1	Relig: Jewish	48	2%
xreligion2	Relig: Evangelical	609	28%
	Relig: Non-Evang. Catholics	574	26%
	N	1183	
xreligion3	Relig: All Christian	1183	54%
	Relig: All Non-Christian	1015	46%
	N	2198	
xdemUsr	Community: Urban	565	26%
	Community: Suburban	945	43%
	Community: Rural	692	31%
	N	2202	
xdemEmploy	Employ: Private Sector	691	31%
	Employ: Government	135	6%
	Employ: Self-Employed	200	9%
	Employ: Homemaker	242	11%
	Employ: Student	88	4%
	Employ: Retired	442	20%
	Employ: Unemployed	195	9%
	Employ: Other	208	9%
	N	2202	
xdemMilHH1	Military HH: Yes	394	18%
	Military HH: No	1808	82%
	N	2202	
xnr1	RD/WT: Right Direction	843	38%
	RD/WT: Wrong Track	1359	62%
	N	2202	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	459	21%
	Somewhat Approve	459	21%
	Somewhat Disapprove	307	14%
	Strongly Disapprove	838	38%
	Don't Know / No Opinion	138	6%
	N	2202	
xnr3	#1 Issue: Economy	641	29%
	#1 Issue: Security	394	18%
	#1 Issue: Health Care	425	19%
	#1 Issue: Medicare / Social Security	315	14%
	#1 Issue: Women's Issues	107	5%
	#1 Issue: Education	138	6%
	#1 Issue: Energy	84	4%
	#1 Issue: Other	99	4%
	N	2202	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	713	32%
	2016 Vote: Republican Donald Trump	732	33%
	2016 Vote: Someone else	225	10%
	N	1670	
xsubVote12O	2012 Vote: Barack Obama	848	38%
	2012 Vote: Mitt Romney	562	26%
	2012 Vote: Other	108	5%
	2012 Vote: Didn't Vote	683	31%
	N	2201	
xreg4	4-Region: Northeast	402	18%
	4-Region: Midwest	474	22%
	4-Region: South	815	37%
	4-Region: West	511	23%
	N	2202	

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

