



MORNING CONSULT

Morning Consult
National Tracking Poll #180108
January 11-16, 2018

Crosstabulation Results

Methodology:

This poll was conducted from January 11-16, 2018, among a national sample of 2201 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.



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Crosstabulation Results by Respondent Demographics

Table BRD1: How frequently do you order pizza?

Demographic	Daily	Weekly	Every couple of weeks	A few times a month	Once a month	A few times a year	Never	Don't Know / No Opinion	Total N
Adults	3% (66)	14% (313)	21% (472)	14% (311)	18% (394)	22% (490)	5% (109)	2% (45)	2201
Gender: Male	4% (47)	16% (174)	24% (258)	15% (161)	16% (173)	18% (187)	4% (38)	2% (22)	1060
Gender: Female	2% (18)	12% (140)	19% (215)	13% (150)	19% (221)	27% (303)	6% (72)	2% (23)	1141
Age: 18-29	6% (26)	16% (72)	25% (113)	18% (80)	14% (64)	15% (66)	3% (12)	4% (16)	449
Age: 30-44	4% (23)	20% (115)	25% (144)	11% (67)	21% (122)	15% (85)	2% (12)	3% (17)	586
Age: 45-54	2% (9)	14% (53)	22% (85)	17% (66)	17% (65)	22% (86)	5% (21)	1% (4)	388
Age: 55-64	2% (6)	11% (40)	17% (65)	14% (52)	20% (77)	31% (117)	5% (18)	1% (5)	380
Age: 65+	— (1)	8% (33)	17% (66)	12% (46)	17% (66)	34% (135)	12% (47)	1% (4)	398
PID: Dem (no lean)	4% (27)	15% (111)	22% (160)	15% (113)	15% (113)	22% (164)	5% (38)	1% (10)	736
PID: Ind (no lean)	1% (9)	12% (92)	21% (159)	14% (107)	19% (142)	24% (180)	5% (40)	4% (28)	758
PID: Rep (no lean)	4% (29)	16% (110)	22% (153)	13% (91)	20% (139)	21% (146)	5% (32)	1% (8)	707
PID/Gender: Dem Men	6% (21)	17% (58)	23% (79)	19% (65)	16% (54)	16% (55)	2% (7)	1% (4)	343
PID/Gender: Dem Women	2% (7)	14% (53)	21% (82)	12% (48)	15% (59)	28% (109)	8% (31)	1% (5)	394
PID/Gender: Ind Men	2% (7)	13% (46)	24% (85)	15% (54)	17% (59)	21% (73)	5% (17)	4% (13)	354
PID/Gender: Ind Women	1% (3)	11% (46)	18% (75)	13% (53)	21% (84)	27% (107)	6% (22)	4% (14)	405
PID/Gender: Rep Men	6% (20)	19% (69)	26% (94)	11% (42)	17% (61)	16% (59)	4% (14)	1% (4)	363
PID/Gender: Rep Women	3% (9)	12% (40)	17% (59)	14% (49)	23% (78)	25% (86)	5% (18)	1% (4)	343
Tea Party: Supporter	9% (54)	19% (120)	24% (147)	12% (77)	16% (99)	17% (107)	3% (18)	1% (4)	624
Tea Party: Not Supporter	1% (12)	12% (194)	21% (324)	14% (221)	19% (293)	24% (380)	6% (90)	3% (42)	1554
Ideo: Liberal (1-3)	4% (31)	17% (125)	23% (172)	14% (106)	15% (112)	21% (152)	4% (28)	1% (9)	734
Ideo: Moderate (4)	3% (13)	13% (66)	19% (94)	18% (88)	18% (88)	23% (118)	6% (31)	1% (3)	501
Ideo: Conservative (5-7)	2% (18)	14% (109)	22% (171)	12% (90)	19% (147)	23% (178)	5% (38)	1% (7)	759
Educ: < College	3% (48)	13% (201)	21% (325)	14% (227)	18% (288)	23% (364)	5% (73)	3% (40)	1567
Educ: Bachelors degree	2% (8)	16% (68)	26% (107)	15% (62)	17% (69)	20% (81)	5% (19)	— (2)	416
Educ: Post-grad	5% (10)	20% (44)	19% (41)	10% (22)	17% (37)	20% (45)	8% (17)	2% (3)	219

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Table BRD1: How frequently do you order pizza?

Demographic	Daily	Weekly	Every couple of weeks	A few times a month	Once a month	A few times a year	Never	Don't Know / No Opinion	Total N
Adults	3% (66)	14% (313)	21%(472)	14% (311)	18%(394)	22%(490)	5% (109)	2% (45)	2201
Income: Under 50k	3% (38)	12% (151)	20%(263)	15% (198)	17%(225)	24%(307)	5% (70)	3% (37)	1290
Income: 50k-100k	3% (21)	18% (115)	22%(146)	11% (75)	20%(130)	20%(130)	5% (33)	1% (4)	655
Income: 100k+	3% (6)	18% (47)	25% (64)	15% (37)	15% (39)	20% (52)	3% (7)	2% (4)	256
Ethnicity: White	2% (34)	14%(246)	21% (361)	14%(245)	19%(339)	23%(406)	5% (93)	2% (27)	1750
Ethnicity: Hispanic	8% (25)	21% (70)	23% (76)	16% (53)	15% (51)	9% (30)	4% (15)	3% (10)	329
Ethnicity: Afr. Am.	9% (23)	16% (43)	22% (58)	14% (38)	10% (26)	21% (56)	4% (10)	6% (15)	269
Ethnicity: Other	5% (9)	14% (25)	29% (53)	15% (28)	16% (29)	15% (28)	3% (6)	2% (4)	182
Relig: Protestant	5% (27)	11% (62)	22% (124)	11% (60)	20% (110)	25% (141)	5% (27)	1% (4)	555
Relig: Roman Catholic	4% (15)	23% (92)	21% (86)	15% (60)	16% (64)	16% (67)	4% (17)	2% (6)	407
Relig: Ath./Agn./None	3% (16)	12% (74)	18% (110)	15% (94)	19% (115)	23% (141)	7% (42)	4% (22)	612
Relig: Something Else	1% (5)	14% (52)	29%(106)	14% (54)	15% (55)	20% (76)	4% (14)	3% (10)	372
Relig: Evangelical	5% (34)	13% (82)	20% (127)	13% (82)	20% (125)	25% (156)	4% (24)	1% (7)	637
Relig: Non-Evang. Catholics	2% (11)	18% (103)	22% (127)	14% (82)	17% (99)	20% (115)	5% (30)	1% (7)	573
Relig: All Christian	4% (45)	15% (185)	21%(254)	14%(163)	18%(224)	22% (271)	4% (54)	1% (14)	1210
Relig: All Non-Christian	2% (21)	13% (125)	22% (217)	15% (147)	17% (170)	22% (217)	6% (55)	3% (32)	984
Community: Urban	4% (20)	17% (96)	20% (115)	18% (102)	16% (92)	19% (105)	4% (23)	2% (14)	568
Community: Suburban	4% (37)	13% (129)	23% (225)	12% (116)	18% (174)	24% (236)	4% (43)	1% (14)	975
Community: Rural	1% (8)	13% (87)	20% (132)	14% (93)	19% (128)	23% (149)	7% (43)	3% (18)	658
Employ: Private Sector	5% (34)	21% (140)	24% (163)	13% (90)	16% (106)	17% (116)	2% (10)	1% (8)	667
Employ: Government	5% (7)	12% (18)	26% (40)	12% (18)	21% (32)	21% (31)	3% (4)	1% (2)	152
Employ: Self-Employed	6% (10)	17% (28)	21% (35)	17% (28)	19% (32)	15% (26)	6% (10)	— (0)	169
Employ: Homemaker	1% (2)	11% (24)	23% (50)	17% (38)	20% (44)	20% (44)	5% (10)	2% (4)	215
Employ: Student	5% (5)	12% (13)	28% (31)	16% (18)	15% (17)	18% (20)	4% (4)	4% (4)	112
Employ: Retired	— (0)	7% (33)	17% (75)	14% (61)	19% (87)	31% (140)	10% (47)	1% (7)	449
Employ: Unemployed	1% (3)	16% (37)	19% (41)	13% (28)	17% (39)	24% (53)	7% (15)	3% (7)	222
Employ: Other	2% (4)	10% (21)	18% (38)	14% (31)	18% (38)	28% (60)	4% (9)	6% (14)	215
Military HH: Yes	10% (41)	13% (58)	19% (80)	14% (62)	18% (78)	20% (84)	5% (21)	1% (5)	428
Military HH: No	1% (25)	14%(256)	22%(392)	14%(249)	18% (316)	23%(406)	5% (88)	2% (41)	1773
RD/WT: Right Direction	6% (60)	17% (156)	20% (184)	13% (124)	18% (170)	19% (177)	4% (38)	1% (13)	922
RD/WT: Wrong Track	— (6)	12% (158)	23%(288)	15% (187)	17%(224)	25% (313)	6% (71)	3% (33)	1279

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Table BRD1: How frequently do you order pizza?

Demographic	Daily	Weekly	Every couple of weeks	A few times a month	Once a month	A few times a year	Never	Don't Know / No Opinion	Total N
Adults	3% (66)	14% (313)	21%(472)	14% (311)	18%(394)	22%(490)	5% (109)	2% (45)	2201
Strongly Approve	7% (34)	19% (89)	17% (81)	12% (54)	18% (82)	20% (91)	6% (29)	2% (7)	467
Somewhat Approve	1% (5)	16% (79)	24% (115)	15% (72)	16% (80)	23% (111)	3% (15)	2% (9)	485
Somewhat Disapprove	1% (4)	12% (33)	30% (87)	13% (37)	19% (56)	21% (60)	2% (6)	2% (4)	287
Strongly Disapprove	3% (22)	12% (100)	21% (170)	15% (124)	17% (139)	24% (191)	6% (46)	2% (17)	809
Dont Know / No Opinion	— (0)	8% (12)	13% (20)	16% (24)	24% (37)	24% (37)	9% (14)	6% (9)	153
#1 Issue: Economy	1% (7)	17% (109)	26% (168)	15% (96)	16% (108)	21% (135)	4% (27)	1% (5)	656
#1 Issue: Security	2% (8)	16% (53)	23% (78)	11% (37)	18% (62)	24% (80)	5% (17)	1% (4)	339
#1 Issue: Health Care	5% (20)	13% (54)	19% (80)	17% (72)	19% (81)	22% (93)	5% (19)	2% (9)	428
#1 Issue: Medicare / Social Security	2% (7)	13% (43)	16% (54)	11% (36)	19% (63)	30% (102)	7% (23)	3% (10)	338
#1 Issue: Women's Issues	3% (3)	15% (16)	24% (27)	13% (14)	15% (17)	19% (21)	8% (9)	3% (3)	110
#1 Issue: Education	6% (9)	11% (17)	22% (35)	18% (29)	20% (32)	16% (26)	3% (5)	3% (5)	159
#1 Issue: Energy	12% (10)	19% (16)	16% (14)	19% (16)	19% (17)	10% (8)	3% (2)	2% (2)	85
#1 Issue: Other	— (0)	6% (5)	19% (16)	13% (12)	16% (13)	29% (24)	8% (7)	9% (8)	86
2016 Vote: Democrat Hillary Clinton	6% (41)	14% (97)	23% (156)	14% (98)	14% (96)	24% (164)	4% (28)	1% (6)	685
2016 Vote: Republican Donald Trump	2% (17)	17% (126)	19% (139)	14% (101)	20% (143)	22% (161)	4% (30)	1% (6)	723
2016 Vote: Someone else	— (1)	12% (23)	23% (44)	13% (24)	21% (39)	23% (43)	6% (11)	2% (4)	188
2012 Vote: Barack Obama	5% (37)	16% (136)	23% (191)	13% (105)	15% (125)	23% (187)	4% (35)	1% (12)	829
2012 Vote: Mitt Romney	4% (21)	15% (88)	18% (109)	13% (78)	20% (120)	25% (150)	5% (27)	1% (5)	598
2012 Vote: Other	— (0)	7% (7)	21% (21)	12% (12)	24% (24)	29% (30)	6% (6)	2% (2)	103
2012 Vote: Didn't Vote	1% (7)	12% (82)	23% (151)	17% (116)	18% (124)	18% (123)	6% (41)	4% (26)	671
4-Region: Northeast	3% (11)	22% (88)	16% (66)	15% (60)	18% (73)	17% (69)	5% (21)	4% (15)	402
4-Region: Midwest	1% (4)	14% (68)	21% (101)	17% (79)	17% (81)	25% (119)	3% (14)	1% (7)	474
4-Region: South	4% (33)	13% (109)	22% (177)	13% (106)	19% (157)	22% (181)	5% (40)	1% (10)	815
4-Region: West	3% (18)	9% (49)	25% (128)	13% (66)	16% (82)	24% (121)	7% (34)	3% (14)	511

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

Table BRD2: Do you typically prefer Target or Walmart?

Demographic	Target		Walmart		Both		Neither		Don't Know / No Opinion		Total N
Adults	26%	(561)	56%	(1229)	12%	(270)	5%	(106)	2%	(35)	2201
Gender: Male	24%	(252)	56%	(595)	13%	(134)	5%	(57)	2%	(22)	1060
Gender: Female	27%	(309)	56%	(634)	12%	(136)	4%	(49)	1%	(13)	1141
Age: 18-29	31%	(140)	48%	(216)	15%	(69)	2%	(10)	3%	(14)	449
Age: 30-44	29%	(172)	51%	(298)	13%	(74)	4%	(24)	3%	(18)	586
Age: 45-54	23%	(91)	59%	(230)	11%	(44)	5%	(20)	1%	(3)	388
Age: 55-64	21%	(80)	63%	(238)	9%	(35)	7%	(27)	—	(0)	380
Age: 65+	20%	(79)	62%	(246)	12%	(47)	6%	(24)	—	(1)	398
PID: Dem (no lean)	28%	(203)	53%	(393)	14%	(104)	4%	(29)	1%	(8)	736
PID: Ind (no lean)	27%	(207)	53%	(400)	10%	(78)	7%	(50)	3%	(22)	758
PID: Rep (no lean)	22%	(152)	62%	(436)	12%	(87)	4%	(27)	1%	(5)	707
PID/Gender: Dem Men	26%	(88)	55%	(190)	13%	(46)	4%	(14)	1%	(5)	343
PID/Gender: Dem Women	29%	(115)	52%	(203)	15%	(58)	4%	(15)	1%	(3)	394
PID/Gender: Ind Men	25%	(89)	50%	(176)	13%	(46)	8%	(29)	4%	(14)	354
PID/Gender: Ind Women	29%	(117)	55%	(224)	8%	(33)	5%	(22)	2%	(8)	405
PID/Gender: Rep Men	21%	(74)	63%	(229)	12%	(42)	4%	(15)	1%	(3)	363
PID/Gender: Rep Women	23%	(78)	60%	(207)	13%	(45)	4%	(12)	1%	(2)	343
Tea Party: Supporter	21%	(130)	61%	(383)	14%	(85)	4%	(23)	—	(3)	624
Tea Party: Not Supporter	28%	(429)	53%	(829)	12%	(181)	5%	(83)	2%	(32)	1554
Ideo: Liberal (1-3)	31%	(227)	52%	(381)	12%	(89)	4%	(27)	1%	(10)	734
Ideo: Moderate (4)	26%	(130)	56%	(279)	14%	(69)	4%	(20)	—	(2)	501
Ideo: Conservative (5-7)	23%	(175)	59%	(444)	12%	(88)	6%	(49)	—	(2)	759
Educ: < College	19%	(292)	63%	(992)	12%	(183)	4%	(70)	2%	(30)	1567
Educ: Bachelors degree	45%	(185)	36%	(148)	14%	(57)	5%	(22)	1%	(4)	416
Educ: Post-grad	38%	(84)	40%	(89)	14%	(30)	7%	(15)	1%	(2)	219
Income: Under 50k	17%	(224)	64%	(827)	12%	(149)	5%	(61)	2%	(29)	1290
Income: 50k-100k	32%	(208)	50%	(325)	14%	(89)	5%	(30)	—	(2)	655
Income: 100k+	51%	(130)	30%	(76)	12%	(31)	6%	(15)	2%	(4)	256
Ethnicity: White	27%	(470)	55%	(967)	11%	(198)	5%	(91)	1%	(24)	1750
Ethnicity: Hispanic	33%	(108)	50%	(163)	13%	(44)	2%	(5)	3%	(10)	329

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Table BRD2: Do you typically prefer Target or Walmart?

Demographic	Target		Walmart		Both		Neither		Don't Know / No Opinion		Total N
Adults	26%	(561)	56%	(1229)	12%	(270)	5%	(106)	2%	(35)	2201
Ethnicity: Afr. Am.	13%	(34)	63%	(169)	17%	(47)	4%	(10)	3%	(9)	269
Ethnicity: Other	31%	(57)	51%	(93)	14%	(25)	3%	(6)	1%	(2)	182
Relig: Protestant	25%	(137)	59%	(327)	12%	(64)	4%	(23)	1%	(4)	555
Relig: Roman Catholic	32%	(131)	50%	(205)	14%	(58)	2%	(9)	1%	(5)	407
Relig: Ath./Agn./None	28%	(171)	52%	(317)	11%	(68)	6%	(38)	3%	(19)	612
Relig: Something Else	23%	(87)	57%	(211)	13%	(47)	6%	(21)	2%	(6)	372
Relig: Evangelical	18%	(115)	63%	(403)	13%	(84)	4%	(26)	1%	(8)	637
Relig: Non-Evang. Catholics	33%	(189)	51%	(291)	12%	(70)	4%	(20)	—	(3)	573
Relig: All Christian	25%	(304)	57%	(695)	13%	(154)	4%	(47)	1%	(11)	1210
Relig: All Non-Christian	26%	(257)	54%	(528)	12%	(115)	6%	(59)	2%	(25)	984
Community: Urban	27%	(152)	51%	(287)	14%	(79)	6%	(35)	3%	(16)	568
Community: Suburban	32%	(314)	50%	(486)	13%	(128)	4%	(39)	1%	(8)	975
Community: Rural	15%	(96)	69%	(456)	10%	(63)	5%	(32)	2%	(12)	658
Employ: Private Sector	35%	(230)	49%	(326)	11%	(74)	4%	(29)	1%	(7)	667
Employ: Government	27%	(42)	46%	(69)	21%	(31)	5%	(7)	2%	(3)	152
Employ: Self-Employed	23%	(39)	56%	(94)	13%	(21)	8%	(13)	1%	(1)	169
Employ: Homemaker	27%	(59)	57%	(124)	10%	(22)	4%	(8)	1%	(2)	215
Employ: Student	46%	(51)	35%	(39)	14%	(16)	3%	(3)	3%	(3)	112
Employ: Retired	17%	(78)	66%	(294)	11%	(48)	6%	(28)	—	(1)	449
Employ: Unemployed	13%	(30)	70%	(157)	11%	(24)	3%	(7)	3%	(6)	222
Employ: Other	15%	(33)	59%	(126)	16%	(34)	5%	(11)	5%	(12)	215
Military HH: Yes	24%	(102)	58%	(249)	11%	(46)	6%	(26)	1%	(5)	428
Military HH: No	26%	(459)	55%	(979)	13%	(224)	4%	(80)	2%	(31)	1773
RD/WT: Right Direction	20%	(188)	62%	(573)	12%	(113)	4%	(38)	1%	(10)	922
RD/WT: Wrong Track	29%	(373)	51%	(656)	12%	(157)	5%	(67)	2%	(25)	1279
Strongly Approve	20%	(91)	64%	(301)	11%	(52)	4%	(19)	1%	(5)	467
Somewhat Approve	22%	(105)	58%	(284)	13%	(62)	7%	(32)	—	(2)	485
Somewhat Disapprove	25%	(72)	56%	(161)	15%	(43)	2%	(5)	2%	(6)	287
Strongly Disapprove	34%	(277)	47%	(383)	12%	(95)	5%	(40)	2%	(13)	809
Dont Know / No Opinion	11%	(16)	65%	(100)	12%	(18)	7%	(11)	6%	(9)	153

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Table BRD2: Do you typically prefer Target or Walmart?

Demographic	Target		Walmart		Both		Neither		Don't Know / No Opinion		Total N
Adults	26%	(561)	56%	(1229)	12%	(270)	5%	(106)	2%	(35)	2201
#1 Issue: Economy	25%	(164)	57%	(374)	12%	(80)	5%	(32)	1%	(7)	656
#1 Issue: Security	24%	(81)	61%	(206)	9%	(31)	6%	(19)	—	(1)	339
#1 Issue: Health Care	28%	(118)	56%	(238)	11%	(48)	5%	(19)	1%	(4)	428
#1 Issue: Medicare / Social Security	15%	(52)	65%	(220)	13%	(45)	4%	(15)	2%	(7)	338
#1 Issue: Women's Issues	46%	(50)	37%	(40)	12%	(14)	4%	(4)	2%	(2)	110
#1 Issue: Education	27%	(43)	45%	(71)	20%	(33)	4%	(6)	4%	(7)	159
#1 Issue: Energy	43%	(36)	41%	(34)	11%	(10)	4%	(3)	2%	(2)	85
#1 Issue: Other	18%	(16)	53%	(45)	11%	(10)	10%	(8)	8%	(7)	86
2016 Vote: Democrat Hillary Clinton	34%	(235)	48%	(332)	13%	(90)	3%	(22)	1%	(6)	685
2016 Vote: Republican Donald Trump	21%	(148)	61%	(443)	13%	(91)	5%	(37)	1%	(4)	723
2016 Vote: Someone else	31%	(59)	45%	(84)	12%	(22)	10%	(20)	2%	(4)	188
2012 Vote: Barack Obama	31%	(257)	52%	(433)	12%	(96)	4%	(32)	1%	(10)	829
2012 Vote: Mitt Romney	25%	(151)	56%	(333)	14%	(84)	5%	(30)	—	(1)	598
2012 Vote: Other	17%	(18)	56%	(58)	10%	(11)	16%	(16)	1%	(1)	103
2012 Vote: Didn't Vote	20%	(136)	60%	(405)	12%	(79)	4%	(27)	3%	(23)	671
4-Region: Northeast	28%	(114)	48%	(194)	15%	(60)	6%	(23)	3%	(11)	402
4-Region: Midwest	25%	(118)	57%	(269)	12%	(55)	6%	(26)	1%	(5)	474
4-Region: South	18%	(149)	65%	(532)	13%	(102)	3%	(26)	1%	(6)	815
4-Region: West	35%	(181)	46%	(234)	10%	(53)	6%	(31)	2%	(13)	511

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

Table BRD3: *In the past year, have you ever stopped purchasing a product or service from a specific brand because of the companys position on a social or political issue?*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	29% (649)	61% (1349)	9% (203)	2201
Gender: Male	32% (343)	59% (621)	9% (96)	1060
Gender: Female	27% (306)	64% (728)	9% (107)	1141
Age: 18-29	27% (123)	60% (269)	13% (57)	449
Age: 30-44	28% (164)	63% (369)	9% (53)	586
Age: 45-54	28% (109)	63% (243)	9% (36)	388
Age: 55-64	31% (118)	61% (233)	7% (28)	380
Age: 65+	34% (135)	59% (234)	7% (29)	398
PID: Dem (no lean)	32% (235)	61% (448)	7% (54)	736
PID: Ind (no lean)	21% (163)	65% (495)	13% (100)	758
PID: Rep (no lean)	36% (252)	57% (406)	7% (49)	707
PID/Gender: Dem Men	34% (116)	60% (206)	6% (20)	343
PID/Gender: Dem Women	30% (119)	61% (241)	9% (34)	394
PID/Gender: Ind Men	23% (82)	63% (221)	14% (50)	354
PID/Gender: Ind Women	20% (80)	68% (274)	12% (50)	405
PID/Gender: Rep Men	40% (145)	53% (193)	7% (26)	363
PID/Gender: Rep Women	31% (107)	62% (213)	7% (23)	343
Tea Party: Supporter	43% (267)	53% (332)	4% (26)	624
Tea Party: Not Supporter	24% (378)	64% (1002)	11% (174)	1554
Ideo: Liberal (1-3)	39% (284)	54% (399)	7% (51)	734
Ideo: Moderate (4)	19% (93)	71% (358)	10% (50)	501
Ideo: Conservative (5-7)	33% (252)	62% (468)	5% (39)	759
Educ: < College	27% (421)	63% (981)	11% (165)	1567
Educ: Bachelors degree	33% (137)	61% (254)	6% (25)	416
Educ: Post-grad	42% (91)	52% (114)	6% (14)	219
Income: Under 50k	26% (337)	63% (812)	11% (141)	1290
Income: 50k-100k	34% (223)	60% (392)	6% (41)	655
Income: 100k+	35% (89)	57% (145)	9% (22)	256

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Table BRD3: *In the past year, have you ever stopped purchasing a product or service from a specific brand because of the company's position on a social or political issue?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	29%	(649)	61%	(1349)	9%	(203)	2201
Ethnicity: White	29%	(512)	62%	(1088)	9%	(151)	1750
Ethnicity: Hispanic	34%	(113)	53%	(175)	13%	(42)	329
Ethnicity: Afr. Am.	27%	(72)	62%	(167)	11%	(30)	269
Ethnicity: Other	36%	(65)	52%	(94)	12%	(22)	182
Relig: Protestant	36%	(198)	58%	(322)	6%	(36)	555
Relig: Roman Catholic	32%	(129)	62%	(254)	6%	(24)	407
Relig: Ath./Agn./None	26%	(159)	59%	(359)	15%	(94)	612
Relig: Something Else	29%	(110)	63%	(233)	8%	(29)	372
Relig: Evangelical	32%	(202)	60%	(385)	8%	(50)	637
Relig: Non-Evang. Catholics	31%	(176)	64%	(368)	5%	(30)	573
Relig: All Christian	31%	(378)	62%	(753)	7%	(80)	1210
Relig: All Non-Christian	27%	(269)	60%	(592)	13%	(123)	984
Community: Urban	29%	(163)	63%	(358)	8%	(47)	568
Community: Suburban	33%	(323)	57%	(557)	10%	(95)	975
Community: Rural	25%	(163)	66%	(434)	9%	(61)	658
Employ: Private Sector	32%	(210)	61%	(410)	7%	(47)	667
Employ: Government	33%	(50)	60%	(91)	7%	(10)	152
Employ: Self-Employed	38%	(65)	59%	(100)	3%	(4)	169
Employ: Homemaker	27%	(59)	67%	(144)	6%	(13)	215
Employ: Student	28%	(32)	58%	(65)	14%	(16)	112
Employ: Retired	35%	(159)	57%	(256)	8%	(34)	449
Employ: Unemployed	16%	(35)	70%	(156)	14%	(32)	222
Employ: Other	19%	(40)	59%	(128)	22%	(47)	215
Military HH: Yes	43%	(186)	49%	(209)	8%	(33)	428
Military HH: No	26%	(463)	64%	(1140)	10%	(170)	1773
RD/WT: Right Direction	33%	(303)	59%	(548)	8%	(71)	922
RD/WT: Wrong Track	27%	(346)	63%	(800)	10%	(132)	1279

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Table BRD3: *In the past year, have you ever stopped purchasing a product or service from a specific brand because of the company's position on a social or political issue?*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	29% (649)	61% (1349)	9% (203)	2201
Strongly Approve	41% (191)	52% (244)	7% (32)	467
Somewhat Approve	24% (119)	68% (331)	7% (35)	485
Somewhat Disapprove	15% (44)	74% (213)	10% (29)	287
Strongly Disapprove	34% (271)	59% (475)	8% (63)	809
Don't Know / No Opinion	16% (24)	55% (85)	29% (44)	153
#1 Issue: Economy	25% (165)	68% (447)	7% (44)	656
#1 Issue: Security	33% (112)	58% (198)	8% (28)	339
#1 Issue: Health Care	29% (126)	61% (261)	10% (41)	428
#1 Issue: Medicare / Social Security	27% (93)	63% (213)	10% (33)	338
#1 Issue: Women's Issues	43% (47)	48% (53)	9% (10)	110
#1 Issue: Education	27% (43)	62% (99)	11% (17)	159
#1 Issue: Energy	44% (37)	48% (40)	8% (7)	85
#1 Issue: Other	30% (25)	43% (37)	27% (23)	86
2016 Vote: Democrat Hillary Clinton	38% (263)	55% (376)	7% (45)	685
2016 Vote: Republican Donald Trump	33% (242)	60% (437)	6% (44)	723
2016 Vote: Someone else	29% (54)	61% (115)	10% (19)	188
2012 Vote: Barack Obama	36% (298)	57% (472)	7% (59)	829
2012 Vote: Mitt Romney	34% (206)	58% (349)	7% (44)	598
2012 Vote: Other	32% (33)	60% (62)	8% (9)	103
2012 Vote: Didn't Vote	17% (113)	69% (466)	14% (92)	671
4-Region: Northeast	30% (120)	61% (243)	10% (39)	402
4-Region: Midwest	31% (147)	61% (287)	8% (40)	474
4-Region: South	29% (232)	63% (513)	9% (69)	815
4-Region: West	29% (150)	60% (305)	11% (55)	511

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

Table BRD4: *And are you still currently boycotting that brand?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	74%	(481)	21%	(138)	5%	(29)	649
Gender: Male	72%	(249)	23%	(80)	4%	(14)	343
Gender: Female	76%	(233)	19%	(58)	5%	(15)	306
Age: 18-29	62%	(77)	33%	(41)	5%	(6)	123
Age: 30-44	75%	(124)	22%	(36)	3%	(5)	164
Age: 45-54	68%	(74)	31%	(34)	1%	(2)	109
Age: 55-64	83%	(98)	10%	(12)	7%	(8)	118
Age: 65+	81%	(109)	13%	(17)	6%	(9)	135
PID: Dem (no lean)	74%	(174)	22%	(53)	3%	(8)	235
PID: Ind (no lean)	76%	(124)	20%	(32)	4%	(7)	163
PID: Rep (no lean)	73%	(184)	21%	(54)	6%	(14)	252
PID/Gender: Dem Men	69%	(80)	28%	(33)	3%	(4)	116
PID/Gender: Dem Women	79%	(94)	17%	(20)	4%	(5)	119
PID/Gender: Ind Men	75%	(62)	22%	(18)	2%	(2)	82
PID/Gender: Ind Women	76%	(61)	17%	(14)	6%	(5)	80
PID/Gender: Rep Men	74%	(107)	20%	(29)	6%	(9)	145
PID/Gender: Rep Women	72%	(77)	23%	(24)	5%	(5)	107
Tea Party: Supporter	75%	(200)	23%	(61)	2%	(6)	267
Tea Party: Not Supporter	73%	(278)	20%	(77)	6%	(23)	378
Ideo: Liberal (1-3)	75%	(212)	22%	(61)	4%	(11)	284
Ideo: Moderate (4)	69%	(64)	29%	(27)	3%	(2)	93
Ideo: Conservative (5-7)	76%	(192)	20%	(49)	4%	(11)	252
Educ: < College	73%	(308)	22%	(93)	5%	(21)	421
Educ: Bachelors degree	73%	(99)	22%	(30)	5%	(8)	137
Educ: Post-grad	81%	(74)	18%	(16)	1%	(1)	91
Income: Under 50k	70%	(237)	24%	(82)	5%	(18)	337
Income: 50k-100k	81%	(180)	16%	(36)	3%	(7)	223
Income: 100k+	72%	(64)	24%	(21)	4%	(4)	89
Ethnicity: White	76%	(391)	19%	(100)	4%	(21)	512
Ethnicity: Hispanic	61%	(68)	33%	(37)	6%	(7)	113

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Table BRD4: *And are you still currently boycotting that brand?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	74%	(481)	21%	(138)	5%	(29)	649
Ethnicity: Afr. Am.	71%	(51)	23%	(17)	5%	(4)	72
Ethnicity: Other	60%	(39)	34%	(22)	7%	(4)	65
Relig: Protestant	74%	(145)	21%	(42)	5%	(10)	198
Relig: Roman Catholic	66%	(85)	31%	(40)	3%	(4)	129
Relig: Ath./Agn./None	84%	(133)	13%	(20)	4%	(6)	159
Relig: Something Else	69%	(75)	25%	(27)	7%	(7)	110
Relig: Evangelical	75%	(151)	22%	(44)	4%	(7)	202
Relig: Non-Evang. Catholics	68%	(119)	27%	(48)	5%	(9)	176
Relig: All Christian	72%	(271)	24%	(91)	4%	(16)	378
Relig: All Non-Christian	78%	(208)	18%	(47)	5%	(13)	269
Community: Urban	74%	(121)	24%	(39)	2%	(3)	163
Community: Suburban	73%	(237)	22%	(70)	5%	(16)	323
Community: Rural	76%	(123)	18%	(30)	6%	(10)	163
Employ: Private Sector	73%	(154)	25%	(52)	2%	(4)	210
Employ: Government	77%	(39)	21%	(11)	2%	(1)	50
Employ: Self-Employed	72%	(46)	21%	(14)	7%	(4)	65
Employ: Homemaker	75%	(44)	21%	(12)	4%	(2)	59
Employ: Retired	77%	(122)	15%	(24)	8%	(13)	159
Military HH: Yes	79%	(147)	16%	(31)	5%	(9)	186
Military HH: No	72%	(335)	23%	(108)	4%	(20)	463
RD/WT: Right Direction	76%	(232)	20%	(61)	3%	(10)	303
RD/WT: Wrong Track	72%	(250)	22%	(77)	6%	(19)	346
Strongly Approve	80%	(154)	16%	(31)	4%	(7)	191
Somewhat Approve	66%	(78)	31%	(36)	4%	(5)	119
Strongly Disapprove	77%	(208)	20%	(54)	3%	(9)	271
#1 Issue: Economy	72%	(119)	20%	(34)	7%	(12)	165
#1 Issue: Security	80%	(90)	16%	(19)	4%	(4)	112
#1 Issue: Health Care	73%	(91)	21%	(27)	6%	(8)	126
#1 Issue: Medicare / Social Security	74%	(69)	22%	(20)	4%	(3)	93

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Table BRD4: *And are you still currently boycotting that brand?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	74%	(481)	21%	(138)	5%	(29)	649
2016 Vote: Democrat Hillary Clinton	78%	(206)	19%	(50)	3%	(8)	263
2016 Vote: Republican Donald Trump	78%	(188)	19%	(45)	4%	(9)	242
2016 Vote: Someone else	67%	(37)	19%	(10)	14%	(8)	54
2012 Vote: Barack Obama	77%	(229)	20%	(59)	3%	(10)	298
2012 Vote: Mitt Romney	75%	(155)	18%	(37)	7%	(14)	206
2012 Vote: Didn't Vote	60%	(68)	38%	(43)	2%	(3)	113
4-Region: Northeast	69%	(83)	25%	(30)	6%	(7)	120
4-Region: Midwest	82%	(120)	16%	(23)	3%	(4)	147
4-Region: South	72%	(167)	24%	(55)	5%	(11)	232
4-Region: West	74%	(112)	20%	(30)	6%	(8)	150

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

Table BRD5: *When it comes to buying a product or service, how important is a companys position on a social or political issue?*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know/No Opinion	Total N
Adults	19% (423)	31% (690)	28% (606)	13% (296)	8% (186)	2201
Gender: Male	21% (225)	31% (325)	30% (316)	12% (129)	6% (65)	1060
Gender: Female	17% (198)	32% (366)	25% (290)	15% (167)	11% (120)	1141
Age: 18-29	19% (85)	27% (121)	26% (117)	15% (66)	13% (59)	449
Age: 30-44	18% (105)	33% (195)	26% (154)	13% (79)	9% (54)	586
Age: 45-54	18% (70)	30% (117)	32% (124)	13% (52)	7% (25)	388
Age: 55-64	21% (80)	33% (126)	27% (101)	13% (49)	6% (24)	380
Age: 65+	21% (83)	33% (131)	28% (111)	13% (50)	6% (23)	398
PID: Dem (no lean)	22% (164)	37% (270)	27% (199)	10% (70)	4% (32)	736
PID: Ind (no lean)	13% (99)	26% (194)	30% (231)	16% (124)	14% (110)	758
PID: Rep (no lean)	23% (159)	32% (226)	25% (176)	14% (102)	6% (43)	707
PID/Gender: Dem Men	25% (85)	36% (122)	30% (101)	6% (22)	4% (12)	343
PID/Gender: Dem Women	20% (79)	38% (148)	25% (98)	12% (49)	5% (20)	394
PID/Gender: Ind Men	15% (52)	25% (88)	33% (117)	17% (60)	11% (37)	354
PID/Gender: Ind Women	12% (47)	26% (106)	28% (114)	16% (64)	18% (73)	405
PID/Gender: Rep Men	24% (88)	32% (115)	27% (98)	13% (48)	4% (16)	363
PID/Gender: Rep Women	21% (72)	33% (112)	23% (78)	16% (54)	8% (28)	343
Tea Party: Supporter	32% (203)	32% (197)	20% (125)	12% (73)	4% (26)	624
Tea Party: Not Supporter	14% (218)	31% (485)	31% (478)	14% (218)	10% (155)	1554
Ideo: Liberal (1-3)	26% (194)	34% (251)	26% (188)	9% (63)	5% (37)	734
Ideo: Moderate (4)	12% (58)	31% (156)	31% (157)	18% (88)	8% (42)	501
Ideo: Conservative (5-7)	19% (146)	33% (251)	28% (212)	15% (111)	5% (39)	759
Educ: < College	19% (305)	28% (436)	27% (425)	15% (234)	11% (167)	1567
Educ: Bachelors degree	16% (66)	40% (165)	32% (132)	10% (40)	3% (12)	416
Educ: Post-grad	23% (51)	41% (89)	23% (50)	10% (22)	3% (6)	219
Income: Under 50k	18% (234)	29% (373)	28% (361)	15% (188)	10% (132)	1290
Income: 50k-100k	22% (141)	34% (223)	28% (185)	11% (75)	5% (31)	655
Income: 100k+	18% (47)	37% (94)	23% (59)	13% (33)	9% (22)	256
Ethnicity: White	18% (319)	32% (553)	28% (487)	14% (249)	8% (143)	1750
Ethnicity: Hispanic	25% (83)	28% (93)	25% (83)	13% (44)	8% (26)	329

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Table BRD5: When it comes to buying a product or service, how important is a company's position on a social or political issue?

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't Know/No Opinion	Total N
Adults	19% (423)	31% (690)	28% (606)	13% (296)	8% (186)	2201
Ethnicity: Afr. Am.	23% (62)	29% (79)	30% (80)	8% (23)	9% (25)	269
Ethnicity: Other	23% (41)	33% (59)	21% (38)	14% (25)	10% (18)	182
Relig: Protestant	23% (126)	34% (191)	27% (150)	11% (63)	5% (25)	555
Relig: Roman Catholic	19% (79)	32% (131)	30% (121)	15% (59)	4% (17)	407
Relig: Ath./Agn./None	16% (101)	28% (173)	26% (158)	15% (91)	15% (89)	612
Relig: Something Else	19% (72)	29% (106)	30% (111)	14% (53)	8% (30)	372
Relig: Evangelical	24% (151)	34% (218)	25% (158)	10% (66)	7% (44)	637
Relig: Non-Evang. Catholics	17% (97)	33% (191)	31% (176)	15% (86)	4% (23)	573
Relig: All Christian	20% (248)	34% (409)	28% (334)	13% (153)	5% (66)	1210
Relig: All Non-Christian	18% (173)	28% (279)	27% (270)	15% (144)	12% (119)	984
Community: Urban	20% (116)	33% (190)	25% (140)	12% (70)	9% (52)	568
Community: Suburban	20% (199)	33% (325)	28% (268)	13% (125)	6% (57)	975
Community: Rural	16% (107)	27% (175)	30% (197)	15% (102)	12% (76)	658
Employ: Private Sector	21% (141)	31% (209)	30% (201)	14% (91)	4% (25)	667
Employ: Government	25% (37)	33% (50)	26% (39)	12% (18)	4% (7)	152
Employ: Self-Employed	23% (39)	27% (46)	31% (53)	12% (21)	6% (9)	169
Employ: Homemaker	17% (36)	33% (71)	26% (56)	16% (33)	9% (19)	215
Employ: Student	16% (18)	32% (36)	22% (24)	12% (14)	18% (21)	112
Employ: Retired	20% (90)	34% (154)	28% (125)	12% (54)	6% (26)	449
Employ: Unemployed	12% (28)	28% (63)	25% (56)	16% (36)	18% (40)	222
Employ: Other	16% (33)	29% (62)	24% (51)	14% (29)	18% (39)	215
Military HH: Yes	29% (123)	31% (131)	23% (100)	12% (52)	5% (21)	428
Military HH: No	17% (299)	32% (559)	29% (506)	14% (244)	9% (165)	1773
RD/WT: Right Direction	25% (234)	29% (264)	24% (221)	15% (143)	7% (60)	922
RD/WT: Wrong Track	15% (189)	33% (426)	30% (385)	12% (154)	10% (126)	1279
Strongly Approve	33% (156)	29% (135)	18% (85)	14% (65)	6% (26)	467
Somewhat Approve	14% (66)	32% (154)	32% (154)	16% (75)	7% (35)	485
Somewhat Disapprove	8% (24)	29% (82)	37% (107)	17% (49)	8% (24)	287
Strongly Disapprove	21% (171)	36% (290)	28% (224)	10% (80)	6% (45)	809
Dont Know / No Opinion	4% (6)	19% (29)	23% (36)	18% (27)	36% (55)	153

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Table BRD5: When it comes to buying a product or service, how important is a company's position on a social or political issue?

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know/No Opinion		Total N
Adults	19%	(423)	31%	(690)	28%	(606)	13%	(296)	8%	(186)	2201
#1 Issue: Economy	13%	(88)	34%	(226)	30%	(194)	16%	(106)	6%	(42)	656
#1 Issue: Security	21%	(72)	35%	(120)	18%	(60)	18%	(60)	8%	(28)	339
#1 Issue: Health Care	21%	(90)	25%	(108)	32%	(138)	11%	(48)	10%	(44)	428
#1 Issue: Medicare / Social Security	19%	(66)	31%	(106)	30%	(101)	12%	(39)	8%	(27)	338
#1 Issue: Women's Issues	30%	(33)	32%	(35)	25%	(28)	6%	(7)	7%	(8)	110
#1 Issue: Education	20%	(32)	30%	(48)	26%	(42)	12%	(20)	11%	(17)	159
#1 Issue: Energy	30%	(26)	29%	(24)	24%	(20)	13%	(11)	4%	(3)	85
#1 Issue: Other	20%	(17)	27%	(23)	28%	(24)	7%	(6)	19%	(16)	86
2016 Vote: Democrat Hillary Clinton	25%	(173)	39%	(265)	25%	(170)	7%	(51)	4%	(27)	685
2016 Vote: Republican Donald Trump	22%	(161)	32%	(229)	26%	(185)	15%	(111)	5%	(36)	723
2016 Vote: Someone else	15%	(28)	31%	(58)	32%	(60)	16%	(31)	6%	(12)	188
2012 Vote: Barack Obama	24%	(201)	35%	(291)	26%	(218)	10%	(83)	4%	(36)	829
2012 Vote: Mitt Romney	22%	(133)	33%	(196)	28%	(165)	12%	(75)	5%	(30)	598
2012 Vote: Other	14%	(15)	29%	(30)	32%	(33)	14%	(15)	10%	(10)	103
2012 Vote: Didn't Vote	11%	(74)	26%	(173)	28%	(190)	18%	(124)	16%	(110)	671
4-Region: Northeast	19%	(75)	31%	(125)	28%	(113)	15%	(59)	7%	(29)	402
4-Region: Midwest	19%	(88)	30%	(140)	27%	(129)	12%	(58)	12%	(58)	474
4-Region: South	20%	(162)	33%	(272)	27%	(223)	13%	(104)	6%	(52)	815
4-Region: West	19%	(97)	30%	(153)	28%	(141)	15%	(74)	9%	(46)	511

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

Table BRD6: *If you had a choice, would you want a portion of the profits from the corporation you buy products from to go to causes that you believe in, or does it make no difference either way?*

Demographic	Yes, I would		No, I would not		Makes no difference either way		Don't Know / No Opinion		Total N
Adults	49%	(1076)	8%	(178)	32%	(712)	11%	(235)	2201
Gender: Male	48%	(505)	11%	(118)	33%	(353)	8%	(84)	1060
Gender: Female	50%	(571)	5%	(60)	31%	(359)	13%	(151)	1141
Age: 18-29	48%	(215)	12%	(53)	28%	(126)	12%	(55)	449
Age: 30-44	52%	(308)	8%	(46)	29%	(169)	11%	(64)	586
Age: 45-54	40%	(156)	6%	(25)	41%	(161)	12%	(47)	388
Age: 55-64	55%	(210)	6%	(23)	31%	(117)	8%	(29)	380
Age: 65+	47%	(188)	8%	(30)	35%	(140)	10%	(40)	398
PID: Dem (no lean)	55%	(407)	10%	(75)	28%	(207)	6%	(48)	736
PID: Ind (no lean)	44%	(335)	7%	(52)	33%	(251)	16%	(121)	758
PID: Rep (no lean)	47%	(335)	7%	(51)	36%	(255)	9%	(66)	707
PID/Gender: Dem Men	55%	(189)	15%	(51)	25%	(86)	5%	(17)	343
PID/Gender: Dem Women	55%	(217)	6%	(24)	31%	(122)	8%	(31)	394
PID/Gender: Ind Men	43%	(152)	10%	(35)	35%	(123)	12%	(44)	354
PID/Gender: Ind Women	45%	(183)	4%	(17)	31%	(127)	19%	(77)	405
PID/Gender: Rep Men	45%	(164)	9%	(33)	40%	(145)	6%	(23)	363
PID/Gender: Rep Women	50%	(171)	5%	(18)	32%	(110)	13%	(44)	343
Tea Party: Supporter	54%	(338)	11%	(71)	28%	(178)	6%	(37)	624
Tea Party: Not Supporter	47%	(729)	7%	(103)	34%	(528)	13%	(195)	1554
Ideo: Liberal (1-3)	58%	(426)	10%	(71)	24%	(176)	8%	(62)	734
Ideo: Moderate (4)	49%	(246)	6%	(31)	36%	(179)	9%	(44)	501
Ideo: Conservative (5-7)	44%	(331)	8%	(60)	40%	(301)	9%	(66)	759
Educ: < College	47%	(742)	8%	(125)	32%	(505)	12%	(195)	1567
Educ: Bachelors degree	51%	(213)	8%	(33)	34%	(140)	7%	(30)	416
Educ: Post-grad	55%	(121)	9%	(20)	31%	(67)	5%	(10)	219

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Table BRD6: *If you had a choice, would you want a portion of the profits from the corporation you buy products from to go to causes that you believe in, or does it make no difference either way?*

Demographic	Yes, I would		No, I would not		Makes no difference either way		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	49%	(1076)	8%	(178)	32%	(712)	11%	(235)	2201
Income: Under 50k	48%	(616)	8%	(108)	31%	(401)	13%	(165)	1290
Income: 50k-100k	52%	(338)	8%	(50)	34%	(224)	7%	(43)	655
Income: 100k+	48%	(122)	8%	(20)	34%	(87)	10%	(26)	256
Ethnicity: White	48%	(844)	8%	(132)	34%	(590)	11%	(184)	1750
Ethnicity: Hispanic	44%	(144)	16%	(51)	32%	(105)	9%	(29)	329
Ethnicity: Afr. Am.	51%	(137)	8%	(20)	29%	(78)	12%	(33)	269
Ethnicity: Other	52%	(95)	14%	(25)	24%	(44)	10%	(18)	182
Relig: Protestant	51%	(286)	7%	(38)	34%	(187)	8%	(44)	555
Relig: Roman Catholic	50%	(205)	12%	(48)	30%	(122)	8%	(33)	407
Relig: Ath./Agn./None	45%	(273)	7%	(44)	32%	(198)	16%	(98)	612
Relig: Something Else	49%	(181)	11%	(39)	31%	(116)	10%	(36)	372
Relig: Evangelical	54%	(344)	6%	(39)	32%	(205)	8%	(48)	637
Relig: Non-Evang. Catholics	48%	(276)	9%	(52)	34%	(193)	9%	(52)	573
Relig: All Christian	51%	(620)	8%	(91)	33%	(398)	8%	(101)	1210
Relig: All Non-Christian	46%	(454)	8%	(83)	32%	(314)	14%	(134)	984
Community: Urban	50%	(282)	8%	(47)	31%	(174)	11%	(64)	568
Community: Suburban	50%	(487)	8%	(74)	34%	(330)	9%	(84)	975
Community: Rural	47%	(307)	9%	(56)	32%	(209)	13%	(87)	658
Employ: Private Sector	53%	(356)	9%	(60)	33%	(218)	5%	(33)	667
Employ: Government	48%	(73)	9%	(14)	38%	(58)	5%	(7)	152
Employ: Self-Employed	52%	(88)	11%	(19)	27%	(46)	9%	(16)	169
Employ: Homemaker	55%	(119)	4%	(9)	29%	(62)	12%	(25)	215
Employ: Student	42%	(48)	14%	(16)	27%	(31)	17%	(19)	112
Employ: Retired	48%	(217)	7%	(31)	35%	(157)	10%	(45)	449
Employ: Unemployed	42%	(93)	6%	(13)	33%	(73)	20%	(44)	222
Employ: Other	39%	(83)	8%	(17)	32%	(68)	22%	(46)	215
Military HH: Yes	53%	(226)	7%	(28)	32%	(138)	8%	(36)	428
Military HH: No	48%	(850)	8%	(149)	32%	(574)	11%	(199)	1773

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Table BRD6: *If you had a choice, would you want a portion of the profits from the corporation you buy products from to go to causes that you believe in, or does it make no difference either way?*

Demographic	Yes, I would		No, I would not		Makes no difference either way		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	49%	(1076)	8%	(178)	32%	(712)	11%	(235)	2201
RD/WT: Right Direction	46%	(423)	10%	(93)	34%	(318)	10%	(88)	922
RD/WT: Wrong Track	51%	(653)	7%	(85)	31%	(395)	11%	(147)	1279
Strongly Approve	46%	(213)	11%	(50)	34%	(157)	10%	(47)	467
Somewhat Approve	45%	(218)	8%	(41)	38%	(186)	8%	(41)	485
Somewhat Disapprove	49%	(139)	9%	(26)	31%	(90)	11%	(32)	287
Strongly Disapprove	57%	(465)	7%	(53)	29%	(235)	7%	(57)	809
Dont Know / No Opinion	27%	(42)	5%	(8)	29%	(45)	38%	(58)	153
#1 Issue: Economy	49%	(323)	8%	(55)	35%	(228)	8%	(50)	656
#1 Issue: Security	47%	(160)	10%	(35)	34%	(114)	9%	(30)	339
#1 Issue: Health Care	49%	(210)	7%	(29)	31%	(134)	13%	(55)	428
#1 Issue: Medicare / Social Security	49%	(167)	6%	(20)	31%	(105)	14%	(46)	338
#1 Issue: Women's Issues	52%	(57)	7%	(8)	28%	(30)	13%	(14)	110
#1 Issue: Education	49%	(77)	9%	(15)	30%	(48)	12%	(20)	159
#1 Issue: Energy	60%	(51)	9%	(8)	29%	(25)	3%	(2)	85
#1 Issue: Other	36%	(31)	10%	(9)	32%	(27)	22%	(19)	86
2016 Vote: Democrat Hillary Clinton	60%	(409)	8%	(56)	26%	(176)	6%	(44)	685
2016 Vote: Republican Donald Trump	45%	(323)	10%	(69)	37%	(266)	9%	(66)	723
2016 Vote: Someone else	49%	(93)	6%	(11)	35%	(66)	10%	(19)	188
2012 Vote: Barack Obama	57%	(474)	7%	(57)	28%	(234)	8%	(63)	829
2012 Vote: Mitt Romney	45%	(268)	10%	(58)	38%	(226)	8%	(46)	598
2012 Vote: Other	40%	(41)	5%	(5)	39%	(41)	16%	(16)	103
2012 Vote: Didn't Vote	44%	(293)	9%	(58)	31%	(211)	16%	(109)	671
4-Region: Northeast	49%	(198)	9%	(36)	30%	(119)	12%	(48)	402
4-Region: Midwest	49%	(233)	6%	(30)	31%	(145)	14%	(66)	474
4-Region: South	48%	(393)	7%	(58)	35%	(284)	10%	(80)	815
4-Region: West	49%	(251)	11%	(54)	32%	(165)	8%	(41)	511

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

Table BRD7: *If you had to guess, how often do you purchase products or services from a company whose position on a social or political issue contradicts your own?*

Demographic	A few times a week	A few times a month	A few times a year	Very rarely	Never	Don't Know / No Opinion	Total N
Adults	9% (203)	15% (341)	15% (339)	16% (360)	7% (145)	37% (812)	2201
Gender: Male	11% (120)	18% (189)	15% (162)	18% (187)	7% (75)	31% (327)	1060
Gender: Female	7% (84)	13% (152)	16% (177)	15% (174)	6% (70)	42% (485)	1141
Age: 18-29	17% (76)	24% (107)	16% (70)	9% (42)	6% (26)	28% (128)	449
Age: 30-44	13% (74)	19% (109)	16% (95)	15% (87)	6% (35)	32% (187)	586
Age: 45-54	5% (20)	12% (48)	16% (60)	17% (67)	9% (36)	41% (158)	388
Age: 55-64	6% (24)	10% (37)	16% (59)	19% (74)	6% (23)	43% (162)	380
Age: 65+	3% (10)	10% (40)	14% (55)	23% (90)	6% (26)	44% (176)	398
PID: Dem (no lean)	9% (67)	18% (129)	19% (140)	18% (134)	7% (53)	29% (213)	736
PID: Ind (no lean)	7% (54)	14% (106)	13% (96)	14% (104)	7% (49)	46% (348)	758
PID: Rep (no lean)	12% (82)	15% (105)	15% (103)	17% (122)	6% (43)	35% (250)	707
PID/Gender: Dem Men	13% (46)	19% (66)	20% (68)	19% (66)	5% (17)	23% (80)	343
PID/Gender: Dem Women	6% (22)	16% (63)	18% (72)	17% (68)	9% (36)	34% (133)	394
PID/Gender: Ind Men	8% (27)	18% (64)	12% (44)	14% (51)	9% (31)	39% (137)	354
PID/Gender: Ind Women	7% (27)	10% (42)	13% (53)	13% (53)	5% (19)	52% (211)	405
PID/Gender: Rep Men	13% (47)	16% (59)	14% (50)	19% (70)	8% (28)	30% (110)	363
PID/Gender: Rep Women	10% (35)	13% (46)	16% (53)	15% (53)	5% (16)	41% (141)	343
Tea Party: Supporter	19% (119)	19% (121)	14% (88)	18% (110)	6% (38)	24% (148)	624
Tea Party: Not Supporter	5% (82)	14% (219)	16% (250)	16% (248)	7% (107)	42% (649)	1554
Ideo: Liberal (1-3)	11% (80)	19% (139)	20% (143)	17% (127)	5% (37)	28% (208)	734
Ideo: Moderate (4)	6% (31)	12% (62)	15% (74)	13% (67)	7% (37)	46% (229)	501
Ideo: Conservative (5-7)	10% (79)	16% (123)	15% (114)	19% (141)	6% (49)	33% (254)	759
Educ: < College	9% (137)	14% (217)	13% (209)	16% (252)	8% (119)	40% (632)	1567
Educ: Bachelors degree	10% (41)	19% (77)	21% (86)	17% (70)	3% (14)	31% (128)	416
Educ: Post-grad	12% (26)	21% (47)	20% (45)	18% (39)	6% (12)	23% (51)	219
Income: Under 50k	9% (112)	15% (191)	14% (175)	16% (204)	7% (94)	40% (514)	1290
Income: 50k-100k	9% (60)	16% (102)	18% (119)	18% (117)	6% (37)	34% (222)	655
Income: 100k+	12% (31)	19% (48)	18% (45)	16% (40)	6% (14)	30% (76)	256

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Table BRD7: *If you had to guess, how often do you purchase products or services from a company whose position on a social or political issue contradicts your own?*

Demographic	A few times a week	A few times a month	A few times a year	Very rarely	Never	Don't Know / No Opinion	Total N
Adults	9% (203)	15% (341)	15% (339)	16% (360)	7% (145)	37% (812)	2201
Ethnicity: White	8% (146)	15% (267)	15% (269)	16% (282)	7% (115)	38% (672)	1750
Ethnicity: Hispanic	14% (46)	15% (51)	17% (55)	22% (71)	11% (36)	21% (70)	329
Ethnicity: Afr. Am.	13% (35)	19% (50)	11% (29)	16% (43)	7% (18)	34% (92)	269
Ethnicity: Other	12% (22)	13% (24)	23% (41)	19% (35)	7% (12)	26% (47)	182
Relig: Protestant	11% (59)	15% (86)	16% (87)	18% (101)	4% (24)	36% (198)	555
Relig: Roman Catholic	11% (45)	16% (67)	15% (62)	19% (77)	9% (36)	29% (119)	407
Relig: Ath./Agn./None	7% (43)	14% (87)	16% (100)	13% (81)	8% (46)	42% (255)	612
Relig: Something Else	7% (28)	17% (63)	15% (55)	17% (65)	6% (21)	38% (141)	372
Relig: Evangelical	14% (87)	15% (98)	14% (90)	17% (107)	6% (37)	34% (218)	637
Relig: Non-Evang. Catholics	8% (45)	16% (94)	16% (92)	18% (105)	7% (42)	34% (196)	573
Relig: All Christian	11% (132)	16% (191)	15% (182)	18% (212)	6% (78)	34% (414)	1210
Relig: All Non-Christian	7% (70)	15% (150)	16% (155)	15% (146)	7% (67)	40% (395)	984
Community: Urban	11% (61)	19% (110)	16% (92)	13% (73)	9% (51)	32% (181)	568
Community: Suburban	11% (104)	14% (134)	16% (152)	19% (187)	5% (50)	36% (348)	975
Community: Rural	6% (38)	15% (97)	15% (96)	15% (101)	7% (45)	43% (282)	658
Employ: Private Sector	11% (75)	19% (124)	19% (126)	18% (117)	7% (46)	27% (177)	667
Employ: Government	16% (24)	25% (38)	15% (22)	11% (17)	5% (7)	28% (42)	152
Employ: Self-Employed	18% (30)	12% (20)	17% (29)	20% (34)	5% (8)	28% (48)	169
Employ: Homemaker	8% (16)	14% (30)	15% (33)	12% (27)	6% (12)	45% (97)	215
Employ: Student	13% (15)	22% (25)	12% (14)	12% (13)	12% (13)	29% (33)	112
Employ: Retired	3% (14)	10% (47)	17% (78)	19% (85)	7% (30)	44% (196)	449
Employ: Unemployed	7% (15)	16% (36)	7% (16)	14% (31)	8% (17)	48% (107)	222
Employ: Other	6% (13)	10% (21)	10% (21)	17% (36)	5% (11)	52% (112)	215
Military HH: Yes	15% (63)	16% (70)	12% (51)	19% (83)	6% (24)	32% (138)	428
Military HH: No	8% (140)	15% (271)	16% (288)	16% (277)	7% (122)	38% (674)	1773
RD/WT: Right Direction	14% (129)	17% (153)	13% (121)	17% (152)	6% (56)	34% (312)	922
RD/WT: Wrong Track	6% (74)	15% (189)	17% (219)	16% (208)	7% (90)	39% (500)	1279

Continued on next page

Table BRD7: *If you had to guess, how often do you purchase products or services from a company whose position on a social or political issue contradicts your own?*

Demographic	A few times a week	A few times a month	A few times a year	Very rarely	Never	Don't Know / No Opinion	Total N
Adults	9% (203)	15% (341)	15% (339)	16% (360)	7% (145)	37% (812)	2201
Strongly Approve	16% (76)	16% (73)	14% (65)	17% (79)	7% (32)	30% (142)	467
Somewhat Approve	7% (35)	19% (93)	15% (73)	17% (81)	4% (20)	38% (183)	485
Somewhat Disapprove	6% (18)	18% (50)	15% (42)	15% (42)	7% (20)	40% (114)	287
Strongly Disapprove	8% (67)	14% (113)	19% (154)	18% (144)	8% (63)	33% (267)	809
Dont Know / No Opinion	5% (8)	7% (11)	3% (4)	9% (14)	7% (10)	69% (105)	153
#1 Issue: Economy	9% (62)	18% (119)	16% (108)	14% (94)	7% (43)	35% (230)	656
#1 Issue: Security	9% (32)	17% (58)	11% (37)	19% (66)	7% (25)	36% (121)	339
#1 Issue: Health Care	10% (41)	12% (53)	15% (65)	18% (76)	6% (25)	39% (168)	428
#1 Issue: Medicare / Social Security	3% (11)	12% (39)	18% (61)	17% (56)	5% (18)	45% (153)	338
#1 Issue: Women's Issues	9% (10)	20% (21)	19% (21)	19% (21)	7% (8)	26% (28)	110
#1 Issue: Education	13% (21)	14% (23)	16% (25)	14% (23)	9% (15)	33% (53)	159
#1 Issue: Energy	23% (20)	25% (21)	14% (12)	8% (6)	7% (6)	23% (20)	85
#1 Issue: Other	7% (6)	9% (7)	12% (11)	22% (19)	6% (5)	45% (38)	86
2016 Vote: Democrat Hillary Clinton	12% (85)	16% (110)	20% (135)	19% (129)	6% (39)	27% (187)	685
2016 Vote: Republican Donald Trump	11% (80)	16% (112)	14% (99)	17% (123)	5% (40)	37% (269)	723
2016 Vote: Someone else	5% (9)	17% (33)	16% (31)	16% (29)	7% (12)	39% (74)	188
2012 Vote: Barack Obama	10% (85)	17% (141)	17% (145)	18% (151)	6% (50)	31% (256)	829
2012 Vote: Mitt Romney	10% (62)	15% (90)	14% (84)	18% (109)	5% (33)	37% (221)	598
2012 Vote: Other	12% (12)	9% (10)	17% (17)	17% (18)	7% (7)	38% (39)	103
2012 Vote: Didn't Vote	7% (44)	15% (100)	14% (93)	12% (83)	8% (55)	44% (295)	671
4-Region: Northeast	10% (41)	13% (53)	16% (63)	17% (67)	7% (29)	37% (148)	402
4-Region: Midwest	8% (36)	15% (70)	16% (74)	17% (81)	4% (21)	40% (192)	474
4-Region: South	10% (80)	17% (138)	14% (114)	16% (129)	5% (45)	38% (309)	815
4-Region: West	9% (46)	16% (80)	17% (89)	16% (83)	10% (51)	32% (163)	511

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

Table BRD8_1NET: *And generally what is the main reason you have chosen to purchase a product or service from a company whose position on a social or political issue is different from your own? Please select all that apply. - Cost*

Demographic	Selected		Not Selected		Total N
Adults	45%	(561)	55%	(682)	1244
Gender: Male	42%	(273)	58%	(384)	657
Gender: Female	49%	(288)	51%	(298)	586
Age: 18-29	47%	(138)	53%	(157)	296
Age: 30-44	52%	(190)	48%	(175)	364
Age: 45-54	46%	(89)	54%	(106)	195
Age: 55-64	37%	(72)	63%	(122)	194
Age: 65+	37%	(73)	63%	(123)	196
PID: Dem (no lean)	50%	(234)	50%	(236)	471
PID: Ind (no lean)	45%	(162)	55%	(198)	360
PID: Rep (no lean)	40%	(165)	60%	(248)	413
PID/Gender: Dem Men	50%	(123)	50%	(124)	246
PID/Gender: Dem Women	50%	(112)	50%	(113)	225
PID/Gender: Ind Men	44%	(82)	56%	(103)	185
PID/Gender: Ind Women	46%	(80)	54%	(95)	175
PID/Gender: Rep Men	30%	(69)	70%	(157)	226
PID/Gender: Rep Women	52%	(97)	48%	(90)	187
Tea Party: Supporter	40%	(176)	60%	(262)	438
Tea Party: Not Supporter	48%	(382)	52%	(416)	798
Ideo: Liberal (1-3)	47%	(228)	53%	(262)	490
Ideo: Moderate (4)	48%	(114)	52%	(121)	235
Ideo: Conservative (5-7)	41%	(189)	59%	(267)	456
Educ: < College	44%	(362)	56%	(453)	815
Educ: Bachelors degree	48%	(132)	52%	(141)	273
Educ: Post-grad	43%	(67)	57%	(88)	156
Income: Under 50k	45%	(309)	55%	(373)	682
Income: 50k-100k	45%	(177)	55%	(220)	397
Income: 100k+	46%	(75)	54%	(89)	165
Ethnicity: White	45%	(435)	55%	(528)	963

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Table BRD8_1NET: *And generally what is the main reason you have chosen to purchase a product or service from a company whose position on a social or political issue is different from your own? Please select all that apply. - Cost*

Demographic	Selected		Not Selected		Total N
Adults	45%	(561)	55%	(682)	1244
Ethnicity: Hispanic	48%	(108)	52%	(116)	224
Ethnicity: Afr. Am.	44%	(70)	56%	(88)	158
Ethnicity: Other	46%	(56)	54%	(67)	123
Relig: Protestant	39%	(131)	61%	(202)	333
Relig: Roman Catholic	41%	(104)	59%	(147)	252
Relig: Ath./Agn./None	53%	(166)	47%	(145)	311
Relig: Something Else	46%	(96)	54%	(114)	210
Relig: Evangelical	44%	(167)	56%	(215)	382
Relig: Non-Evang. Catholics	39%	(130)	61%	(205)	335
Relig: All Christian	41%	(297)	59%	(420)	717
Relig: All Non-Christian	50%	(262)	50%	(259)	522
Community: Urban	50%	(168)	50%	(168)	336
Community: Suburban	44%	(256)	56%	(320)	577
Community: Rural	41%	(137)	59%	(194)	331
Employ: Private Sector	47%	(207)	53%	(236)	443
Employ: Government	42%	(43)	58%	(59)	102
Employ: Self-Employed	36%	(41)	64%	(72)	113
Employ: Homemaker	49%	(52)	51%	(54)	106
Employ: Student	50%	(33)	50%	(33)	67
Employ: Retired	42%	(93)	58%	(130)	223
Employ: Unemployed	47%	(47)	53%	(52)	98
Employ: Other	51%	(46)	49%	(45)	91
Military HH: Yes	38%	(101)	62%	(166)	267
Military HH: No	47%	(461)	53%	(516)	977
RD/WT: Right Direction	41%	(226)	59%	(328)	555
RD/WT: Wrong Track	49%	(335)	51%	(354)	689
Strongly Approve	40%	(117)	60%	(176)	293
Somewhat Approve	40%	(114)	60%	(168)	283
Somewhat Disapprove	47%	(71)	53%	(81)	152
Strongly Disapprove	50%	(239)	50%	(239)	478

Continued on next page

Table BRD8_1NET: *And generally what is the main reason you have chosen to purchase a product or service from a company whose position on a social or political issue is different from your own? Please select all that apply. - Cost*

Demographic	Selected		Not Selected		Total N
Adults	45%	(561)	55%	(682)	1244
#1 Issue: Economy	49%	(187)	51%	(196)	383
#1 Issue: Security	37%	(71)	63%	(122)	193
#1 Issue: Health Care	50%	(116)	50%	(118)	235
#1 Issue: Medicare / Social Security	38%	(63)	62%	(103)	167
#1 Issue: Women's Issues	47%	(35)	53%	(39)	73
#1 Issue: Education	41%	(38)	59%	(54)	92
#1 Issue: Energy	47%	(28)	53%	(31)	59
2016 Vote: Democrat Hillary Clinton	47%	(218)	53%	(241)	459
2016 Vote: Republican Donald Trump	39%	(162)	61%	(252)	414
2016 Vote: Someone else	44%	(46)	56%	(57)	102
2012 Vote: Barack Obama	47%	(244)	53%	(278)	523
2012 Vote: Mitt Romney	38%	(130)	62%	(214)	344
2012 Vote: Other	45%	(25)	55%	(31)	57
2012 Vote: Didn't Vote	50%	(162)	50%	(159)	320
4-Region: Northeast	47%	(106)	53%	(119)	224
4-Region: Midwest	49%	(127)	51%	(135)	261
4-Region: South	43%	(198)	57%	(263)	461
4-Region: West	44%	(131)	56%	(166)	297

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

Table BRD8_4NET: *And generally what is the main reason you have chosen to purchase a product or service from a company whose position on a social or political issue is different from your own? Please select all that apply. - Convenience*

Demographic	Selected		Not Selected		Total N
Adults	37%	(465)	63%	(778)	1244
Gender: Male	38%	(252)	62%	(406)	657
Gender: Female	36%	(214)	64%	(373)	586
Age: 18-29	42%	(124)	58%	(171)	296
Age: 30-44	41%	(148)	59%	(216)	364
Age: 45-54	37%	(72)	63%	(122)	195
Age: 55-64	27%	(53)	73%	(141)	194
Age: 65+	35%	(68)	65%	(128)	196
PID: Dem (no lean)	38%	(181)	62%	(290)	471
PID: Ind (no lean)	40%	(146)	60%	(215)	360
PID: Rep (no lean)	34%	(139)	66%	(274)	413
PID/Gender: Dem Men	39%	(95)	61%	(151)	246
PID/Gender: Dem Women	38%	(86)	62%	(138)	225
PID/Gender: Ind Men	42%	(79)	58%	(107)	185
PID/Gender: Ind Women	38%	(67)	62%	(108)	175
PID/Gender: Rep Men	35%	(78)	65%	(148)	226
PID/Gender: Rep Women	32%	(61)	68%	(126)	187
Tea Party: Supporter	36%	(156)	64%	(282)	438
Tea Party: Not Supporter	39%	(307)	61%	(491)	798
Ideo: Liberal (1-3)	42%	(207)	58%	(283)	490
Ideo: Moderate (4)	32%	(76)	68%	(159)	235
Ideo: Conservative (5-7)	36%	(164)	64%	(292)	456
Educ: < College	36%	(295)	64%	(520)	815
Educ: Bachelors degree	41%	(112)	59%	(161)	273
Educ: Post-grad	37%	(58)	63%	(98)	156
Income: Under 50k	37%	(253)	63%	(429)	682
Income: 50k-100k	35%	(138)	65%	(259)	397
Income: 100k+	45%	(74)	55%	(91)	165
Ethnicity: White	37%	(354)	63%	(609)	963

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Table BRD8_4NET: And generally what is the main reason you have chosen to purchase a product or service from a company whose position on a social or political issue is different from your own? Please select all that apply. - Convenience

Demographic	Selected		Not Selected		Total N
Adults	37%	(465)	63%	(778)	1244
Ethnicity: Hispanic	30%	(68)	70%	(156)	224
Ethnicity: Afr. Am.	36%	(56)	64%	(101)	158
Ethnicity: Other	45%	(55)	55%	(68)	123
Relig: Protestant	39%	(128)	61%	(204)	333
Relig: Roman Catholic	32%	(80)	68%	(172)	252
Relig: Ath./Agn./None	42%	(132)	58%	(179)	311
Relig: Something Else	32%	(68)	68%	(142)	210
Relig: Evangelical	38%	(145)	62%	(237)	382
Relig: Non-Evang. Catholics	35%	(119)	65%	(217)	335
Relig: All Christian	37%	(264)	63%	(454)	717
Relig: All Non-Christian	38%	(200)	62%	(321)	522
Community: Urban	38%	(127)	62%	(209)	336
Community: Suburban	40%	(231)	60%	(346)	577
Community: Rural	32%	(108)	68%	(224)	331
Employ: Private Sector	36%	(161)	64%	(283)	443
Employ: Government	42%	(43)	58%	(59)	102
Employ: Self-Employed	32%	(36)	68%	(77)	113
Employ: Homemaker	39%	(42)	61%	(65)	106
Employ: Student	49%	(33)	51%	(34)	67
Employ: Retired	36%	(81)	64%	(143)	223
Employ: Unemployed	39%	(39)	61%	(60)	98
Employ: Other	36%	(33)	64%	(59)	91
Military HH: Yes	40%	(107)	60%	(160)	267
Military HH: No	37%	(358)	63%	(619)	977
RD/WT: Right Direction	36%	(202)	64%	(353)	555
RD/WT: Wrong Track	38%	(264)	62%	(426)	689
Strongly Approve	39%	(114)	61%	(179)	293
Somewhat Approve	33%	(92)	67%	(190)	283
Somewhat Disapprove	36%	(55)	64%	(98)	152
Strongly Disapprove	40%	(191)	60%	(287)	478

Continued on next page

Table BRD8_4NET: *And generally what is the main reason you have chosen to purchase a product or service from a company whose position on a social or political issue is different from your own? Please select all that apply. - Convenience*

Demographic	Selected		Not Selected		Total N
Adults	37%	(465)	63%	(778)	1244
#1 Issue: Economy	37%	(142)	63%	(241)	383
#1 Issue: Security	35%	(67)	65%	(126)	193
#1 Issue: Health Care	33%	(77)	67%	(157)	235
#1 Issue: Medicare / Social Security	42%	(70)	58%	(97)	167
#1 Issue: Women's Issues	39%	(29)	61%	(44)	73
#1 Issue: Education	38%	(35)	62%	(57)	92
#1 Issue: Energy	45%	(26)	55%	(33)	59
2016 Vote: Democrat Hillary Clinton	39%	(180)	61%	(280)	459
2016 Vote: Republican Donald Trump	37%	(155)	63%	(260)	414
2016 Vote: Someone else	39%	(40)	61%	(63)	102
2012 Vote: Barack Obama	38%	(197)	62%	(326)	523
2012 Vote: Mitt Romney	34%	(118)	66%	(226)	344
2012 Vote: Other	45%	(25)	55%	(31)	57
2012 Vote: Didn't Vote	39%	(125)	61%	(195)	320
4-Region: Northeast	43%	(97)	57%	(127)	224
4-Region: Midwest	37%	(97)	63%	(164)	261
4-Region: South	36%	(164)	64%	(297)	461
4-Region: West	36%	(107)	64%	(190)	297

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

Table BRD8_5NET: *And generally what is the main reason you have chosen to purchase a product or service from a company whose position on a social or political issue is different from your own? Please select all that apply. - Brand loyalty*

Demographic	Selected		Not Selected		Total N
Adults	19%	(240)	81%	(1004)	1244
Gender: Male	22%	(144)	78%	(514)	657
Gender: Female	16%	(97)	84%	(490)	586
Age: 18-29	27%	(81)	73%	(214)	296
Age: 30-44	21%	(77)	79%	(287)	364
Age: 45-54	17%	(33)	83%	(162)	195
Age: 55-64	17%	(33)	83%	(161)	194
Age: 65+	8%	(16)	92%	(179)	196
PID: Dem (no lean)	18%	(84)	82%	(386)	471
PID: Ind (no lean)	22%	(79)	78%	(281)	360
PID: Rep (no lean)	19%	(77)	81%	(336)	413
PID/Gender: Dem Men	20%	(50)	80%	(196)	246
PID/Gender: Dem Women	15%	(35)	85%	(190)	225
PID/Gender: Ind Men	23%	(42)	77%	(143)	185
PID/Gender: Ind Women	21%	(37)	79%	(138)	175
PID/Gender: Rep Men	23%	(51)	77%	(174)	226
PID/Gender: Rep Women	14%	(25)	86%	(162)	187
Tea Party: Supporter	23%	(103)	77%	(335)	438
Tea Party: Not Supporter	17%	(134)	83%	(664)	798
Ideo: Liberal (1-3)	21%	(104)	79%	(385)	490
Ideo: Moderate (4)	16%	(39)	84%	(196)	235
Ideo: Conservative (5-7)	18%	(81)	82%	(375)	456
Educ: < College	20%	(162)	80%	(653)	815
Educ: Bachelors degree	19%	(51)	81%	(222)	273
Educ: Post-grad	17%	(27)	83%	(128)	156
Income: Under 50k	18%	(126)	82%	(556)	682
Income: 50k-100k	20%	(80)	80%	(317)	397
Income: 100k+	21%	(35)	79%	(130)	165
Ethnicity: White	17%	(168)	83%	(795)	963

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Table BRD8_5NET: *And generally what is the main reason you have chosen to purchase a product or service from a company whose position on a social or political issue is different from your own? Please select all that apply. - Brand loyalty*

Demographic	Selected		Not Selected		Total N
Adults	19%	(240)	81%	(1004)	1244
Ethnicity: Hispanic	28%	(63)	72%	(160)	224
Ethnicity: Afr. Am.	26%	(41)	74%	(117)	158
Ethnicity: Other	25%	(31)	75%	(92)	123
Relig: Protestant	18%	(59)	82%	(274)	333
Relig: Roman Catholic	19%	(47)	81%	(204)	252
Relig: Ath./Agn./None	18%	(57)	82%	(254)	311
Relig: Something Else	19%	(40)	81%	(170)	210
Relig: Evangelical	20%	(76)	80%	(306)	382
Relig: Non-Evang. Catholics	19%	(65)	81%	(270)	335
Relig: All Christian	20%	(141)	80%	(576)	717
Relig: All Non-Christian	19%	(97)	81%	(424)	522
Community: Urban	26%	(87)	74%	(249)	336
Community: Suburban	18%	(104)	82%	(473)	577
Community: Rural	15%	(49)	85%	(282)	331
Employ: Private Sector	24%	(106)	76%	(337)	443
Employ: Government	19%	(20)	81%	(83)	102
Employ: Self-Employed	23%	(26)	77%	(86)	113
Employ: Homemaker	15%	(16)	85%	(91)	106
Employ: Student	23%	(15)	77%	(51)	67
Employ: Retired	11%	(26)	89%	(198)	223
Employ: Unemployed	16%	(16)	84%	(82)	98
Employ: Other	17%	(15)	83%	(76)	91
Military HH: Yes	16%	(42)	84%	(224)	267
Military HH: No	20%	(198)	80%	(779)	977
RD/WT: Right Direction	21%	(119)	79%	(436)	555
RD/WT: Wrong Track	18%	(122)	82%	(567)	689
Strongly Approve	20%	(57)	80%	(236)	293
Somewhat Approve	20%	(56)	80%	(226)	283
Somewhat Disapprove	15%	(23)	85%	(129)	152
Strongly Disapprove	20%	(94)	80%	(384)	478

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Table BRD8_5NET: And generally what is the main reason you have chosen to purchase a product or service from a company whose position on a social or political issue is different from your own? Please select all that apply. - Brand loyalty

Demographic	Selected		Not Selected		Total N
Adults	19%	(240)	81%	(1004)	1244
#1 Issue: Economy	20%	(78)	80%	(305)	383
#1 Issue: Security	19%	(37)	81%	(156)	193
#1 Issue: Health Care	17%	(40)	83%	(195)	235
#1 Issue: Medicare / Social Security	15%	(25)	85%	(142)	167
#1 Issue: Women's Issues	22%	(16)	78%	(57)	73
#1 Issue: Education	20%	(19)	80%	(73)	92
#1 Issue: Energy	20%	(12)	80%	(47)	59
2016 Vote: Democrat Hillary Clinton	19%	(88)	81%	(371)	459
2016 Vote: Republican Donald Trump	19%	(78)	81%	(336)	414
2016 Vote: Someone else	18%	(18)	82%	(84)	102
2012 Vote: Barack Obama	19%	(100)	81%	(423)	523
2012 Vote: Mitt Romney	20%	(69)	80%	(276)	344
2012 Vote: Other	4%	(2)	96%	(54)	57
2012 Vote: Didn't Vote	22%	(69)	78%	(251)	320
4-Region: Northeast	22%	(49)	78%	(175)	224
4-Region: Midwest	16%	(41)	84%	(221)	261
4-Region: South	21%	(96)	79%	(364)	461
4-Region: West	18%	(54)	82%	(243)	297

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

Table BRD8_6NET: *And generally what is the main reason you have chosen to purchase a product or service from a company whose position on a social or political issue is different from your own? Please select all that apply. - Quality of product or service*

Demographic	Selected		Not Selected		Total N
Adults	40%	(503)	60%	(740)	1244
Gender: Male	40%	(265)	60%	(392)	657
Gender: Female	41%	(238)	59%	(348)	586
Age: 18-29	39%	(115)	61%	(180)	296
Age: 30-44	38%	(138)	62%	(226)	364
Age: 45-54	35%	(69)	65%	(126)	195
Age: 55-64	50%	(97)	50%	(97)	194
Age: 65+	43%	(84)	57%	(111)	196
PID: Dem (no lean)	40%	(189)	60%	(282)	471
PID: Ind (no lean)	40%	(144)	60%	(216)	360
PID: Rep (no lean)	41%	(170)	59%	(242)	413
PID/Gender: Dem Men	41%	(102)	59%	(144)	246
PID/Gender: Dem Women	39%	(87)	61%	(137)	225
PID/Gender: Ind Men	38%	(71)	62%	(114)	185
PID/Gender: Ind Women	42%	(73)	58%	(102)	175
PID/Gender: Rep Men	41%	(92)	59%	(134)	226
PID/Gender: Rep Women	42%	(78)	58%	(109)	187
Tea Party: Supporter	42%	(185)	58%	(253)	438
Tea Party: Not Supporter	40%	(317)	60%	(481)	798
Ideo: Liberal (1-3)	39%	(193)	61%	(297)	490
Ideo: Moderate (4)	49%	(115)	51%	(120)	235
Ideo: Conservative (5-7)	40%	(182)	60%	(274)	456
Educ: < College	39%	(319)	61%	(496)	815
Educ: Bachelors degree	42%	(116)	58%	(158)	273
Educ: Post-grad	44%	(69)	56%	(87)	156
Income: Under 50k	37%	(255)	63%	(427)	682
Income: 50k-100k	43%	(172)	57%	(225)	397
Income: 100k+	46%	(77)	54%	(88)	165
Ethnicity: White	41%	(399)	59%	(564)	963

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Table BRD8_6NET: And generally what is the main reason you have chosen to purchase a product or service from a company whose position on a social or political issue is different from your own? Please select all that apply. - Quality of product or service

Demographic	Selected		Not Selected		Total N
Adults	40%	(503)	60%	(740)	1244
Ethnicity: Hispanic	38%	(84)	62%	(140)	224
Ethnicity: Afr. Am.	34%	(53)	66%	(105)	158
Ethnicity: Other	42%	(51)	58%	(71)	123
Relig: Protestant	44%	(147)	56%	(186)	333
Relig: Roman Catholic	46%	(115)	54%	(137)	252
Relig: Ath./Agn./None	35%	(108)	65%	(204)	311
Relig: Something Else	39%	(83)	61%	(128)	210
Relig: Evangelical	39%	(151)	61%	(231)	382
Relig: Non-Evang. Catholics	48%	(160)	52%	(175)	335
Relig: All Christian	43%	(311)	57%	(406)	717
Relig: All Non-Christian	36%	(190)	64%	(331)	522
Community: Urban	36%	(120)	64%	(216)	336
Community: Suburban	43%	(246)	57%	(330)	577
Community: Rural	42%	(137)	58%	(194)	331
Employ: Private Sector	42%	(184)	58%	(259)	443
Employ: Government	31%	(32)	69%	(70)	102
Employ: Self-Employed	40%	(45)	60%	(68)	113
Employ: Homemaker	38%	(40)	62%	(66)	106
Employ: Student	43%	(29)	57%	(38)	67
Employ: Retired	41%	(91)	59%	(133)	223
Employ: Unemployed	43%	(43)	57%	(56)	98
Employ: Other	45%	(41)	55%	(50)	91
Military HH: Yes	41%	(109)	59%	(158)	267
Military HH: No	40%	(394)	60%	(583)	977
RD/WT: Right Direction	42%	(233)	58%	(322)	555
RD/WT: Wrong Track	39%	(271)	61%	(419)	689
Strongly Approve	40%	(117)	60%	(176)	293
Somewhat Approve	42%	(120)	58%	(163)	283
Somewhat Disapprove	46%	(70)	54%	(82)	152
Strongly Disapprove	39%	(188)	61%	(291)	478

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Table BRD8_6NET: *And generally what is the main reason you have chosen to purchase a product or service from a company whose position on a social or political issue is different from your own? Please select all that apply. - Quality of product or service*

Demographic	Selected		Not Selected		Total N
Adults	40%	(503)	60%	(740)	1244
#1 Issue: Economy	44%	(169)	56%	(214)	383
#1 Issue: Security	37%	(71)	63%	(122)	193
#1 Issue: Health Care	36%	(85)	64%	(150)	235
#1 Issue: Medicare / Social Security	40%	(66)	60%	(101)	167
#1 Issue: Women's Issues	42%	(30)	58%	(43)	73
#1 Issue: Education	39%	(36)	61%	(56)	92
#1 Issue: Energy	60%	(36)	40%	(23)	59
2016 Vote: Democrat Hillary Clinton	42%	(191)	58%	(268)	459
2016 Vote: Republican Donald Trump	40%	(167)	60%	(247)	414
2016 Vote: Someone else	49%	(51)	51%	(52)	102
2012 Vote: Barack Obama	41%	(216)	59%	(306)	523
2012 Vote: Mitt Romney	43%	(147)	57%	(198)	344
2012 Vote: Other	42%	(24)	58%	(33)	57
2012 Vote: Didn't Vote	36%	(117)	64%	(203)	320
4-Region: Northeast	39%	(88)	61%	(136)	224
4-Region: Midwest	39%	(102)	61%	(160)	261
4-Region: South	41%	(190)	59%	(271)	461
4-Region: West	42%	(124)	58%	(174)	297

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

Table BRD8_7NET: *And generally what is the main reason you have chosen to purchase a product or service from a company whose position on a social or political issue is different from your own? Please select all that apply. - I do not care about a company's position on social or political issues*

Demographic	Selected		Not Selected		Total N
Adults	10%	(121)	90%	(1123)	1244
Gender: Male	10%	(64)	90%	(594)	657
Gender: Female	10%	(57)	90%	(530)	586
Age: 18-29	10%	(31)	90%	(265)	296
Age: 30-44	10%	(38)	90%	(326)	364
Age: 45-54	8%	(16)	92%	(178)	195
Age: 55-64	10%	(19)	90%	(175)	194
Age: 65+	8%	(16)	92%	(180)	196
PID: Dem (no lean)	6%	(28)	94%	(443)	471
PID: Ind (no lean)	12%	(42)	88%	(318)	360
PID: Rep (no lean)	12%	(50)	88%	(363)	413
PID/Gender: Dem Men	6%	(15)	94%	(232)	246
PID/Gender: Dem Women	6%	(13)	94%	(211)	225
PID/Gender: Ind Men	10%	(18)	90%	(167)	185
PID/Gender: Ind Women	14%	(24)	86%	(151)	175
PID/Gender: Rep Men	14%	(31)	86%	(195)	226
PID/Gender: Rep Women	10%	(19)	90%	(168)	187
Tea Party: Supporter	9%	(39)	91%	(399)	438
Tea Party: Not Supporter	10%	(82)	90%	(716)	798
Ideo: Liberal (1-3)	5%	(25)	95%	(465)	490
Ideo: Moderate (4)	12%	(27)	88%	(208)	235
Ideo: Conservative (5-7)	11%	(50)	89%	(406)	456
Educ: < College	11%	(92)	89%	(723)	815
Educ: Bachelors degree	6%	(17)	94%	(257)	273
Educ: Post-grad	7%	(12)	93%	(144)	156
Income: Under 50k	10%	(70)	90%	(612)	682
Income: 50k-100k	8%	(32)	92%	(365)	397
Income: 100k+	12%	(19)	88%	(146)	165
Ethnicity: White	10%	(101)	90%	(862)	963

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Table BRD8_7NET: *And generally what is the main reason you have chosen to purchase a product or service from a company whose position on a social or political issue is different from your own? Please select all that apply. - I do not care about a company's position on social or political issues*

Demographic	Selected		Not Selected		Total N
Adults	10%	(121)	90%	(1123)	1244
Ethnicity: Hispanic	10%	(22)	90%	(201)	224
Ethnicity: Afr. Am.	8%	(13)	92%	(145)	158
Ethnicity: Other	6%	(7)	94%	(116)	123
Relig: Protestant	6%	(21)	94%	(312)	333
Relig: Roman Catholic	13%	(32)	87%	(220)	252
Relig: Ath./Agn./None	9%	(27)	91%	(285)	311
Relig: Something Else	11%	(22)	89%	(188)	210
Relig: Evangelical	10%	(37)	90%	(345)	382
Relig: Non-Evang. Catholics	10%	(34)	90%	(302)	335
Relig: All Christian	10%	(71)	90%	(646)	717
Relig: All Non-Christian	9%	(49)	91%	(473)	522
Community: Urban	8%	(28)	92%	(308)	336
Community: Suburban	9%	(51)	91%	(526)	577
Community: Rural	13%	(42)	87%	(290)	331
Employ: Private Sector	8%	(36)	92%	(407)	443
Employ: Government	11%	(11)	89%	(91)	102
Employ: Self-Employed	10%	(11)	90%	(102)	113
Employ: Homemaker	13%	(14)	87%	(93)	106
Employ: Student	11%	(7)	89%	(59)	67
Employ: Retired	7%	(15)	93%	(208)	223
Employ: Unemployed	12%	(12)	88%	(87)	98
Employ: Other	16%	(14)	84%	(77)	91
Military HH: Yes	6%	(15)	94%	(252)	267
Military HH: No	11%	(106)	89%	(871)	977
RD/WT: Right Direction	10%	(55)	90%	(500)	555
RD/WT: Wrong Track	10%	(66)	90%	(624)	689
Strongly Approve	9%	(28)	91%	(265)	293
Somewhat Approve	15%	(41)	85%	(242)	283
Somewhat Disapprove	12%	(18)	88%	(134)	152
Strongly Disapprove	5%	(24)	95%	(454)	478

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Table BRD8_7NET: *And generally what is the main reason you have chosen to purchase a product or service from a company whose position on a social or political issue is different from your own? Please select all that apply. - I do not care about a company's position on social or political issues*

Demographic	Selected		Not Selected		Total N
Adults	10%	(121)	90%	(1123)	1244
#1 Issue: Economy	12%	(48)	88%	(335)	383
#1 Issue: Security	13%	(24)	87%	(169)	193
#1 Issue: Health Care	10%	(23)	90%	(212)	235
#1 Issue: Medicare / Social Security	5%	(8)	95%	(159)	167
#1 Issue: Women's Issues	2%	(1)	98%	(72)	73
#1 Issue: Education	12%	(11)	88%	(80)	92
#1 Issue: Energy	5%	(3)	95%	(56)	59
2016 Vote: Democrat Hillary Clinton	4%	(20)	96%	(439)	459
2016 Vote: Republican Donald Trump	11%	(47)	89%	(367)	414
2016 Vote: Someone else	12%	(12)	88%	(90)	102
2012 Vote: Barack Obama	6%	(29)	94%	(494)	523
2012 Vote: Mitt Romney	10%	(35)	90%	(310)	344
2012 Vote: Other	19%	(11)	81%	(46)	57
2012 Vote: Didn't Vote	14%	(46)	86%	(274)	320
4-Region: Northeast	12%	(28)	88%	(196)	224
4-Region: Midwest	9%	(23)	91%	(238)	261
4-Region: South	9%	(41)	91%	(420)	461
4-Region: West	9%	(28)	91%	(269)	297

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

Table BRD9_1NET: Please indicate whether each of the following has ever influenced you to stop purchasing a product or service from a brand? Please select all that apply. - Something a politician said about the brand

Demographic	Selected		Not Selected		Total N
Adults	8%	(185)	92%	(2016)	2201
Gender: Male	10%	(104)	90%	(955)	1060
Gender: Female	7%	(81)	93%	(1061)	1141
Age: 18-29	14%	(61)	86%	(388)	449
Age: 30-44	7%	(44)	93%	(542)	586
Age: 45-54	5%	(21)	95%	(367)	388
Age: 55-64	7%	(26)	93%	(354)	380
Age: 65+	8%	(33)	92%	(364)	398
PID: Dem (no lean)	10%	(75)	90%	(661)	736
PID: Ind (no lean)	8%	(59)	92%	(699)	758
PID: Rep (no lean)	7%	(51)	93%	(656)	707
PID/Gender: Dem Men	11%	(39)	89%	(304)	343
PID/Gender: Dem Women	9%	(37)	91%	(357)	394
PID/Gender: Ind Men	10%	(35)	90%	(318)	354
PID/Gender: Ind Women	6%	(24)	94%	(381)	405
PID/Gender: Rep Men	8%	(31)	92%	(333)	363
PID/Gender: Rep Women	6%	(20)	94%	(323)	343
Tea Party: Supporter	12%	(72)	88%	(552)	624
Tea Party: Not Supporter	7%	(111)	93%	(1443)	1554
Ideo: Liberal (1-3)	12%	(85)	88%	(650)	734
Ideo: Moderate (4)	6%	(29)	94%	(472)	501
Ideo: Conservative (5-7)	7%	(56)	93%	(703)	759
Educ: < College	8%	(119)	92%	(1447)	1567
Educ: Bachelors degree	10%	(43)	90%	(372)	416
Educ: Post-grad	10%	(22)	90%	(196)	219
Income: Under 50k	8%	(107)	92%	(1183)	1290
Income: 50k-100k	8%	(51)	92%	(604)	655
Income: 100k+	11%	(27)	89%	(229)	256
Ethnicity: White	7%	(127)	93%	(1623)	1750

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Table BRD9_INET: Please indicate whether each of the following has ever influenced you to stop purchasing a product or service from a brand? Please select all that apply. - Something a politician said about the brand

Demographic	Selected		Not Selected		Total N
Adults	8%	(185)	92%	(2016)	2201
Ethnicity: Hispanic	15%	(51)	85%	(279)	329
Ethnicity: Afr. Am.	13%	(34)	87%	(234)	269
Ethnicity: Other	13%	(24)	87%	(158)	182
Relig: Protestant	9%	(47)	91%	(508)	555
Relig: Roman Catholic	9%	(35)	91%	(372)	407
Relig: Ath./Agn./None	8%	(49)	92%	(563)	612
Relig: Something Else	7%	(28)	93%	(344)	372
Relig: Evangelical	10%	(62)	90%	(575)	637
Relig: Non-Evang. Catholics	8%	(45)	92%	(528)	573
Relig: All Christian	9%	(107)	91%	(1103)	1210
Relig: All Non-Christian	8%	(77)	92%	(908)	984
Community: Urban	10%	(59)	90%	(509)	568
Community: Suburban	9%	(84)	91%	(890)	975
Community: Rural	6%	(41)	94%	(617)	658
Employ: Private Sector	10%	(68)	90%	(599)	667
Employ: Government	10%	(16)	90%	(136)	152
Employ: Self-Employed	7%	(12)	93%	(156)	169
Employ: Homemaker	5%	(11)	95%	(204)	215
Employ: Student	13%	(14)	87%	(98)	112
Employ: Retired	7%	(33)	93%	(416)	449
Employ: Unemployed	7%	(16)	93%	(207)	222
Employ: Other	7%	(15)	93%	(200)	215
Military HH: Yes	9%	(40)	91%	(388)	428
Military HH: No	8%	(145)	92%	(1627)	1773
RD/WT: Right Direction	8%	(78)	92%	(844)	922
RD/WT: Wrong Track	8%	(108)	92%	(1171)	1279
Strongly Approve	11%	(51)	89%	(417)	467
Somewhat Approve	4%	(18)	96%	(467)	485
Somewhat Disapprove	8%	(22)	92%	(264)	287
Strongly Disapprove	10%	(82)	90%	(727)	809
Dont Know / No Opinion	8%	(12)	92%	(140)	153

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Table BRD9_1NET: Please indicate whether each of the following has ever influenced you to stop purchasing a product or service from a brand? Please select all that apply. - Something a politician said about the brand

Demographic	Selected		Not Selected		Total N
Adults	8%	(185)	92%	(2016)	2201
#1 Issue: Economy	7%	(43)	93%	(613)	656
#1 Issue: Security	9%	(30)	91%	(309)	339
#1 Issue: Health Care	8%	(33)	92%	(395)	428
#1 Issue: Medicare / Social Security	8%	(28)	92%	(311)	338
#1 Issue: Women's Issues	12%	(13)	88%	(96)	110
#1 Issue: Education	13%	(20)	87%	(139)	159
#1 Issue: Energy	16%	(13)	84%	(72)	85
#1 Issue: Other	6%	(5)	94%	(80)	86
2016 Vote: Democrat Hillary Clinton	12%	(81)	88%	(603)	685
2016 Vote: Republican Donald Trump	8%	(59)	92%	(664)	723
2016 Vote: Someone else	4%	(8)	96%	(181)	188
2012 Vote: Barack Obama	10%	(79)	90%	(750)	829
2012 Vote: Mitt Romney	7%	(44)	93%	(554)	598
2012 Vote: Other	6%	(6)	94%	(97)	103
2012 Vote: Didn't Vote	8%	(56)	92%	(615)	671
4-Region: Northeast	11%	(45)	89%	(356)	402
4-Region: Midwest	7%	(32)	93%	(442)	474
4-Region: South	8%	(65)	92%	(749)	815
4-Region: West	8%	(43)	92%	(468)	511

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

Table BRD9_4NET: Please indicate whether each of the following has ever influenced you to stop purchasing a product or service from a brand? Please select all that apply. - Something a celebrity said about the brand

Demographic	Selected		Not Selected		Total N
Adults	10%	(209)	90%	(1992)	2201
Gender: Male	10%	(107)	90%	(953)	1060
Gender: Female	9%	(102)	91%	(1039)	1141
Age: 18-29	12%	(54)	88%	(396)	449
Age: 30-44	11%	(62)	89%	(524)	586
Age: 45-54	7%	(29)	93%	(360)	388
Age: 55-64	8%	(32)	92%	(348)	380
Age: 65+	8%	(33)	92%	(365)	398
PID: Dem (no lean)	10%	(74)	90%	(662)	736
PID: Ind (no lean)	10%	(76)	90%	(682)	758
PID: Rep (no lean)	8%	(59)	92%	(648)	707
PID/Gender: Dem Men	11%	(38)	89%	(305)	343
PID/Gender: Dem Women	9%	(37)	91%	(357)	394
PID/Gender: Ind Men	11%	(38)	89%	(315)	354
PID/Gender: Ind Women	9%	(38)	91%	(367)	405
PID/Gender: Rep Men	8%	(31)	92%	(333)	363
PID/Gender: Rep Women	8%	(28)	92%	(316)	343
Tea Party: Supporter	16%	(97)	84%	(528)	624
Tea Party: Not Supporter	7%	(112)	93%	(1442)	1554
Ideo: Liberal (1-3)	9%	(64)	91%	(670)	734
Ideo: Moderate (4)	9%	(44)	91%	(457)	501
Ideo: Conservative (5-7)	11%	(86)	89%	(672)	759
Educ: < College	9%	(146)	91%	(1421)	1567
Educ: Bachelors degree	9%	(35)	91%	(380)	416
Educ: Post-grad	13%	(28)	87%	(191)	219
Income: Under 50k	9%	(119)	91%	(1171)	1290
Income: 50k-100k	10%	(67)	90%	(588)	655
Income: 100k+	9%	(23)	91%	(233)	256
Ethnicity: White	8%	(146)	92%	(1604)	1750

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Table BRD9_4NET: Please indicate whether each of the following has ever influenced you to stop purchasing a product or service from a brand? Please select all that apply. - Something a celebrity said about the brand

Demographic	Selected		Not Selected		Total N
Adults	10%	(209)	90%	(1992)	2201
Ethnicity: Hispanic	16%	(52)	84%	(278)	329
Ethnicity: Afr. Am.	15%	(40)	85%	(228)	269
Ethnicity: Other	13%	(23)	87%	(159)	182
Relig: Protestant	9%	(50)	91%	(505)	555
Relig: Roman Catholic	12%	(51)	88%	(357)	407
Relig: Ath./Agn./None	7%	(44)	93%	(569)	612
Relig: Something Else	10%	(38)	90%	(334)	372
Relig: Evangelical	11%	(70)	89%	(567)	637
Relig: Non-Evang. Catholics	10%	(57)	90%	(516)	573
Relig: All Christian	11%	(127)	89%	(1083)	1210
Relig: All Non-Christian	8%	(82)	92%	(903)	984
Community: Urban	12%	(66)	88%	(502)	568
Community: Suburban	8%	(79)	92%	(896)	975
Community: Rural	10%	(64)	90%	(594)	658
Employ: Private Sector	10%	(67)	90%	(600)	667
Employ: Government	11%	(16)	89%	(136)	152
Employ: Self-Employed	13%	(22)	87%	(146)	169
Employ: Homemaker	4%	(9)	96%	(206)	215
Employ: Student	9%	(10)	91%	(103)	112
Employ: Retired	10%	(43)	90%	(406)	449
Employ: Unemployed	10%	(23)	90%	(200)	222
Employ: Other	9%	(19)	91%	(195)	215
Military HH: Yes	11%	(49)	89%	(379)	428
Military HH: No	9%	(160)	91%	(1612)	1773
RD/WT: Right Direction	12%	(111)	88%	(811)	922
RD/WT: Wrong Track	8%	(99)	92%	(1180)	1279
Strongly Approve	9%	(43)	91%	(424)	467
Somewhat Approve	11%	(54)	89%	(431)	485
Somewhat Disapprove	9%	(25)	91%	(261)	287
Strongly Disapprove	9%	(73)	91%	(736)	809
Dont Know / No Opinion	9%	(13)	91%	(139)	153

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Table BRD9_4NET: Please indicate whether each of the following has ever influenced you to stop purchasing a product or service from a brand? Please select all that apply. - Something a celebrity said about the brand

Demographic	Selected		Not Selected		Total N
Adults	10%	(209)	90%	(1992)	2201
#1 Issue: Economy	9%	(58)	91%	(598)	656
#1 Issue: Security	12%	(40)	88%	(299)	339
#1 Issue: Health Care	8%	(36)	92%	(392)	428
#1 Issue: Medicare / Social Security	9%	(32)	91%	(307)	338
#1 Issue: Women's Issues	10%	(11)	90%	(99)	110
#1 Issue: Education	9%	(14)	91%	(146)	159
#1 Issue: Energy	11%	(9)	89%	(76)	85
#1 Issue: Other	10%	(9)	90%	(77)	86
2016 Vote: Democrat Hillary Clinton	10%	(69)	90%	(616)	685
2016 Vote: Republican Donald Trump	10%	(70)	90%	(653)	723
2016 Vote: Someone else	6%	(12)	94%	(176)	188
2012 Vote: Barack Obama	10%	(86)	90%	(743)	829
2012 Vote: Mitt Romney	9%	(52)	91%	(546)	598
2012 Vote: Other	5%	(5)	95%	(99)	103
2012 Vote: Didn't Vote	10%	(66)	90%	(604)	671
4-Region: Northeast	11%	(45)	89%	(356)	402
4-Region: Midwest	11%	(51)	89%	(423)	474
4-Region: South	10%	(78)	90%	(736)	815
4-Region: West	7%	(35)	93%	(476)	511

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

Table BRD9_5NET: Please indicate whether each of the following has ever influenced you to stop purchasing a product or service from a brand? Please select all that apply. - Something a friend or family member said about the brand

Demographic	Selected		Not Selected		Total N
Adults	44%	(978)	56%	(1223)	2201
Gender: Male	41%	(437)	59%	(622)	1060
Gender: Female	47%	(541)	53%	(600)	1141
Age: 18-29	45%	(203)	55%	(246)	449
Age: 30-44	42%	(245)	58%	(341)	586
Age: 45-54	50%	(193)	50%	(195)	388
Age: 55-64	40%	(153)	60%	(226)	380
Age: 65+	46%	(183)	54%	(214)	398
PID: Dem (no lean)	44%	(323)	56%	(413)	736
PID: Ind (no lean)	49%	(368)	51%	(390)	758
PID: Rep (no lean)	41%	(287)	59%	(420)	707
PID/Gender: Dem Men	39%	(135)	61%	(208)	343
PID/Gender: Dem Women	48%	(188)	52%	(206)	394
PID/Gender: Ind Men	44%	(156)	56%	(198)	354
PID/Gender: Ind Women	53%	(212)	47%	(192)	405
PID/Gender: Rep Men	40%	(146)	60%	(217)	363
PID/Gender: Rep Women	41%	(141)	59%	(203)	343
Tea Party: Supporter	41%	(259)	59%	(365)	624
Tea Party: Not Supporter	46%	(709)	54%	(846)	1554
Ideo: Liberal (1-3)	41%	(299)	59%	(435)	734
Ideo: Moderate (4)	50%	(252)	50%	(249)	501
Ideo: Conservative (5-7)	43%	(325)	57%	(434)	759
Educ: < College	45%	(703)	55%	(863)	1567
Educ: Bachelors degree	44%	(182)	56%	(234)	416
Educ: Post-grad	43%	(93)	57%	(126)	219
Income: Under 50k	44%	(574)	56%	(716)	1290
Income: 50k-100k	45%	(294)	55%	(362)	655
Income: 100k+	43%	(111)	57%	(145)	256
Ethnicity: White	45%	(795)	55%	(955)	1750

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Table BRD9_5NET: Please indicate whether each of the following has ever influenced you to stop purchasing a product or service from a brand? Please select all that apply. - Something a friend or family member said about the brand

Demographic	Selected		Not Selected		Total N
Adults	44%	(978)	56%	(1223)	2201
Ethnicity: Hispanic	39%	(128)	61%	(201)	329
Ethnicity: Afr. Am.	37%	(100)	63%	(169)	269
Ethnicity: Other	46%	(83)	54%	(99)	182
Relig: Protestant	43%	(238)	57%	(316)	555
Relig: Roman Catholic	44%	(180)	56%	(228)	407
Relig: Ath./Agn./None	42%	(258)	58%	(354)	612
Relig: Something Else	48%	(178)	52%	(194)	372
Relig: Evangelical	45%	(287)	55%	(350)	637
Relig: Non-Evang. Catholics	44%	(254)	56%	(320)	573
Relig: All Christian	45%	(541)	55%	(669)	1210
Relig: All Non-Christian	44%	(436)	56%	(549)	984
Community: Urban	44%	(249)	56%	(319)	568
Community: Suburban	45%	(441)	55%	(534)	975
Community: Rural	44%	(289)	56%	(370)	658
Employ: Private Sector	46%	(310)	54%	(357)	667
Employ: Government	43%	(65)	57%	(87)	152
Employ: Self-Employed	45%	(76)	55%	(93)	169
Employ: Homemaker	40%	(86)	60%	(129)	215
Employ: Student	38%	(43)	62%	(70)	112
Employ: Retired	43%	(194)	57%	(255)	449
Employ: Unemployed	49%	(109)	51%	(113)	222
Employ: Other	44%	(95)	56%	(119)	215
Military HH: Yes	41%	(177)	59%	(252)	428
Military HH: No	45%	(801)	55%	(971)	1773
RD/WT: Right Direction	40%	(372)	60%	(550)	922
RD/WT: Wrong Track	47%	(607)	53%	(673)	1279
Strongly Approve	37%	(174)	63%	(293)	467
Somewhat Approve	47%	(228)	53%	(257)	485
Somewhat Disapprove	57%	(163)	43%	(124)	287
Strongly Disapprove	42%	(342)	58%	(467)	809
Dont Know / No Opinion	47%	(71)	53%	(81)	153

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Table BRD9_5NET: Please indicate whether each of the following has ever influenced you to stop purchasing a product or service from a brand? Please select all that apply. - Something a friend or family member said about the brand

Demographic	Selected		Not Selected		Total N
Adults	44%	(978)	56%	(1223)	2201
#1 Issue: Economy	47%	(310)	53%	(346)	656
#1 Issue: Security	45%	(153)	55%	(186)	339
#1 Issue: Health Care	41%	(175)	59%	(253)	428
#1 Issue: Medicare / Social Security	47%	(158)	53%	(180)	338
#1 Issue: Women's Issues	44%	(49)	56%	(61)	110
#1 Issue: Education	39%	(63)	61%	(97)	159
#1 Issue: Energy	47%	(40)	53%	(45)	85
#1 Issue: Other	36%	(31)	64%	(55)	86
2016 Vote: Democrat Hillary Clinton	41%	(279)	59%	(406)	685
2016 Vote: Republican Donald Trump	42%	(301)	58%	(422)	723
2016 Vote: Someone else	57%	(107)	43%	(81)	188
2012 Vote: Barack Obama	42%	(347)	58%	(481)	829
2012 Vote: Mitt Romney	42%	(249)	58%	(349)	598
2012 Vote: Other	53%	(55)	47%	(49)	103
2012 Vote: Didn't Vote	49%	(327)	51%	(344)	671
4-Region: Northeast	43%	(175)	57%	(227)	402
4-Region: Midwest	53%	(249)	47%	(225)	474
4-Region: South	40%	(328)	60%	(486)	815
4-Region: West	44%	(226)	56%	(285)	511

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

Table BRD9_6NET: Please indicate whether each of the following has ever influenced you to stop purchasing a product or service from a brand? Please select all that apply. - Something the brand's corporate representative said

Demographic	Selected		Not Selected		Total N
Adults	28%	(611)	72%	(1590)	2201
Gender: Male	30%	(313)	70%	(747)	1060
Gender: Female	26%	(298)	74%	(844)	1141
Age: 18-29	27%	(119)	73%	(330)	449
Age: 30-44	30%	(177)	70%	(409)	586
Age: 45-54	26%	(100)	74%	(288)	388
Age: 55-64	27%	(104)	73%	(276)	380
Age: 65+	28%	(111)	72%	(287)	398
PID: Dem (no lean)	29%	(212)	71%	(525)	736
PID: Ind (no lean)	25%	(189)	75%	(569)	758
PID: Rep (no lean)	30%	(211)	70%	(496)	707
PID/Gender: Dem Men	31%	(106)	69%	(236)	343
PID/Gender: Dem Women	27%	(105)	73%	(288)	394
PID/Gender: Ind Men	26%	(92)	74%	(262)	354
PID/Gender: Ind Women	24%	(97)	76%	(308)	405
PID/Gender: Rep Men	32%	(114)	68%	(249)	363
PID/Gender: Rep Women	28%	(96)	72%	(247)	343
Tea Party: Supporter	32%	(198)	68%	(427)	624
Tea Party: Not Supporter	26%	(404)	74%	(1150)	1554
Ideo: Liberal (1-3)	32%	(236)	68%	(498)	734
Ideo: Moderate (4)	22%	(108)	78%	(393)	501
Ideo: Conservative (5-7)	31%	(233)	69%	(526)	759
Educ: < College	25%	(399)	75%	(1168)	1567
Educ: Bachelors degree	32%	(132)	68%	(284)	416
Educ: Post-grad	37%	(80)	63%	(139)	219
Income: Under 50k	26%	(331)	74%	(959)	1290
Income: 50k-100k	31%	(202)	69%	(454)	655
Income: 100k+	30%	(78)	70%	(178)	256
Ethnicity: White	28%	(488)	72%	(1263)	1750

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Table BRD9_6NET: Please indicate whether each of the following has ever influenced you to stop purchasing a product or service from a brand? Please select all that apply. - Something the brand's corporate representative said

Demographic	Selected	Not Selected	Total N
Adults	28% (611)	72% (1590)	2201
Ethnicity: Hispanic	26% (86)	74% (243)	329
Ethnicity: Afr. Am.	25% (67)	75% (202)	269
Ethnicity: Other	31% (56)	69% (126)	182
Relig: Protestant	31% (173)	69% (382)	555
Relig: Roman Catholic	25% (102)	75% (305)	407
Relig: Ath./Agn./None	27% (168)	73% (445)	612
Relig: Something Else	30% (111)	70% (261)	372
Relig: Evangelical	28% (179)	72% (458)	637
Relig: Non-Evang. Catholics	26% (151)	74% (423)	573
Relig: All Christian	27% (330)	73% (880)	1210
Relig: All Non-Christian	28% (279)	72% (706)	984
Community: Urban	24% (133)	76% (435)	568
Community: Suburban	31% (298)	69% (676)	975
Community: Rural	27% (179)	73% (479)	658
Employ: Private Sector	29% (193)	71% (474)	667
Employ: Government	30% (46)	70% (106)	152
Employ: Self-Employed	26% (44)	74% (125)	169
Employ: Homemaker	29% (62)	71% (153)	215
Employ: Student	33% (38)	67% (75)	112
Employ: Retired	29% (131)	71% (318)	449
Employ: Unemployed	21% (46)	79% (176)	222
Employ: Other	24% (51)	76% (164)	215
Military HH: Yes	30% (127)	70% (302)	428
Military HH: No	27% (484)	73% (1288)	1773
RD/WT: Right Direction	27% (251)	73% (671)	922
RD/WT: Wrong Track	28% (360)	72% (919)	1279
Strongly Approve	32% (152)	68% (316)	467
Somewhat Approve	25% (123)	75% (363)	485
Somewhat Disapprove	19% (54)	81% (232)	287
Strongly Disapprove	32% (255)	68% (554)	809
Dont Know / No Opinion	18% (27)	82% (126)	153

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Table BRD9_6NET: Please indicate whether each of the following has ever influenced you to stop purchasing a product or service from a brand? Please select all that apply. - Something the brand's corporate representative said

Demographic	Selected		Not Selected		Total N
Adults	28%	(611)	72%	(1590)	2201
#1 Issue: Economy	31%	(205)	69%	(451)	656
#1 Issue: Security	26%	(88)	74%	(251)	339
#1 Issue: Health Care	24%	(105)	76%	(323)	428
#1 Issue: Medicare / Social Security	24%	(81)	76%	(258)	338
#1 Issue: Women's Issues	32%	(35)	68%	(75)	110
#1 Issue: Education	28%	(45)	72%	(114)	159
#1 Issue: Energy	23%	(19)	77%	(66)	85
#1 Issue: Other	39%	(33)	61%	(53)	86
2016 Vote: Democrat Hillary Clinton	31%	(210)	69%	(475)	685
2016 Vote: Republican Donald Trump	31%	(224)	69%	(499)	723
2016 Vote: Someone else	29%	(54)	71%	(134)	188
2012 Vote: Barack Obama	30%	(251)	70%	(578)	829
2012 Vote: Mitt Romney	30%	(180)	70%	(418)	598
2012 Vote: Other	27%	(28)	73%	(76)	103
2012 Vote: Didn't Vote	23%	(153)	77%	(518)	671
4-Region: Northeast	25%	(101)	75%	(301)	402
4-Region: Midwest	30%	(142)	70%	(332)	474
4-Region: South	29%	(237)	71%	(578)	815
4-Region: West	26%	(131)	74%	(380)	511

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

Table BRD9_7NET: Please indicate whether each of the following has ever influenced you to stop purchasing a product or service from a brand? Please select all that apply. - Something you've seen online

Demographic	Selected		Not Selected		Total N
Adults	38%	(842)	62%	(1359)	2201
Gender: Male	38%	(405)	62%	(655)	1060
Gender: Female	38%	(437)	62%	(704)	1141
Age: 18-29	44%	(196)	56%	(253)	449
Age: 30-44	39%	(230)	61%	(356)	586
Age: 45-54	37%	(143)	63%	(245)	388
Age: 55-64	36%	(137)	64%	(242)	380
Age: 65+	34%	(135)	66%	(262)	398
PID: Dem (no lean)	41%	(304)	59%	(433)	736
PID: Ind (no lean)	38%	(290)	62%	(468)	758
PID: Rep (no lean)	35%	(248)	65%	(459)	707
PID/Gender: Dem Men	43%	(149)	57%	(194)	343
PID/Gender: Dem Women	39%	(155)	61%	(239)	394
PID/Gender: Ind Men	37%	(130)	63%	(223)	354
PID/Gender: Ind Women	40%	(160)	60%	(244)	405
PID/Gender: Rep Men	35%	(126)	65%	(237)	363
PID/Gender: Rep Women	35%	(122)	65%	(222)	343
Tea Party: Supporter	34%	(212)	66%	(413)	624
Tea Party: Not Supporter	40%	(625)	60%	(929)	1554
Ideo: Liberal (1-3)	44%	(326)	56%	(409)	734
Ideo: Moderate (4)	37%	(187)	63%	(314)	501
Ideo: Conservative (5-7)	35%	(265)	65%	(494)	759
Educ: < College	37%	(587)	63%	(980)	1567
Educ: Bachelors degree	40%	(166)	60%	(250)	416
Educ: Post-grad	41%	(89)	59%	(129)	219
Income: Under 50k	38%	(487)	62%	(803)	1290
Income: 50k-100k	37%	(241)	63%	(414)	655
Income: 100k+	44%	(113)	56%	(142)	256
Ethnicity: White	38%	(664)	62%	(1087)	1750

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Table BRD9_7NET: Please indicate whether each of the following has ever influenced you to stop purchasing a product or service from a brand? Please select all that apply. - Something you've seen online

Demographic	Selected		Not Selected		Total N
Adults	38%	(842)	62%	(1359)	2201
Ethnicity: Hispanic	35%	(116)	65%	(214)	329
Ethnicity: Afr. Am.	38%	(102)	62%	(166)	269
Ethnicity: Other	42%	(76)	58%	(106)	182
Relig: Protestant	34%	(187)	66%	(368)	555
Relig: Roman Catholic	36%	(145)	64%	(263)	407
Relig: Ath./Agn./None	42%	(258)	58%	(354)	612
Relig: Something Else	41%	(154)	59%	(218)	372
Relig: Evangelical	36%	(227)	64%	(410)	637
Relig: Non-Evang. Catholics	35%	(203)	65%	(370)	573
Relig: All Christian	36%	(430)	64%	(780)	1210
Relig: All Non-Christian	42%	(412)	58%	(572)	984
Community: Urban	40%	(229)	60%	(339)	568
Community: Suburban	37%	(362)	63%	(613)	975
Community: Rural	38%	(251)	62%	(408)	658
Employ: Private Sector	37%	(247)	63%	(419)	667
Employ: Government	35%	(53)	65%	(99)	152
Employ: Self-Employed	36%	(61)	64%	(107)	169
Employ: Homemaker	39%	(84)	61%	(131)	215
Employ: Student	51%	(57)	49%	(55)	112
Employ: Retired	35%	(155)	65%	(294)	449
Employ: Unemployed	40%	(89)	60%	(134)	222
Employ: Other	44%	(95)	56%	(119)	215
Military HH: Yes	35%	(152)	65%	(277)	428
Military HH: No	39%	(690)	61%	(1082)	1773
RD/WT: Right Direction	34%	(309)	66%	(613)	922
RD/WT: Wrong Track	42%	(533)	58%	(746)	1279
Strongly Approve	35%	(163)	65%	(305)	467
Somewhat Approve	36%	(172)	64%	(313)	485
Somewhat Disapprove	39%	(113)	61%	(174)	287
Strongly Disapprove	42%	(340)	58%	(469)	809
Dont Know / No Opinion	35%	(54)	65%	(99)	153

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Table BRD9_7NET: Please indicate whether each of the following has ever influenced you to stop purchasing a product or service from a brand? Please select all that apply. - Something you've seen online

Demographic	Selected		Not Selected		Total N
Adults	38%	(842)	62%	(1359)	2201
#1 Issue: Economy	42%	(275)	58%	(381)	656
#1 Issue: Security	39%	(131)	61%	(208)	339
#1 Issue: Health Care	40%	(173)	60%	(255)	428
#1 Issue: Medicare / Social Security	32%	(107)	68%	(231)	338
#1 Issue: Women's Issues	37%	(41)	63%	(69)	110
#1 Issue: Education	35%	(56)	65%	(103)	159
#1 Issue: Energy	35%	(29)	65%	(56)	85
#1 Issue: Other	33%	(29)	67%	(57)	86
2016 Vote: Democrat Hillary Clinton	42%	(289)	58%	(396)	685
2016 Vote: Republican Donald Trump	34%	(245)	66%	(478)	723
2016 Vote: Someone else	37%	(69)	63%	(119)	188
2012 Vote: Barack Obama	40%	(330)	60%	(499)	829
2012 Vote: Mitt Romney	34%	(205)	66%	(393)	598
2012 Vote: Other	38%	(39)	62%	(65)	103
2012 Vote: Didn't Vote	40%	(268)	60%	(403)	671
4-Region: Northeast	43%	(172)	57%	(230)	402
4-Region: Midwest	40%	(188)	60%	(285)	474
4-Region: South	35%	(284)	65%	(530)	815
4-Region: West	39%	(198)	61%	(313)	511

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

Table BRD9_8NET: Please indicate whether each of the following has ever influenced you to stop purchasing a product or service from a brand? Please select all that apply. - Something President Trump said about the brand

Demographic	Selected		Not Selected		Total N
Adults	10%	(224)	90%	(1977)	2201
Gender: Male	13%	(133)	87%	(926)	1060
Gender: Female	8%	(90)	92%	(1051)	1141
Age: 18-29	13%	(57)	87%	(392)	449
Age: 30-44	11%	(62)	89%	(524)	586
Age: 45-54	7%	(25)	93%	(363)	388
Age: 55-64	9%	(33)	91%	(346)	380
Age: 65+	12%	(46)	88%	(352)	398
PID: Dem (no lean)	14%	(104)	86%	(633)	736
PID: Ind (no lean)	7%	(55)	93%	(703)	758
PID: Rep (no lean)	9%	(65)	91%	(642)	707
PID/Gender: Dem Men	19%	(66)	81%	(277)	343
PID/Gender: Dem Women	10%	(38)	90%	(356)	394
PID/Gender: Ind Men	8%	(27)	92%	(326)	354
PID/Gender: Ind Women	7%	(28)	93%	(377)	405
PID/Gender: Rep Men	11%	(40)	89%	(323)	363
PID/Gender: Rep Women	7%	(25)	93%	(319)	343
Tea Party: Supporter	12%	(72)	88%	(552)	624
Tea Party: Not Supporter	10%	(151)	90%	(1403)	1554
Ideo: Liberal (1-3)	16%	(121)	84%	(613)	734
Ideo: Moderate (4)	7%	(36)	93%	(465)	501
Ideo: Conservative (5-7)	8%	(57)	92%	(702)	759
Educ: < College	9%	(145)	91%	(1421)	1567
Educ: Bachelors degree	13%	(53)	87%	(363)	416
Educ: Post-grad	12%	(25)	88%	(194)	219
Income: Under 50k	9%	(120)	91%	(1170)	1290
Income: 50k-100k	10%	(69)	90%	(587)	655
Income: 100k+	14%	(35)	86%	(221)	256
Ethnicity: White	9%	(162)	91%	(1588)	1750

Continued on next page

Table BRD9_8NET: Please indicate whether each of the following has ever influenced you to stop purchasing a product or service from a brand? Please select all that apply. - Something President Trump said about the brand

Demographic	Selected		Not Selected		Total N
Adults	10%	(224)	90%	(1977)	2201
Ethnicity: Hispanic	14%	(45)	86%	(285)	329
Ethnicity: Afr. Am.	13%	(34)	87%	(235)	269
Ethnicity: Other	15%	(28)	85%	(154)	182
Relig: Protestant	7%	(40)	93%	(515)	555
Relig: Roman Catholic	13%	(52)	87%	(356)	407
Relig: Ath./Agn./None	10%	(61)	90%	(552)	612
Relig: Something Else	13%	(50)	87%	(322)	372
Relig: Evangelical	8%	(52)	92%	(585)	637
Relig: Non-Evang. Catholics	11%	(61)	89%	(512)	573
Relig: All Christian	9%	(113)	91%	(1097)	1210
Relig: All Non-Christian	11%	(111)	89%	(874)	984
Community: Urban	13%	(73)	87%	(495)	568
Community: Suburban	10%	(94)	90%	(881)	975
Community: Rural	9%	(57)	91%	(601)	658
Employ: Private Sector	12%	(78)	88%	(588)	667
Employ: Government	10%	(15)	90%	(137)	152
Employ: Self-Employed	8%	(13)	92%	(155)	169
Employ: Homemaker	10%	(22)	90%	(193)	215
Employ: Student	13%	(15)	87%	(97)	112
Employ: Retired	10%	(47)	90%	(402)	449
Employ: Unemployed	6%	(13)	94%	(209)	222
Employ: Other	10%	(21)	90%	(194)	215
Military HH: Yes	13%	(55)	87%	(373)	428
Military HH: No	10%	(169)	90%	(1604)	1773
RD/WT: Right Direction	9%	(86)	91%	(836)	922
RD/WT: Wrong Track	11%	(137)	89%	(1142)	1279
Strongly Approve	13%	(61)	87%	(407)	467
Somewhat Approve	6%	(28)	94%	(457)	485
Somewhat Disapprove	4%	(12)	96%	(274)	287
Strongly Disapprove	14%	(116)	86%	(693)	809
Dont Know / No Opinion	4%	(6)	96%	(147)	153

Continued on next page

Table BRD9_8NET: Please indicate whether each of the following has ever influenced you to stop purchasing a product or service from a brand? Please select all that apply. - Something President Trump said about the brand

Demographic	Selected		Not Selected		Total N
Adults	10%	(224)	90%	(1977)	2201
#1 Issue: Economy	9%	(58)	91%	(598)	656
#1 Issue: Security	9%	(32)	91%	(307)	339
#1 Issue: Health Care	10%	(42)	90%	(386)	428
#1 Issue: Medicare / Social Security	12%	(41)	88%	(297)	338
#1 Issue: Women's Issues	13%	(15)	87%	(95)	110
#1 Issue: Education	7%	(12)	93%	(148)	159
#1 Issue: Energy	23%	(19)	77%	(66)	85
#1 Issue: Other	6%	(5)	94%	(80)	86
2016 Vote: Democrat Hillary Clinton	16%	(110)	84%	(575)	685
2016 Vote: Republican Donald Trump	8%	(57)	92%	(666)	723
2016 Vote: Someone else	6%	(12)	94%	(176)	188
2012 Vote: Barack Obama	16%	(131)	84%	(698)	829
2012 Vote: Mitt Romney	7%	(41)	93%	(558)	598
2012 Vote: Other	6%	(6)	94%	(97)	103
2012 Vote: Didn't Vote	7%	(46)	93%	(625)	671
4-Region: Northeast	11%	(43)	89%	(359)	402
4-Region: Midwest	9%	(42)	91%	(432)	474
4-Region: South	10%	(78)	90%	(736)	815
4-Region: West	12%	(60)	88%	(451)	511

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

Table BRD10_1: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Donates to Planned Parenthood

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(440)	23%	(499)	9%	(202)	18%	(394)	30%	(666)	2201
Gender: Male	18%	(188)	23%	(243)	11%	(115)	20%	(213)	28%	(301)	1060
Gender: Female	22%	(252)	22%	(257)	8%	(87)	16%	(181)	32%	(366)	1141
Age: 18-29	25%	(111)	25%	(110)	12%	(52)	11%	(51)	28%	(124)	449
Age: 30-44	21%	(121)	21%	(124)	10%	(56)	16%	(96)	32%	(189)	586
Age: 45-54	17%	(66)	22%	(87)	8%	(30)	20%	(76)	33%	(130)	388
Age: 55-64	17%	(65)	25%	(95)	8%	(32)	21%	(81)	28%	(107)	380
Age: 65+	19%	(77)	21%	(83)	8%	(32)	22%	(89)	29%	(117)	398
PID: Dem (no lean)	31%	(230)	32%	(236)	7%	(50)	7%	(53)	23%	(166)	736
PID: Ind (no lean)	17%	(129)	20%	(153)	9%	(65)	14%	(104)	41%	(307)	758
PID: Rep (no lean)	11%	(81)	16%	(110)	12%	(87)	33%	(236)	27%	(193)	707
PID/Gender: Dem Men	27%	(93)	33%	(112)	10%	(33)	11%	(37)	20%	(68)	343
PID/Gender: Dem Women	35%	(138)	32%	(124)	4%	(17)	4%	(16)	25%	(98)	394
PID/Gender: Ind Men	14%	(51)	19%	(68)	10%	(36)	17%	(61)	39%	(138)	354
PID/Gender: Ind Women	19%	(78)	21%	(84)	7%	(29)	11%	(43)	42%	(170)	405
PID/Gender: Rep Men	12%	(45)	17%	(63)	13%	(46)	32%	(115)	26%	(95)	363
PID/Gender: Rep Women	11%	(36)	14%	(48)	12%	(41)	35%	(121)	28%	(97)	343
Tea Party: Supporter	19%	(121)	19%	(117)	11%	(71)	31%	(193)	20%	(122)	624
Tea Party: Not Supporter	20%	(315)	24%	(377)	8%	(127)	13%	(198)	35%	(536)	1554
Ideo: Liberal (1-3)	35%	(260)	32%	(236)	6%	(40)	7%	(51)	20%	(147)	734
Ideo: Moderate (4)	15%	(77)	25%	(127)	8%	(42)	9%	(47)	41%	(207)	501
Ideo: Conservative (5-7)	9%	(72)	15%	(114)	14%	(104)	36%	(270)	26%	(199)	759
Educ: < College	19%	(304)	22%	(337)	9%	(141)	18%	(284)	32%	(501)	1567
Educ: Bachelors degree	21%	(87)	24%	(102)	10%	(42)	18%	(75)	27%	(110)	416
Educ: Post-grad	22%	(49)	28%	(61)	9%	(19)	16%	(35)	25%	(55)	219

Continued on next page

Table BRD10_1: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Donates to Planned Parenthood

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(440)	23%	(499)	9%	(202)	18%	(394)	30%	(666)	2201
Income: Under 50k	20%	(261)	21%	(271)	10%	(129)	18%	(227)	31%	(402)	1290
Income: 50k-100k	20%	(129)	25%	(163)	8%	(51)	19%	(126)	28%	(186)	655
Income: 100k+	19%	(49)	25%	(65)	9%	(22)	16%	(41)	31%	(79)	256
Ethnicity: White	18%	(323)	21%	(370)	9%	(156)	21%	(360)	31%	(541)	1750
Ethnicity: Hispanic	22%	(73)	25%	(82)	11%	(35)	16%	(54)	26%	(85)	329
Ethnicity: Afr. Am.	26%	(71)	26%	(71)	12%	(33)	4%	(10)	31%	(83)	269
Ethnicity: Other	25%	(46)	32%	(59)	7%	(12)	13%	(23)	23%	(43)	182
Relig: Protestant	14%	(78)	20%	(113)	11%	(63)	29%	(163)	25%	(138)	555
Relig: Roman Catholic	23%	(92)	24%	(100)	9%	(36)	17%	(70)	27%	(109)	407
Relig: Ath./Agn./None	25%	(151)	24%	(145)	7%	(43)	8%	(51)	36%	(222)	612
Relig: Something Else	22%	(82)	24%	(89)	7%	(25)	14%	(52)	33%	(124)	372
Relig: Evangelical	15%	(94)	20%	(125)	12%	(77)	31%	(196)	23%	(146)	637
Relig: Non-Evang. Catholics	19%	(110)	24%	(139)	10%	(56)	16%	(94)	30%	(174)	573
Relig: All Christian	17%	(204)	22%	(264)	11%	(133)	24%	(289)	26%	(320)	1210
Relig: All Non-Christian	24%	(234)	24%	(233)	7%	(69)	10%	(103)	35%	(346)	984
Community: Urban	18%	(103)	29%	(164)	9%	(49)	12%	(65)	33%	(186)	568
Community: Suburban	21%	(201)	22%	(218)	9%	(90)	20%	(198)	28%	(268)	975
Community: Rural	21%	(136)	18%	(117)	9%	(62)	20%	(130)	32%	(213)	658
Employ: Private Sector	20%	(134)	27%	(177)	11%	(70)	17%	(113)	26%	(171)	667
Employ: Government	25%	(37)	27%	(41)	11%	(17)	10%	(14)	28%	(42)	152
Employ: Self-Employed	16%	(27)	23%	(39)	11%	(19)	19%	(32)	31%	(53)	169
Employ: Homemaker	21%	(45)	16%	(35)	6%	(13)	25%	(54)	31%	(68)	215
Employ: Student	26%	(29)	15%	(17)	8%	(9)	12%	(13)	39%	(43)	112
Employ: Retired	20%	(91)	21%	(94)	9%	(38)	24%	(107)	26%	(118)	449
Employ: Unemployed	21%	(46)	22%	(50)	8%	(17)	12%	(27)	37%	(83)	222
Employ: Other	14%	(30)	21%	(46)	8%	(18)	15%	(32)	41%	(89)	215
Military HH: Yes	22%	(94)	24%	(101)	7%	(31)	21%	(92)	25%	(109)	428
Military HH: No	20%	(346)	22%	(398)	10%	(170)	17%	(301)	31%	(557)	1773

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Table BRD10_1: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Donates to Planned Parenthood

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
Adults	20%	(440)	23%	(499)	9%	(202)	18%	(394)	30%	(666)	2201
RD/WT: Right Direction	14%	(128)	18%	(169)	11%	(105)	29%	(265)	28%	(255)	922
RD/WT: Wrong Track	24%	(312)	26%	(330)	8%	(97)	10%	(128)	32%	(412)	1279
Strongly Approve	14%	(64)	13%	(59)	12%	(56)	39%	(183)	23%	(106)	467
Somewhat Approve	10%	(50)	19%	(92)	11%	(53)	25%	(120)	35%	(170)	485
Somewhat Disapprove	18%	(51)	29%	(84)	10%	(29)	8%	(22)	35%	(100)	287
Strongly Disapprove	31%	(252)	30%	(240)	7%	(54)	7%	(57)	26%	(206)	809
Dont Know / No Opinion	16%	(24)	16%	(24)	6%	(9)	8%	(12)	55%	(84)	153
#1 Issue: Economy	15%	(96)	23%	(150)	9%	(61)	20%	(129)	34%	(221)	656
#1 Issue: Security	11%	(39)	17%	(59)	12%	(42)	31%	(106)	28%	(94)	339
#1 Issue: Health Care	27%	(116)	25%	(105)	7%	(29)	14%	(60)	28%	(118)	428
#1 Issue: Medicare / Social Security	17%	(58)	25%	(86)	13%	(45)	13%	(45)	31%	(105)	338
#1 Issue: Women's Issues	44%	(48)	24%	(26)	4%	(4)	6%	(6)	23%	(25)	110
#1 Issue: Education	29%	(47)	17%	(26)	7%	(11)	14%	(22)	34%	(54)	159
#1 Issue: Energy	26%	(22)	35%	(30)	8%	(7)	13%	(11)	18%	(16)	85
#1 Issue: Other	19%	(16)	20%	(17)	5%	(4)	17%	(15)	40%	(34)	86
2016 Vote: Democrat Hillary Clinton	33%	(228)	32%	(222)	8%	(55)	4%	(25)	23%	(154)	685
2016 Vote: Republican Donald Trump	10%	(75)	15%	(107)	11%	(80)	36%	(259)	28%	(202)	723
2016 Vote: Someone else	17%	(32)	27%	(50)	8%	(15)	17%	(33)	31%	(58)	188
2012 Vote: Barack Obama	31%	(258)	30%	(249)	6%	(54)	6%	(53)	26%	(215)	829
2012 Vote: Mitt Romney	8%	(50)	16%	(94)	11%	(68)	38%	(229)	26%	(157)	598
2012 Vote: Other	12%	(12)	19%	(20)	11%	(11)	25%	(25)	33%	(34)	103
2012 Vote: Didn't Vote	18%	(119)	20%	(137)	10%	(68)	13%	(87)	39%	(260)	671
4-Region: Northeast	23%	(93)	26%	(104)	9%	(35)	13%	(53)	29%	(117)	402
4-Region: Midwest	19%	(88)	20%	(93)	9%	(45)	19%	(89)	33%	(158)	474
4-Region: South	17%	(142)	21%	(171)	11%	(92)	20%	(166)	30%	(244)	815
4-Region: West	23%	(117)	26%	(131)	6%	(30)	17%	(86)	29%	(147)	511

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

Table BRD10_4: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Donates to Democratic candidates for Congress or the presidency

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	14%	(300)	18%	(391)	12%	(271)	19%	(415)	37%	(824)	2201
Gender: Male	15%	(160)	19%	(205)	14%	(146)	21%	(218)	31%	(331)	1060
Gender: Female	12%	(139)	16%	(187)	11%	(126)	17%	(197)	43%	(493)	1141
Age: 18-29	18%	(81)	19%	(86)	16%	(73)	11%	(48)	36%	(160)	449
Age: 30-44	14%	(81)	19%	(111)	13%	(78)	14%	(82)	40%	(235)	586
Age: 45-54	10%	(39)	18%	(68)	11%	(45)	19%	(74)	42%	(163)	388
Age: 55-64	12%	(45)	16%	(61)	10%	(38)	24%	(89)	39%	(146)	380
Age: 65+	14%	(54)	16%	(65)	10%	(39)	30%	(121)	30%	(119)	398
PID: Dem (no lean)	27%	(196)	33%	(244)	8%	(61)	6%	(45)	26%	(191)	736
PID: Ind (no lean)	8%	(62)	12%	(90)	12%	(90)	15%	(111)	53%	(405)	758
PID: Rep (no lean)	6%	(42)	8%	(57)	17%	(120)	37%	(259)	32%	(229)	707
PID/Gender: Dem Men	28%	(95)	39%	(133)	9%	(31)	5%	(16)	20%	(68)	343
PID/Gender: Dem Women	26%	(101)	28%	(111)	8%	(31)	7%	(28)	31%	(123)	394
PID/Gender: Ind Men	11%	(39)	11%	(38)	16%	(58)	18%	(63)	44%	(157)	354
PID/Gender: Ind Women	6%	(24)	13%	(53)	8%	(32)	12%	(49)	61%	(248)	405
PID/Gender: Rep Men	7%	(27)	9%	(34)	16%	(58)	38%	(139)	29%	(106)	363
PID/Gender: Rep Women	4%	(15)	7%	(23)	18%	(63)	35%	(120)	36%	(123)	343
Tea Party: Supporter	17%	(106)	13%	(80)	14%	(90)	32%	(199)	24%	(150)	624
Tea Party: Not Supporter	12%	(189)	20%	(309)	11%	(178)	14%	(215)	43%	(663)	1554
Ideo: Liberal (1-3)	26%	(189)	31%	(226)	10%	(77)	7%	(50)	26%	(192)	734
Ideo: Moderate (4)	11%	(53)	18%	(90)	10%	(51)	10%	(50)	51%	(257)	501
Ideo: Conservative (5-7)	7%	(50)	9%	(65)	16%	(124)	37%	(278)	32%	(242)	759
Educ: < College	13%	(211)	16%	(245)	12%	(187)	20%	(316)	39%	(608)	1567
Educ: Bachelors degree	13%	(53)	22%	(94)	13%	(52)	15%	(64)	37%	(153)	416
Educ: Post-grad	16%	(36)	24%	(53)	14%	(32)	16%	(36)	29%	(63)	219

Continued on next page

Table BRD10_4: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Donates to Democratic candidates for Congress or the presidency

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	14%	(300)	18%	(391)	12%	(271)	19%	(415)	37%	(824)	2201
Income: Under 50k	14%	(185)	16%	(205)	13%	(162)	20%	(253)	38%	(485)	1290
Income: 50k-100k	12%	(82)	19%	(127)	12%	(81)	19%	(123)	37%	(242)	655
Income: 100k+	13%	(33)	23%	(59)	11%	(28)	15%	(39)	38%	(97)	256
Ethnicity: White	11%	(185)	16%	(274)	12%	(217)	22%	(388)	39%	(686)	1750
Ethnicity: Hispanic	18%	(59)	25%	(82)	12%	(39)	16%	(54)	29%	(94)	329
Ethnicity: Afr. Am.	30%	(79)	25%	(68)	11%	(29)	3%	(9)	31%	(84)	269
Ethnicity: Other	19%	(35)	27%	(50)	14%	(25)	10%	(18)	30%	(54)	182
Relig: Protestant	11%	(59)	17%	(93)	14%	(78)	27%	(148)	32%	(177)	555
Relig: Roman Catholic	15%	(61)	20%	(80)	13%	(52)	23%	(94)	30%	(121)	407
Relig: Ath./Agn./None	16%	(99)	18%	(108)	9%	(56)	10%	(63)	47%	(287)	612
Relig: Something Else	14%	(51)	21%	(79)	12%	(45)	13%	(50)	40%	(148)	372
Relig: Evangelical	13%	(80)	14%	(91)	14%	(92)	28%	(179)	31%	(196)	637
Relig: Non-Evang. Catholics	12%	(70)	19%	(112)	13%	(76)	22%	(123)	34%	(192)	573
Relig: All Christian	12%	(150)	17%	(203)	14%	(167)	25%	(302)	32%	(388)	1210
Relig: All Non-Christian	15%	(150)	19%	(187)	10%	(101)	11%	(113)	44%	(434)	984
Community: Urban	18%	(100)	22%	(124)	9%	(49)	14%	(80)	38%	(215)	568
Community: Suburban	15%	(142)	17%	(170)	13%	(130)	21%	(203)	34%	(331)	975
Community: Rural	9%	(58)	15%	(97)	14%	(93)	20%	(132)	42%	(278)	658
Employ: Private Sector	15%	(98)	22%	(146)	12%	(78)	18%	(117)	34%	(228)	667
Employ: Government	19%	(29)	23%	(35)	15%	(23)	9%	(14)	33%	(50)	152
Employ: Self-Employed	16%	(27)	18%	(30)	17%	(28)	17%	(28)	33%	(56)	169
Employ: Homemaker	9%	(20)	14%	(31)	13%	(28)	18%	(39)	45%	(97)	215
Employ: Student	18%	(21)	16%	(18)	14%	(16)	13%	(15)	39%	(44)	112
Employ: Retired	13%	(56)	17%	(74)	12%	(54)	29%	(131)	30%	(133)	449
Employ: Unemployed	9%	(19)	14%	(31)	12%	(26)	18%	(39)	48%	(107)	222
Employ: Other	13%	(29)	13%	(27)	8%	(17)	14%	(31)	51%	(110)	215
Military HH: Yes	18%	(79)	15%	(63)	13%	(56)	23%	(97)	31%	(133)	428
Military HH: No	12%	(221)	19%	(328)	12%	(215)	18%	(318)	39%	(691)	1773

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Table BRD10_4: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Donates to Democratic candidates for Congress or the presidency

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
Adults	14%	(300)	18%	(391)	12%	(271)	19%	(415)	37%	(824)	2201
RD/WT: Right Direction	11%	(102)	12%	(109)	15%	(140)	30%	(279)	32%	(292)	922
RD/WT: Wrong Track	15%	(198)	22%	(282)	10%	(132)	11%	(136)	42%	(532)	1279
Strongly Approve	10%	(48)	8%	(38)	16%	(75)	42%	(198)	23%	(108)	467
Somewhat Approve	5%	(26)	12%	(56)	16%	(78)	24%	(117)	43%	(206)	485
Somewhat Disapprove	13%	(38)	17%	(49)	12%	(33)	11%	(31)	47%	(135)	287
Strongly Disapprove	22%	(178)	30%	(240)	9%	(70)	7%	(57)	33%	(264)	809
Dont Know / No Opinion	6%	(9)	5%	(8)	10%	(15)	7%	(11)	73%	(111)	153
#1 Issue: Economy	9%	(59)	16%	(104)	14%	(90)	20%	(129)	42%	(274)	656
#1 Issue: Security	8%	(28)	11%	(39)	14%	(48)	34%	(114)	33%	(111)	339
#1 Issue: Health Care	18%	(76)	21%	(91)	10%	(43)	13%	(56)	38%	(162)	428
#1 Issue: Medicare / Social Security	14%	(49)	19%	(64)	13%	(45)	20%	(67)	34%	(113)	338
#1 Issue: Women's Issues	20%	(22)	25%	(27)	13%	(14)	8%	(8)	35%	(38)	110
#1 Issue: Education	19%	(31)	19%	(30)	9%	(14)	15%	(23)	39%	(62)	159
#1 Issue: Energy	27%	(23)	31%	(26)	14%	(12)	7%	(6)	22%	(18)	85
#1 Issue: Other	14%	(12)	13%	(12)	6%	(6)	13%	(11)	52%	(45)	86
2016 Vote: Democrat Hillary Clinton	28%	(193)	32%	(222)	8%	(58)	4%	(30)	27%	(183)	685
2016 Vote: Republican Donald Trump	6%	(43)	8%	(55)	16%	(112)	39%	(278)	32%	(234)	723
2016 Vote: Someone else	8%	(14)	13%	(25)	12%	(23)	17%	(32)	50%	(94)	188
2012 Vote: Barack Obama	25%	(208)	29%	(243)	7%	(60)	7%	(56)	32%	(262)	829
2012 Vote: Mitt Romney	3%	(20)	9%	(51)	18%	(106)	41%	(243)	30%	(178)	598
2012 Vote: Other	—	(0)	8%	(8)	13%	(13)	25%	(26)	55%	(56)	103
2012 Vote: Didn't Vote	11%	(70)	13%	(89)	14%	(92)	13%	(90)	49%	(328)	671
4-Region: Northeast	14%	(57)	22%	(87)	10%	(40)	16%	(62)	39%	(155)	402
4-Region: Midwest	12%	(55)	15%	(72)	13%	(62)	19%	(91)	41%	(194)	474
4-Region: South	14%	(110)	15%	(124)	14%	(116)	22%	(176)	35%	(288)	815
4-Region: West	15%	(77)	21%	(109)	10%	(53)	17%	(86)	37%	(187)	511

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

Table BRD10_5: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Donates to Republican candidates for Congress or the presidency

Demographic						Don't Know / No Opinion	Total N
	Much more likely to use this company	Somewhat more likely to use this company	Somewhat less likely to use this company	Much less likely to use this company			
Adults	12% (267)	17% (368)	14% (298)	19% (424)	38% (845)	2201	
Gender: Male	15% (157)	19% (206)	15% (163)	19% (196)	32% (337)	1060	
Gender: Female	10% (110)	14% (162)	12% (135)	20% (228)	44% (507)	1141	
Age: 18-29	13% (57)	19% (87)	14% (64)	20% (90)	34% (151)	449	
Age: 30-44	11% (66)	16% (97)	14% (84)	16% (95)	42% (244)	586	
Age: 45-54	11% (42)	14% (54)	14% (54)	20% (79)	41% (160)	388	
Age: 55-64	12% (47)	18% (67)	14% (53)	17% (66)	38% (146)	380	
Age: 65+	14% (55)	16% (63)	11% (42)	24% (94)	36% (144)	398	
PID: Dem (no lean)	6% (42)	9% (69)	22% (164)	36% (263)	27% (199)	736	
PID: Ind (no lean)	6% (48)	11% (86)	12% (91)	17% (130)	53% (402)	758	
PID: Rep (no lean)	25% (177)	30% (212)	6% (43)	4% (31)	35% (244)	707	
PID/Gender: Dem Men	6% (22)	12% (42)	26% (90)	34% (116)	21% (73)	343	
PID/Gender: Dem Women	5% (20)	7% (27)	19% (74)	37% (147)	32% (126)	394	
PID/Gender: Ind Men	8% (28)	14% (49)	14% (50)	20% (70)	44% (157)	354	
PID/Gender: Ind Women	5% (21)	9% (38)	10% (41)	15% (60)	61% (245)	405	
PID/Gender: Rep Men	30% (108)	32% (115)	6% (23)	3% (10)	30% (108)	363	
PID/Gender: Rep Women	20% (69)	28% (97)	6% (20)	6% (21)	40% (136)	343	
Tea Party: Supporter	27% (167)	29% (180)	10% (64)	10% (60)	25% (154)	624	
Tea Party: Not Supporter	6% (98)	12% (186)	15% (231)	23% (358)	44% (681)	1554	
Ideo: Liberal (1-3)	9% (69)	12% (90)	20% (150)	35% (255)	23% (171)	734	
Ideo: Moderate (4)	5% (23)	12% (60)	16% (79)	14% (69)	54% (270)	501	
Ideo: Conservative (5-7)	22% (164)	27% (203)	8% (57)	9% (65)	36% (270)	759	
Educ: < College	13% (204)	16% (249)	13% (197)	18% (286)	40% (631)	1567	
Educ: Bachelors degree	9% (38)	17% (71)	16% (67)	21% (86)	37% (154)	416	
Educ: Post-grad	11% (25)	22% (48)	16% (34)	24% (52)	27% (59)	219	

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Table BRD10_5: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Donates to Republican candidates for Congress or the presidency

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
Adults	12%	(267)	17%	(368)	14%	(298)	19%	(424)	38%	(845)	2201
Income: Under 50k	13%	(161)	16%	(210)	13%	(169)	20%	(259)	38%	(490)	1290
Income: 50k-100k	12%	(77)	18%	(117)	13%	(83)	19%	(127)	38%	(252)	655
Income: 100k+	11%	(28)	16%	(41)	18%	(46)	15%	(38)	40%	(103)	256
Ethnicity: White	12%	(210)	16%	(283)	13%	(233)	18%	(322)	40%	(701)	1750
Ethnicity: Hispanic	12%	(40)	21%	(69)	15%	(48)	21%	(69)	31%	(103)	329
Ethnicity: Afr. Am.	12%	(32)	16%	(43)	17%	(46)	23%	(61)	32%	(86)	269
Ethnicity: Other	13%	(25)	22%	(41)	10%	(18)	22%	(40)	32%	(58)	182
Relig: Protestant	17%	(92)	21%	(116)	13%	(73)	16%	(89)	34%	(186)	555
Relig: Roman Catholic	14%	(59)	19%	(77)	17%	(69)	15%	(63)	34%	(139)	407
Relig: Ath./Agn./None	5%	(33)	11%	(69)	15%	(93)	24%	(148)	44%	(268)	612
Relig: Something Else	10%	(37)	17%	(65)	12%	(43)	21%	(78)	40%	(149)	372
Relig: Evangelical	21%	(131)	20%	(127)	9%	(59)	16%	(103)	34%	(217)	637
Relig: Non-Evang. Catholics	11%	(65)	18%	(105)	17%	(100)	16%	(93)	37%	(210)	573
Relig: All Christian	16%	(196)	19%	(232)	13%	(160)	16%	(196)	35%	(427)	1210
Relig: All Non-Christian	7%	(71)	14%	(134)	14%	(136)	23%	(226)	42%	(417)	984
Community: Urban	10%	(57)	16%	(89)	15%	(85)	22%	(125)	37%	(212)	568
Community: Suburban	13%	(124)	17%	(163)	14%	(132)	21%	(206)	36%	(349)	975
Community: Rural	13%	(86)	18%	(116)	12%	(80)	14%	(93)	43%	(284)	658
Employ: Private Sector	11%	(73)	20%	(133)	16%	(105)	19%	(127)	34%	(228)	667
Employ: Government	16%	(25)	17%	(27)	19%	(29)	15%	(22)	32%	(49)	152
Employ: Self-Employed	18%	(31)	19%	(31)	12%	(20)	19%	(31)	33%	(56)	169
Employ: Homemaker	8%	(16)	17%	(36)	12%	(26)	17%	(37)	46%	(100)	215
Employ: Student	13%	(14)	18%	(20)	9%	(10)	23%	(25)	38%	(43)	112
Employ: Retired	15%	(66)	15%	(69)	14%	(63)	20%	(91)	36%	(160)	449
Employ: Unemployed	8%	(18)	16%	(36)	8%	(18)	21%	(47)	47%	(104)	222
Employ: Other	11%	(24)	7%	(15)	13%	(27)	20%	(43)	49%	(106)	215
Military HH: Yes	21%	(89)	21%	(90)	11%	(48)	15%	(66)	31%	(134)	428
Military HH: No	10%	(178)	16%	(277)	14%	(250)	20%	(357)	40%	(710)	1773

Continued on next page

Table BRD10_5: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Donates to Republican candidates for Congress or the presidency

Demographic	Much more likely to use this company	Somewhat more likely to use this company	Somewhat less likely to use this company	Much less likely to use this company	Don't Know / No Opinion	Total N
Adults	12% (267)	17% (368)	14% (298)	19% (424)	38% (845)	2201
RD/WT: Right Direction	23% (214)	26% (238)	10% (95)	6% (58)	34% (316)	922
RD/WT: Wrong Track	4% (53)	10% (129)	16% (202)	29% (366)	41% (529)	1279
Strongly Approve	35% (162)	28% (129)	6% (29)	5% (25)	26% (123)	467
Somewhat Approve	11% (54)	25% (123)	12% (60)	7% (33)	44% (214)	485
Somewhat Disapprove	5% (15)	14% (40)	16% (45)	17% (49)	48% (139)	287
Strongly Disapprove	4% (35)	8% (67)	19% (156)	37% (300)	31% (251)	809
Dont Know / No Opinion	1% (2)	6% (9)	5% (8)	11% (17)	77% (118)	153
#1 Issue: Economy	11% (71)	18% (119)	11% (71)	19% (121)	42% (274)	656
#1 Issue: Security	18% (60)	25% (85)	8% (27)	10% (35)	39% (133)	339
#1 Issue: Health Care	10% (42)	14% (60)	18% (76)	22% (95)	36% (156)	428
#1 Issue: Medicare / Social Security	13% (45)	15% (51)	14% (49)	22% (76)	35% (118)	338
#1 Issue: Women's Issues	8% (8)	9% (10)	9% (9)	34% (38)	40% (44)	110
#1 Issue: Education	15% (24)	14% (22)	16% (26)	14% (22)	41% (65)	159
#1 Issue: Energy	14% (12)	16% (14)	30% (26)	20% (17)	20% (17)	85
#1 Issue: Other	6% (5)	9% (7)	17% (14)	24% (20)	45% (38)	86
2016 Vote: Democrat Hillary Clinton	7% (50)	11% (74)	19% (133)	36% (246)	26% (181)	685
2016 Vote: Republican Donald Trump	23% (169)	27% (198)	7% (48)	6% (46)	36% (262)	723
2016 Vote: Someone else	4% (8)	14% (26)	11% (20)	27% (51)	44% (84)	188
2012 Vote: Barack Obama	8% (68)	11% (91)	18% (149)	32% (264)	31% (256)	829
2012 Vote: Mitt Romney	24% (141)	27% (159)	8% (48)	7% (41)	35% (210)	598
2012 Vote: Other	10% (10)	15% (16)	6% (6)	18% (18)	52% (54)	103
2012 Vote: Didn't Vote	7% (48)	15% (102)	14% (95)	15% (101)	48% (325)	671
4-Region: Northeast	9% (37)	12% (49)	16% (65)	23% (91)	40% (159)	402
4-Region: Midwest	9% (44)	17% (79)	17% (80)	16% (76)	41% (195)	474
4-Region: South	16% (132)	20% (160)	11% (86)	16% (132)	37% (304)	815
4-Region: West	10% (53)	16% (80)	13% (67)	24% (125)	36% (186)	511

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

Table BRD10_6: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Criticizes the Tea Party

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(206)	13%	(287)	15%	(319)	13%	(285)	50%	(1104)	2201
Gender: Male	11%	(115)	16%	(166)	17%	(176)	16%	(164)	41%	(438)	1060
Gender: Female	8%	(92)	11%	(120)	13%	(143)	11%	(121)	58%	(666)	1141
Age: 18-29	9%	(38)	16%	(70)	18%	(82)	7%	(33)	50%	(225)	449
Age: 30-44	10%	(57)	14%	(79)	12%	(71)	12%	(70)	53%	(309)	586
Age: 45-54	7%	(29)	13%	(49)	15%	(57)	12%	(47)	53%	(206)	388
Age: 55-64	9%	(34)	11%	(41)	13%	(50)	18%	(68)	49%	(187)	380
Age: 65+	12%	(48)	12%	(47)	15%	(60)	17%	(67)	44%	(177)	398
PID: Dem (no lean)	16%	(118)	20%	(148)	11%	(78)	10%	(73)	43%	(320)	736
PID: Ind (no lean)	7%	(49)	10%	(79)	13%	(102)	9%	(70)	60%	(457)	758
PID: Rep (no lean)	6%	(39)	8%	(59)	20%	(140)	20%	(142)	46%	(326)	707
PID/Gender: Dem Men	16%	(54)	24%	(83)	11%	(38)	14%	(47)	35%	(121)	343
PID/Gender: Dem Women	16%	(63)	17%	(66)	10%	(39)	7%	(26)	51%	(199)	394
PID/Gender: Ind Men	10%	(35)	12%	(43)	17%	(62)	10%	(36)	50%	(178)	354
PID/Gender: Ind Women	3%	(14)	9%	(37)	10%	(40)	8%	(34)	69%	(280)	405
PID/Gender: Rep Men	7%	(25)	11%	(41)	21%	(76)	22%	(82)	38%	(140)	363
PID/Gender: Rep Women	4%	(14)	5%	(18)	19%	(64)	18%	(61)	54%	(187)	343
Tea Party: Supporter	12%	(77)	13%	(82)	22%	(134)	24%	(147)	30%	(184)	624
Tea Party: Not Supporter	8%	(127)	13%	(201)	12%	(183)	9%	(135)	58%	(908)	1554
Ideo: Liberal (1-3)	17%	(127)	21%	(157)	12%	(87)	9%	(64)	41%	(300)	734
Ideo: Moderate (4)	6%	(29)	13%	(67)	10%	(48)	10%	(52)	61%	(305)	501
Ideo: Conservative (5-7)	6%	(45)	7%	(56)	21%	(162)	20%	(150)	45%	(345)	759
Educ: < College	9%	(134)	11%	(169)	15%	(229)	13%	(203)	53%	(831)	1567
Educ: Bachelors degree	11%	(47)	16%	(67)	13%	(54)	13%	(52)	47%	(195)	416
Educ: Post-grad	12%	(25)	23%	(50)	17%	(37)	14%	(30)	35%	(77)	219

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Table BRD10_6: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Criticizes the Tea Party

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(206)	13%	(287)	15%	(319)	13%	(285)	50%	(1104)	2201
Income: Under 50k	9%	(119)	12%	(152)	15%	(189)	14%	(179)	50%	(651)	1290
Income: 50k-100k	9%	(62)	15%	(97)	13%	(84)	11%	(75)	51%	(337)	655
Income: 100k+	10%	(25)	15%	(38)	18%	(46)	12%	(31)	45%	(115)	256
Ethnicity: White	9%	(151)	12%	(203)	14%	(247)	14%	(240)	52%	(909)	1750
Ethnicity: Hispanic	13%	(44)	15%	(50)	16%	(54)	14%	(45)	42%	(137)	329
Ethnicity: Afr. Am.	12%	(31)	21%	(56)	14%	(38)	10%	(27)	43%	(116)	269
Ethnicity: Other	13%	(24)	15%	(27)	19%	(35)	10%	(18)	43%	(78)	182
Relig: Protestant	7%	(41)	14%	(76)	17%	(95)	17%	(97)	44%	(246)	555
Relig: Roman Catholic	11%	(45)	14%	(56)	16%	(65)	16%	(66)	43%	(176)	407
Relig: Ath./Agn./None	11%	(69)	12%	(74)	12%	(71)	8%	(48)	57%	(350)	612
Relig: Something Else	10%	(38)	14%	(53)	14%	(53)	10%	(37)	51%	(191)	372
Relig: Evangelical	7%	(46)	11%	(67)	18%	(113)	19%	(120)	46%	(291)	637
Relig: Non-Evang. Catholics	9%	(53)	16%	(90)	14%	(81)	14%	(80)	47%	(269)	573
Relig: All Christian	8%	(99)	13%	(157)	16%	(194)	17%	(201)	46%	(559)	1210
Relig: All Non-Christian	11%	(107)	13%	(127)	13%	(124)	9%	(85)	55%	(542)	984
Community: Urban	12%	(66)	18%	(100)	13%	(71)	9%	(53)	49%	(278)	568
Community: Suburban	10%	(93)	13%	(127)	17%	(166)	12%	(119)	48%	(469)	975
Community: Rural	7%	(47)	9%	(59)	12%	(82)	17%	(113)	54%	(357)	658
Employ: Private Sector	9%	(61)	18%	(121)	13%	(89)	15%	(97)	45%	(299)	667
Employ: Government	12%	(18)	17%	(25)	20%	(30)	8%	(13)	43%	(66)	152
Employ: Self-Employed	12%	(20)	14%	(23)	20%	(34)	14%	(23)	40%	(68)	169
Employ: Homemaker	3%	(7)	9%	(20)	12%	(25)	10%	(21)	66%	(142)	215
Employ: Student	17%	(19)	9%	(10)	11%	(12)	8%	(9)	55%	(62)	112
Employ: Retired	13%	(58)	11%	(49)	16%	(70)	16%	(70)	45%	(202)	449
Employ: Unemployed	4%	(10)	9%	(21)	15%	(33)	11%	(25)	60%	(134)	222
Employ: Other	7%	(15)	8%	(17)	12%	(26)	13%	(27)	61%	(130)	215
Military HH: Yes	13%	(54)	14%	(61)	12%	(53)	18%	(79)	42%	(180)	428
Military HH: No	9%	(152)	13%	(225)	15%	(266)	12%	(206)	52%	(923)	1773

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Table BRD10_6: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Criticizes the Tea Party

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(206)	13%	(287)	15%	(319)	13%	(285)	50%	(1104)	2201
RD/WT: Right Direction	8%	(72)	11%	(102)	19%	(178)	19%	(171)	43%	(400)	922
RD/WT: Wrong Track	11%	(135)	14%	(185)	11%	(142)	9%	(114)	55%	(703)	1279
Strongly Approve	11%	(50)	12%	(54)	19%	(90)	23%	(110)	35%	(163)	467
Somewhat Approve	3%	(13)	8%	(38)	21%	(101)	13%	(64)	55%	(269)	485
Somewhat Disapprove	5%	(15)	14%	(40)	14%	(40)	7%	(20)	60%	(171)	287
Strongly Disapprove	15%	(125)	18%	(147)	10%	(79)	10%	(80)	47%	(378)	809
Dont Know / No Opinion	2%	(4)	4%	(7)	6%	(9)	8%	(12)	80%	(122)	153
#1 Issue: Economy	7%	(46)	8%	(54)	14%	(95)	14%	(92)	56%	(370)	656
#1 Issue: Security	7%	(23)	9%	(32)	19%	(64)	18%	(60)	47%	(161)	339
#1 Issue: Health Care	10%	(42)	19%	(80)	11%	(45)	12%	(51)	49%	(210)	428
#1 Issue: Medicare / Social Security	10%	(34)	16%	(55)	19%	(63)	12%	(42)	43%	(144)	338
#1 Issue: Women's Issues	21%	(23)	13%	(14)	14%	(15)	5%	(5)	48%	(52)	110
#1 Issue: Education	11%	(18)	13%	(21)	9%	(14)	12%	(19)	56%	(89)	159
#1 Issue: Energy	14%	(12)	26%	(22)	13%	(11)	12%	(10)	34%	(29)	85
#1 Issue: Other	11%	(10)	11%	(9)	14%	(12)	7%	(6)	57%	(49)	86
2016 Vote: Democrat Hillary Clinton	18%	(122)	24%	(163)	11%	(76)	8%	(52)	40%	(272)	685
2016 Vote: Republican Donald Trump	5%	(40)	8%	(57)	18%	(133)	21%	(154)	47%	(338)	723
2016 Vote: Someone else	10%	(18)	10%	(18)	15%	(28)	10%	(18)	56%	(106)	188
2012 Vote: Barack Obama	16%	(134)	20%	(169)	11%	(93)	9%	(73)	43%	(359)	829
2012 Vote: Mitt Romney	5%	(29)	9%	(52)	20%	(119)	21%	(127)	45%	(271)	598
2012 Vote: Other	4%	(4)	8%	(9)	13%	(14)	14%	(14)	61%	(63)	103
2012 Vote: Didn't Vote	6%	(40)	8%	(56)	14%	(93)	11%	(71)	61%	(410)	671
4-Region: Northeast	12%	(47)	14%	(55)	12%	(49)	12%	(50)	50%	(201)	402
4-Region: Midwest	9%	(42)	9%	(44)	14%	(67)	13%	(63)	54%	(258)	474
4-Region: South	8%	(68)	12%	(101)	16%	(132)	14%	(117)	49%	(397)	815
4-Region: West	10%	(50)	17%	(86)	14%	(72)	11%	(56)	49%	(248)	511

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

Table BRD10_7: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Calls President Trump racist

Demographic						Don't Know / No Opinion	Total N
	Much more likely to use this company	Somewhat more likely to use this company	Somewhat less likely to use this company	Much less likely to use this company			
Adults	16% (361)	13% (286)	11% (238)	25% (552)	35% (765)	2201	
Gender: Male	17% (179)	15% (155)	13% (139)	27% (287)	28% (301)	1060	
Gender: Female	16% (182)	12% (131)	9% (99)	23% (265)	41% (464)	1141	
Age: 18-29	24% (106)	16% (71)	14% (63)	13% (60)	33% (149)	449	
Age: 30-44	16% (95)	13% (77)	12% (68)	22% (130)	37% (216)	586	
Age: 45-54	13% (49)	14% (55)	10% (40)	24% (93)	39% (152)	388	
Age: 55-64	12% (46)	12% (45)	10% (38)	32% (120)	34% (130)	380	
Age: 65+	16% (65)	10% (38)	7% (28)	37% (149)	30% (118)	398	
PID: Dem (no lean)	29% (215)	19% (137)	10% (73)	8% (59)	34% (253)	736	
PID: Ind (no lean)	13% (98)	12% (91)	9% (70)	20% (155)	45% (344)	758	
PID: Rep (no lean)	7% (47)	8% (58)	13% (95)	48% (339)	24% (168)	707	
PID/Gender: Dem Men	30% (101)	22% (74)	12% (40)	9% (32)	28% (96)	343	
PID/Gender: Dem Women	29% (114)	16% (63)	8% (33)	7% (27)	40% (157)	394	
PID/Gender: Ind Men	14% (50)	14% (49)	12% (42)	23% (81)	37% (130)	354	
PID/Gender: Ind Women	12% (48)	10% (42)	7% (28)	18% (74)	53% (214)	405	
PID/Gender: Rep Men	8% (27)	9% (32)	15% (56)	48% (174)	20% (74)	363	
PID/Gender: Rep Women	6% (20)	8% (26)	11% (38)	48% (165)	27% (94)	343	
Tea Party: Supporter	17% (108)	12% (76)	12% (74)	41% (257)	17% (109)	624	
Tea Party: Not Supporter	16% (247)	13% (209)	10% (161)	19% (291)	42% (646)	1554	
Ideo: Liberal (1-3)	31% (224)	22% (159)	8% (58)	10% (71)	30% (222)	734	
Ideo: Moderate (4)	11% (53)	14% (71)	12% (58)	15% (75)	49% (243)	501	
Ideo: Conservative (5-7)	8% (64)	6% (45)	14% (106)	48% (366)	23% (178)	759	
Educ: < College	16% (250)	11% (178)	10% (162)	25% (393)	37% (584)	1567	
Educ: Bachelors degree	17% (70)	14% (58)	11% (47)	26% (110)	31% (130)	416	
Educ: Post-grad	18% (40)	23% (50)	13% (28)	23% (50)	23% (51)	219	

Continued on next page

Table BRD10_7: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Calls President Trump racist

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	16%	(361)	13%	(286)	11%	(238)	25%	(552)	35%	(765)	2201
Income: Under 50k	17%	(216)	12%	(159)	11%	(148)	24%	(304)	36%	(463)	1290
Income: 50k-100k	16%	(103)	14%	(93)	10%	(64)	29%	(188)	32%	(208)	655
Income: 100k+	16%	(42)	13%	(34)	10%	(25)	24%	(60)	36%	(93)	256
Ethnicity: White	14%	(237)	11%	(200)	11%	(185)	29%	(512)	35%	(616)	1750
Ethnicity: Hispanic	23%	(77)	16%	(53)	14%	(47)	13%	(43)	33%	(109)	329
Ethnicity: Afr. Am.	29%	(77)	17%	(45)	12%	(34)	6%	(16)	36%	(97)	269
Ethnicity: Other	26%	(47)	22%	(40)	10%	(19)	13%	(24)	29%	(53)	182
Relig: Protestant	13%	(72)	11%	(62)	12%	(65)	34%	(186)	31%	(169)	555
Relig: Roman Catholic	14%	(58)	14%	(57)	13%	(51)	31%	(125)	29%	(116)	407
Relig: Ath./Agn./None	21%	(131)	14%	(84)	7%	(43)	15%	(93)	43%	(263)	612
Relig: Something Else	18%	(68)	16%	(59)	10%	(39)	22%	(81)	34%	(126)	372
Relig: Evangelical	14%	(87)	10%	(64)	12%	(77)	35%	(220)	30%	(188)	637
Relig: Non-Evang. Catholics	13%	(76)	14%	(79)	13%	(76)	27%	(155)	33%	(188)	573
Relig: All Christian	13%	(163)	12%	(143)	13%	(154)	31%	(375)	31%	(376)	1210
Relig: All Non-Christian	20%	(198)	15%	(143)	8%	(81)	18%	(173)	39%	(389)	984
Community: Urban	19%	(110)	16%	(89)	11%	(63)	17%	(96)	37%	(210)	568
Community: Suburban	18%	(175)	13%	(129)	10%	(101)	26%	(249)	33%	(320)	975
Community: Rural	11%	(75)	10%	(67)	11%	(74)	31%	(207)	36%	(235)	658
Employ: Private Sector	15%	(100)	17%	(116)	10%	(67)	26%	(176)	31%	(207)	667
Employ: Government	25%	(39)	16%	(25)	10%	(15)	16%	(24)	32%	(49)	152
Employ: Self-Employed	21%	(35)	14%	(24)	12%	(20)	21%	(35)	32%	(54)	169
Employ: Homemaker	15%	(32)	7%	(15)	13%	(27)	27%	(58)	38%	(82)	215
Employ: Student	23%	(25)	12%	(14)	15%	(16)	10%	(11)	40%	(45)	112
Employ: Retired	16%	(72)	8%	(36)	9%	(40)	37%	(164)	31%	(138)	449
Employ: Unemployed	15%	(32)	13%	(30)	11%	(24)	22%	(50)	39%	(87)	222
Employ: Other	12%	(25)	12%	(26)	13%	(27)	15%	(33)	48%	(103)	215
Military HH: Yes	22%	(95)	9%	(38)	9%	(39)	33%	(143)	27%	(114)	428
Military HH: No	15%	(265)	14%	(248)	11%	(199)	23%	(409)	37%	(651)	1773

Continued on next page

**Table BRD10_7: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Calls President Trump racist**

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	16%	(361)	13%	(286)	11%	(238)	25%	(552)	35%	(765)	2201
RD/WT: Right Direction	11%	(98)	8%	(71)	13%	(122)	45%	(411)	24%	(220)	922
RD/WT: Wrong Track	21%	(263)	17%	(214)	9%	(116)	11%	(141)	43%	(545)	1279
Strongly Approve	12%	(56)	7%	(35)	11%	(50)	57%	(265)	13%	(62)	467
Somewhat Approve	3%	(16)	7%	(36)	17%	(84)	39%	(190)	33%	(159)	485
Somewhat Disapprove	9%	(24)	14%	(39)	15%	(44)	11%	(33)	51%	(146)	287
Strongly Disapprove	32%	(258)	20%	(165)	6%	(52)	5%	(41)	36%	(293)	809
Dont Know / No Opinion	4%	(7)	7%	(11)	5%	(7)	15%	(23)	69%	(105)	153
#1 Issue: Economy	12%	(82)	10%	(65)	13%	(84)	28%	(181)	37%	(244)	656
#1 Issue: Security	10%	(33)	9%	(30)	10%	(33)	45%	(154)	26%	(89)	339
#1 Issue: Health Care	22%	(95)	13%	(57)	8%	(35)	18%	(79)	38%	(162)	428
#1 Issue: Medicare / Social Security	16%	(53)	18%	(62)	10%	(33)	25%	(86)	31%	(104)	338
#1 Issue: Women's Issues	35%	(38)	13%	(15)	5%	(5)	10%	(11)	37%	(41)	110
#1 Issue: Education	17%	(28)	14%	(22)	18%	(28)	15%	(24)	36%	(57)	159
#1 Issue: Energy	17%	(15)	32%	(27)	15%	(13)	6%	(5)	29%	(25)	85
#1 Issue: Other	19%	(16)	9%	(8)	7%	(6)	15%	(13)	50%	(43)	86
2016 Vote: Democrat Hillary Clinton	33%	(225)	23%	(155)	7%	(50)	5%	(32)	33%	(223)	685
2016 Vote: Republican Donald Trump	5%	(38)	6%	(44)	12%	(90)	53%	(386)	23%	(166)	723
2016 Vote: Someone else	12%	(22)	14%	(27)	10%	(19)	17%	(32)	47%	(88)	188
2012 Vote: Barack Obama	27%	(225)	20%	(162)	7%	(59)	10%	(79)	37%	(304)	829
2012 Vote: Mitt Romney	5%	(30)	8%	(47)	14%	(84)	51%	(305)	22%	(132)	598
2012 Vote: Other	5%	(5)	6%	(6)	9%	(10)	35%	(36)	45%	(47)	103
2012 Vote: Didn't Vote	15%	(101)	10%	(70)	13%	(84)	20%	(133)	42%	(282)	671
4-Region: Northeast	20%	(79)	13%	(52)	10%	(42)	23%	(91)	34%	(138)	402
4-Region: Midwest	13%	(60)	12%	(58)	10%	(48)	27%	(128)	38%	(180)	474
4-Region: South	15%	(119)	11%	(91)	11%	(92)	30%	(241)	33%	(271)	815
4-Region: West	20%	(103)	17%	(85)	11%	(56)	18%	(92)	34%	(175)	511

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

Table BRD10_8: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Supports gay marriage

Demographic						Don't Know / No Opinion	Total N
	Much more likely to use this company	Somewhat more likely to use this company	Somewhat less likely to use this company	Much less likely to use this company			
Adults	20% (431)	19% (417)	10% (209)	18% (396)	34% (747)	2201	
Gender: Male	16% (171)	20% (215)	11% (121)	20% (208)	32% (344)	1060	
Gender: Female	23% (260)	18% (202)	8% (88)	16% (188)	35% (403)	1141	
Age: 18-29	29% (129)	20% (91)	11% (48)	10% (45)	30% (137)	449	
Age: 30-44	21% (125)	21% (123)	9% (52)	14% (82)	35% (205)	586	
Age: 45-54	18% (70)	15% (57)	10% (40)	19% (73)	38% (149)	388	
Age: 55-64	12% (44)	17% (65)	10% (37)	25% (96)	36% (138)	380	
Age: 65+	16% (64)	20% (81)	8% (33)	25% (101)	30% (119)	398	
PID: Dem (no lean)	31% (227)	26% (194)	7% (52)	10% (70)	26% (193)	736	
PID: Ind (no lean)	18% (135)	18% (133)	8% (62)	14% (102)	43% (325)	758	
PID: Rep (no lean)	10% (69)	13% (90)	13% (95)	32% (224)	32% (229)	707	
PID/Gender: Dem Men	27% (92)	30% (101)	8% (26)	11% (38)	25% (85)	343	
PID/Gender: Dem Women	34% (135)	24% (93)	6% (25)	8% (32)	27% (108)	394	
PID/Gender: Ind Men	14% (48)	16% (57)	11% (40)	16% (58)	42% (150)	354	
PID/Gender: Ind Women	22% (87)	19% (76)	5% (22)	11% (44)	43% (176)	405	
PID/Gender: Rep Men	9% (31)	15% (56)	15% (55)	31% (112)	30% (110)	363	
PID/Gender: Rep Women	11% (38)	10% (34)	12% (40)	33% (112)	35% (119)	343	
Tea Party: Supporter	22% (136)	15% (96)	11% (69)	29% (184)	22% (140)	624	
Tea Party: Not Supporter	19% (293)	20% (316)	9% (140)	13% (207)	39% (599)	1554	
Ideo: Liberal (1-3)	37% (274)	28% (206)	6% (43)	8% (55)	21% (156)	734	
Ideo: Moderate (4)	13% (67)	21% (107)	9% (44)	14% (72)	42% (211)	501	
Ideo: Conservative (5-7)	8% (64)	12% (93)	14% (107)	32% (241)	33% (253)	759	
Educ: < College	18% (283)	17% (260)	9% (136)	20% (317)	36% (570)	1567	
Educ: Bachelors degree	22% (93)	25% (105)	10% (43)	13% (52)	29% (121)	416	
Educ: Post-grad	25% (55)	23% (51)	14% (30)	12% (27)	26% (56)	219	

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Table BRD10_8: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Supports gay marriage

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(431)	19%	(417)	10%	(209)	18%	(396)	34%	(747)	2201
Income: Under 50k	19%	(242)	17%	(222)	10%	(132)	20%	(253)	34%	(441)	1290
Income: 50k-100k	20%	(132)	20%	(133)	8%	(51)	19%	(122)	33%	(218)	655
Income: 100k+	22%	(57)	24%	(62)	10%	(26)	8%	(21)	35%	(88)	256
Ethnicity: White	19%	(330)	18%	(323)	9%	(166)	19%	(335)	34%	(596)	1750
Ethnicity: Hispanic	27%	(88)	21%	(70)	11%	(37)	13%	(44)	28%	(91)	329
Ethnicity: Afr. Am.	21%	(56)	20%	(52)	10%	(26)	14%	(37)	36%	(97)	269
Ethnicity: Other	25%	(45)	23%	(42)	9%	(17)	13%	(24)	29%	(54)	182
Relig: Protestant	12%	(68)	15%	(84)	13%	(69)	28%	(158)	32%	(176)	555
Relig: Roman Catholic	19%	(76)	28%	(113)	13%	(53)	11%	(46)	29%	(119)	407
Relig: Ath./Agn./None	27%	(167)	21%	(130)	7%	(40)	8%	(46)	37%	(229)	612
Relig: Something Else	25%	(94)	18%	(67)	5%	(17)	15%	(55)	37%	(139)	372
Relig: Evangelical	11%	(71)	11%	(68)	13%	(84)	36%	(231)	29%	(183)	637
Relig: Non-Evang. Catholics	17%	(96)	27%	(152)	12%	(69)	11%	(61)	34%	(194)	573
Relig: All Christian	14%	(167)	18%	(221)	13%	(153)	24%	(293)	31%	(377)	1210
Relig: All Non-Christian	27%	(262)	20%	(197)	6%	(57)	10%	(102)	37%	(368)	984
Community: Urban	21%	(119)	20%	(113)	9%	(50)	16%	(92)	34%	(194)	568
Community: Suburban	21%	(202)	21%	(208)	10%	(97)	16%	(160)	32%	(308)	975
Community: Rural	17%	(110)	15%	(96)	10%	(63)	22%	(144)	37%	(246)	658
Employ: Private Sector	20%	(132)	23%	(154)	11%	(76)	16%	(108)	29%	(196)	667
Employ: Government	23%	(34)	19%	(29)	12%	(18)	14%	(21)	32%	(49)	152
Employ: Self-Employed	20%	(34)	17%	(29)	13%	(23)	17%	(28)	33%	(55)	169
Employ: Homemaker	23%	(51)	13%	(29)	8%	(16)	19%	(41)	36%	(78)	215
Employ: Student	32%	(36)	15%	(17)	10%	(11)	7%	(8)	36%	(41)	112
Employ: Retired	15%	(69)	21%	(96)	8%	(35)	25%	(114)	30%	(134)	449
Employ: Unemployed	19%	(43)	14%	(31)	8%	(18)	14%	(31)	45%	(100)	222
Employ: Other	15%	(33)	14%	(31)	6%	(12)	21%	(46)	43%	(93)	215
Military HH: Yes	18%	(78)	17%	(74)	11%	(47)	25%	(107)	28%	(121)	428
Military HH: No	20%	(353)	19%	(343)	9%	(163)	16%	(289)	35%	(626)	1773

Continued on next page

Table BRD10_8: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Supports gay marriage

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
Adults	20%	(431)	19%	(417)	10%	(209)	18%	(396)	34%	(747)	2201
RD/WT: Right Direction	12%	(114)	13%	(121)	13%	(123)	27%	(248)	34%	(316)	922
RD/WT: Wrong Track	25%	(317)	23%	(296)	7%	(87)	12%	(148)	34%	(431)	1279
Strongly Approve	13%	(61)	11%	(53)	11%	(52)	38%	(176)	27%	(124)	467
Somewhat Approve	8%	(38)	12%	(60)	16%	(75)	25%	(119)	40%	(193)	485
Somewhat Disapprove	15%	(44)	27%	(77)	8%	(22)	10%	(28)	40%	(115)	287
Strongly Disapprove	33%	(264)	27%	(218)	7%	(56)	7%	(57)	27%	(214)	809
Dont Know / No Opinion	16%	(24)	6%	(9)	2%	(3)	10%	(16)	66%	(100)	153
#1 Issue: Economy	14%	(89)	19%	(123)	11%	(73)	19%	(123)	38%	(249)	656
#1 Issue: Security	14%	(47)	12%	(41)	10%	(35)	29%	(97)	35%	(119)	339
#1 Issue: Health Care	28%	(118)	22%	(92)	9%	(37)	12%	(53)	30%	(128)	428
#1 Issue: Medicare / Social Security	17%	(58)	22%	(74)	8%	(26)	22%	(75)	31%	(105)	338
#1 Issue: Women's Issues	46%	(50)	15%	(17)	4%	(5)	9%	(10)	25%	(28)	110
#1 Issue: Education	22%	(35)	21%	(33)	11%	(17)	11%	(17)	35%	(56)	159
#1 Issue: Energy	24%	(21)	30%	(25)	11%	(10)	9%	(8)	26%	(22)	85
#1 Issue: Other	16%	(13)	14%	(12)	8%	(7)	15%	(13)	48%	(41)	86
2016 Vote: Democrat Hillary Clinton	33%	(229)	30%	(205)	7%	(48)	7%	(50)	22%	(153)	685
2016 Vote: Republican Donald Trump	8%	(60)	11%	(78)	13%	(95)	32%	(230)	36%	(260)	723
2016 Vote: Someone else	20%	(38)	21%	(40)	6%	(11)	19%	(35)	34%	(64)	188
2012 Vote: Barack Obama	32%	(262)	26%	(213)	7%	(58)	9%	(73)	27%	(223)	829
2012 Vote: Mitt Romney	6%	(35)	13%	(78)	13%	(78)	33%	(199)	35%	(209)	598
2012 Vote: Other	10%	(11)	20%	(21)	10%	(10)	23%	(23)	37%	(38)	103
2012 Vote: Didn't Vote	18%	(124)	16%	(105)	9%	(63)	15%	(101)	41%	(277)	671
4-Region: Northeast	21%	(82)	25%	(99)	8%	(32)	13%	(51)	34%	(137)	402
4-Region: Midwest	20%	(93)	18%	(87)	10%	(48)	18%	(86)	34%	(160)	474
4-Region: South	16%	(127)	15%	(124)	11%	(89)	23%	(187)	35%	(287)	815
4-Region: West	25%	(129)	21%	(107)	8%	(40)	14%	(72)	32%	(163)	511

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

Table BRD10_9: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Supports religious liberty

Demographic						Don't Know / No Opinion	Total N
	Much more likely to use this company	Somewhat more likely to use this company	Somewhat less likely to use this company	Much less likely to use this company			
Adults	26% (578)	27% (587)	8% (173)	6% (130)	33% (733)	2201	
Gender: Male	27% (283)	28% (296)	9% (96)	7% (74)	29% (311)	1060	
Gender: Female	26% (296)	25% (291)	7% (77)	5% (56)	37% (422)	1141	
Age: 18-29	24% (108)	27% (120)	11% (51)	7% (33)	31% (137)	449	
Age: 30-44	19% (110)	27% (158)	8% (45)	8% (44)	39% (228)	586	
Age: 45-54	28% (110)	21% (82)	8% (31)	5% (21)	37% (145)	388	
Age: 55-64	28% (108)	28% (106)	7% (27)	4% (14)	33% (124)	380	
Age: 65+	36% (143)	30% (119)	5% (19)	4% (17)	25% (99)	398	
PID: Dem (no lean)	24% (174)	29% (217)	9% (70)	10% (76)	27% (200)	736	
PID: Ind (no lean)	19% (147)	23% (172)	7% (56)	5% (35)	46% (348)	758	
PID: Rep (no lean)	36% (258)	28% (198)	7% (47)	3% (19)	26% (186)	707	
PID/Gender: Dem Men	20% (68)	35% (120)	11% (37)	12% (43)	22% (75)	343	
PID/Gender: Dem Women	27% (106)	25% (97)	8% (33)	8% (33)	32% (125)	394	
PID/Gender: Ind Men	20% (70)	23% (82)	9% (33)	6% (20)	42% (149)	354	
PID/Gender: Ind Women	19% (77)	22% (90)	6% (23)	4% (16)	49% (199)	405	
PID/Gender: Rep Men	40% (146)	26% (94)	7% (25)	3% (11)	24% (87)	363	
PID/Gender: Rep Women	33% (112)	30% (104)	6% (22)	2% (7)	29% (98)	343	
Tea Party: Supporter	40% (253)	31% (192)	7% (46)	3% (17)	19% (117)	624	
Tea Party: Not Supporter	21% (319)	25% (388)	8% (126)	7% (112)	39% (610)	1554	
Ideo: Liberal (1-3)	25% (187)	30% (220)	11% (82)	9% (65)	25% (181)	734	
Ideo: Moderate (4)	17% (87)	28% (143)	7% (36)	5% (26)	42% (209)	501	
Ideo: Conservative (5-7)	37% (279)	26% (198)	6% (47)	3% (24)	28% (210)	759	
Educ: < College	26% (408)	25% (392)	7% (115)	5% (83)	36% (568)	1567	
Educ: Bachelors degree	25% (104)	31% (130)	8% (35)	7% (30)	28% (116)	416	
Educ: Post-grad	30% (66)	29% (64)	10% (22)	8% (17)	22% (49)	219	

Continued on next page

Table BRD10_9: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Supports religious liberty

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
Adults	26%	(578)	27%	(587)	8%	(173)	6%	(130)	33%	(733)	2201
Income: Under 50k	26%	(333)	27%	(349)	8%	(107)	6%	(74)	33%	(427)	1290
Income: 50k-100k	27%	(174)	26%	(168)	8%	(53)	6%	(41)	33%	(219)	655
Income: 100k+	28%	(72)	27%	(69)	5%	(13)	6%	(15)	34%	(87)	256
Ethnicity: White	27%	(472)	26%	(460)	8%	(134)	5%	(94)	34%	(591)	1750
Ethnicity: Hispanic	24%	(78)	30%	(99)	10%	(32)	12%	(38)	25%	(82)	329
Ethnicity: Afr. Am.	25%	(68)	26%	(70)	9%	(24)	7%	(19)	32%	(87)	269
Ethnicity: Other	21%	(39)	31%	(56)	8%	(15)	9%	(17)	30%	(55)	182
Relig: Protestant	37%	(205)	31%	(171)	5%	(28)	4%	(21)	23%	(130)	555
Relig: Roman Catholic	27%	(110)	32%	(131)	10%	(40)	4%	(18)	27%	(109)	407
Relig: Ath./Agn./None	14%	(84)	20%	(122)	9%	(54)	10%	(59)	48%	(293)	612
Relig: Something Else	25%	(95)	26%	(98)	9%	(33)	6%	(21)	34%	(125)	372
Relig: Evangelical	40%	(256)	28%	(176)	6%	(36)	4%	(23)	23%	(146)	637
Relig: Non-Evang. Catholics	24%	(140)	33%	(191)	9%	(50)	5%	(27)	29%	(166)	573
Relig: All Christian	33%	(396)	30%	(367)	7%	(86)	4%	(49)	26%	(312)	1210
Relig: All Non-Christian	18%	(179)	22%	(220)	9%	(87)	8%	(80)	43%	(418)	984
Community: Urban	24%	(135)	26%	(150)	8%	(45)	8%	(46)	34%	(191)	568
Community: Suburban	29%	(278)	30%	(289)	7%	(72)	5%	(51)	29%	(284)	975
Community: Rural	25%	(165)	22%	(148)	8%	(56)	5%	(32)	39%	(258)	658
Employ: Private Sector	27%	(178)	27%	(183)	9%	(57)	7%	(47)	30%	(202)	667
Employ: Government	28%	(42)	28%	(42)	8%	(12)	5%	(7)	32%	(49)	152
Employ: Self-Employed	26%	(44)	27%	(46)	10%	(16)	7%	(12)	30%	(51)	169
Employ: Homemaker	24%	(51)	22%	(47)	7%	(15)	4%	(10)	43%	(93)	215
Employ: Student	18%	(21)	29%	(33)	10%	(12)	5%	(6)	37%	(41)	112
Employ: Retired	36%	(163)	31%	(137)	6%	(25)	4%	(18)	24%	(106)	449
Employ: Unemployed	19%	(42)	26%	(57)	9%	(21)	5%	(12)	41%	(91)	222
Employ: Other	18%	(38)	20%	(42)	7%	(15)	9%	(19)	47%	(100)	215
Military HH: Yes	35%	(149)	30%	(128)	4%	(18)	4%	(17)	27%	(116)	428
Military HH: No	24%	(429)	26%	(458)	9%	(155)	6%	(113)	35%	(617)	1773

Continued on next page

Table BRD10_9: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Supports religious liberty

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
Adults	26%	(578)	27%	(587)	8%	(173)	6%	(130)	33%	(733)	2201
RD/WT: Right Direction	33%	(302)	28%	(257)	7%	(67)	2%	(22)	30%	(273)	922
RD/WT: Wrong Track	22%	(276)	26%	(330)	8%	(105)	8%	(107)	36%	(460)	1279
Strongly Approve	46%	(215)	24%	(113)	6%	(28)	3%	(16)	20%	(95)	467
Somewhat Approve	24%	(114)	30%	(146)	8%	(40)	3%	(13)	35%	(171)	485
Somewhat Disapprove	17%	(47)	26%	(76)	11%	(31)	5%	(13)	41%	(119)	287
Strongly Disapprove	23%	(188)	28%	(229)	8%	(61)	10%	(84)	30%	(247)	809
Dont Know / No Opinion	9%	(13)	15%	(23)	8%	(12)	2%	(3)	66%	(101)	153
#1 Issue: Economy	23%	(152)	27%	(175)	6%	(39)	7%	(48)	37%	(242)	656
#1 Issue: Security	36%	(123)	30%	(100)	6%	(21)	2%	(6)	26%	(88)	339
#1 Issue: Health Care	26%	(110)	24%	(102)	9%	(38)	5%	(23)	36%	(154)	428
#1 Issue: Medicare / Social Security	27%	(91)	30%	(101)	9%	(29)	6%	(19)	29%	(98)	338
#1 Issue: Women's Issues	22%	(24)	19%	(21)	9%	(10)	16%	(17)	34%	(38)	110
#1 Issue: Education	24%	(39)	24%	(38)	10%	(16)	4%	(7)	38%	(60)	159
#1 Issue: Energy	23%	(20)	36%	(31)	13%	(11)	6%	(5)	22%	(19)	85
#1 Issue: Other	23%	(20)	20%	(17)	9%	(8)	6%	(5)	41%	(35)	86
2016 Vote: Democrat Hillary Clinton	25%	(173)	32%	(216)	10%	(66)	9%	(62)	25%	(169)	685
2016 Vote: Republican Donald Trump	36%	(258)	27%	(195)	6%	(47)	3%	(20)	28%	(202)	723
2016 Vote: Someone else	14%	(27)	28%	(53)	6%	(11)	12%	(23)	39%	(74)	188
2012 Vote: Barack Obama	25%	(207)	28%	(236)	9%	(75)	8%	(67)	29%	(244)	829
2012 Vote: Mitt Romney	36%	(213)	30%	(180)	7%	(41)	2%	(12)	26%	(153)	598
2012 Vote: Other	22%	(23)	25%	(26)	9%	(9)	3%	(3)	41%	(42)	103
2012 Vote: Didn't Vote	20%	(135)	22%	(145)	7%	(48)	7%	(47)	44%	(294)	671
4-Region: Northeast	22%	(90)	27%	(110)	10%	(40)	5%	(21)	35%	(141)	402
4-Region: Midwest	25%	(119)	30%	(141)	6%	(29)	4%	(20)	35%	(165)	474
4-Region: South	30%	(243)	24%	(196)	7%	(61)	6%	(48)	33%	(265)	815
4-Region: West	25%	(126)	27%	(140)	8%	(43)	8%	(41)	32%	(162)	511

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

Table BRD10_10: How much more or less likely are you to purchase a product or service from a company that does each of the following...
 Supports transgender individuals usage of the bathroom of their choice

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	17%	(370)	17%	(364)	12%	(257)	24%	(537)	31%	(674)	2201
Gender: Male	15%	(160)	16%	(172)	14%	(146)	27%	(290)	27%	(290)	1060
Gender: Female	18%	(210)	17%	(191)	10%	(110)	22%	(247)	34%	(383)	1141
Age: 18-29	22%	(98)	20%	(89)	16%	(71)	15%	(67)	28%	(125)	449
Age: 30-44	18%	(105)	21%	(122)	9%	(50)	21%	(124)	32%	(185)	586
Age: 45-54	17%	(66)	11%	(42)	11%	(42)	23%	(90)	38%	(148)	388
Age: 55-64	13%	(48)	11%	(42)	13%	(49)	32%	(120)	32%	(120)	380
Age: 65+	13%	(52)	17%	(68)	12%	(46)	34%	(135)	24%	(96)	398
PID: Dem (no lean)	28%	(208)	24%	(177)	10%	(71)	13%	(94)	25%	(187)	736
PID: Ind (no lean)	13%	(100)	16%	(123)	10%	(79)	19%	(147)	41%	(310)	758
PID: Rep (no lean)	9%	(62)	9%	(64)	15%	(107)	42%	(297)	25%	(177)	707
PID/Gender: Dem Men	26%	(88)	24%	(82)	11%	(37)	17%	(58)	22%	(77)	343
PID/Gender: Dem Women	30%	(120)	24%	(94)	9%	(34)	9%	(36)	28%	(110)	394
PID/Gender: Ind Men	12%	(42)	15%	(52)	12%	(44)	24%	(85)	37%	(130)	354
PID/Gender: Ind Women	14%	(57)	17%	(71)	9%	(35)	15%	(62)	44%	(180)	405
PID/Gender: Rep Men	8%	(29)	10%	(38)	18%	(65)	41%	(148)	23%	(83)	363
PID/Gender: Rep Women	10%	(33)	8%	(26)	12%	(42)	43%	(149)	27%	(93)	343
Tea Party: Supporter	18%	(115)	13%	(78)	15%	(91)	39%	(241)	16%	(99)	624
Tea Party: Not Supporter	16%	(253)	18%	(284)	10%	(160)	19%	(290)	36%	(566)	1554
Ideo: Liberal (1-3)	32%	(235)	28%	(203)	9%	(66)	10%	(73)	21%	(157)	734
Ideo: Moderate (4)	10%	(51)	17%	(84)	14%	(69)	18%	(89)	41%	(208)	501
Ideo: Conservative (5-7)	9%	(69)	8%	(62)	14%	(109)	44%	(334)	24%	(185)	759
Educ: < College	15%	(242)	14%	(227)	12%	(183)	26%	(411)	32%	(504)	1567
Educ: Bachelors degree	20%	(82)	20%	(83)	11%	(47)	20%	(84)	29%	(120)	416
Educ: Post-grad	21%	(46)	25%	(54)	12%	(27)	19%	(41)	23%	(50)	219

Continued on next page

Table BRD10_10: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Supports transgender individuals usage of the bathroom of their choice

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
Adults	17%	(370)	17%	(364)	12%	(257)	24%	(537)	31%	(674)	2201
Income: Under 50k	17%	(219)	14%	(184)	13%	(163)	25%	(328)	31%	(396)	1290
Income: 50k-100k	17%	(108)	19%	(124)	10%	(63)	26%	(168)	29%	(192)	655
Income: 100k+	17%	(43)	22%	(56)	12%	(31)	16%	(41)	33%	(85)	256
Ethnicity: White	16%	(284)	15%	(264)	12%	(203)	26%	(463)	31%	(536)	1750
Ethnicity: Hispanic	20%	(65)	23%	(77)	11%	(35)	21%	(70)	25%	(83)	329
Ethnicity: Afr. Am.	20%	(54)	19%	(52)	12%	(33)	15%	(39)	33%	(89)	269
Ethnicity: Other	18%	(32)	26%	(47)	11%	(20)	19%	(35)	26%	(48)	182
Relig: Protestant	12%	(66)	14%	(77)	13%	(70)	37%	(206)	25%	(136)	555
Relig: Roman Catholic	18%	(71)	19%	(78)	17%	(68)	22%	(90)	25%	(101)	407
Relig: Ath./Agn./None	21%	(126)	21%	(126)	7%	(45)	12%	(75)	39%	(239)	612
Relig: Something Else	19%	(71)	17%	(65)	11%	(40)	20%	(75)	32%	(121)	372
Relig: Evangelical	13%	(83)	10%	(65)	13%	(80)	41%	(261)	23%	(148)	637
Relig: Non-Evang. Catholics	15%	(88)	19%	(108)	15%	(89)	22%	(125)	29%	(164)	573
Relig: All Christian	14%	(170)	14%	(172)	14%	(168)	32%	(386)	26%	(312)	1210
Relig: All Non-Christian	20%	(198)	19%	(191)	9%	(85)	15%	(150)	37%	(360)	984
Community: Urban	20%	(111)	20%	(112)	10%	(59)	18%	(104)	32%	(181)	568
Community: Suburban	17%	(167)	18%	(180)	12%	(118)	24%	(238)	28%	(271)	975
Community: Rural	14%	(92)	11%	(71)	12%	(80)	30%	(195)	34%	(221)	658
Employ: Private Sector	17%	(110)	21%	(141)	11%	(73)	25%	(164)	27%	(179)	667
Employ: Government	20%	(30)	19%	(28)	11%	(16)	14%	(22)	36%	(55)	152
Employ: Self-Employed	17%	(28)	16%	(28)	19%	(32)	21%	(35)	27%	(46)	169
Employ: Homemaker	15%	(32)	14%	(29)	8%	(17)	27%	(57)	37%	(80)	215
Employ: Student	28%	(32)	16%	(18)	6%	(7)	15%	(17)	35%	(39)	112
Employ: Retired	14%	(63)	15%	(67)	14%	(65)	33%	(149)	24%	(106)	449
Employ: Unemployed	18%	(41)	14%	(31)	12%	(26)	17%	(38)	39%	(87)	222
Employ: Other	16%	(34)	10%	(22)	10%	(21)	26%	(55)	38%	(82)	215
Military HH: Yes	15%	(66)	16%	(68)	12%	(52)	33%	(140)	24%	(102)	428
Military HH: No	17%	(304)	17%	(296)	12%	(205)	22%	(397)	32%	(572)	1773

Continued on next page

Table BRD10_10: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Supports transgender individuals usage of the bathroom of their choice

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
Adults	17%	(370)	17%	(364)	12%	(257)	24%	(537)	31%	(674)	2201
RD/WT: Right Direction	11%	(106)	11%	(98)	14%	(131)	38%	(346)	26%	(241)	922
RD/WT: Wrong Track	21%	(264)	21%	(265)	10%	(125)	15%	(191)	34%	(433)	1279
Strongly Approve	13%	(62)	10%	(45)	12%	(58)	46%	(216)	18%	(86)	467
Somewhat Approve	7%	(34)	9%	(43)	18%	(89)	34%	(163)	32%	(156)	485
Somewhat Disapprove	15%	(43)	19%	(56)	10%	(29)	18%	(53)	37%	(106)	287
Strongly Disapprove	27%	(216)	25%	(204)	9%	(74)	11%	(89)	28%	(225)	809
Dont Know / No Opinion	10%	(16)	10%	(15)	4%	(6)	11%	(16)	65%	(100)	153
#1 Issue: Economy	12%	(78)	15%	(100)	11%	(73)	26%	(171)	36%	(233)	656
#1 Issue: Security	11%	(37)	10%	(34)	12%	(41)	40%	(137)	27%	(90)	339
#1 Issue: Health Care	22%	(96)	18%	(77)	13%	(55)	17%	(71)	30%	(129)	428
#1 Issue: Medicare / Social Security	14%	(48)	20%	(66)	14%	(47)	27%	(91)	26%	(86)	338
#1 Issue: Women's Issues	41%	(45)	20%	(22)	5%	(6)	8%	(9)	26%	(28)	110
#1 Issue: Education	19%	(31)	17%	(27)	12%	(19)	18%	(29)	34%	(54)	159
#1 Issue: Energy	28%	(24)	33%	(28)	12%	(10)	11%	(9)	18%	(15)	85
#1 Issue: Other	14%	(12)	11%	(10)	8%	(7)	23%	(20)	44%	(38)	86
2016 Vote: Democrat Hillary Clinton	30%	(202)	27%	(188)	9%	(64)	10%	(69)	23%	(161)	685
2016 Vote: Republican Donald Trump	9%	(62)	8%	(58)	15%	(105)	43%	(308)	26%	(189)	723
2016 Vote: Someone else	12%	(22)	19%	(36)	9%	(18)	22%	(42)	37%	(71)	188
2012 Vote: Barack Obama	26%	(217)	26%	(212)	9%	(76)	12%	(103)	27%	(220)	829
2012 Vote: Mitt Romney	7%	(41)	9%	(55)	15%	(93)	44%	(263)	25%	(147)	598
2012 Vote: Other	11%	(11)	8%	(8)	11%	(11)	34%	(35)	36%	(38)	103
2012 Vote: Didn't Vote	15%	(101)	13%	(89)	11%	(77)	20%	(135)	40%	(269)	671
4-Region: Northeast	17%	(69)	22%	(87)	11%	(44)	18%	(71)	32%	(130)	402
4-Region: Midwest	17%	(83)	15%	(71)	10%	(45)	25%	(120)	33%	(155)	474
4-Region: South	14%	(118)	14%	(111)	13%	(107)	30%	(244)	29%	(234)	815
4-Region: West	20%	(100)	18%	(94)	12%	(60)	20%	(102)	30%	(155)	511

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

Table BRD10_11: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Supports building a wall along the U.S. / Mexico border

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	17%	(364)	17%	(366)	12%	(264)	25%	(553)	30%	(654)	2201
Gender: Male	18%	(194)	19%	(203)	12%	(130)	23%	(249)	27%	(284)	1060
Gender: Female	15%	(170)	14%	(163)	12%	(134)	27%	(305)	32%	(370)	1141
Age: 18-29	12%	(54)	17%	(77)	14%	(64)	27%	(123)	29%	(131)	449
Age: 30-44	14%	(80)	16%	(93)	12%	(69)	25%	(148)	34%	(197)	586
Age: 45-54	16%	(60)	14%	(56)	15%	(59)	21%	(81)	34%	(132)	388
Age: 55-64	19%	(74)	21%	(81)	11%	(42)	22%	(82)	26%	(100)	380
Age: 65+	24%	(95)	15%	(58)	8%	(31)	30%	(120)	24%	(94)	398
PID: Dem (no lean)	8%	(60)	10%	(75)	15%	(107)	46%	(337)	21%	(157)	736
PID: Ind (no lean)	11%	(81)	13%	(102)	12%	(90)	24%	(184)	40%	(302)	758
PID: Rep (no lean)	32%	(223)	27%	(189)	10%	(68)	5%	(32)	28%	(194)	707
PID/Gender: Dem Men	8%	(26)	12%	(43)	17%	(57)	45%	(156)	18%	(62)	343
PID/Gender: Dem Women	9%	(34)	8%	(32)	13%	(50)	46%	(181)	24%	(95)	394
PID/Gender: Ind Men	12%	(44)	16%	(56)	12%	(41)	23%	(81)	37%	(132)	354
PID/Gender: Ind Women	9%	(37)	11%	(46)	12%	(49)	26%	(103)	42%	(170)	405
PID/Gender: Rep Men	34%	(124)	29%	(105)	9%	(32)	3%	(12)	25%	(89)	363
PID/Gender: Rep Women	29%	(98)	25%	(84)	10%	(36)	6%	(20)	31%	(105)	343
Tea Party: Supporter	35%	(220)	24%	(152)	10%	(63)	12%	(76)	18%	(114)	624
Tea Party: Not Supporter	9%	(141)	14%	(213)	13%	(199)	30%	(471)	34%	(531)	1554
Ideo: Liberal (1-3)	9%	(64)	11%	(84)	15%	(112)	48%	(351)	17%	(122)	734
Ideo: Moderate (4)	9%	(48)	16%	(78)	15%	(76)	21%	(104)	39%	(196)	501
Ideo: Conservative (5-7)	30%	(226)	25%	(191)	8%	(62)	9%	(68)	28%	(212)	759
Educ: < College	18%	(288)	17%	(266)	11%	(170)	22%	(342)	32%	(500)	1567
Educ: Bachelors degree	11%	(45)	15%	(62)	15%	(61)	31%	(130)	28%	(116)	416
Educ: Post-grad	14%	(30)	17%	(38)	15%	(32)	37%	(81)	17%	(38)	219

Continued on next page

Table BRD10_11: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Supports building a wall along the U.S. / Mexico border

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
Adults	17%	(364)	17%	(366)	12%	(264)	25%	(553)	30%	(654)	2201
Income: Under 50k	17%	(225)	17%	(225)	11%	(139)	24%	(303)	31%	(398)	1290
Income: 50k-100k	16%	(106)	16%	(108)	12%	(81)	28%	(182)	27%	(179)	655
Income: 100k+	13%	(33)	13%	(33)	17%	(44)	27%	(68)	30%	(77)	256
Ethnicity: White	18%	(311)	16%	(277)	12%	(209)	24%	(412)	31%	(542)	1750
Ethnicity: Hispanic	12%	(38)	21%	(71)	14%	(47)	28%	(92)	25%	(82)	329
Ethnicity: Afr. Am.	10%	(28)	21%	(57)	12%	(33)	28%	(75)	28%	(76)	269
Ethnicity: Other	14%	(26)	18%	(32)	12%	(22)	37%	(66)	20%	(36)	182
Relig: Protestant	24%	(131)	21%	(116)	12%	(65)	19%	(108)	24%	(135)	555
Relig: Roman Catholic	19%	(76)	21%	(85)	13%	(55)	21%	(87)	26%	(105)	407
Relig: Ath./Agn./None	9%	(55)	12%	(76)	12%	(75)	31%	(191)	35%	(215)	612
Relig: Something Else	14%	(50)	14%	(52)	10%	(39)	30%	(111)	32%	(120)	372
Relig: Evangelical	26%	(166)	20%	(129)	11%	(68)	18%	(114)	25%	(161)	637
Relig: Non-Evang. Catholics	16%	(91)	19%	(108)	14%	(83)	24%	(136)	27%	(156)	573
Relig: All Christian	21%	(257)	20%	(237)	12%	(150)	21%	(249)	26%	(317)	1210
Relig: All Non-Christian	11%	(105)	13%	(129)	12%	(114)	31%	(302)	34%	(335)	984
Community: Urban	13%	(72)	16%	(93)	12%	(67)	31%	(173)	29%	(163)	568
Community: Suburban	18%	(176)	16%	(153)	12%	(121)	27%	(260)	27%	(265)	975
Community: Rural	18%	(117)	18%	(120)	12%	(76)	18%	(120)	34%	(226)	658
Employ: Private Sector	14%	(95)	18%	(118)	13%	(89)	28%	(184)	27%	(180)	667
Employ: Government	12%	(19)	21%	(31)	13%	(20)	30%	(46)	24%	(36)	152
Employ: Self-Employed	17%	(29)	22%	(38)	13%	(21)	22%	(36)	26%	(44)	169
Employ: Homemaker	13%	(28)	19%	(41)	7%	(15)	25%	(54)	36%	(77)	215
Employ: Student	14%	(16)	8%	(9)	21%	(24)	19%	(22)	37%	(42)	112
Employ: Retired	24%	(107)	15%	(67)	11%	(50)	27%	(123)	23%	(102)	449
Employ: Unemployed	14%	(32)	15%	(34)	14%	(32)	19%	(42)	38%	(84)	222
Employ: Other	18%	(38)	13%	(27)	6%	(13)	22%	(47)	41%	(88)	215
Military HH: Yes	25%	(107)	21%	(89)	11%	(45)	19%	(80)	25%	(108)	428
Military HH: No	15%	(257)	16%	(277)	12%	(219)	27%	(473)	31%	(546)	1773

Continued on next page

Table BRD10_11: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Supports building a wall along the U.S. / Mexico border

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
Adults	17%	(364)	17%	(366)	12%	(264)	25%	(553)	30%	(654)	2201
RD/WT: Right Direction	32%	(291)	26%	(241)	10%	(89)	6%	(51)	27%	(249)	922
RD/WT: Wrong Track	6%	(73)	10%	(124)	14%	(175)	39%	(502)	32%	(405)	1279
Strongly Approve	47%	(221)	25%	(117)	7%	(33)	5%	(22)	16%	(74)	467
Somewhat Approve	17%	(82)	26%	(128)	10%	(50)	7%	(36)	39%	(189)	485
Somewhat Disapprove	5%	(15)	15%	(42)	20%	(58)	21%	(61)	39%	(111)	287
Strongly Disapprove	4%	(36)	8%	(68)	13%	(109)	51%	(412)	23%	(184)	809
Dont Know / No Opinion	7%	(11)	7%	(10)	9%	(14)	15%	(22)	62%	(95)	153
#1 Issue: Economy	14%	(93)	17%	(113)	13%	(85)	23%	(150)	33%	(215)	656
#1 Issue: Security	35%	(117)	20%	(67)	9%	(30)	11%	(38)	26%	(87)	339
#1 Issue: Health Care	10%	(43)	18%	(77)	9%	(40)	31%	(135)	31%	(134)	428
#1 Issue: Medicare / Social Security	15%	(52)	19%	(64)	14%	(47)	28%	(93)	24%	(83)	338
#1 Issue: Women's Issues	8%	(9)	6%	(7)	10%	(12)	45%	(49)	31%	(34)	110
#1 Issue: Education	16%	(26)	13%	(21)	13%	(21)	24%	(38)	33%	(53)	159
#1 Issue: Energy	12%	(11)	16%	(14)	23%	(19)	33%	(28)	15%	(13)	85
#1 Issue: Other	16%	(13)	5%	(4)	12%	(11)	27%	(23)	40%	(34)	86
2016 Vote: Democrat Hillary Clinton	7%	(45)	11%	(79)	15%	(104)	49%	(338)	18%	(120)	685
2016 Vote: Republican Donald Trump	34%	(243)	25%	(184)	7%	(54)	5%	(33)	29%	(209)	723
2016 Vote: Someone else	4%	(7)	10%	(19)	15%	(29)	36%	(69)	34%	(64)	188
2012 Vote: Barack Obama	9%	(71)	12%	(103)	15%	(121)	42%	(351)	22%	(183)	829
2012 Vote: Mitt Romney	32%	(188)	25%	(151)	9%	(56)	7%	(43)	27%	(160)	598
2012 Vote: Other	17%	(17)	16%	(16)	9%	(10)	14%	(15)	44%	(46)	103
2012 Vote: Didn't Vote	13%	(87)	14%	(96)	12%	(78)	22%	(145)	40%	(265)	671
4-Region: Northeast	14%	(55)	18%	(71)	12%	(48)	28%	(114)	28%	(112)	402
4-Region: Midwest	15%	(70)	16%	(78)	11%	(51)	24%	(115)	34%	(160)	474
4-Region: South	20%	(163)	20%	(162)	13%	(103)	19%	(158)	28%	(229)	815
4-Region: West	15%	(76)	11%	(54)	12%	(62)	32%	(166)	30%	(153)	511

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

Table BRD10_12: *How much more or less likely are you to purchase a product or service from a company that does each of the following...
 Supports Black Lives Matter*

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	18%	(389)	19%	(416)	11%	(252)	19%	(416)	33%	(727)	2201
Gender: Male	17%	(179)	18%	(195)	14%	(144)	21%	(223)	30%	(319)	1060
Gender: Female	18%	(211)	19%	(222)	9%	(108)	17%	(193)	36%	(408)	1141
Age: 18-29	23%	(104)	24%	(106)	15%	(66)	10%	(44)	29%	(128)	449
Age: 30-44	18%	(104)	20%	(117)	11%	(63)	16%	(94)	35%	(207)	586
Age: 45-54	17%	(67)	17%	(65)	8%	(33)	20%	(79)	37%	(145)	388
Age: 55-64	14%	(53)	16%	(60)	10%	(38)	25%	(96)	35%	(131)	380
Age: 65+	15%	(60)	17%	(68)	13%	(52)	26%	(103)	29%	(115)	398
PID: Dem (no lean)	28%	(207)	29%	(210)	10%	(73)	7%	(54)	26%	(192)	736
PID: Ind (no lean)	15%	(114)	15%	(115)	11%	(81)	15%	(117)	44%	(332)	758
PID: Rep (no lean)	10%	(68)	13%	(91)	14%	(99)	35%	(245)	29%	(204)	707
PID/Gender: Dem Men	26%	(90)	31%	(105)	12%	(40)	6%	(22)	25%	(86)	343
PID/Gender: Dem Women	30%	(117)	27%	(106)	8%	(33)	8%	(32)	27%	(105)	394
PID/Gender: Ind Men	15%	(51)	12%	(41)	15%	(53)	17%	(60)	42%	(148)	354
PID/Gender: Ind Women	15%	(62)	18%	(74)	7%	(28)	14%	(56)	45%	(184)	405
PID/Gender: Rep Men	10%	(37)	13%	(49)	14%	(52)	39%	(140)	23%	(85)	363
PID/Gender: Rep Women	9%	(31)	12%	(42)	14%	(47)	30%	(104)	35%	(119)	343
Tea Party: Supporter	19%	(120)	15%	(94)	14%	(85)	33%	(207)	19%	(120)	624
Tea Party: Not Supporter	17%	(265)	21%	(320)	11%	(164)	13%	(208)	38%	(597)	1554
Ideo: Liberal (1-3)	31%	(231)	31%	(226)	9%	(63)	7%	(50)	22%	(165)	734
Ideo: Moderate (4)	14%	(68)	16%	(81)	12%	(60)	13%	(65)	45%	(228)	501
Ideo: Conservative (5-7)	9%	(69)	12%	(88)	15%	(114)	36%	(277)	28%	(211)	759
Educ: < College	18%	(278)	17%	(259)	11%	(173)	19%	(300)	36%	(556)	1567
Educ: Bachelors degree	17%	(71)	23%	(96)	12%	(51)	19%	(79)	28%	(118)	416
Educ: Post-grad	18%	(40)	28%	(61)	13%	(29)	17%	(36)	24%	(53)	219

Continued on next page

Table BRD10_12: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Supports Black Lives Matter

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
Adults	18%	(389)	19%	(416)	11%	(252)	19%	(416)	33%	(727)	2201
Income: Under 50k	19%	(249)	17%	(216)	12%	(155)	17%	(221)	35%	(449)	1290
Income: 50k-100k	16%	(106)	21%	(137)	11%	(72)	21%	(137)	31%	(202)	655
Income: 100k+	13%	(34)	25%	(63)	10%	(26)	22%	(57)	30%	(76)	256
Ethnicity: White	15%	(255)	17%	(300)	12%	(208)	22%	(381)	35%	(606)	1750
Ethnicity: Hispanic	17%	(57)	30%	(99)	12%	(41)	15%	(49)	25%	(83)	329
Ethnicity: Afr. Am.	36%	(96)	24%	(64)	9%	(24)	4%	(11)	27%	(73)	269
Ethnicity: Other	21%	(37)	28%	(52)	12%	(21)	13%	(23)	27%	(48)	182
Relig: Protestant	14%	(76)	15%	(83)	15%	(83)	28%	(155)	28%	(157)	555
Relig: Roman Catholic	17%	(69)	22%	(91)	11%	(47)	22%	(91)	27%	(110)	407
Relig: Ath./Agn./None	20%	(124)	19%	(117)	8%	(49)	12%	(71)	41%	(252)	612
Relig: Something Else	21%	(78)	20%	(73)	12%	(45)	12%	(46)	35%	(131)	372
Relig: Evangelical	16%	(105)	18%	(112)	13%	(80)	28%	(176)	26%	(164)	637
Relig: Non-Evang. Catholics	14%	(83)	19%	(111)	14%	(78)	21%	(121)	32%	(181)	573
Relig: All Christian	15%	(187)	18%	(223)	13%	(158)	25%	(297)	28%	(345)	1210
Relig: All Non-Christian	20%	(201)	19%	(190)	10%	(94)	12%	(117)	39%	(382)	984
Community: Urban	20%	(115)	24%	(138)	12%	(68)	13%	(71)	31%	(176)	568
Community: Suburban	17%	(163)	19%	(184)	12%	(115)	21%	(203)	32%	(311)	975
Community: Rural	17%	(112)	14%	(94)	11%	(70)	22%	(142)	36%	(240)	658
Employ: Private Sector	16%	(107)	22%	(147)	11%	(74)	21%	(138)	30%	(201)	667
Employ: Government	20%	(30)	22%	(33)	13%	(20)	16%	(24)	29%	(45)	152
Employ: Self-Employed	19%	(31)	19%	(32)	13%	(23)	18%	(30)	31%	(53)	169
Employ: Homemaker	18%	(38)	17%	(37)	9%	(19)	17%	(36)	40%	(86)	215
Employ: Student	22%	(25)	22%	(24)	15%	(17)	8%	(9)	32%	(36)	112
Employ: Retired	16%	(71)	19%	(84)	13%	(56)	27%	(122)	26%	(117)	449
Employ: Unemployed	18%	(41)	13%	(28)	10%	(22)	16%	(35)	43%	(97)	222
Employ: Other	21%	(46)	15%	(32)	10%	(22)	10%	(22)	43%	(93)	215
Military HH: Yes	20%	(87)	17%	(74)	13%	(54)	24%	(103)	26%	(111)	428
Military HH: No	17%	(302)	19%	(343)	11%	(198)	18%	(313)	35%	(616)	1773

Continued on next page

Table BRD10_12: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Supports Black Lives Matter

Demographic	Much more likely to use this company	Somewhat more likely to use this company	Somewhat less likely to use this company	Much less likely to use this company	Don't Know / No Opinion	Total N
Adults	18% (389)	19% (416)	11% (252)	19% (416)	33% (727)	2201
RD/WT: Right Direction	12% (113)	13% (124)	14% (126)	33% (301)	28% (258)	922
RD/WT: Wrong Track	22% (276)	23% (292)	10% (127)	9% (114)	37% (470)	1279
Strongly Approve	14% (68)	11% (54)	11% (52)	42% (195)	21% (100)	467
Somewhat Approve	5% (26)	12% (58)	18% (87)	29% (138)	36% (176)	485
Somewhat Disapprove	16% (47)	25% (72)	12% (34)	8% (23)	39% (111)	287
Strongly Disapprove	29% (237)	27% (218)	9% (72)	6% (45)	29% (236)	809
Dont Know / No Opinion	8% (12)	9% (14)	5% (7)	10% (15)	68% (104)	153
#1 Issue: Economy	15% (98)	16% (106)	14% (89)	20% (132)	35% (231)	656
#1 Issue: Security	14% (47)	14% (46)	10% (34)	34% (117)	28% (94)	339
#1 Issue: Health Care	22% (94)	24% (102)	8% (35)	15% (62)	31% (134)	428
#1 Issue: Medicare / Social Security	14% (48)	20% (67)	15% (51)	16% (54)	35% (119)	338
#1 Issue: Women's Issues	28% (31)	28% (31)	6% (6)	4% (4)	35% (38)	110
#1 Issue: Education	23% (37)	18% (28)	13% (20)	12% (20)	34% (54)	159
#1 Issue: Energy	20% (17)	29% (24)	16% (14)	13% (11)	23% (20)	85
#1 Issue: Other	21% (18)	13% (11)	4% (4)	19% (16)	43% (37)	86
2016 Vote: Democrat Hillary Clinton	30% (208)	31% (210)	10% (71)	5% (32)	24% (164)	685
2016 Vote: Republican Donald Trump	8% (57)	10% (72)	16% (114)	39% (280)	28% (199)	723
2016 Vote: Someone else	10% (18)	20% (38)	7% (14)	17% (33)	45% (86)	188
2012 Vote: Barack Obama	27% (227)	26% (217)	10% (86)	8% (67)	28% (232)	829
2012 Vote: Mitt Romney	6% (35)	12% (70)	14% (86)	40% (238)	28% (168)	598
2012 Vote: Other	9% (9)	7% (7)	13% (13)	32% (33)	40% (41)	103
2012 Vote: Didn't Vote	18% (118)	18% (122)	10% (67)	12% (78)	43% (286)	671
4-Region: Northeast	23% (93)	18% (73)	10% (40)	15% (60)	34% (135)	402
4-Region: Midwest	15% (71)	16% (77)	13% (61)	19% (89)	37% (176)	474
4-Region: South	16% (134)	18% (147)	12% (95)	24% (195)	30% (244)	815
4-Region: West	18% (91)	23% (120)	11% (57)	14% (71)	34% (172)	511

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

Table BRD10_13: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Donates to charities that benefit veterans and military families

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	49%	(1070)	25%	(561)	4%	(85)	2%	(51)	20%	(435)	2201
Gender: Male	48%	(511)	25%	(269)	5%	(51)	3%	(29)	19%	(200)	1060
Gender: Female	49%	(558)	26%	(292)	3%	(34)	2%	(22)	21%	(236)	1141
Age: 18-29	39%	(175)	27%	(119)	8%	(37)	3%	(15)	23%	(102)	449
Age: 30-44	42%	(244)	28%	(162)	5%	(29)	3%	(19)	23%	(132)	586
Age: 45-54	45%	(176)	27%	(107)	2%	(6)	3%	(12)	23%	(88)	388
Age: 55-64	58%	(218)	21%	(78)	3%	(10)	—	(2)	19%	(72)	380
Age: 65+	64%	(256)	24%	(95)	1%	(3)	1%	(3)	10%	(41)	398
PID: Dem (no lean)	45%	(332)	28%	(209)	4%	(30)	5%	(34)	18%	(131)	736
PID: Ind (no lean)	42%	(319)	25%	(193)	4%	(33)	1%	(11)	27%	(202)	758
PID: Rep (no lean)	59%	(418)	22%	(158)	3%	(21)	1%	(6)	15%	(103)	707
PID/Gender: Dem Men	45%	(156)	29%	(99)	4%	(15)	6%	(20)	15%	(53)	343
PID/Gender: Dem Women	45%	(176)	28%	(111)	4%	(15)	3%	(14)	20%	(78)	394
PID/Gender: Ind Men	40%	(140)	26%	(91)	6%	(23)	2%	(6)	27%	(94)	354
PID/Gender: Ind Women	44%	(179)	25%	(102)	3%	(11)	1%	(5)	27%	(107)	405
PID/Gender: Rep Men	59%	(215)	22%	(80)	4%	(13)	1%	(3)	15%	(53)	363
PID/Gender: Rep Women	59%	(203)	23%	(78)	2%	(8)	1%	(3)	15%	(50)	343
Tea Party: Supporter	59%	(370)	23%	(141)	5%	(30)	2%	(11)	12%	(72)	624
Tea Party: Not Supporter	44%	(688)	27%	(415)	4%	(55)	2%	(38)	23%	(359)	1554
Ideo: Liberal (1-3)	45%	(333)	31%	(224)	5%	(37)	4%	(27)	16%	(114)	734
Ideo: Moderate (4)	45%	(223)	27%	(133)	4%	(22)	2%	(9)	23%	(113)	501
Ideo: Conservative (5-7)	57%	(436)	24%	(182)	3%	(21)	1%	(10)	14%	(110)	759
Educ: < College	51%	(800)	21%	(335)	3%	(55)	3%	(43)	21%	(333)	1567
Educ: Bachelors degree	44%	(181)	34%	(143)	4%	(18)	1%	(4)	17%	(70)	416
Educ: Post-grad	40%	(88)	37%	(82)	6%	(13)	2%	(4)	15%	(32)	219

Continued on next page

Table BRD10_13: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Donates to charities that benefit veterans and military families

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	49%	(1070)	25%	(561)	4%	(85)	2%	(51)	20%	(435)	2201
Income: Under 50k	50%	(649)	23%	(293)	4%	(53)	3%	(39)	20%	(256)	1290
Income: 50k-100k	48%	(317)	28%	(185)	4%	(24)	2%	(12)	18%	(118)	655
Income: 100k+	41%	(104)	32%	(83)	3%	(8)	—	(1)	24%	(61)	256
Ethnicity: White	51%	(885)	25%	(442)	3%	(51)	2%	(37)	19%	(335)	1750
Ethnicity: Hispanic	43%	(141)	28%	(91)	5%	(16)	8%	(26)	17%	(55)	329
Ethnicity: Afr. Am.	40%	(107)	26%	(69)	9%	(23)	1%	(3)	25%	(67)	269
Ethnicity: Other	42%	(77)	27%	(50)	6%	(11)	6%	(12)	18%	(32)	182
Relig: Protestant	57%	(318)	25%	(136)	3%	(19)	2%	(10)	13%	(71)	555
Relig: Roman Catholic	53%	(217)	27%	(108)	3%	(13)	3%	(13)	14%	(56)	407
Relig: Ath./Agn./None	39%	(237)	27%	(164)	4%	(23)	3%	(16)	28%	(172)	612
Relig: Something Else	41%	(152)	27%	(99)	5%	(20)	2%	(8)	25%	(93)	372
Relig: Evangelical	60%	(383)	21%	(136)	4%	(25)	2%	(13)	13%	(80)	637
Relig: Non-Evang. Catholics	51%	(295)	28%	(158)	3%	(17)	2%	(13)	16%	(90)	573
Relig: All Christian	56%	(679)	24%	(294)	3%	(42)	2%	(26)	14%	(170)	1210
Relig: All Non-Christian	39%	(389)	27%	(263)	4%	(43)	2%	(24)	27%	(266)	984
Community: Urban	40%	(229)	28%	(160)	6%	(32)	2%	(14)	23%	(133)	568
Community: Suburban	50%	(487)	27%	(259)	4%	(36)	3%	(29)	17%	(165)	975
Community: Rural	54%	(354)	21%	(142)	3%	(17)	1%	(8)	21%	(138)	658
Employ: Private Sector	44%	(291)	33%	(219)	5%	(32)	2%	(12)	17%	(113)	667
Employ: Government	43%	(65)	27%	(40)	9%	(13)	2%	(3)	20%	(30)	152
Employ: Self-Employed	46%	(77)	21%	(36)	5%	(8)	5%	(9)	23%	(39)	169
Employ: Homemaker	52%	(111)	24%	(52)	2%	(5)	2%	(5)	20%	(43)	215
Employ: Student	45%	(50)	22%	(25)	2%	(2)	1%	(1)	30%	(34)	112
Employ: Retired	63%	(285)	22%	(101)	1%	(6)	2%	(10)	11%	(47)	449
Employ: Unemployed	39%	(86)	25%	(55)	5%	(12)	1%	(3)	30%	(67)	222
Employ: Other	48%	(104)	15%	(33)	3%	(7)	4%	(8)	29%	(63)	215
Military HH: Yes	61%	(263)	23%	(98)	2%	(8)	4%	(15)	10%	(44)	428
Military HH: No	46%	(807)	26%	(463)	4%	(77)	2%	(36)	22%	(391)	1773

Continued on next page

Table BRD10_13: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Donates to charities that benefit veterans and military families

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
Adults	49%	(1070)	25%	(561)	4%	(85)	2%	(51)	20%	(435)	2201
RD/WT: Right Direction	56%	(517)	23%	(213)	4%	(34)	1%	(12)	16%	(145)	922
RD/WT: Wrong Track	43%	(552)	27%	(348)	4%	(51)	3%	(39)	23%	(290)	1279
Strongly Approve	64%	(301)	19%	(87)	3%	(13)	2%	(7)	13%	(59)	467
Somewhat Approve	49%	(237)	27%	(129)	4%	(19)	1%	(7)	19%	(94)	485
Somewhat Disapprove	40%	(116)	32%	(91)	3%	(9)	2%	(5)	23%	(66)	287
Strongly Disapprove	45%	(364)	29%	(232)	4%	(36)	3%	(28)	18%	(149)	809
Dont Know / No Opinion	34%	(51)	14%	(21)	5%	(8)	3%	(4)	45%	(68)	153
#1 Issue: Economy	47%	(306)	28%	(185)	4%	(25)	2%	(14)	19%	(126)	656
#1 Issue: Security	59%	(200)	20%	(69)	4%	(15)	1%	(4)	15%	(52)	339
#1 Issue: Health Care	44%	(187)	28%	(119)	3%	(14)	3%	(12)	23%	(97)	428
#1 Issue: Medicare / Social Security	56%	(189)	21%	(70)	4%	(14)	2%	(8)	17%	(57)	338
#1 Issue: Women's Issues	38%	(41)	33%	(36)	3%	(3)	3%	(3)	24%	(27)	110
#1 Issue: Education	43%	(68)	27%	(42)	7%	(11)	1%	(2)	22%	(36)	159
#1 Issue: Energy	43%	(37)	37%	(32)	3%	(2)	3%	(2)	14%	(12)	85
#1 Issue: Other	48%	(41)	9%	(8)	1%	(1)	7%	(6)	34%	(29)	86
2016 Vote: Democrat Hillary Clinton	45%	(311)	32%	(219)	4%	(29)	3%	(19)	15%	(106)	685
2016 Vote: Republican Donald Trump	60%	(433)	22%	(156)	3%	(19)	1%	(10)	14%	(105)	723
2016 Vote: Someone else	44%	(84)	26%	(50)	5%	(9)	3%	(5)	22%	(41)	188
2012 Vote: Barack Obama	48%	(395)	28%	(234)	4%	(31)	2%	(17)	18%	(150)	829
2012 Vote: Mitt Romney	58%	(346)	25%	(148)	3%	(16)	1%	(6)	14%	(82)	598
2012 Vote: Other	48%	(50)	32%	(33)	4%	(4)	1%	(1)	15%	(15)	103
2012 Vote: Didn't Vote	42%	(278)	22%	(145)	5%	(33)	4%	(26)	28%	(188)	671
4-Region: Northeast	49%	(195)	24%	(96)	4%	(18)	2%	(6)	22%	(86)	402
4-Region: Midwest	48%	(226)	27%	(127)	4%	(18)	1%	(6)	20%	(97)	474
4-Region: South	50%	(410)	26%	(208)	4%	(31)	3%	(24)	17%	(141)	815
4-Region: West	47%	(238)	25%	(130)	3%	(18)	3%	(14)	22%	(111)	511

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

Table BRD10_14: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Donates to charities that offer legal aid to undocumented immigrants facing deportation

Demographic	Somewhat					Don't Know / No Opinion	Total N
	Much more likely to use this company	more likely to use this company	Somewhat less likely to use this company	Much less likely to use this company			
Adults	16% (357)	20% (439)	12% (274)	20% (447)	31% (684)	2201	
Gender: Male	16% (168)	20% (216)	15% (162)	21% (218)	28% (296)	1060	
Gender: Female	16% (188)	20% (224)	10% (112)	20% (229)	34% (388)	1141	
Age: 18-29	25% (113)	27% (120)	10% (47)	8% (36)	30% (134)	449	
Age: 30-44	17% (99)	20% (116)	12% (69)	16% (94)	35% (208)	586	
Age: 45-54	13% (52)	17% (64)	15% (59)	20% (76)	35% (136)	388	
Age: 55-64	10% (38)	17% (64)	14% (54)	31% (117)	28% (108)	380	
Age: 65+	14% (55)	19% (76)	11% (45)	31% (124)	25% (99)	398	
PID: Dem (no lean)	24% (179)	31% (226)	9% (66)	10% (76)	26% (189)	736	
PID: Ind (no lean)	15% (117)	17% (127)	11% (84)	17% (129)	40% (300)	758	
PID: Rep (no lean)	9% (61)	12% (86)	17% (124)	34% (241)	28% (195)	707	
PID/Gender: Dem Men	21% (71)	33% (113)	11% (37)	12% (41)	23% (80)	343	
PID/Gender: Dem Women	27% (107)	29% (113)	7% (29)	9% (35)	28% (109)	394	
PID/Gender: Ind Men	18% (63)	15% (53)	15% (52)	16% (56)	36% (129)	354	
PID/Gender: Ind Women	13% (54)	18% (74)	8% (32)	18% (73)	42% (172)	405	
PID/Gender: Rep Men	9% (34)	14% (50)	20% (72)	33% (120)	24% (88)	363	
PID/Gender: Rep Women	8% (27)	10% (36)	15% (51)	35% (121)	31% (108)	343	
Tea Party: Supporter	20% (127)	15% (94)	15% (96)	31% (196)	18% (112)	624	
Tea Party: Not Supporter	15% (228)	22% (338)	11% (174)	16% (249)	36% (565)	1554	
Ideo: Liberal (1-3)	28% (208)	33% (241)	9% (68)	8% (59)	22% (158)	734	
Ideo: Moderate (4)	12% (59)	19% (95)	10% (52)	18% (88)	41% (207)	501	
Ideo: Conservative (5-7)	9% (66)	13% (95)	17% (133)	36% (271)	26% (194)	759	
Educ: < College	15% (231)	18% (278)	13% (197)	23% (353)	32% (508)	1567	
Educ: Bachelors degree	19% (78)	24% (98)	13% (53)	15% (63)	30% (124)	416	
Educ: Post-grad	22% (48)	29% (63)	11% (24)	14% (31)	24% (53)	219	

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Table BRD10_14: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Donates to charities that offer legal aid to undocumented immigrants facing deportation

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
Adults	16%	(357)	20%	(439)	12%	(274)	20%	(447)	31%	(684)	2201
Income: Under 50k	16%	(200)	19%	(239)	14%	(177)	21%	(274)	31%	(400)	1290
Income: 50k-100k	17%	(113)	22%	(146)	10%	(68)	20%	(128)	31%	(201)	655
Income: 100k+	17%	(44)	22%	(55)	11%	(29)	17%	(45)	33%	(83)	256
Ethnicity: White	14%	(253)	18%	(309)	13%	(222)	23%	(408)	32%	(559)	1750
Ethnicity: Hispanic	26%	(86)	25%	(81)	14%	(47)	12%	(39)	23%	(76)	329
Ethnicity: Afr. Am.	22%	(60)	29%	(79)	11%	(29)	7%	(19)	31%	(83)	269
Ethnicity: Other	24%	(44)	29%	(52)	12%	(22)	11%	(20)	24%	(43)	182
Relig: Protestant	13%	(71)	18%	(101)	14%	(75)	28%	(157)	27%	(151)	555
Relig: Roman Catholic	17%	(68)	23%	(92)	15%	(60)	22%	(89)	24%	(98)	407
Relig: Ath./Agn./None	19%	(117)	20%	(125)	8%	(50)	13%	(80)	39%	(240)	612
Relig: Something Else	16%	(61)	22%	(81)	15%	(56)	14%	(53)	32%	(121)	372
Relig: Evangelical	15%	(97)	17%	(109)	13%	(84)	29%	(183)	26%	(164)	637
Relig: Non-Evang. Catholics	14%	(80)	22%	(124)	15%	(83)	22%	(127)	28%	(159)	573
Relig: All Christian	15%	(176)	19%	(233)	14%	(168)	26%	(311)	27%	(323)	1210
Relig: All Non-Christian	18%	(178)	21%	(206)	11%	(106)	13%	(133)	37%	(361)	984
Community: Urban	19%	(105)	24%	(138)	11%	(63)	14%	(80)	32%	(181)	568
Community: Suburban	17%	(164)	21%	(207)	13%	(124)	20%	(199)	29%	(280)	975
Community: Rural	13%	(87)	14%	(94)	13%	(86)	25%	(168)	34%	(223)	658
Employ: Private Sector	15%	(102)	24%	(160)	12%	(77)	20%	(130)	30%	(197)	667
Employ: Government	20%	(31)	28%	(42)	13%	(19)	12%	(17)	28%	(42)	152
Employ: Self-Employed	20%	(35)	20%	(34)	19%	(31)	13%	(21)	28%	(48)	169
Employ: Homemaker	19%	(40)	11%	(24)	12%	(26)	19%	(40)	39%	(85)	215
Employ: Student	29%	(33)	18%	(20)	9%	(10)	6%	(6)	38%	(43)	112
Employ: Retired	13%	(60)	18%	(82)	13%	(60)	31%	(141)	23%	(105)	449
Employ: Unemployed	10%	(22)	21%	(48)	12%	(27)	20%	(44)	36%	(81)	222
Employ: Other	16%	(34)	14%	(30)	10%	(22)	21%	(46)	39%	(83)	215
Military HH: Yes	17%	(75)	19%	(82)	12%	(52)	26%	(109)	26%	(110)	428
Military HH: No	16%	(282)	20%	(357)	13%	(222)	19%	(337)	32%	(574)	1773

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Table BRD10_14: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Donates to charities that offer legal aid to undocumented immigrants facing deportation

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
Adults	16%	(357)	20%	(439)	12%	(274)	20%	(447)	31%	(684)	2201
RD/WT: Right Direction	13%	(119)	13%	(121)	15%	(141)	32%	(296)	27%	(245)	922
RD/WT: Wrong Track	19%	(238)	25%	(318)	10%	(133)	12%	(151)	34%	(439)	1279
Strongly Approve	13%	(62)	10%	(46)	16%	(76)	42%	(197)	18%	(86)	467
Somewhat Approve	8%	(38)	13%	(64)	18%	(89)	27%	(129)	34%	(164)	485
Somewhat Disapprove	13%	(38)	28%	(79)	15%	(42)	12%	(35)	32%	(93)	287
Strongly Disapprove	26%	(208)	29%	(238)	6%	(51)	8%	(68)	30%	(244)	809
Dont Know / No Opinion	7%	(11)	8%	(13)	10%	(15)	11%	(17)	64%	(97)	153
#1 Issue: Economy	13%	(83)	18%	(115)	14%	(90)	22%	(146)	34%	(222)	656
#1 Issue: Security	14%	(46)	11%	(39)	13%	(44)	35%	(120)	27%	(91)	339
#1 Issue: Health Care	21%	(89)	22%	(93)	12%	(50)	14%	(58)	32%	(139)	428
#1 Issue: Medicare / Social Security	11%	(36)	27%	(91)	14%	(48)	22%	(76)	26%	(87)	338
#1 Issue: Women's Issues	28%	(31)	27%	(30)	8%	(9)	8%	(8)	29%	(32)	110
#1 Issue: Education	22%	(35)	22%	(35)	10%	(16)	12%	(18)	35%	(55)	159
#1 Issue: Energy	24%	(20)	30%	(26)	18%	(15)	10%	(9)	17%	(15)	85
#1 Issue: Other	20%	(17)	13%	(11)	4%	(3)	13%	(12)	50%	(43)	86
2016 Vote: Democrat Hillary Clinton	27%	(185)	33%	(226)	8%	(53)	8%	(53)	25%	(168)	685
2016 Vote: Republican Donald Trump	7%	(53)	12%	(89)	16%	(119)	38%	(278)	26%	(184)	723
2016 Vote: Someone else	17%	(31)	17%	(31)	13%	(24)	17%	(32)	37%	(70)	188
2012 Vote: Barack Obama	25%	(208)	29%	(240)	8%	(69)	10%	(85)	27%	(226)	829
2012 Vote: Mitt Romney	7%	(42)	12%	(71)	19%	(115)	36%	(217)	26%	(154)	598
2012 Vote: Other	12%	(12)	10%	(11)	7%	(7)	37%	(38)	35%	(36)	103
2012 Vote: Didn't Vote	14%	(95)	18%	(118)	12%	(83)	16%	(106)	40%	(268)	671
4-Region: Northeast	19%	(77)	20%	(82)	11%	(46)	17%	(70)	32%	(128)	402
4-Region: Midwest	14%	(66)	17%	(81)	13%	(63)	22%	(103)	34%	(160)	474
4-Region: South	14%	(111)	19%	(154)	14%	(113)	24%	(197)	29%	(239)	815
4-Region: West	20%	(103)	24%	(123)	10%	(52)	15%	(77)	31%	(157)	511

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

Table BRD10_15: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Advertises on conservative talk radio

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	11%	(242)	17%	(372)	12%	(261)	14%	(319)	46%	(1007)	2201
Gender: Male	14%	(144)	19%	(206)	14%	(145)	15%	(163)	38%	(401)	1060
Gender: Female	9%	(98)	15%	(166)	10%	(116)	14%	(156)	53%	(606)	1141
Age: 18-29	15%	(67)	19%	(86)	13%	(58)	14%	(63)	39%	(175)	449
Age: 30-44	9%	(54)	18%	(106)	13%	(77)	11%	(64)	49%	(285)	586
Age: 45-54	9%	(33)	12%	(47)	15%	(59)	14%	(55)	50%	(194)	388
Age: 55-64	12%	(47)	19%	(70)	8%	(29)	17%	(63)	45%	(170)	380
Age: 65+	11%	(42)	16%	(63)	9%	(38)	19%	(74)	46%	(182)	398
PID: Dem (no lean)	9%	(64)	14%	(103)	16%	(116)	25%	(185)	37%	(269)	736
PID: Ind (no lean)	7%	(55)	12%	(89)	11%	(80)	13%	(98)	58%	(436)	758
PID: Rep (no lean)	17%	(124)	26%	(181)	9%	(65)	5%	(36)	43%	(302)	707
PID/Gender: Dem Men	10%	(33)	18%	(62)	16%	(56)	27%	(92)	29%	(100)	343
PID/Gender: Dem Women	8%	(31)	10%	(41)	15%	(59)	24%	(93)	43%	(169)	394
PID/Gender: Ind Men	8%	(30)	14%	(49)	15%	(52)	14%	(48)	49%	(174)	354
PID/Gender: Ind Women	6%	(25)	10%	(39)	7%	(28)	12%	(50)	65%	(262)	405
PID/Gender: Rep Men	22%	(82)	26%	(94)	10%	(37)	6%	(23)	35%	(128)	363
PID/Gender: Rep Women	12%	(42)	25%	(86)	8%	(28)	4%	(13)	51%	(174)	343
Tea Party: Supporter	27%	(166)	28%	(176)	10%	(63)	5%	(32)	30%	(187)	624
Tea Party: Not Supporter	5%	(75)	12%	(190)	12%	(194)	18%	(284)	52%	(811)	1554
Ideo: Liberal (1-3)	11%	(78)	11%	(82)	18%	(133)	28%	(202)	33%	(239)	734
Ideo: Moderate (4)	4%	(19)	15%	(77)	12%	(62)	10%	(52)	58%	(292)	501
Ideo: Conservative (5-7)	17%	(131)	26%	(200)	8%	(58)	6%	(47)	43%	(323)	759
Educ: < College	12%	(193)	16%	(251)	10%	(157)	13%	(203)	49%	(764)	1567
Educ: Bachelors degree	7%	(29)	19%	(79)	16%	(66)	16%	(68)	42%	(174)	416
Educ: Post-grad	9%	(20)	20%	(43)	18%	(39)	22%	(48)	32%	(69)	219

Continued on next page

Table BRD10_15: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Advertises on conservative talk radio

Demographic	Much more likely to use this company		Somewhat more likely to use this company		Somewhat less likely to use this company		Much less likely to use this company		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	11%	(242)	17%	(372)	12%	(261)	14%	(319)	46%	(1007)	2201
Income: Under 50k	11%	(145)	17%	(220)	11%	(144)	13%	(172)	47%	(609)	1290
Income: 50k-100k	11%	(73)	17%	(110)	13%	(86)	14%	(93)	45%	(293)	655
Income: 100k+	10%	(25)	16%	(42)	12%	(31)	21%	(53)	41%	(105)	256
Ethnicity: White	10%	(175)	17%	(292)	11%	(200)	14%	(251)	47%	(831)	1750
Ethnicity: Hispanic	14%	(47)	18%	(60)	13%	(43)	15%	(49)	40%	(131)	329
Ethnicity: Afr. Am.	15%	(41)	20%	(54)	11%	(31)	14%	(36)	40%	(107)	269
Ethnicity: Other	14%	(26)	14%	(26)	16%	(30)	17%	(31)	38%	(69)	182
Relig: Protestant	15%	(86)	22%	(119)	8%	(43)	10%	(55)	45%	(252)	555
Relig: Roman Catholic	13%	(53)	22%	(90)	16%	(63)	13%	(51)	37%	(150)	407
Relig: Ath./Agn./None	7%	(42)	10%	(62)	12%	(75)	22%	(133)	49%	(301)	612
Relig: Something Else	10%	(38)	14%	(52)	12%	(43)	16%	(61)	48%	(178)	372
Relig: Evangelical	17%	(108)	23%	(149)	9%	(60)	7%	(45)	43%	(275)	637
Relig: Non-Evang. Catholics	9%	(54)	19%	(110)	14%	(79)	14%	(79)	44%	(251)	573
Relig: All Christian	13%	(162)	21%	(259)	12%	(139)	10%	(124)	43%	(526)	1210
Relig: All Non-Christian	8%	(80)	12%	(113)	12%	(118)	20%	(194)	49%	(479)	984
Community: Urban	10%	(56)	16%	(88)	15%	(85)	16%	(92)	43%	(247)	568
Community: Suburban	13%	(123)	18%	(171)	12%	(116)	15%	(147)	43%	(417)	975
Community: Rural	9%	(63)	17%	(113)	9%	(60)	12%	(80)	52%	(344)	658
Employ: Private Sector	10%	(67)	19%	(126)	15%	(97)	15%	(100)	42%	(277)	667
Employ: Government	18%	(28)	16%	(24)	13%	(19)	17%	(26)	36%	(55)	152
Employ: Self-Employed	13%	(23)	21%	(36)	15%	(24)	15%	(25)	36%	(61)	169
Employ: Homemaker	8%	(16)	14%	(31)	9%	(20)	11%	(23)	58%	(126)	215
Employ: Student	14%	(16)	17%	(19)	10%	(11)	16%	(18)	43%	(48)	112
Employ: Retired	12%	(52)	16%	(73)	10%	(46)	18%	(79)	44%	(199)	449
Employ: Unemployed	8%	(19)	19%	(42)	9%	(21)	10%	(22)	54%	(119)	222
Employ: Other	10%	(21)	11%	(23)	11%	(23)	12%	(26)	57%	(122)	215
Military HH: Yes	18%	(79)	19%	(81)	11%	(46)	14%	(58)	38%	(164)	428
Military HH: No	9%	(163)	16%	(291)	12%	(215)	15%	(260)	48%	(843)	1773

Continued on next page

Table BRD10_15: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Advertises on conservative talk radio

Demographic	Much more likely to use this company	Somewhat more likely to use this company	Somewhat less likely to use this company	Much less likely to use this company	Don't Know / No Opinion	Total N
Adults	11% (242)	17% (372)	12% (261)	14% (319)	46% (1007)	2201
RD/WT: Right Direction	18% (168)	26% (236)	9% (85)	6% (52)	41% (380)	922
RD/WT: Wrong Track	6% (74)	11% (136)	14% (176)	21% (267)	49% (627)	1279
Strongly Approve	27% (126)	28% (132)	6% (30)	7% (31)	32% (148)	467
Somewhat Approve	9% (43)	21% (101)	12% (58)	6% (30)	52% (252)	485
Somewhat Disapprove	7% (20)	17% (48)	12% (36)	8% (24)	56% (159)	287
Strongly Disapprove	6% (50)	10% (82)	16% (127)	27% (220)	41% (330)	809
Dont Know / No Opinion	2% (3)	7% (10)	6% (10)	8% (13)	77% (117)	153
#1 Issue: Economy	8% (55)	17% (110)	11% (72)	10% (65)	54% (354)	656
#1 Issue: Security	15% (51)	26% (89)	7% (24)	10% (34)	42% (141)	339
#1 Issue: Health Care	10% (41)	12% (52)	16% (69)	20% (84)	43% (183)	428
#1 Issue: Medicare / Social Security	12% (40)	16% (54)	12% (42)	16% (55)	43% (147)	338
#1 Issue: Women's Issues	13% (14)	10% (11)	17% (19)	28% (30)	32% (35)	110
#1 Issue: Education	14% (23)	13% (21)	11% (17)	15% (24)	46% (74)	159
#1 Issue: Energy	10% (8)	33% (28)	14% (12)	14% (12)	30% (25)	85
#1 Issue: Other	11% (9)	9% (7)	9% (7)	16% (14)	56% (48)	86
2016 Vote: Democrat Hillary Clinton	9% (64)	14% (95)	16% (112)	28% (189)	33% (224)	685
2016 Vote: Republican Donald Trump	17% (122)	26% (191)	8% (59)	5% (40)	43% (312)	723
2016 Vote: Someone else	2% (4)	11% (21)	13% (24)	17% (32)	57% (108)	188
2012 Vote: Barack Obama	9% (76)	12% (102)	15% (124)	25% (204)	39% (323)	829
2012 Vote: Mitt Romney	18% (108)	28% (165)	9% (52)	4% (23)	42% (251)	598
2012 Vote: Other	7% (7)	13% (13)	6% (6)	11% (12)	63% (65)	103
2012 Vote: Didn't Vote	8% (51)	14% (92)	12% (79)	12% (80)	55% (368)	671
4-Region: Northeast	10% (41)	15% (61)	15% (61)	15% (62)	44% (176)	402
4-Region: Midwest	10% (46)	15% (72)	13% (60)	12% (55)	51% (240)	474
4-Region: South	12% (99)	21% (170)	10% (82)	12% (98)	45% (366)	815
4-Region: West	11% (56)	14% (69)	11% (58)	20% (104)	44% (224)	511

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

Table BRD10_16: *How much more or less likely are you to purchase a product or service from a company that does each of the following...
 Supports efforts to reduce climate change*

Demographic						Don't Know / No Opinion	Total N
	Much more likely to use this company	Somewhat more likely to use this company	Somewhat less likely to use this company	Much less likely to use this company			
Adults	26% (565)	24% (539)	11% (242)	8% (173)	31% (682)	2201	
Gender: Male	25% (261)	25% (262)	13% (142)	10% (105)	27% (289)	1060	
Gender: Female	27% (304)	24% (277)	9% (99)	6% (68)	34% (393)	1141	
Age: 18-29	27% (122)	27% (120)	11% (50)	5% (23)	30% (134)	449	
Age: 30-44	26% (155)	27% (157)	10% (56)	6% (34)	31% (184)	586	
Age: 45-54	23% (89)	22% (86)	15% (58)	8% (30)	32% (125)	388	
Age: 55-64	23% (86)	25% (94)	10% (39)	9% (34)	33% (126)	380	
Age: 65+	28% (112)	21% (82)	10% (39)	13% (52)	28% (113)	398	
PID: Dem (no lean)	40% (298)	25% (183)	9% (66)	5% (37)	21% (152)	736	
PID: Ind (no lean)	22% (167)	24% (183)	7% (52)	7% (53)	40% (304)	758	
PID: Rep (no lean)	14% (101)	24% (173)	18% (124)	12% (83)	32% (226)	707	
PID/Gender: Dem Men	39% (133)	26% (91)	11% (38)	7% (23)	17% (58)	343	
PID/Gender: Dem Women	42% (165)	24% (93)	7% (28)	4% (14)	24% (94)	394	
PID/Gender: Ind Men	21% (73)	26% (90)	7% (26)	9% (33)	37% (131)	354	
PID/Gender: Ind Women	23% (94)	23% (92)	7% (26)	5% (19)	43% (173)	405	
PID/Gender: Rep Men	15% (55)	22% (82)	22% (79)	13% (49)	27% (100)	363	
PID/Gender: Rep Women	13% (46)	27% (92)	13% (45)	10% (35)	37% (126)	343	
Tea Party: Supporter	24% (151)	22% (135)	18% (114)	12% (72)	24% (152)	624	
Tea Party: Not Supporter	26% (409)	26% (398)	8% (125)	6% (100)	34% (523)	1554	
Ideo: Liberal (1-3)	44% (323)	27% (197)	8% (59)	4% (29)	17% (128)	734	
Ideo: Moderate (4)	20% (101)	27% (136)	9% (47)	6% (29)	38% (189)	501	
Ideo: Conservative (5-7)	14% (106)	23% (176)	17% (128)	13% (101)	33% (248)	759	
Educ: < College	24% (374)	23% (356)	11% (173)	8% (125)	34% (540)	1567	
Educ: Bachelors degree	29% (122)	29% (120)	10% (41)	7% (31)	24% (101)	416	
Educ: Post-grad	32% (70)	29% (63)	13% (28)	8% (17)	19% (41)	219	

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Table BRD10_16: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Supports efforts to reduce climate change

Demographic	Much more likely to use this company	Somewhat more likely to use this company	Somewhat less likely to use this company	Much less likely to use this company	Don't Know / No Opinion	Total N
Adults	26% (565)	24% (539)	11% (242)	8% (173)	31% (682)	2201
Income: Under 50k	25% (326)	23% (291)	11% (144)	7% (95)	34% (433)	1290
Income: 50k-100k	26% (172)	26% (170)	12% (77)	9% (58)	27% (179)	655
Income: 100k+	26% (66)	31% (78)	8% (21)	8% (20)	28% (71)	256
Ethnicity: White	24% (428)	25% (446)	11% (189)	8% (145)	31% (542)	1750
Ethnicity: Hispanic	25% (83)	26% (86)	12% (40)	10% (34)	27% (88)	329
Ethnicity: Afr. Am.	27% (74)	20% (54)	12% (33)	4% (11)	36% (97)	269
Ethnicity: Other	35% (64)	22% (39)	11% (20)	9% (16)	24% (43)	182
Relig: Protestant	22% (122)	24% (132)	14% (80)	10% (58)	29% (162)	555
Relig: Roman Catholic	29% (118)	27% (112)	10% (40)	9% (37)	25% (101)	407
Relig: Ath./Agn./None	28% (173)	23% (139)	7% (46)	5% (32)	36% (222)	612
Relig: Something Else	30% (111)	24% (89)	9% (32)	9% (32)	29% (108)	372
Relig: Evangelical	20% (127)	22% (139)	17% (108)	11% (68)	31% (194)	637
Relig: Non-Evang. Catholics	27% (155)	29% (165)	10% (56)	7% (41)	27% (157)	573
Relig: All Christian	23% (281)	25% (305)	14% (164)	9% (109)	29% (351)	1210
Relig: All Non-Christian	29% (284)	23% (229)	8% (77)	7% (64)	34% (330)	984
Community: Urban	29% (162)	25% (143)	10% (57)	6% (35)	30% (170)	568
Community: Suburban	27% (262)	27% (266)	11% (102)	8% (80)	27% (264)	975
Community: Rural	21% (141)	20% (130)	12% (82)	9% (57)	38% (248)	658
Employ: Private Sector	25% (168)	31% (204)	11% (74)	9% (58)	24% (162)	667
Employ: Government	27% (41)	31% (47)	8% (13)	4% (7)	29% (44)	152
Employ: Self-Employed	28% (47)	20% (33)	17% (28)	6% (10)	30% (50)	169
Employ: Homemaker	27% (58)	24% (51)	8% (18)	5% (11)	36% (77)	215
Employ: Student	26% (30)	24% (27)	7% (8)	6% (7)	36% (40)	112
Employ: Retired	28% (125)	22% (98)	10% (47)	12% (54)	28% (126)	449
Employ: Unemployed	21% (47)	21% (48)	12% (26)	5% (10)	42% (92)	222
Employ: Other	23% (50)	14% (31)	13% (27)	7% (16)	42% (91)	215
Military HH: Yes	26% (112)	23% (100)	10% (44)	10% (43)	30% (129)	428
Military HH: No	26% (453)	25% (439)	11% (197)	7% (130)	31% (553)	1773

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Table BRD10_16: How much more or less likely are you to purchase a product or service from a company that does each of the following...
Supports efforts to reduce climate change

Demographic	Much more likely to use this company	Somewhat more likely to use this company	Somewhat less likely to use this company	Much less likely to use this company	Don't Know / No Opinion	Total N
Adults	26% (565)	24% (539)	11% (242)	8% (173)	31% (682)	2201
RD/WT: Right Direction	15% (142)	24% (217)	16% (149)	12% (106)	33% (308)	922
RD/WT: Wrong Track	33% (423)	25% (322)	7% (93)	5% (66)	29% (374)	1279
Strongly Approve	16% (74)	19% (91)	20% (94)	17% (79)	28% (129)	467
Somewhat Approve	14% (66)	27% (131)	14% (67)	9% (42)	37% (179)	485
Somewhat Disapprove	26% (74)	29% (82)	8% (23)	6% (18)	31% (89)	287
Strongly Disapprove	42% (337)	25% (203)	6% (49)	4% (31)	23% (190)	809
Dont Know / No Opinion	10% (15)	21% (32)	5% (8)	2% (3)	62% (95)	153
#1 Issue: Economy	20% (128)	25% (164)	13% (87)	8% (52)	34% (224)	656
#1 Issue: Security	18% (60)	24% (82)	15% (51)	12% (39)	31% (106)	339
#1 Issue: Health Care	27% (116)	28% (119)	6% (24)	8% (34)	31% (134)	428
#1 Issue: Medicare / Social Security	30% (103)	23% (77)	11% (39)	9% (31)	26% (89)	338
#1 Issue: Women's Issues	44% (48)	18% (20)	9% (10)	3% (3)	26% (28)	110
#1 Issue: Education	29% (47)	22% (35)	10% (17)	5% (9)	33% (52)	159
#1 Issue: Energy	45% (38)	32% (27)	7% (6)	— (0)	16% (14)	85
#1 Issue: Other	28% (24)	17% (15)	10% (8)	5% (4)	40% (34)	86
2016 Vote: Democrat Hillary Clinton	44% (304)	28% (192)	7% (47)	3% (24)	17% (118)	685
2016 Vote: Republican Donald Trump	12% (87)	23% (163)	17% (120)	14% (100)	35% (252)	723
2016 Vote: Someone else	30% (56)	22% (41)	11% (21)	8% (14)	30% (56)	188
2012 Vote: Barack Obama	41% (340)	25% (210)	7% (61)	5% (38)	22% (180)	829
2012 Vote: Mitt Romney	12% (70)	24% (142)	17% (103)	14% (82)	34% (202)	598
2012 Vote: Other	15% (16)	20% (20)	14% (15)	16% (16)	35% (36)	103
2012 Vote: Didn't Vote	21% (139)	25% (167)	9% (63)	5% (37)	39% (264)	671
4-Region: Northeast	26% (104)	28% (111)	9% (35)	5% (20)	33% (131)	402
4-Region: Midwest	29% (136)	25% (116)	11% (52)	6% (27)	30% (144)	474
4-Region: South	20% (166)	23% (186)	14% (112)	10% (78)	34% (273)	815
4-Region: West	31% (159)	25% (126)	8% (43)	9% (48)	26% (134)	511

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

Table BRD11_1: Have you ever posted your opinion about a brand on social media because of each of the following...?
The brands stance on a controversial political, social, cultural, or environmental issue

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	23% (512)	60% (1323)	17% (367)	2201
Gender: Male	25% (264)	60% (638)	15% (158)	1060
Gender: Female	22% (248)	60% (685)	18% (209)	1141
Age: 18-29	32% (144)	49% (220)	19% (85)	449
Age: 30-44	25% (146)	57% (335)	18% (105)	586
Age: 45-54	24% (92)	56% (219)	20% (77)	388
Age: 55-64	15% (56)	69% (260)	17% (63)	380
Age: 65+	18% (73)	72% (288)	9% (36)	398
PID: Dem (no lean)	30% (223)	56% (412)	14% (101)	736
PID: Ind (no lean)	18% (133)	60% (453)	23% (172)	758
PID: Rep (no lean)	22% (156)	65% (457)	13% (93)	707
PID/Gender: Dem Men	32% (110)	56% (191)	12% (42)	343
PID/Gender: Dem Women	29% (113)	56% (222)	15% (59)	394
PID/Gender: Ind Men	21% (73)	61% (216)	18% (65)	354
PID/Gender: Ind Women	15% (60)	59% (237)	27% (108)	405
PID/Gender: Rep Men	22% (81)	64% (231)	14% (51)	363
PID/Gender: Rep Women	22% (75)	66% (226)	12% (42)	343
Tea Party: Supporter	34% (215)	57% (355)	9% (54)	624
Tea Party: Not Supporter	19% (291)	61% (952)	20% (311)	1554
Ideo: Liberal (1-3)	34% (253)	52% (385)	13% (96)	734
Ideo: Moderate (4)	15% (75)	69% (343)	16% (83)	501
Ideo: Conservative (5-7)	22% (168)	65% (494)	13% (97)	759
Educ: < College	23% (361)	58% (903)	19% (303)	1567
Educ: Bachelors degree	22% (93)	66% (275)	11% (48)	416
Educ: Post-grad	26% (58)	66% (145)	7% (16)	219
Income: Under 50k	24% (312)	57% (732)	19% (246)	1290
Income: 50k-100k	21% (141)	65% (428)	13% (87)	655
Income: 100k+	23% (59)	64% (163)	13% (34)	256

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Table BRD11_1: *Have you ever posted your opinion about a brand on social media because of each of the following...?
The brands stance on a controversial political, social, cultural, or environmental issue*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	23% (512)	60% (1323)	17% (367)	2201
Ethnicity: White	22% (390)	63% (1095)	15% (265)	1750
Ethnicity: Hispanic	36% (117)	44% (145)	20% (67)	329
Ethnicity: Afr. Am.	25% (66)	51% (138)	24% (64)	269
Ethnicity: Other	30% (55)	49% (90)	20% (37)	182
Relig: Protestant	22% (122)	64% (358)	14% (76)	555
Relig: Roman Catholic	29% (116)	62% (254)	9% (37)	407
Relig: Ath./Agn./None	23% (142)	54% (332)	23% (138)	612
Relig: Something Else	19% (72)	61% (227)	20% (73)	372
Relig: Evangelical	25% (161)	60% (379)	15% (97)	637
Relig: Non-Evang. Catholics	24% (136)	66% (381)	10% (57)	573
Relig: All Christian	25% (297)	63% (760)	13% (154)	1210
Relig: All Non-Christian	22% (215)	57% (558)	21% (211)	984
Community: Urban	26% (146)	56% (317)	18% (104)	568
Community: Suburban	23% (225)	62% (603)	15% (147)	975
Community: Rural	21% (141)	61% (403)	17% (115)	658
Employ: Private Sector	25% (165)	60% (402)	15% (99)	667
Employ: Government	33% (50)	54% (82)	13% (20)	152
Employ: Self-Employed	29% (48)	58% (98)	13% (22)	169
Employ: Homemaker	24% (52)	58% (125)	18% (38)	215
Employ: Student	28% (31)	57% (64)	15% (17)	112
Employ: Retired	20% (91)	70% (313)	10% (45)	449
Employ: Unemployed	14% (32)	59% (130)	27% (60)	222
Employ: Other	20% (42)	50% (108)	30% (65)	215
Military HH: Yes	30% (130)	58% (248)	12% (51)	428
Military HH: No	22% (382)	61% (1075)	18% (316)	1773
RD/WT: Right Direction	25% (229)	59% (542)	16% (151)	922
RD/WT: Wrong Track	22% (283)	61% (780)	17% (216)	1279

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Table BRD11_1: *Have you ever posted your opinion about a brand on social media because of each of the following...?
The brands stance on a controversial political, social, cultural, or environmental issue*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	23% (512)	60% (1323)	17% (367)	2201
Strongly Approve	30% (139)	57% (266)	13% (63)	467
Somewhat Approve	18% (88)	67% (327)	14% (70)	485
Somewhat Disapprove	20% (57)	63% (181)	17% (49)	287
Strongly Disapprove	26% (212)	59% (475)	15% (122)	809
Dont Know / No Opinion	10% (15)	49% (74)	41% (63)	153
#1 Issue: Economy	18% (115)	68% (443)	15% (98)	656
#1 Issue: Security	28% (94)	60% (203)	12% (42)	339
#1 Issue: Health Care	24% (103)	57% (243)	19% (82)	428
#1 Issue: Medicare / Social Security	19% (63)	66% (223)	15% (52)	338
#1 Issue: Women's Issues	33% (37)	42% (46)	25% (27)	110
#1 Issue: Education	26% (42)	57% (90)	17% (27)	159
#1 Issue: Energy	44% (37)	39% (33)	17% (15)	85
#1 Issue: Other	25% (21)	48% (41)	28% (24)	86
2016 Vote: Democrat Hillary Clinton	32% (222)	55% (377)	13% (86)	685
2016 Vote: Republican Donald Trump	21% (154)	65% (468)	14% (101)	723
2016 Vote: Someone else	22% (41)	63% (118)	15% (29)	188
2012 Vote: Barack Obama	29% (242)	56% (462)	15% (125)	829
2012 Vote: Mitt Romney	19% (111)	70% (418)	12% (69)	598
2012 Vote: Other	20% (21)	66% (69)	13% (14)	103
2012 Vote: Didn't Vote	20% (137)	56% (374)	24% (159)	671
4-Region: Northeast	20% (78)	66% (264)	15% (59)	402
4-Region: Midwest	22% (104)	60% (285)	18% (85)	474
4-Region: South	23% (191)	59% (481)	18% (143)	815
4-Region: West	27% (139)	57% (293)	16% (80)	511

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

Table BRD11_4: *Have you ever posted your opinion about a brand on social media because of each of the following...?
 Something a politician said about the brand*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	12%	(270)	72%	(1574)	16%	(357)	2201
Gender: Male	14%	(151)	72%	(760)	14%	(148)	1060
Gender: Female	10%	(119)	71%	(814)	18%	(209)	1141
Age: 18-29	22%	(98)	60%	(270)	18%	(81)	449
Age: 30-44	11%	(66)	69%	(405)	20%	(114)	586
Age: 45-54	11%	(42)	71%	(277)	18%	(69)	388
Age: 55-64	7%	(26)	78%	(295)	15%	(58)	380
Age: 65+	9%	(37)	82%	(326)	9%	(34)	398
PID: Dem (no lean)	15%	(112)	72%	(532)	13%	(92)	736
PID: Ind (no lean)	10%	(74)	68%	(515)	22%	(169)	758
PID: Rep (no lean)	12%	(84)	75%	(527)	14%	(96)	707
PID/Gender: Dem Men	18%	(62)	71%	(243)	11%	(38)	343
PID/Gender: Dem Women	13%	(50)	73%	(289)	14%	(54)	394
PID/Gender: Ind Men	11%	(40)	71%	(251)	18%	(62)	354
PID/Gender: Ind Women	8%	(34)	65%	(264)	26%	(107)	405
PID/Gender: Rep Men	14%	(49)	73%	(266)	13%	(48)	363
PID/Gender: Rep Women	10%	(34)	76%	(261)	14%	(48)	343
Tea Party: Supporter	22%	(137)	69%	(433)	9%	(54)	624
Tea Party: Not Supporter	8%	(129)	72%	(1123)	19%	(302)	1554
Ideo: Liberal (1-3)	20%	(146)	68%	(497)	12%	(91)	734
Ideo: Moderate (4)	7%	(35)	76%	(383)	17%	(83)	501
Ideo: Conservative (5-7)	11%	(84)	77%	(582)	12%	(93)	759
Educ: < College	12%	(194)	69%	(1080)	19%	(293)	1567
Educ: Bachelors degree	10%	(40)	79%	(327)	12%	(49)	416
Educ: Post-grad	16%	(36)	76%	(167)	7%	(16)	219
Income: Under 50k	11%	(146)	69%	(890)	20%	(254)	1290
Income: 50k-100k	13%	(88)	76%	(498)	11%	(69)	655
Income: 100k+	14%	(36)	73%	(186)	13%	(33)	256

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Table BRD11_4: *Have you ever posted your opinion about a brand on social media because of each of the following...?
Something a politician said about the brand*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	12% (270)	72% (1574)	16% (357)	2201
Ethnicity: White	10% (183)	74% (1303)	15% (264)	1750
Ethnicity: Hispanic	21% (70)	60% (199)	18% (60)	329
Ethnicity: Afr. Am.	18% (48)	59% (159)	23% (62)	269
Ethnicity: Other	21% (39)	61% (112)	17% (31)	182
Relig: Protestant	12% (64)	75% (416)	13% (74)	555
Relig: Roman Catholic	18% (74)	74% (302)	8% (31)	407
Relig: Ath./Agn./None	10% (59)	67% (411)	23% (142)	612
Relig: Something Else	12% (46)	70% (259)	18% (67)	372
Relig: Evangelical	13% (82)	72% (462)	15% (93)	637
Relig: Non-Evang. Catholics	14% (82)	76% (438)	9% (52)	573
Relig: All Christian	14% (164)	74% (900)	12% (146)	1210
Relig: All Non-Christian	11% (105)	68% (669)	21% (209)	984
Community: Urban	14% (79)	69% (389)	18% (100)	568
Community: Suburban	12% (119)	73% (712)	15% (143)	975
Community: Rural	11% (72)	72% (472)	17% (114)	658
Employ: Private Sector	14% (90)	73% (490)	13% (87)	667
Employ: Government	20% (31)	70% (106)	10% (15)	152
Employ: Self-Employed	17% (29)	68% (114)	15% (26)	169
Employ: Homemaker	12% (25)	69% (148)	20% (43)	215
Employ: Student	15% (17)	70% (78)	15% (17)	112
Employ: Retired	11% (48)	80% (358)	10% (44)	449
Employ: Unemployed	8% (17)	63% (140)	30% (66)	222
Employ: Other	7% (14)	65% (140)	28% (60)	215
Military HH: Yes	20% (86)	68% (289)	12% (53)	428
Military HH: No	10% (184)	72% (1285)	17% (304)	1773
RD/WT: Right Direction	16% (148)	69% (639)	15% (135)	922
RD/WT: Wrong Track	10% (122)	73% (935)	17% (222)	1279

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Table BRD11_4: Have you ever posted your opinion about a brand on social media because of each of the following...?
Something a politician said about the brand

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	12% (270)	72% (1574)	16% (357)	2201
Strongly Approve	18% (86)	69% (323)	13% (59)	467
Somewhat Approve	10% (49)	76% (370)	14% (66)	485
Somewhat Disapprove	10% (29)	75% (214)	15% (44)	287
Strongly Disapprove	13% (103)	73% (590)	14% (116)	809
Dont Know / No Opinion	2% (3)	51% (78)	47% (73)	153
#1 Issue: Economy	9% (57)	78% (509)	14% (90)	656
#1 Issue: Security	11% (36)	77% (260)	12% (42)	339
#1 Issue: Health Care	14% (59)	69% (294)	18% (75)	428
#1 Issue: Medicare / Social Security	11% (37)	75% (253)	14% (49)	338
#1 Issue: Women's Issues	20% (22)	57% (62)	23% (26)	110
#1 Issue: Education	21% (33)	61% (98)	18% (28)	159
#1 Issue: Energy	23% (20)	54% (46)	23% (20)	85
#1 Issue: Other	7% (6)	60% (52)	32% (28)	86
2016 Vote: Democrat Hillary Clinton	18% (122)	70% (478)	12% (86)	685
2016 Vote: Republican Donald Trump	12% (84)	75% (543)	13% (95)	723
2016 Vote: Someone else	5% (10)	80% (151)	15% (27)	188
2012 Vote: Barack Obama	17% (142)	69% (574)	14% (112)	829
2012 Vote: Mitt Romney	10% (59)	78% (467)	12% (73)	598
2012 Vote: Other	6% (6)	79% (82)	14% (15)	103
2012 Vote: Didn't Vote	9% (63)	67% (451)	23% (157)	671
4-Region: Northeast	11% (43)	76% (304)	14% (55)	402
4-Region: Midwest	13% (60)	70% (331)	17% (82)	474
4-Region: South	12% (96)	71% (578)	17% (140)	815
4-Region: West	14% (71)	71% (361)	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_5: Have you ever posted your opinion about a brand on social media because of each of the following...?
Something a celebrity said about the brand

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	14%	(303)	71%	(1570)	15%	(328)	2201
Gender: Male	16%	(171)	71%	(750)	13%	(138)	1060
Gender: Female	12%	(132)	72%	(820)	17%	(190)	1141
Age: 18-29	24%	(106)	59%	(264)	17%	(78)	449
Age: 30-44	16%	(92)	67%	(390)	18%	(104)	586
Age: 45-54	8%	(31)	75%	(291)	17%	(67)	388
Age: 55-64	9%	(34)	77%	(291)	14%	(54)	380
Age: 65+	10%	(40)	84%	(332)	6%	(25)	398
PID: Dem (no lean)	17%	(126)	72%	(531)	11%	(80)	736
PID: Ind (no lean)	11%	(85)	67%	(507)	22%	(166)	758
PID: Rep (no lean)	13%	(92)	75%	(532)	12%	(83)	707
PID/Gender: Dem Men	21%	(74)	70%	(240)	9%	(30)	343
PID/Gender: Dem Women	13%	(52)	74%	(291)	13%	(50)	394
PID/Gender: Ind Men	14%	(48)	68%	(240)	18%	(65)	354
PID/Gender: Ind Women	9%	(37)	66%	(267)	25%	(101)	405
PID/Gender: Rep Men	14%	(50)	74%	(270)	12%	(44)	363
PID/Gender: Rep Women	12%	(43)	76%	(262)	11%	(39)	343
Tea Party: Supporter	26%	(161)	68%	(426)	6%	(37)	624
Tea Party: Not Supporter	9%	(138)	73%	(1128)	19%	(289)	1554
Ideo: Liberal (1-3)	20%	(145)	68%	(498)	12%	(91)	734
Ideo: Moderate (4)	11%	(55)	76%	(383)	13%	(63)	501
Ideo: Conservative (5-7)	13%	(98)	77%	(581)	11%	(80)	759
Educ: < College	14%	(216)	69%	(1078)	17%	(273)	1567
Educ: Bachelors degree	12%	(51)	78%	(323)	10%	(41)	416
Educ: Post-grad	17%	(37)	77%	(169)	6%	(13)	219
Income: Under 50k	14%	(177)	69%	(884)	18%	(229)	1290
Income: 50k-100k	14%	(94)	75%	(495)	10%	(67)	655
Income: 100k+	13%	(33)	75%	(191)	12%	(32)	256

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Table BRD11_5: Have you ever posted your opinion about a brand on social media because of each of the following...?
 Something a celebrity said about the brand

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	14% (303)	71% (1570)	15% (328)	2201
Ethnicity: White	11% (197)	75% (1304)	14% (249)	1750
Ethnicity: Hispanic	23% (74)	61% (200)	17% (55)	329
Ethnicity: Afr. Am.	23% (62)	59% (157)	18% (50)	269
Ethnicity: Other	24% (45)	59% (108)	16% (30)	182
Relig: Protestant	12% (69)	77% (425)	11% (61)	555
Relig: Roman Catholic	18% (73)	73% (296)	9% (38)	407
Relig: Ath./Agn./None	12% (74)	66% (401)	22% (137)	612
Relig: Something Else	14% (52)	70% (262)	16% (58)	372
Relig: Evangelical	17% (108)	70% (447)	13% (81)	637
Relig: Non-Evang. Catholics	12% (68)	79% (453)	9% (52)	573
Relig: All Christian	15% (177)	74% (900)	11% (133)	1210
Relig: All Non-Christian	13% (126)	67% (663)	20% (195)	984
Community: Urban	16% (88)	68% (384)	17% (96)	568
Community: Suburban	14% (140)	73% (713)	12% (121)	975
Community: Rural	11% (75)	72% (473)	17% (111)	658
Employ: Private Sector	18% (117)	72% (479)	11% (70)	667
Employ: Government	19% (29)	72% (109)	9% (14)	152
Employ: Self-Employed	11% (19)	75% (126)	14% (24)	169
Employ: Homemaker	10% (21)	72% (155)	19% (40)	215
Employ: Student	21% (24)	68% (76)	11% (13)	112
Employ: Retired	10% (44)	81% (366)	9% (39)	449
Employ: Unemployed	13% (30)	62% (137)	25% (56)	222
Employ: Other	10% (21)	57% (122)	34% (72)	215
Military HH: Yes	22% (95)	69% (294)	9% (39)	428
Military HH: No	12% (208)	72% (1275)	16% (289)	1773
RD/WT: Right Direction	18% (163)	70% (643)	13% (117)	922
RD/WT: Wrong Track	11% (141)	72% (927)	17% (212)	1279

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Table BRD11_5: Have you ever posted your opinion about a brand on social media because of each of the following...?
Something a celebrity said about the brand

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	14% (303)	71% (1570)	15% (328)	2201
Strongly Approve	21% (97)	68% (318)	11% (52)	467
Somewhat Approve	10% (49)	76% (371)	13% (65)	485
Somewhat Disapprove	12% (36)	73% (209)	15% (42)	287
Strongly Disapprove	14% (114)	73% (592)	13% (102)	809
Dont Know / No Opinion	5% (7)	51% (79)	44% (67)	153
#1 Issue: Economy	11% (75)	76% (501)	12% (81)	656
#1 Issue: Security	17% (57)	72% (243)	12% (39)	339
#1 Issue: Health Care	11% (47)	70% (301)	19% (80)	428
#1 Issue: Medicare / Social Security	13% (44)	74% (251)	13% (43)	338
#1 Issue: Women's Issues	18% (20)	60% (65)	22% (25)	110
#1 Issue: Education	19% (30)	66% (105)	15% (24)	159
#1 Issue: Energy	29% (25)	56% (48)	15% (12)	85
#1 Issue: Other	6% (5)	66% (57)	28% (24)	86
2016 Vote: Democrat Hillary Clinton	19% (128)	72% (490)	10% (68)	685
2016 Vote: Republican Donald Trump	13% (93)	76% (547)	11% (83)	723
2016 Vote: Someone else	6% (12)	79% (149)	14% (27)	188
2012 Vote: Barack Obama	17% (143)	70% (582)	13% (104)	829
2012 Vote: Mitt Romney	12% (69)	79% (472)	10% (58)	598
2012 Vote: Other	3% (3)	79% (82)	18% (19)	103
2012 Vote: Didn't Vote	13% (89)	65% (434)	22% (148)	671
4-Region: Northeast	16% (64)	71% (284)	13% (53)	402
4-Region: Midwest	14% (68)	71% (335)	15% (71)	474
4-Region: South	14% (110)	71% (575)	16% (129)	815
4-Region: West	12% (60)	74% (376)	15% (75)	511

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

Table BRD11_6: Have you ever posted your opinion about a brand on social media because of each of the following...?
 Something a friend or family member said about the brand

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	27% (601)	58% (1287)	14% (313)	2201
Gender: Male	27% (286)	62% (652)	11% (121)	1060
Gender: Female	28% (315)	56% (634)	17% (192)	1141
Age: 18-29	35% (159)	45% (202)	20% (88)	449
Age: 30-44	31% (180)	54% (317)	15% (89)	586
Age: 45-54	27% (104)	56% (218)	17% (67)	388
Age: 55-64	21% (78)	68% (259)	11% (43)	380
Age: 65+	20% (81)	73% (291)	6% (26)	398
PID: Dem (no lean)	31% (225)	60% (443)	9% (68)	736
PID: Ind (no lean)	24% (185)	55% (417)	21% (156)	758
PID: Rep (no lean)	27% (191)	60% (427)	13% (88)	707
PID/Gender: Dem Men	32% (110)	63% (214)	5% (19)	343
PID/Gender: Dem Women	29% (116)	58% (229)	13% (49)	394
PID/Gender: Ind Men	24% (86)	59% (210)	16% (58)	354
PID/Gender: Ind Women	24% (99)	51% (207)	24% (99)	405
PID/Gender: Rep Men	25% (90)	63% (228)	12% (45)	363
PID/Gender: Rep Women	29% (101)	58% (199)	13% (44)	343
Tea Party: Supporter	37% (229)	56% (348)	8% (48)	624
Tea Party: Not Supporter	24% (366)	59% (924)	17% (264)	1554
Ideo: Liberal (1-3)	34% (249)	55% (407)	11% (78)	734
Ideo: Moderate (4)	23% (117)	63% (315)	14% (69)	501
Ideo: Conservative (5-7)	26% (195)	63% (480)	11% (83)	759
Educ: < College	28% (437)	56% (877)	16% (253)	1567
Educ: Bachelors degree	24% (101)	65% (268)	11% (46)	416
Educ: Post-grad	29% (63)	65% (142)	7% (15)	219
Income: Under 50k	29% (369)	55% (713)	16% (209)	1290
Income: 50k-100k	27% (175)	63% (414)	10% (66)	655
Income: 100k+	23% (58)	62% (160)	15% (38)	256

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Table BRD11_6: *Have you ever posted your opinion about a brand on social media because of each of the following...?
Something a friend or family member said about the brand*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	27% (601)	58% (1287)	14% (313)	2201
Ethnicity: White	26% (451)	61% (1063)	14% (237)	1750
Ethnicity: Hispanic	36% (119)	51% (166)	13% (44)	329
Ethnicity: Afr. Am.	32% (86)	51% (137)	17% (45)	269
Ethnicity: Other	35% (64)	47% (86)	17% (31)	182
Relig: Protestant	25% (137)	64% (357)	11% (61)	555
Relig: Roman Catholic	35% (141)	58% (238)	7% (29)	407
Relig: Ath./Agn./None	24% (149)	56% (340)	20% (123)	612
Relig: Something Else	24% (89)	60% (223)	16% (61)	372
Relig: Evangelical	32% (204)	56% (355)	12% (78)	637
Relig: Non-Evang. Catholics	28% (160)	63% (363)	9% (51)	573
Relig: All Christian	30% (364)	59% (718)	11% (129)	1210
Relig: All Non-Christian	24% (238)	57% (562)	19% (184)	984
Community: Urban	30% (173)	53% (302)	16% (93)	568
Community: Suburban	26% (254)	61% (599)	12% (121)	975
Community: Rural	26% (174)	58% (385)	15% (99)	658
Employ: Private Sector	29% (193)	61% (408)	10% (66)	667
Employ: Government	32% (49)	58% (87)	10% (16)	152
Employ: Self-Employed	31% (52)	57% (95)	13% (22)	169
Employ: Homemaker	29% (62)	55% (118)	16% (35)	215
Employ: Student	32% (36)	51% (57)	18% (20)	112
Employ: Retired	19% (87)	72% (324)	9% (38)	449
Employ: Unemployed	29% (65)	44% (97)	27% (60)	222
Employ: Other	28% (59)	46% (98)	27% (57)	215
Military HH: Yes	36% (153)	55% (234)	10% (41)	428
Military HH: No	25% (449)	59% (1052)	15% (272)	1773
RD/WT: Right Direction	31% (281)	57% (527)	12% (114)	922
RD/WT: Wrong Track	25% (320)	59% (760)	16% (199)	1279

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Table BRD11_6: Have you ever posted your opinion about a brand on social media because of each of the following...?
Something a friend or family member said about the brand

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	27% (601)	58% (1287)	14% (313)	2201
Strongly Approve	34% (157)	54% (254)	12% (57)	467
Somewhat Approve	25% (119)	62% (303)	13% (63)	485
Somewhat Disapprove	32% (91)	54% (154)	14% (41)	287
Strongly Disapprove	26% (210)	63% (508)	11% (90)	809
Dont Know / No Opinion	15% (24)	44% (67)	40% (62)	153
#1 Issue: Economy	27% (178)	60% (396)	12% (82)	656
#1 Issue: Security	26% (89)	63% (214)	11% (36)	339
#1 Issue: Health Care	26% (111)	58% (247)	16% (70)	428
#1 Issue: Medicare / Social Security	24% (81)	64% (217)	12% (40)	338
#1 Issue: Women's Issues	36% (39)	43% (48)	21% (23)	110
#1 Issue: Education	35% (56)	47% (75)	18% (29)	159
#1 Issue: Energy	42% (36)	43% (37)	15% (13)	85
#1 Issue: Other	13% (12)	63% (54)	24% (20)	86
2016 Vote: Democrat Hillary Clinton	32% (219)	59% (403)	9% (63)	685
2016 Vote: Republican Donald Trump	25% (181)	63% (457)	12% (84)	723
2016 Vote: Someone else	26% (50)	62% (116)	12% (22)	188
2012 Vote: Barack Obama	30% (252)	59% (493)	10% (85)	829
2012 Vote: Mitt Romney	26% (154)	64% (383)	10% (62)	598
2012 Vote: Other	23% (24)	64% (66)	13% (13)	103
2012 Vote: Didn't Vote	26% (172)	51% (345)	23% (153)	671
4-Region: Northeast	28% (111)	59% (236)	14% (55)	402
4-Region: Midwest	29% (139)	56% (266)	14% (69)	474
4-Region: South	28% (224)	57% (467)	15% (123)	815
4-Region: West	25% (127)	62% (318)	13% (66)	511

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

Table BRD11_7: Have you ever posted your opinion about a brand on social media because of each of the following...?
Something the brands company representative said

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	22% (477)	63% (1383)	15% (341)	2201
Gender: Male	23% (244)	64% (674)	13% (141)	1060
Gender: Female	20% (233)	62% (708)	18% (200)	1141
Age: 18-29	27% (121)	53% (239)	20% (89)	449
Age: 30-44	28% (166)	55% (323)	17% (97)	586
Age: 45-54	21% (82)	62% (239)	17% (68)	388
Age: 55-64	13% (48)	74% (281)	13% (50)	380
Age: 65+	15% (61)	76% (301)	9% (36)	398
PID: Dem (no lean)	23% (172)	65% (477)	12% (87)	736
PID: Ind (no lean)	19% (148)	59% (446)	22% (165)	758
PID: Rep (no lean)	22% (158)	65% (460)	13% (89)	707
PID/Gender: Dem Men	24% (82)	65% (223)	11% (37)	343
PID/Gender: Dem Women	23% (90)	65% (254)	13% (50)	394
PID/Gender: Ind Men	24% (83)	60% (213)	16% (58)	354
PID/Gender: Ind Women	16% (64)	58% (233)	26% (107)	405
PID/Gender: Rep Men	22% (78)	66% (239)	13% (46)	363
PID/Gender: Rep Women	23% (79)	64% (221)	13% (43)	343
Tea Party: Supporter	34% (211)	58% (362)	8% (52)	624
Tea Party: Not Supporter	17% (265)	64% (1001)	19% (289)	1554
Ideo: Liberal (1-3)	30% (218)	57% (417)	13% (99)	734
Ideo: Moderate (4)	14% (70)	71% (355)	15% (76)	501
Ideo: Conservative (5-7)	22% (165)	68% (514)	10% (80)	759
Educ: < College	21% (333)	61% (950)	18% (283)	1567
Educ: Bachelors degree	19% (78)	71% (293)	11% (45)	416
Educ: Post-grad	30% (66)	64% (139)	6% (14)	219
Income: Under 50k	20% (261)	61% (790)	19% (239)	1290
Income: 50k-100k	24% (160)	66% (430)	10% (66)	655
Income: 100k+	22% (57)	64% (163)	14% (35)	256

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**Table BRD11_7: Have you ever posted your opinion about a brand on social media because of each of the following...?
 Something the brands company representative said**

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	22% (477)	63% (1383)	15% (341)	2201
Ethnicity: White	21% (365)	65% (1129)	15% (256)	1750
Ethnicity: Hispanic	31% (103)	54% (177)	15% (50)	329
Ethnicity: Afr. Am.	21% (55)	62% (167)	17% (46)	269
Ethnicity: Other	31% (57)	47% (86)	21% (39)	182
Relig: Protestant	22% (124)	67% (370)	11% (61)	555
Relig: Roman Catholic	24% (97)	68% (278)	8% (33)	407
Relig: Ath./Agn./None	21% (127)	55% (339)	24% (145)	612
Relig: Something Else	23% (84)	59% (219)	19% (69)	372
Relig: Evangelical	24% (154)	64% (407)	12% (75)	637
Relig: Non-Evang. Catholics	19% (111)	72% (411)	9% (51)	573
Relig: All Christian	22% (265)	68% (818)	10% (127)	1210
Relig: All Non-Christian	22% (212)	57% (558)	22% (214)	984
Community: Urban	24% (136)	59% (336)	17% (97)	568
Community: Suburban	21% (208)	65% (638)	13% (129)	975
Community: Rural	20% (134)	62% (409)	17% (115)	658
Employ: Private Sector	28% (190)	62% (410)	10% (66)	667
Employ: Government	26% (40)	65% (98)	9% (14)	152
Employ: Self-Employed	28% (47)	56% (94)	16% (27)	169
Employ: Homemaker	20% (43)	63% (136)	17% (36)	215
Employ: Student	21% (23)	61% (68)	19% (21)	112
Employ: Retired	14% (62)	76% (340)	11% (47)	449
Employ: Unemployed	17% (38)	54% (121)	28% (63)	222
Employ: Other	16% (35)	53% (114)	31% (66)	215
Military HH: Yes	30% (129)	59% (254)	11% (46)	428
Military HH: No	20% (349)	64% (1129)	17% (295)	1773
RD/WT: Right Direction	25% (234)	61% (565)	13% (123)	922
RD/WT: Wrong Track	19% (243)	64% (817)	17% (219)	1279

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**Table BRD11_7: Have you ever posted your opinion about a brand on social media because of each of the following...?
Something the brands company representative said**

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	22% (477)	63% (1383)	15% (341)	2201
Strongly Approve	29% (138)	57% (269)	13% (61)	467
Somewhat Approve	19% (92)	68% (328)	13% (65)	485
Somewhat Disapprove	19% (55)	65% (187)	15% (44)	287
Strongly Disapprove	22% (180)	65% (528)	12% (101)	809
Dont Know / No Opinion	8% (12)	46% (70)	46% (70)	153
#1 Issue: Economy	19% (128)	67% (437)	14% (91)	656
#1 Issue: Security	21% (71)	66% (225)	13% (42)	339
#1 Issue: Health Care	21% (92)	61% (262)	17% (75)	428
#1 Issue: Medicare / Social Security	16% (54)	70% (236)	14% (49)	338
#1 Issue: Women's Issues	34% (37)	43% (48)	23% (25)	110
#1 Issue: Education	28% (44)	54% (86)	19% (30)	159
#1 Issue: Energy	36% (30)	52% (45)	12% (10)	85
#1 Issue: Other	25% (21)	52% (45)	23% (20)	86
2016 Vote: Democrat Hillary Clinton	27% (188)	61% (419)	11% (77)	685
2016 Vote: Republican Donald Trump	21% (154)	67% (482)	12% (87)	723
2016 Vote: Someone else	20% (38)	65% (123)	14% (27)	188
2012 Vote: Barack Obama	26% (219)	62% (512)	12% (97)	829
2012 Vote: Mitt Romney	20% (120)	69% (410)	11% (68)	598
2012 Vote: Other	21% (22)	65% (67)	14% (14)	103
2012 Vote: Didn't Vote	17% (116)	59% (393)	24% (162)	671
4-Region: Northeast	20% (82)	66% (263)	14% (57)	402
4-Region: Midwest	20% (97)	64% (303)	16% (74)	474
4-Region: South	20% (162)	64% (522)	16% (130)	815
4-Region: West	27% (137)	58% (294)	16% (81)	511

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

Table BRD11_8: *Have you ever posted your opinion about a brand on social media because of each of the following...?
 Something youve seen online*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	30%	(650)	55%	(1209)	16%	(342)	2201
Gender: Male	30%	(317)	56%	(594)	14%	(148)	1060
Gender: Female	29%	(332)	54%	(615)	17%	(194)	1141
Age: 18-29	38%	(170)	44%	(197)	18%	(82)	449
Age: 30-44	33%	(196)	49%	(284)	18%	(106)	586
Age: 45-54	25%	(98)	55%	(214)	20%	(76)	388
Age: 55-64	28%	(107)	60%	(228)	12%	(44)	380
Age: 65+	19%	(78)	72%	(286)	9%	(34)	398
PID: Dem (no lean)	33%	(241)	56%	(412)	11%	(83)	736
PID: Ind (no lean)	26%	(198)	52%	(395)	22%	(165)	758
PID: Rep (no lean)	30%	(211)	57%	(402)	13%	(94)	707
PID/Gender: Dem Men	34%	(118)	56%	(193)	9%	(32)	343
PID/Gender: Dem Women	31%	(124)	56%	(220)	13%	(50)	394
PID/Gender: Ind Men	25%	(90)	56%	(198)	19%	(66)	354
PID/Gender: Ind Women	27%	(108)	49%	(197)	24%	(99)	405
PID/Gender: Rep Men	30%	(110)	56%	(203)	14%	(50)	363
PID/Gender: Rep Women	29%	(101)	58%	(198)	13%	(44)	343
Tea Party: Supporter	41%	(257)	50%	(314)	9%	(54)	624
Tea Party: Not Supporter	25%	(384)	57%	(884)	18%	(287)	1554
Ideo: Liberal (1-3)	36%	(267)	50%	(370)	13%	(98)	734
Ideo: Moderate (4)	26%	(133)	59%	(294)	15%	(74)	501
Ideo: Conservative (5-7)	28%	(213)	61%	(463)	11%	(83)	759
Educ: < College	31%	(479)	51%	(802)	18%	(285)	1567
Educ: Bachelors degree	26%	(106)	64%	(264)	11%	(45)	416
Educ: Post-grad	30%	(65)	66%	(143)	5%	(11)	219
Income: Under 50k	31%	(397)	51%	(658)	18%	(235)	1290
Income: 50k-100k	27%	(176)	62%	(406)	11%	(73)	655
Income: 100k+	30%	(76)	57%	(146)	13%	(34)	256

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Table BRD11_8: Have you ever posted your opinion about a brand on social media because of each of the following...?
Something youve seen online

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	30% (650)	55% (1209)	16% (342)	2201
Ethnicity: White	28% (484)	58% (1011)	15% (256)	1750
Ethnicity: Hispanic	39% (128)	45% (149)	16% (53)	329
Ethnicity: Afr. Am.	32% (85)	48% (129)	20% (54)	269
Ethnicity: Other	44% (81)	38% (70)	17% (31)	182
Relig: Protestant	28% (153)	60% (333)	12% (68)	555
Relig: Roman Catholic	34% (139)	59% (240)	7% (28)	407
Relig: Ath./Agn./None	28% (174)	49% (297)	23% (141)	612
Relig: Something Else	27% (99)	54% (201)	19% (72)	372
Relig: Evangelical	33% (207)	55% (352)	12% (78)	637
Relig: Non-Evang. Catholics	30% (170)	62% (355)	8% (49)	573
Relig: All Christian	31% (377)	58% (706)	10% (126)	1210
Relig: All Non-Christian	28% (273)	51% (498)	22% (214)	984
Community: Urban	30% (170)	52% (293)	18% (105)	568
Community: Suburban	30% (288)	59% (572)	12% (115)	975
Community: Rural	29% (192)	52% (344)	19% (123)	658
Employ: Private Sector	32% (213)	56% (376)	12% (78)	667
Employ: Government	31% (47)	54% (82)	15% (23)	152
Employ: Self-Employed	32% (54)	53% (89)	15% (25)	169
Employ: Homemaker	30% (65)	55% (118)	15% (33)	215
Employ: Student	34% (39)	49% (55)	17% (19)	112
Employ: Retired	21% (95)	68% (307)	11% (48)	449
Employ: Unemployed	32% (71)	42% (94)	26% (58)	222
Employ: Other	31% (67)	41% (88)	28% (60)	215
Military HH: Yes	36% (152)	53% (229)	11% (47)	428
Military HH: No	28% (497)	55% (981)	17% (295)	1773
RD/WT: Right Direction	33% (302)	54% (496)	13% (124)	922
RD/WT: Wrong Track	27% (347)	56% (714)	17% (218)	1279

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Table BRD11_8: Have you ever posted your opinion about a brand on social media because of each of the following...?
 Something youve seen online

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	30% (650)	55% (1209)	16% (342)	2201
Strongly Approve	35% (162)	52% (245)	13% (61)	467
Somewhat Approve	27% (133)	58% (282)	14% (70)	485
Somewhat Disapprove	31% (88)	53% (153)	16% (45)	287
Strongly Disapprove	30% (241)	58% (471)	12% (97)	809
Dont Know / No Opinion	17% (26)	38% (59)	44% (68)	153
#1 Issue: Economy	28% (186)	58% (381)	13% (89)	656
#1 Issue: Security	27% (92)	62% (210)	11% (37)	339
#1 Issue: Health Care	31% (131)	52% (220)	18% (77)	428
#1 Issue: Medicare / Social Security	26% (88)	60% (204)	14% (47)	338
#1 Issue: Women's Issues	38% (42)	43% (47)	19% (21)	110
#1 Issue: Education	38% (61)	42% (67)	20% (31)	159
#1 Issue: Energy	37% (31)	48% (41)	15% (13)	85
#1 Issue: Other	22% (19)	46% (40)	32% (27)	86
2016 Vote: Democrat Hillary Clinton	34% (235)	55% (377)	11% (73)	685
2016 Vote: Republican Donald Trump	29% (206)	59% (423)	13% (93)	723
2016 Vote: Someone else	30% (56)	57% (107)	14% (26)	188
2012 Vote: Barack Obama	33% (274)	54% (452)	12% (103)	829
2012 Vote: Mitt Romney	27% (159)	63% (375)	11% (64)	598
2012 Vote: Other	32% (33)	55% (57)	13% (14)	103
2012 Vote: Didn't Vote	27% (184)	49% (325)	24% (161)	671
4-Region: Northeast	30% (120)	56% (227)	14% (55)	402
4-Region: Midwest	30% (140)	54% (257)	16% (76)	474
4-Region: South	29% (233)	55% (450)	16% (132)	815
4-Region: West	31% (157)	54% (276)	15% (78)	511

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

**Table BRD11_9: Have you ever posted your opinion about a brand on social media because of each of the following...?
Something President Trump said about the brand**

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	13%	(286)	72%	(1576)	15%	(339)	2201
Gender: Male	16%	(168)	71%	(752)	13%	(140)	1060
Gender: Female	10%	(118)	72%	(824)	17%	(199)	1141
Age: 18-29	20%	(90)	60%	(270)	20%	(89)	449
Age: 30-44	15%	(87)	67%	(395)	18%	(104)	586
Age: 45-54	9%	(35)	75%	(293)	16%	(60)	388
Age: 55-64	10%	(37)	76%	(287)	15%	(56)	380
Age: 65+	9%	(37)	83%	(330)	8%	(30)	398
PID: Dem (no lean)	16%	(121)	72%	(528)	12%	(87)	736
PID: Ind (no lean)	9%	(67)	70%	(527)	22%	(164)	758
PID: Rep (no lean)	14%	(98)	74%	(520)	13%	(89)	707
PID/Gender: Dem Men	21%	(71)	70%	(240)	9%	(31)	343
PID/Gender: Dem Women	13%	(50)	73%	(288)	14%	(56)	394
PID/Gender: Ind Men	11%	(40)	72%	(254)	17%	(60)	354
PID/Gender: Ind Women	7%	(27)	68%	(274)	26%	(103)	405
PID/Gender: Rep Men	16%	(57)	71%	(258)	13%	(48)	363
PID/Gender: Rep Women	12%	(41)	76%	(262)	12%	(40)	343
Tea Party: Supporter	22%	(139)	71%	(443)	7%	(42)	624
Tea Party: Not Supporter	9%	(143)	72%	(1115)	19%	(296)	1554
Ideo: Liberal (1-3)	20%	(143)	67%	(491)	14%	(100)	734
Ideo: Moderate (4)	10%	(52)	75%	(378)	14%	(71)	501
Ideo: Conservative (5-7)	11%	(82)	78%	(595)	11%	(82)	759
Educ: < College	13%	(201)	69%	(1080)	18%	(286)	1567
Educ: Bachelors degree	11%	(45)	80%	(331)	10%	(40)	416
Educ: Post-grad	18%	(40)	76%	(165)	6%	(13)	219
Income: Under 50k	13%	(163)	69%	(893)	18%	(235)	1290
Income: 50k-100k	14%	(89)	76%	(497)	11%	(69)	655
Income: 100k+	13%	(34)	73%	(185)	14%	(36)	256

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Table BRD11_9: Have you ever posted your opinion about a brand on social media because of each of the following...?
 Something President Trump said about the brand

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	13% (286)	72% (1576)	15% (339)	2201
Ethnicity: White	12% (207)	74% (1295)	14% (248)	1750
Ethnicity: Hispanic	19% (64)	64% (212)	16% (54)	329
Ethnicity: Afr. Am.	17% (46)	62% (166)	21% (57)	269
Ethnicity: Other	18% (33)	63% (115)	19% (34)	182
Relig: Protestant	13% (72)	76% (422)	11% (61)	555
Relig: Roman Catholic	18% (73)	73% (298)	9% (36)	407
Relig: Ath./Agn./None	11% (67)	66% (402)	23% (143)	612
Relig: Something Else	11% (41)	72% (268)	17% (63)	372
Relig: Evangelical	16% (103)	72% (458)	12% (76)	637
Relig: Non-Evang. Catholics	13% (75)	77% (443)	10% (56)	573
Relig: All Christian	15% (178)	74% (900)	11% (132)	1210
Relig: All Non-Christian	11% (108)	68% (670)	21% (206)	984
Community: Urban	14% (79)	68% (387)	18% (102)	568
Community: Suburban	13% (127)	75% (730)	12% (118)	975
Community: Rural	12% (81)	70% (458)	18% (120)	658
Employ: Private Sector	15% (102)	73% (488)	11% (76)	667
Employ: Government	23% (34)	65% (99)	12% (19)	152
Employ: Self-Employed	14% (23)	70% (117)	17% (28)	169
Employ: Homemaker	15% (32)	67% (145)	18% (39)	215
Employ: Student	17% (19)	65% (73)	18% (20)	112
Employ: Retired	9% (42)	81% (366)	9% (42)	449
Employ: Unemployed	8% (18)	66% (146)	26% (58)	222
Employ: Other	8% (16)	66% (141)	27% (57)	215
Military HH: Yes	22% (95)	67% (286)	11% (47)	428
Military HH: No	11% (191)	73% (1289)	17% (293)	1773
RD/WT: Right Direction	18% (166)	69% (640)	13% (116)	922
RD/WT: Wrong Track	9% (120)	73% (935)	17% (223)	1279

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**Table BRD11_9: Have you ever posted your opinion about a brand on social media because of each of the following...?
Something President Trump said about the brand**

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	13% (286)	72% (1576)	15% (339)	2201
Strongly Approve	22% (101)	66% (308)	13% (58)	467
Somewhat Approve	9% (45)	77% (374)	13% (65)	485
Somewhat Disapprove	8% (22)	77% (221)	15% (43)	287
Strongly Disapprove	13% (108)	73% (590)	14% (111)	809
Dont Know / No Opinion	6% (9)	53% (82)	40% (62)	153
#1 Issue: Economy	9% (57)	78% (510)	14% (89)	656
#1 Issue: Security	15% (49)	75% (254)	10% (35)	339
#1 Issue: Health Care	13% (57)	69% (294)	18% (77)	428
#1 Issue: Medicare / Social Security	8% (26)	78% (265)	14% (48)	338
#1 Issue: Women's Issues	22% (25)	55% (61)	22% (24)	110
#1 Issue: Education	24% (39)	59% (94)	16% (26)	159
#1 Issue: Energy	33% (28)	52% (44)	15% (13)	85
#1 Issue: Other	6% (5)	62% (53)	33% (28)	86
2016 Vote: Democrat Hillary Clinton	17% (117)	72% (491)	11% (77)	685
2016 Vote: Republican Donald Trump	13% (97)	75% (542)	12% (85)	723
2016 Vote: Someone else	8% (15)	78% (147)	14% (27)	188
2012 Vote: Barack Obama	17% (138)	71% (586)	13% (106)	829
2012 Vote: Mitt Romney	11% (64)	79% (473)	10% (61)	598
2012 Vote: Other	6% (6)	82% (85)	12% (13)	103
2012 Vote: Didn't Vote	12% (79)	64% (432)	24% (160)	671
4-Region: Northeast	14% (56)	71% (287)	15% (59)	402
4-Region: Midwest	11% (53)	73% (344)	16% (76)	474
4-Region: South	14% (110)	71% (581)	15% (123)	815
4-Region: West	13% (66)	71% (364)	16% (81)	511

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

Table BRD12: *And generally, is what you post about a brand been positive or negative?*

Demographic	Very positive	Somewhat positive	Somewhat negative	Very negative	Don't Know / No Opinion	Total N
Adults	27% (271)	35% (357)	19% (197)	4% (43)	14% (141)	1009
Gender: Male	29% (152)	36% (186)	18% (93)	5% (25)	11% (59)	516
Gender: Female	24% (119)	35% (171)	21% (103)	4% (18)	17% (82)	493
Age: 18-29	36% (95)	33% (86)	17% (45)	4% (10)	10% (25)	260
Age: 30-44	29% (87)	37% (113)	18% (53)	4% (11)	13% (39)	304
Age: 45-54	25% (44)	32% (55)	19% (34)	4% (7)	20% (35)	174
Age: 55-64	20% (27)	40% (55)	22% (30)	5% (8)	14% (19)	140
Age: 65+	14% (18)	37% (48)	26% (34)	6% (8)	17% (22)	131
PID: Dem (no lean)	25% (91)	39% (143)	23% (87)	5% (18)	8% (30)	369
PID: Ind (no lean)	24% (74)	34% (106)	17% (53)	4% (12)	21% (67)	312
PID: Rep (no lean)	32% (106)	33% (109)	17% (57)	4% (13)	13% (44)	328
PID/Gender: Dem Men	29% (54)	40% (76)	22% (41)	5% (9)	5% (9)	189
PID/Gender: Dem Women	21% (37)	37% (67)	25% (45)	5% (9)	12% (22)	180
PID/Gender: Ind Men	24% (37)	35% (55)	17% (26)	4% (6)	20% (31)	155
PID/Gender: Ind Women	23% (36)	33% (51)	18% (28)	4% (6)	23% (36)	157
PID/Gender: Rep Men	35% (61)	32% (56)	15% (26)	6% (10)	11% (20)	173
PID/Gender: Rep Women	29% (45)	34% (53)	20% (31)	2% (3)	16% (24)	156
Tea Party: Supporter	42% (154)	31% (115)	15% (54)	4% (15)	8% (28)	367
Tea Party: Not Supporter	18% (116)	37% (235)	22% (142)	4% (27)	18% (113)	633
Ideo: Liberal (1-3)	29% (119)	34% (140)	21% (86)	6% (24)	12% (49)	418
Ideo: Moderate (4)	25% (48)	40% (75)	21% (40)	1% (2)	13% (25)	190
Ideo: Conservative (5-7)	25% (84)	37% (124)	20% (67)	5% (16)	13% (44)	335
Educ: < College	28% (206)	34% (247)	18% (129)	4% (32)	16% (119)	732
Educ: Bachelors degree	18% (30)	43% (74)	28% (48)	4% (6)	8% (13)	173
Educ: Post-grad	33% (35)	35% (36)	18% (19)	5% (5)	9% (9)	104
Income: Under 50k	26% (163)	36% (223)	17% (108)	4% (25)	16% (98)	617
Income: 50k-100k	27% (76)	38% (106)	21% (59)	4% (11)	11% (30)	282
Income: 100k+	29% (31)	25% (28)	27% (30)	6% (7)	12% (14)	110
Ethnicity: White	24% (181)	35% (265)	21% (158)	5% (36)	16% (122)	763
Ethnicity: Hispanic	32% (65)	29% (59)	21% (43)	4% (8)	13% (27)	202

Continued on next page

Table BRD12: *And generally, is what you post about a brand been positive or negative?*

Demographic	Very positive	Somewhat positive	Somewhat negative	Very negative	Don't Know / No Opinion	Total N
Adults	27% (271)	35% (357)	19% (197)	4% (43)	14% (141)	1009
Ethnicity: Afr. Am.	39% (56)	37% (52)	14% (19)	2% (3)	9% (13)	143
Ethnicity: Other	33% (34)	39% (40)	18% (19)	4% (4)	6% (6)	104
Relig: Protestant	29% (70)	34% (82)	21% (51)	4% (11)	12% (29)	241
Relig: Roman Catholic	33% (69)	33% (70)	18% (37)	4% (9)	11% (24)	208
Relig: Ath./Agn./None	21% (58)	32% (88)	23% (62)	6% (16)	18% (50)	274
Relig: Something Else	25% (40)	38% (62)	23% (38)	4% (6)	10% (17)	163
Relig: Evangelical	32% (101)	38% (119)	13% (40)	4% (12)	14% (45)	317
Relig: Non-Evang. Catholics	28% (70)	35% (89)	22% (57)	4% (10)	12% (29)	256
Relig: All Christian	30% (172)	36% (208)	17% (97)	4% (22)	13% (74)	573
Relig: All Non-Christian	23% (99)	34% (150)	23% (100)	5% (21)	15% (67)	436
Community: Urban	27% (76)	38% (107)	21% (59)	3% (9)	11% (30)	282
Community: Suburban	29% (125)	35% (152)	19% (83)	4% (17)	13% (59)	436
Community: Rural	24% (69)	34% (98)	19% (55)	6% (17)	18% (52)	291
Employ: Private Sector	31% (109)	34% (120)	17% (61)	5% (16)	12% (42)	347
Employ: Government	35% (27)	35% (28)	17% (14)	1% (0)	12% (9)	78
Employ: Self-Employed	31% (27)	32% (28)	24% (21)	4% (3)	8% (7)	86
Employ: Homemaker	28% (27)	28% (27)	14% (14)	7% (7)	23% (22)	97
Employ: Student	29% (16)	38% (21)	17% (9)	10% (5)	6% (3)	55
Employ: Retired	11% (17)	36% (57)	32% (50)	5% (7)	17% (26)	157
Employ: Unemployed	31% (30)	39% (37)	14% (13)	3% (3)	14% (13)	96
Employ: Other	19% (18)	43% (40)	17% (16)	1% (1)	19% (18)	94
Military HH: Yes	38% (88)	27% (63)	16% (37)	6% (14)	12% (29)	231
Military HH: No	24% (183)	38% (294)	20% (160)	4% (29)	14% (113)	779
RD/WT: Right Direction	37% (168)	34% (154)	14% (63)	3% (15)	12% (56)	456
RD/WT: Wrong Track	19% (103)	37% (203)	24% (134)	5% (28)	15% (85)	553
Strongly Approve	43% (103)	28% (68)	15% (36)	5% (12)	9% (21)	239
Somewhat Approve	20% (44)	42% (92)	17% (36)	3% (6)	18% (40)	217
Somewhat Disapprove	23% (31)	54% (72)	12% (16)	3% (4)	8% (10)	132
Strongly Disapprove	21% (78)	31% (114)	28% (105)	6% (21)	15% (56)	373

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Table BRD12: *And generally, is what you post about a brand been positive or negative?*

Demographic	Very positive	Somewhat positive	Somewhat negative	Very negative	Don't Know / No Opinion	Total N
Adults	27% (271)	35% (357)	19% (197)	4% (43)	14% (141)	1009
#1 Issue: Economy	25% (69)	45% (126)	18% (50)	4% (13)	9% (25)	283
#1 Issue: Security	25% (38)	34% (52)	21% (32)	5% (8)	15% (24)	154
#1 Issue: Health Care	28% (58)	29% (60)	20% (42)	6% (12)	17% (35)	206
#1 Issue: Medicare / Social Security	21% (28)	42% (55)	21% (28)	2% (2)	14% (18)	132
#1 Issue: Women's Issues	31% (18)	22% (13)	31% (18)	2% (1)	14% (8)	58
#1 Issue: Education	38% (31)	36% (30)	13% (11)	1% (1)	12% (10)	83
#1 Issue: Energy	42% (24)	32% (18)	14% (8)	3% (2)	9% (5)	56
2016 Vote: Democrat Hillary Clinton	32% (112)	33% (118)	22% (77)	4% (16)	9% (33)	357
2016 Vote: Republican Donald Trump	29% (90)	37% (117)	17% (52)	4% (13)	13% (40)	311
2016 Vote: Someone else	10% (9)	39% (33)	25% (22)	6% (5)	20% (17)	86
2012 Vote: Barack Obama	29% (122)	32% (133)	22% (94)	5% (19)	13% (54)	421
2012 Vote: Mitt Romney	28% (70)	38% (95)	19% (46)	4% (10)	11% (27)	248
2012 Vote: Didn't Vote	25% (74)	40% (116)	17% (50)	3% (10)	15% (44)	293
4-Region: Northeast	28% (50)	35% (63)	22% (40)	3% (6)	12% (21)	180
4-Region: Midwest	27% (58)	34% (73)	20% (42)	3% (7)	16% (35)	214
4-Region: South	29% (109)	39% (143)	16% (59)	5% (17)	11% (42)	370
4-Region: West	22% (54)	32% (79)	23% (56)	6% (14)	18% (43)	245

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

Table BRD13_1: Please indicate whether you support or oppose each of the following.
Allowing gay and lesbian couples to marry legally in the U.S.

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	37%	(813)	19%	(414)	10%	(211)	20%	(439)	15%	(324)	2201
Gender: Male	34%	(359)	21%	(222)	11%	(112)	20%	(210)	15%	(157)	1060
Gender: Female	40%	(454)	17%	(192)	9%	(99)	20%	(229)	15%	(168)	1141
Age: 18-29	45%	(202)	21%	(93)	10%	(44)	10%	(45)	14%	(65)	449
Age: 30-44	39%	(229)	21%	(121)	8%	(45)	15%	(86)	18%	(106)	586
Age: 45-54	34%	(131)	17%	(67)	8%	(32)	24%	(94)	16%	(64)	388
Age: 55-64	32%	(123)	15%	(58)	12%	(47)	28%	(105)	12%	(47)	380
Age: 65+	32%	(128)	19%	(75)	11%	(44)	27%	(108)	11%	(43)	398
PID: Dem (no lean)	52%	(383)	19%	(140)	6%	(48)	11%	(84)	11%	(81)	736
PID: Ind (no lean)	38%	(285)	19%	(147)	8%	(63)	14%	(104)	21%	(159)	758
PID: Rep (no lean)	20%	(145)	18%	(127)	14%	(100)	36%	(252)	12%	(84)	707
PID/Gender: Dem Men	51%	(173)	22%	(74)	7%	(23)	12%	(40)	10%	(33)	343
PID/Gender: Dem Women	53%	(210)	17%	(66)	6%	(25)	11%	(44)	12%	(48)	394
PID/Gender: Ind Men	31%	(108)	20%	(71)	11%	(37)	15%	(53)	24%	(85)	354
PID/Gender: Ind Women	44%	(177)	19%	(76)	6%	(26)	13%	(51)	19%	(75)	405
PID/Gender: Rep Men	21%	(77)	21%	(78)	14%	(52)	32%	(117)	11%	(39)	363
PID/Gender: Rep Women	20%	(67)	14%	(49)	14%	(48)	39%	(135)	13%	(45)	343
Tea Party: Supporter	33%	(209)	19%	(122)	11%	(68)	28%	(178)	8%	(48)	624
Tea Party: Not Supporter	39%	(601)	19%	(290)	9%	(140)	16%	(255)	17%	(269)	1554
Ideo: Liberal (1-3)	58%	(430)	19%	(136)	6%	(44)	9%	(64)	8%	(61)	734
Ideo: Moderate (4)	37%	(185)	23%	(115)	10%	(49)	13%	(63)	18%	(89)	501
Ideo: Conservative (5-7)	20%	(151)	18%	(138)	14%	(109)	36%	(274)	11%	(86)	759
Educ: < College	34%	(532)	19%	(300)	9%	(140)	21%	(335)	17%	(260)	1567
Educ: Bachelors degree	43%	(179)	18%	(75)	12%	(50)	17%	(70)	10%	(42)	416
Educ: Post-grad	47%	(102)	18%	(39)	10%	(22)	15%	(34)	10%	(23)	219
Income: Under 50k	34%	(434)	18%	(229)	10%	(132)	22%	(281)	17%	(214)	1290
Income: 50k-100k	40%	(261)	20%	(133)	8%	(55)	19%	(123)	13%	(84)	655
Income: 100k+	46%	(117)	21%	(53)	9%	(24)	14%	(35)	10%	(26)	256

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Table BRD13_1: Please indicate whether you support or oppose each of the following.
Allowing gay and lesbian couples to marry legally in the U.S.

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	37%	(813)	19%	(414)	10%	(211)	20%	(439)	15%	(324)	2201
Ethnicity: White	38%	(664)	18%	(310)	10%	(173)	21%	(373)	13%	(231)	1750
Ethnicity: Hispanic	40%	(133)	22%	(71)	7%	(24)	15%	(49)	16%	(52)	329
Ethnicity: Afr. Am.	32%	(85)	22%	(58)	8%	(21)	15%	(40)	24%	(65)	269
Ethnicity: Other	35%	(64)	26%	(47)	10%	(17)	14%	(26)	16%	(28)	182
Relig: Protestant	25%	(138)	18%	(100)	14%	(79)	30%	(169)	12%	(69)	555
Relig: Roman Catholic	40%	(164)	26%	(106)	10%	(41)	14%	(57)	10%	(39)	407
Relig: Ath./Agn./None	51%	(314)	15%	(94)	6%	(36)	6%	(36)	22%	(132)	612
Relig: Something Else	40%	(149)	20%	(75)	9%	(33)	17%	(64)	14%	(51)	372
Relig: Evangelical	19%	(123)	15%	(96)	12%	(77)	41%	(261)	13%	(80)	637
Relig: Non-Evang. Catholics	39%	(226)	26%	(147)	11%	(64)	13%	(75)	11%	(61)	573
Relig: All Christian	29%	(349)	20%	(243)	12%	(141)	28%	(336)	12%	(141)	1210
Relig: All Non-Christian	47%	(463)	17%	(169)	7%	(70)	10%	(100)	19%	(183)	984
Community: Urban	36%	(205)	20%	(113)	10%	(54)	17%	(98)	17%	(97)	568
Community: Suburban	41%	(401)	19%	(182)	9%	(92)	17%	(169)	13%	(130)	975
Community: Rural	31%	(207)	18%	(119)	10%	(64)	26%	(171)	15%	(97)	658
Employ: Private Sector	40%	(265)	22%	(147)	8%	(54)	19%	(130)	11%	(71)	667
Employ: Government	45%	(68)	18%	(27)	8%	(12)	17%	(25)	13%	(19)	152
Employ: Self-Employed	40%	(67)	20%	(34)	9%	(16)	19%	(32)	12%	(21)	169
Employ: Homemaker	40%	(85)	15%	(32)	8%	(17)	23%	(49)	15%	(32)	215
Employ: Student	40%	(45)	23%	(25)	7%	(8)	9%	(10)	22%	(24)	112
Employ: Retired	32%	(142)	17%	(79)	14%	(64)	25%	(112)	12%	(52)	449
Employ: Unemployed	34%	(77)	19%	(41)	8%	(17)	18%	(40)	21%	(47)	222
Employ: Other	30%	(64)	13%	(28)	11%	(23)	19%	(41)	27%	(58)	215
Military HH: Yes	32%	(139)	21%	(92)	10%	(42)	26%	(113)	10%	(43)	428
Military HH: No	38%	(674)	18%	(322)	10%	(169)	18%	(326)	16%	(282)	1773
RD/WT: Right Direction	24%	(222)	20%	(188)	12%	(109)	29%	(271)	14%	(132)	922
RD/WT: Wrong Track	46%	(591)	18%	(226)	8%	(102)	13%	(167)	15%	(193)	1279

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Table BRD13_1: Please indicate whether you support or oppose each of the following.
Allowing gay and lesbian couples to marry legally in the U.S.

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	37%	(813)	19%	(414)	10%	(211)	20%	(439)	15%	(324)	2201
Strongly Approve	22%	(104)	12%	(57)	11%	(53)	41%	(189)	14%	(64)	467
Somewhat Approve	19%	(93)	28%	(138)	16%	(79)	25%	(121)	11%	(54)	485
Somewhat Disapprove	38%	(108)	26%	(75)	8%	(22)	13%	(36)	16%	(45)	287
Strongly Disapprove	57%	(462)	15%	(125)	6%	(48)	9%	(76)	12%	(97)	809
Dont Know / No Opinion	30%	(46)	13%	(19)	6%	(8)	10%	(16)	42%	(64)	153
#1 Issue: Economy	33%	(214)	22%	(145)	9%	(60)	21%	(137)	15%	(99)	656
#1 Issue: Security	24%	(81)	18%	(61)	11%	(39)	32%	(110)	14%	(48)	339
#1 Issue: Health Care	49%	(212)	15%	(64)	7%	(32)	17%	(71)	12%	(50)	428
#1 Issue: Medicare / Social Security	34%	(116)	19%	(63)	13%	(45)	21%	(72)	12%	(42)	338
#1 Issue: Women's Issues	59%	(65)	15%	(16)	5%	(5)	9%	(10)	12%	(14)	110
#1 Issue: Education	33%	(53)	25%	(39)	8%	(13)	11%	(17)	23%	(37)	159
#1 Issue: Energy	54%	(46)	23%	(19)	8%	(7)	8%	(7)	7%	(6)	85
#1 Issue: Other	29%	(25)	7%	(6)	12%	(10)	19%	(16)	33%	(29)	86
2016 Vote: Democrat Hillary Clinton	57%	(387)	18%	(126)	6%	(43)	10%	(69)	9%	(59)	685
2016 Vote: Republican Donald Trump	19%	(138)	19%	(139)	14%	(101)	35%	(252)	13%	(94)	723
2016 Vote: Someone else	44%	(84)	17%	(32)	10%	(18)	15%	(29)	14%	(26)	188
2012 Vote: Barack Obama	53%	(441)	20%	(163)	6%	(50)	11%	(89)	10%	(86)	829
2012 Vote: Mitt Romney	20%	(121)	16%	(95)	14%	(83)	38%	(229)	12%	(72)	598
2012 Vote: Other	28%	(29)	18%	(19)	13%	(13)	20%	(21)	21%	(22)	103
2012 Vote: Didn't Vote	33%	(222)	20%	(137)	10%	(66)	15%	(101)	22%	(145)	671
4-Region: Northeast	44%	(175)	21%	(84)	9%	(38)	14%	(55)	12%	(50)	402
4-Region: Midwest	36%	(171)	19%	(92)	8%	(38)	22%	(103)	15%	(70)	474
4-Region: South	30%	(246)	19%	(152)	12%	(97)	24%	(198)	15%	(122)	815
4-Region: West	43%	(221)	17%	(87)	7%	(38)	16%	(83)	16%	(83)	511

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

Table BRD13_4: Please indicate whether you support or oppose each of the following.
 Creating a path to citizenship for those living in the U.S. illegally

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	27%	(592)	30%	(664)	15%	(329)	16%	(346)	12%	(269)	2201
Gender: Male	27%	(289)	31%	(326)	15%	(156)	17%	(183)	10%	(106)	1060
Gender: Female	27%	(304)	30%	(339)	15%	(173)	14%	(163)	14%	(163)	1141
Age: 18-29	33%	(150)	26%	(117)	14%	(63)	11%	(49)	16%	(70)	449
Age: 30-44	28%	(166)	33%	(193)	11%	(67)	11%	(63)	17%	(97)	586
Age: 45-54	23%	(89)	29%	(113)	20%	(76)	18%	(70)	10%	(40)	388
Age: 55-64	19%	(71)	31%	(117)	18%	(68)	23%	(87)	10%	(38)	380
Age: 65+	29%	(116)	31%	(124)	14%	(56)	19%	(78)	6%	(24)	398
PID: Dem (no lean)	40%	(293)	30%	(223)	14%	(101)	8%	(56)	9%	(63)	736
PID: Ind (no lean)	25%	(190)	30%	(226)	11%	(85)	15%	(117)	18%	(140)	758
PID: Rep (no lean)	15%	(109)	31%	(216)	20%	(143)	25%	(173)	9%	(66)	707
PID/Gender: Dem Men	41%	(141)	29%	(100)	13%	(44)	10%	(33)	7%	(25)	343
PID/Gender: Dem Women	39%	(152)	31%	(122)	15%	(57)	6%	(23)	10%	(39)	394
PID/Gender: Ind Men	26%	(91)	33%	(117)	10%	(35)	15%	(54)	16%	(56)	354
PID/Gender: Ind Women	24%	(99)	27%	(109)	12%	(50)	15%	(63)	21%	(84)	405
PID/Gender: Rep Men	16%	(56)	30%	(109)	21%	(77)	26%	(95)	7%	(25)	363
PID/Gender: Rep Women	15%	(52)	31%	(107)	19%	(66)	23%	(78)	12%	(41)	343
Tea Party: Supporter	25%	(155)	28%	(176)	20%	(124)	22%	(136)	5%	(33)	624
Tea Party: Not Supporter	28%	(434)	31%	(484)	13%	(202)	13%	(208)	15%	(227)	1554
Ideo: Liberal (1-3)	44%	(325)	31%	(226)	10%	(73)	7%	(53)	8%	(58)	734
Ideo: Moderate (4)	23%	(117)	31%	(156)	16%	(80)	16%	(78)	14%	(70)	501
Ideo: Conservative (5-7)	16%	(123)	32%	(241)	20%	(153)	24%	(183)	8%	(58)	759
Educ: < College	25%	(389)	28%	(436)	15%	(234)	18%	(279)	15%	(230)	1567
Educ: Bachelors degree	31%	(128)	37%	(152)	16%	(66)	10%	(41)	7%	(28)	416
Educ: Post-grad	34%	(75)	35%	(76)	14%	(30)	12%	(25)	5%	(12)	219
Income: Under 50k	25%	(320)	29%	(375)	15%	(190)	17%	(214)	15%	(191)	1290
Income: 50k-100k	29%	(192)	30%	(198)	16%	(106)	16%	(105)	8%	(54)	655
Income: 100k+	31%	(80)	36%	(91)	13%	(33)	10%	(26)	10%	(25)	256

Continued on next page

Table BRD13_4: Please indicate whether you support or oppose each of the following.
Creating a path to citizenship for those living in the U.S. illegally

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	27%	(592)	30%	(664)	15%	(329)	16%	(346)	12%	(269)	2201
Ethnicity: White	25%	(446)	30%	(520)	16%	(272)	18%	(314)	11%	(199)	1750
Ethnicity: Hispanic	35%	(114)	28%	(93)	17%	(55)	8%	(27)	12%	(40)	329
Ethnicity: Afr. Am.	32%	(86)	33%	(89)	12%	(33)	5%	(14)	17%	(47)	269
Ethnicity: Other	33%	(60)	31%	(56)	13%	(24)	10%	(18)	13%	(23)	182
Relig: Protestant	23%	(130)	32%	(175)	18%	(100)	19%	(107)	8%	(43)	555
Relig: Roman Catholic	32%	(130)	30%	(121)	17%	(70)	16%	(67)	5%	(20)	407
Relig: Ath./Agn./None	29%	(176)	29%	(176)	10%	(63)	12%	(73)	20%	(124)	612
Relig: Something Else	27%	(102)	30%	(112)	16%	(61)	14%	(52)	12%	(46)	372
Relig: Evangelical	21%	(134)	31%	(199)	18%	(117)	20%	(125)	10%	(62)	637
Relig: Non-Evang. Catholics	31%	(180)	30%	(171)	15%	(88)	17%	(97)	6%	(37)	573
Relig: All Christian	26%	(314)	31%	(371)	17%	(205)	18%	(222)	8%	(99)	1210
Relig: All Non-Christian	28%	(278)	29%	(288)	13%	(123)	13%	(124)	17%	(170)	984
Community: Urban	29%	(164)	31%	(176)	11%	(65)	14%	(80)	15%	(83)	568
Community: Suburban	30%	(292)	31%	(302)	15%	(151)	15%	(147)	8%	(83)	975
Community: Rural	21%	(136)	28%	(187)	17%	(114)	18%	(119)	16%	(104)	658
Employ: Private Sector	29%	(196)	33%	(222)	16%	(104)	14%	(91)	8%	(54)	667
Employ: Government	31%	(48)	35%	(53)	11%	(17)	9%	(14)	13%	(20)	152
Employ: Self-Employed	25%	(42)	36%	(61)	15%	(26)	15%	(25)	9%	(15)	169
Employ: Homemaker	28%	(61)	28%	(61)	15%	(33)	15%	(33)	13%	(28)	215
Employ: Student	38%	(43)	19%	(21)	14%	(16)	9%	(10)	19%	(22)	112
Employ: Retired	26%	(116)	32%	(143)	15%	(66)	20%	(89)	8%	(35)	449
Employ: Unemployed	20%	(44)	28%	(63)	11%	(25)	17%	(39)	24%	(53)	222
Employ: Other	20%	(42)	19%	(41)	20%	(42)	21%	(45)	21%	(44)	215
Military HH: Yes	28%	(119)	32%	(139)	12%	(52)	20%	(86)	7%	(32)	428
Military HH: No	27%	(473)	30%	(526)	16%	(277)	15%	(259)	13%	(238)	1773
RD/WT: Right Direction	19%	(179)	30%	(274)	17%	(157)	24%	(221)	10%	(92)	922
RD/WT: Wrong Track	32%	(413)	31%	(391)	13%	(172)	10%	(125)	14%	(178)	1279

Continued on next page

Table BRD13_4: Please indicate whether you support or oppose each of the following.
 Creating a path to citizenship for those living in the U.S. illegally

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	27%	(592)	30%	(664)	15%	(329)	16%	(346)	12%	(269)	2201
Strongly Approve	19%	(88)	26%	(120)	15%	(70)	32%	(150)	9%	(40)	467
Somewhat Approve	14%	(68)	35%	(170)	22%	(106)	19%	(91)	10%	(50)	485
Somewhat Disapprove	26%	(73)	36%	(103)	15%	(44)	10%	(30)	13%	(36)	287
Strongly Disapprove	44%	(353)	29%	(232)	12%	(97)	7%	(55)	9%	(72)	809
Dont Know / No Opinion	7%	(10)	25%	(39)	8%	(12)	14%	(21)	47%	(71)	153
#1 Issue: Economy	24%	(154)	35%	(226)	16%	(103)	15%	(98)	11%	(74)	656
#1 Issue: Security	19%	(63)	26%	(88)	18%	(60)	30%	(100)	8%	(28)	339
#1 Issue: Health Care	33%	(139)	29%	(124)	13%	(56)	13%	(57)	12%	(52)	428
#1 Issue: Medicare / Social Security	26%	(88)	30%	(102)	19%	(64)	15%	(52)	9%	(32)	338
#1 Issue: Women's Issues	44%	(49)	26%	(28)	13%	(14)	3%	(3)	14%	(16)	110
#1 Issue: Education	30%	(49)	33%	(52)	7%	(12)	10%	(16)	20%	(31)	159
#1 Issue: Energy	36%	(31)	31%	(26)	12%	(10)	11%	(10)	9%	(8)	85
#1 Issue: Other	22%	(19)	20%	(17)	12%	(11)	12%	(10)	34%	(29)	86
2016 Vote: Democrat Hillary Clinton	44%	(301)	33%	(224)	11%	(75)	6%	(41)	6%	(43)	685
2016 Vote: Republican Donald Trump	15%	(109)	31%	(226)	18%	(127)	27%	(196)	9%	(65)	723
2016 Vote: Someone else	27%	(51)	36%	(69)	13%	(25)	10%	(19)	13%	(24)	188
2012 Vote: Barack Obama	40%	(336)	32%	(261)	12%	(99)	8%	(65)	8%	(68)	829
2012 Vote: Mitt Romney	14%	(83)	32%	(189)	20%	(120)	27%	(161)	8%	(45)	598
2012 Vote: Other	15%	(16)	37%	(38)	15%	(15)	20%	(21)	13%	(13)	103
2012 Vote: Didn't Vote	24%	(158)	26%	(176)	14%	(94)	15%	(99)	21%	(143)	671
4-Region: Northeast	32%	(127)	31%	(123)	12%	(47)	16%	(63)	10%	(41)	402
4-Region: Midwest	25%	(118)	30%	(141)	16%	(76)	14%	(65)	15%	(73)	474
4-Region: South	20%	(165)	32%	(263)	16%	(132)	19%	(159)	12%	(96)	815
4-Region: West	36%	(182)	27%	(137)	14%	(74)	12%	(59)	12%	(60)	511

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

Table BRD13_5: Please indicate whether you support or oppose each of the following.
Building a wall along the southern border of the U.S.

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	27%	(591)	18%	(406)	11%	(236)	32%	(712)	12%	(256)	2201
Gender: Male	28%	(298)	20%	(211)	10%	(110)	32%	(341)	9%	(100)	1060
Gender: Female	26%	(293)	17%	(196)	11%	(126)	32%	(370)	14%	(156)	1141
Age: 18-29	19%	(84)	21%	(95)	11%	(49)	32%	(143)	17%	(78)	449
Age: 30-44	24%	(142)	16%	(97)	11%	(64)	33%	(195)	15%	(90)	586
Age: 45-54	25%	(96)	19%	(76)	12%	(45)	33%	(129)	11%	(44)	388
Age: 55-64	34%	(129)	21%	(80)	9%	(35)	28%	(106)	8%	(29)	380
Age: 65+	35%	(140)	15%	(60)	11%	(43)	35%	(139)	4%	(16)	398
PID: Dem (no lean)	11%	(79)	11%	(81)	13%	(97)	57%	(420)	8%	(58)	736
PID: Ind (no lean)	20%	(153)	19%	(146)	10%	(78)	33%	(251)	17%	(131)	758
PID: Rep (no lean)	51%	(359)	25%	(180)	9%	(61)	6%	(41)	9%	(66)	707
PID/Gender: Dem Men	10%	(35)	14%	(47)	12%	(40)	57%	(195)	8%	(26)	343
PID/Gender: Dem Women	11%	(45)	9%	(34)	15%	(58)	57%	(225)	8%	(32)	394
PID/Gender: Ind Men	18%	(65)	19%	(68)	11%	(40)	36%	(128)	15%	(53)	354
PID/Gender: Ind Women	22%	(88)	19%	(78)	9%	(38)	30%	(123)	19%	(78)	405
PID/Gender: Rep Men	54%	(198)	26%	(96)	8%	(30)	5%	(18)	6%	(21)	363
PID/Gender: Rep Women	47%	(161)	24%	(84)	9%	(31)	7%	(23)	13%	(45)	343
Tea Party: Supporter	52%	(322)	22%	(140)	8%	(50)	13%	(81)	5%	(32)	624
Tea Party: Not Supporter	17%	(265)	17%	(265)	12%	(183)	40%	(624)	14%	(218)	1554
Ideo: Liberal (1-3)	15%	(107)	12%	(86)	11%	(80)	57%	(417)	6%	(45)	734
Ideo: Moderate (4)	16%	(81)	23%	(116)	14%	(69)	32%	(160)	15%	(75)	501
Ideo: Conservative (5-7)	48%	(365)	23%	(178)	9%	(70)	12%	(88)	8%	(58)	759
Educ: < College	29%	(461)	18%	(288)	10%	(163)	28%	(442)	13%	(211)	1567
Educ: Bachelors degree	19%	(80)	20%	(85)	12%	(48)	41%	(170)	8%	(33)	416
Educ: Post-grad	23%	(50)	15%	(33)	11%	(24)	46%	(100)	5%	(12)	219
Income: Under 50k	28%	(361)	19%	(242)	11%	(141)	29%	(368)	14%	(177)	1290
Income: 50k-100k	27%	(177)	18%	(116)	10%	(66)	37%	(241)	8%	(55)	655
Income: 100k+	20%	(52)	19%	(48)	11%	(28)	40%	(103)	9%	(24)	256

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Table BRD13_5: Please indicate whether you support or oppose each of the following.
 Building a wall along the southern border of the U.S.

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	27%	(591)	18%	(406)	11%	(236)	32%	(712)	12%	(256)	2201
Ethnicity: White	29%	(506)	19%	(324)	10%	(182)	31%	(549)	11%	(189)	1750
Ethnicity: Hispanic	24%	(79)	19%	(62)	9%	(29)	34%	(112)	14%	(47)	329
Ethnicity: Afr. Am.	17%	(45)	18%	(48)	14%	(38)	34%	(91)	17%	(46)	269
Ethnicity: Other	21%	(39)	19%	(34)	9%	(16)	39%	(71)	12%	(21)	182
Relig: Protestant	35%	(194)	21%	(117)	12%	(65)	24%	(135)	8%	(44)	555
Relig: Roman Catholic	33%	(133)	21%	(84)	12%	(47)	30%	(124)	5%	(20)	407
Relig: Ath./Agn./None	18%	(108)	14%	(88)	9%	(54)	40%	(243)	19%	(119)	612
Relig: Something Else	21%	(79)	18%	(66)	13%	(47)	38%	(141)	11%	(39)	372
Relig: Evangelical	38%	(240)	19%	(124)	12%	(77)	21%	(136)	10%	(61)	637
Relig: Non-Evang. Catholics	28%	(159)	22%	(127)	10%	(59)	33%	(192)	6%	(36)	573
Relig: All Christian	33%	(399)	21%	(250)	11%	(136)	27%	(328)	8%	(97)	1210
Relig: All Non-Christian	19%	(187)	16%	(154)	10%	(101)	39%	(384)	16%	(159)	984
Community: Urban	21%	(117)	18%	(102)	10%	(59)	37%	(212)	14%	(78)	568
Community: Suburban	27%	(267)	18%	(171)	10%	(97)	35%	(346)	10%	(93)	975
Community: Rural	31%	(207)	20%	(134)	12%	(80)	23%	(154)	13%	(84)	658
Employ: Private Sector	25%	(166)	19%	(129)	12%	(77)	36%	(239)	8%	(55)	667
Employ: Government	26%	(39)	13%	(20)	9%	(14)	36%	(55)	16%	(24)	152
Employ: Self-Employed	28%	(48)	25%	(41)	8%	(14)	31%	(52)	8%	(14)	169
Employ: Homemaker	29%	(62)	21%	(44)	10%	(21)	30%	(64)	11%	(24)	215
Employ: Student	14%	(16)	15%	(17)	16%	(18)	32%	(36)	23%	(25)	112
Employ: Retired	35%	(158)	16%	(71)	11%	(48)	34%	(154)	4%	(19)	449
Employ: Unemployed	23%	(51)	24%	(54)	7%	(15)	25%	(55)	21%	(47)	222
Employ: Other	24%	(51)	14%	(29)	13%	(29)	27%	(58)	22%	(47)	215
Military HH: Yes	41%	(176)	20%	(84)	8%	(34)	25%	(105)	7%	(29)	428
Military HH: No	23%	(414)	18%	(323)	11%	(202)	34%	(607)	13%	(227)	1773
RD/WT: Right Direction	49%	(449)	26%	(238)	9%	(85)	6%	(51)	11%	(98)	922
RD/WT: Wrong Track	11%	(141)	13%	(168)	12%	(151)	52%	(661)	12%	(158)	1279

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Table BRD13_5: Please indicate whether you support or oppose each of the following.
Building a wall along the southern border of the U.S.

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	27%	(591)	18%	(406)	11%	(236)	32%	(712)	12%	(256)	2201
Strongly Approve	70%	(328)	17%	(78)	5%	(21)	2%	(9)	7%	(31)	467
Somewhat Approve	32%	(153)	36%	(175)	12%	(58)	9%	(43)	12%	(57)	485
Somewhat Disapprove	11%	(30)	22%	(63)	19%	(55)	32%	(92)	16%	(46)	287
Strongly Disapprove	7%	(58)	9%	(77)	10%	(80)	66%	(537)	7%	(57)	809
Dont Know / No Opinion	15%	(22)	9%	(13)	14%	(21)	20%	(31)	43%	(65)	153
#1 Issue: Economy	26%	(171)	19%	(125)	12%	(82)	31%	(204)	11%	(75)	656
#1 Issue: Security	51%	(172)	18%	(60)	9%	(31)	13%	(44)	9%	(32)	339
#1 Issue: Health Care	21%	(88)	17%	(74)	9%	(39)	42%	(180)	11%	(47)	428
#1 Issue: Medicare / Social Security	26%	(89)	22%	(74)	13%	(43)	32%	(109)	7%	(23)	338
#1 Issue: Women's Issues	14%	(15)	10%	(11)	8%	(8)	53%	(59)	15%	(16)	110
#1 Issue: Education	16%	(26)	20%	(32)	10%	(16)	32%	(51)	21%	(34)	159
#1 Issue: Energy	20%	(17)	24%	(20)	8%	(7)	41%	(35)	7%	(6)	85
#1 Issue: Other	15%	(13)	11%	(10)	12%	(10)	35%	(30)	28%	(24)	86
2016 Vote: Democrat Hillary Clinton	10%	(66)	12%	(81)	12%	(80)	62%	(422)	5%	(36)	685
2016 Vote: Republican Donald Trump	53%	(385)	25%	(183)	8%	(61)	5%	(37)	8%	(57)	723
2016 Vote: Someone else	14%	(26)	16%	(31)	13%	(24)	50%	(95)	7%	(13)	188
2012 Vote: Barack Obama	13%	(109)	15%	(127)	11%	(92)	54%	(445)	7%	(56)	829
2012 Vote: Mitt Romney	52%	(314)	24%	(142)	8%	(49)	9%	(52)	7%	(42)	598
2012 Vote: Other	28%	(29)	22%	(22)	16%	(16)	24%	(25)	11%	(12)	103
2012 Vote: Didn't Vote	21%	(140)	17%	(115)	12%	(79)	28%	(190)	22%	(147)	671
4-Region: Northeast	26%	(106)	20%	(81)	10%	(40)	35%	(142)	8%	(32)	402
4-Region: Midwest	24%	(116)	19%	(91)	11%	(51)	32%	(149)	14%	(67)	474
4-Region: South	32%	(257)	20%	(166)	11%	(87)	25%	(205)	12%	(100)	815
4-Region: West	22%	(112)	14%	(69)	11%	(58)	42%	(215)	11%	(57)	511

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

Table BRD13_6: Please indicate whether you support or oppose each of the following.
 Allowing transgender people to use the bathroom of their choice

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	24%	(518)	17%	(381)	13%	(295)	32%	(697)	14%	(310)	2201
Gender: Male	20%	(213)	19%	(196)	15%	(156)	33%	(353)	13%	(141)	1060
Gender: Female	27%	(306)	16%	(185)	12%	(138)	30%	(344)	15%	(169)	1141
Age: 18-29	33%	(149)	22%	(98)	13%	(57)	17%	(75)	16%	(71)	449
Age: 30-44	24%	(142)	18%	(105)	11%	(67)	29%	(168)	18%	(105)	586
Age: 45-54	22%	(87)	16%	(61)	17%	(65)	33%	(129)	12%	(47)	388
Age: 55-64	16%	(61)	15%	(56)	13%	(50)	42%	(161)	14%	(52)	380
Age: 65+	20%	(79)	16%	(62)	14%	(57)	41%	(165)	9%	(35)	398
PID: Dem (no lean)	36%	(266)	21%	(158)	15%	(108)	17%	(124)	11%	(81)	736
PID: Ind (no lean)	25%	(187)	18%	(134)	12%	(88)	25%	(190)	21%	(158)	758
PID: Rep (no lean)	9%	(66)	13%	(89)	14%	(99)	54%	(383)	10%	(70)	707
PID/Gender: Dem Men	32%	(111)	22%	(76)	18%	(61)	19%	(64)	9%	(31)	343
PID/Gender: Dem Women	39%	(155)	21%	(82)	12%	(47)	15%	(60)	13%	(50)	394
PID/Gender: Ind Men	20%	(70)	19%	(68)	12%	(41)	29%	(101)	21%	(73)	354
PID/Gender: Ind Women	29%	(117)	16%	(66)	12%	(47)	22%	(89)	21%	(85)	405
PID/Gender: Rep Men	9%	(32)	14%	(52)	15%	(54)	52%	(188)	10%	(37)	363
PID/Gender: Rep Women	10%	(34)	11%	(37)	13%	(44)	57%	(195)	10%	(33)	343
Tea Party: Supporter	20%	(123)	15%	(92)	13%	(82)	47%	(290)	6%	(36)	624
Tea Party: Not Supporter	25%	(392)	19%	(289)	14%	(211)	26%	(397)	17%	(266)	1554
Ideo: Liberal (1-3)	44%	(326)	22%	(162)	12%	(89)	12%	(90)	9%	(68)	734
Ideo: Moderate (4)	18%	(91)	22%	(109)	16%	(82)	26%	(128)	18%	(90)	501
Ideo: Conservative (5-7)	10%	(74)	12%	(89)	13%	(102)	57%	(433)	8%	(61)	759
Educ: < College	21%	(329)	16%	(253)	13%	(209)	34%	(527)	16%	(249)	1567
Educ: Bachelors degree	28%	(115)	21%	(89)	13%	(54)	28%	(118)	10%	(40)	416
Educ: Post-grad	34%	(74)	18%	(40)	15%	(32)	24%	(51)	10%	(21)	219
Income: Under 50k	22%	(280)	17%	(218)	14%	(182)	32%	(407)	16%	(202)	1290
Income: 50k-100k	25%	(161)	16%	(107)	12%	(77)	35%	(231)	12%	(80)	655
Income: 100k+	30%	(77)	22%	(57)	14%	(35)	23%	(59)	11%	(27)	256

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Table BRD13_6: Please indicate whether you support or oppose each of the following.
Allowing transgender people to use the bathroom of their choice

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	24%	(518)	17%	(381)	13%	(295)	32%	(697)	14%	(310)	2201
Ethnicity: White	24%	(417)	15%	(269)	13%	(231)	35%	(609)	13%	(226)	1750
Ethnicity: Hispanic	26%	(84)	26%	(87)	15%	(51)	19%	(63)	13%	(44)	329
Ethnicity: Afr. Am.	22%	(60)	25%	(66)	15%	(41)	17%	(45)	21%	(56)	269
Ethnicity: Other	23%	(42)	25%	(46)	12%	(23)	24%	(43)	15%	(28)	182
Relig: Protestant	15%	(86)	14%	(77)	15%	(85)	45%	(252)	10%	(55)	555
Relig: Roman Catholic	24%	(96)	23%	(95)	16%	(66)	30%	(121)	7%	(30)	407
Relig: Ath./Agn./None	32%	(199)	18%	(112)	10%	(61)	15%	(95)	24%	(146)	612
Relig: Something Else	29%	(108)	18%	(66)	15%	(55)	26%	(95)	13%	(48)	372
Relig: Evangelical	13%	(85)	12%	(76)	13%	(83)	52%	(333)	9%	(60)	637
Relig: Non-Evang. Catholics	22%	(126)	22%	(126)	17%	(96)	30%	(170)	10%	(56)	573
Relig: All Christian	17%	(211)	17%	(202)	15%	(179)	42%	(503)	10%	(116)	1210
Relig: All Non-Christian	31%	(307)	18%	(178)	12%	(116)	19%	(190)	20%	(193)	984
Community: Urban	26%	(148)	18%	(102)	12%	(66)	28%	(158)	17%	(95)	568
Community: Suburban	26%	(252)	19%	(186)	14%	(140)	29%	(287)	11%	(111)	975
Community: Rural	18%	(119)	14%	(94)	14%	(89)	38%	(252)	16%	(104)	658
Employ: Private Sector	25%	(167)	20%	(135)	14%	(92)	31%	(209)	10%	(64)	667
Employ: Government	30%	(46)	19%	(28)	15%	(23)	22%	(33)	14%	(22)	152
Employ: Self-Employed	20%	(34)	23%	(39)	14%	(24)	28%	(47)	14%	(24)	169
Employ: Homemaker	27%	(58)	15%	(32)	11%	(23)	36%	(77)	12%	(25)	215
Employ: Student	33%	(37)	18%	(20)	18%	(20)	12%	(13)	20%	(22)	112
Employ: Retired	19%	(85)	14%	(65)	15%	(69)	41%	(184)	10%	(46)	449
Employ: Unemployed	24%	(54)	14%	(31)	9%	(20)	30%	(66)	23%	(52)	222
Employ: Other	17%	(37)	14%	(31)	11%	(25)	31%	(67)	25%	(55)	215
Military HH: Yes	21%	(92)	16%	(68)	13%	(56)	39%	(168)	10%	(44)	428
Military HH: No	24%	(426)	18%	(313)	13%	(238)	30%	(529)	15%	(265)	1773
RD/WT: Right Direction	13%	(118)	14%	(132)	14%	(129)	47%	(431)	12%	(112)	922
RD/WT: Wrong Track	31%	(400)	20%	(250)	13%	(166)	21%	(266)	15%	(197)	1279

Continued on next page

Table BRD13_6: Please indicate whether you support or oppose each of the following.
Allowing transgender people to use the bathroom of their choice

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	24%	(518)	17%	(381)	13%	(295)	32%	(697)	14%	(310)	2201
Strongly Approve	12%	(58)	10%	(49)	11%	(52)	58%	(271)	8%	(38)	467
Somewhat Approve	10%	(47)	15%	(74)	19%	(92)	44%	(214)	12%	(59)	485
Somewhat Disapprove	22%	(64)	21%	(60)	20%	(57)	23%	(65)	14%	(40)	287
Strongly Disapprove	41%	(328)	23%	(187)	10%	(82)	15%	(120)	11%	(92)	809
Dont Know / No Opinion	14%	(22)	8%	(12)	8%	(12)	18%	(27)	53%	(81)	153
#1 Issue: Economy	20%	(130)	16%	(106)	14%	(94)	36%	(234)	14%	(92)	656
#1 Issue: Security	14%	(46)	12%	(41)	15%	(50)	48%	(164)	11%	(37)	339
#1 Issue: Health Care	30%	(129)	21%	(90)	11%	(49)	23%	(98)	15%	(63)	428
#1 Issue: Medicare / Social Security	21%	(71)	18%	(62)	17%	(56)	36%	(122)	8%	(27)	338
#1 Issue: Women's Issues	51%	(56)	13%	(14)	8%	(9)	15%	(16)	13%	(14)	110
#1 Issue: Education	24%	(38)	18%	(28)	13%	(20)	20%	(32)	25%	(41)	159
#1 Issue: Energy	34%	(29)	38%	(32)	9%	(8)	9%	(8)	10%	(8)	85
#1 Issue: Other	21%	(18)	10%	(8)	10%	(9)	26%	(22)	33%	(28)	86
2016 Vote: Democrat Hillary Clinton	40%	(275)	24%	(167)	13%	(89)	13%	(92)	9%	(63)	685
2016 Vote: Republican Donald Trump	10%	(71)	11%	(77)	15%	(106)	55%	(400)	10%	(69)	723
2016 Vote: Someone else	25%	(46)	15%	(29)	14%	(26)	30%	(56)	16%	(31)	188
2012 Vote: Barack Obama	37%	(309)	21%	(174)	14%	(118)	17%	(139)	11%	(90)	829
2012 Vote: Mitt Romney	8%	(50)	13%	(75)	13%	(78)	57%	(343)	9%	(52)	598
2012 Vote: Other	9%	(10)	10%	(11)	22%	(23)	41%	(42)	17%	(18)	103
2012 Vote: Didn't Vote	22%	(150)	18%	(121)	11%	(76)	26%	(173)	22%	(150)	671
4-Region: Northeast	27%	(110)	23%	(92)	13%	(52)	24%	(96)	13%	(52)	402
4-Region: Midwest	24%	(113)	17%	(81)	11%	(51)	34%	(159)	15%	(69)	474
4-Region: South	18%	(148)	15%	(120)	15%	(123)	39%	(317)	13%	(107)	815
4-Region: West	29%	(147)	17%	(88)	14%	(69)	24%	(125)	16%	(83)	511

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

Table BRD14: *What is your opinion on the safety of autonomous vehicles, also known as self-driving cars, compared to the average human driver? Would you say that they are safer or less safe than the average human driver, or about the same level of safety as the average human driver?*

Demographic	Much safer than the average human driver	Somewhat safer than the average human driver	Somewhat less safe than the average human driver	Much less safe than the average human driver	About the same level of safety as the average human driver	Don't Know / No Opinion	Total N
Adults	13% (288)	20% (431)	15% (331)	21% (459)	8% (167)	24% (527)	2201
Gender: Male	17% (180)	21% (221)	14% (148)	19% (202)	8% (84)	21% (224)	1060
Gender: Female	9% (107)	18% (210)	16% (183)	22% (256)	7% (83)	26% (302)	1141
Age: 18-29	25% (110)	21% (96)	14% (65)	14% (63)	8% (36)	18% (80)	449
Age: 30-44	16% (95)	22% (129)	15% (88)	16% (96)	8% (46)	23% (133)	586
Age: 45-54	8% (32)	20% (78)	13% (50)	23% (88)	8% (30)	28% (110)	388
Age: 55-64	8% (31)	16% (61)	16% (63)	30% (115)	6% (24)	23% (86)	380
Age: 65+	5% (20)	17% (67)	17% (66)	24% (97)	8% (31)	30% (118)	398
PID: Dem (no lean)	15% (112)	22% (166)	15% (108)	18% (136)	6% (43)	23% (171)	736
PID: Ind (no lean)	11% (85)	19% (141)	15% (114)	21% (158)	8% (62)	26% (198)	758
PID: Rep (no lean)	13% (91)	18% (124)	15% (109)	23% (165)	9% (61)	22% (157)	707
PID/Gender: Dem Men	20% (69)	23% (80)	15% (50)	17% (59)	6% (19)	19% (66)	343
PID/Gender: Dem Women	11% (44)	22% (86)	15% (58)	20% (77)	6% (24)	27% (105)	394
PID/Gender: Ind Men	14% (51)	22% (77)	14% (49)	19% (67)	8% (28)	23% (81)	354
PID/Gender: Ind Women	8% (34)	16% (64)	16% (64)	22% (91)	8% (34)	29% (118)	405
PID/Gender: Rep Men	17% (60)	18% (64)	13% (48)	21% (76)	10% (36)	21% (78)	363
PID/Gender: Rep Women	9% (30)	17% (60)	18% (60)	26% (88)	7% (25)	23% (80)	343
Tea Party: Supporter	21% (131)	20% (122)	16% (98)	20% (123)	7% (41)	18% (110)	624
Tea Party: Not Supporter	10% (154)	20% (305)	15% (228)	21% (334)	8% (126)	26% (407)	1554
Ideo: Liberal (1-3)	20% (150)	24% (176)	15% (111)	14% (99)	6% (44)	21% (154)	734
Ideo: Moderate (4)	9% (47)	20% (99)	19% (96)	20% (102)	9% (43)	23% (113)	501
Ideo: Conservative (5-7)	10% (78)	17% (130)	14% (109)	29% (218)	8% (61)	22% (164)	759

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Table BRD14: What is your opinion on the safety of autonomous vehicles, also known as self-driving cars, compared to the average human driver? Would you say that they are safer or less safe than the average human driver, or about the same level of safety as the average human driver?

Demographic	Much safer than the average human driver		Somewhat safer than the average human driver		Somewhat less safe than the average human driver		Much less safe than the average human driver		About the same level of safety as the average human driver		Don't Know / No Opinion	Total N	
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)			
Adults	13%	(288)	20%	(431)	15%	(331)	21%	(459)	8%	(167)	24%	(527)	2201
Educ: < College	14%	(213)	16%	(256)	15%	(231)	22%	(351)	7%	(113)	26%	(402)	1567
Educ: Bachelors degree	9%	(38)	28%	(114)	16%	(68)	19%	(78)	10%	(41)	18%	(77)	416
Educ: Post-grad	17%	(37)	27%	(60)	14%	(31)	14%	(30)	6%	(12)	22%	(48)	219
Income: Under 50k	13%	(166)	17%	(224)	14%	(180)	22%	(286)	8%	(102)	26%	(333)	1290
Income: 50k-100k	11%	(73)	22%	(146)	17%	(113)	21%	(141)	7%	(47)	21%	(136)	655
Income: 100k+	19%	(49)	24%	(61)	15%	(37)	12%	(32)	7%	(18)	23%	(58)	256
Ethnicity: White	11%	(201)	20%	(351)	15%	(259)	22%	(378)	8%	(132)	25%	(430)	1750
Ethnicity: Hispanic	20%	(64)	23%	(77)	14%	(46)	17%	(58)	7%	(22)	19%	(62)	329
Ethnicity: Afr. Am.	20%	(53)	15%	(40)	14%	(38)	19%	(51)	6%	(17)	26%	(69)	269
Ethnicity: Other	19%	(34)	22%	(40)	18%	(34)	16%	(30)	10%	(18)	15%	(27)	182
Relig: Protestant	11%	(63)	19%	(107)	16%	(91)	23%	(125)	8%	(42)	23%	(127)	555
Relig: Roman Catholic	14%	(59)	21%	(85)	16%	(66)	21%	(84)	7%	(30)	20%	(83)	407
Relig: Ath./Agn./None	15%	(94)	21%	(130)	12%	(71)	15%	(89)	9%	(56)	28%	(172)	612
Relig: Something Else	15%	(57)	19%	(72)	15%	(56)	21%	(78)	7%	(25)	22%	(83)	372
Relig: Evangelical	11%	(68)	17%	(108)	16%	(99)	27%	(169)	6%	(40)	24%	(152)	637
Relig: Non-Evang. Catholics	12%	(68)	20%	(115)	18%	(103)	21%	(122)	8%	(46)	21%	(119)	573
Relig: All Christian	11%	(136)	18%	(224)	17%	(202)	24%	(291)	7%	(85)	22%	(272)	1210
Relig: All Non-Christian	15%	(151)	21%	(202)	13%	(127)	17%	(167)	8%	(81)	26%	(255)	984
Community: Urban	15%	(86)	22%	(124)	12%	(70)	22%	(122)	7%	(37)	23%	(129)	568
Community: Suburban	15%	(142)	21%	(202)	15%	(143)	20%	(191)	7%	(69)	23%	(227)	975
Community: Rural	9%	(60)	16%	(105)	18%	(117)	22%	(145)	9%	(60)	26%	(171)	658

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Table BRD14: What is your opinion on the safety of autonomous vehicles, also known as self-driving cars, compared to the average human driver? Would you say that they are safer or less safe than the average human driver, or about the same level of safety as the average human driver?

Demographic	Much safer than the average human driver		Somewhat safer than the average human driver		Somewhat less safe than the average human driver		Much less safe than the average human driver		About the same level of safety as the average human driver		Don't Know / No Opinion	Total N	
Adults	13%	(288)	20%	(431)	15%	(331)	21%	(459)	8%	(167)	24%	(527)	2201
Employ: Private Sector	16%	(104)	24%	(157)	15%	(98)	20%	(131)	9%	(57)	18%	(120)	667
Employ: Government	18%	(27)	24%	(36)	16%	(24)	17%	(26)	10%	(14)	16%	(25)	152
Employ: Self-Employed	23%	(38)	20%	(34)	12%	(21)	18%	(30)	8%	(13)	19%	(33)	169
Employ: Homemaker	12%	(26)	13%	(28)	19%	(41)	24%	(52)	6%	(14)	25%	(54)	215
Employ: Student	24%	(27)	25%	(28)	8%	(9)	9%	(11)	11%	(12)	23%	(26)	112
Employ: Retired	5%	(24)	18%	(83)	18%	(81)	26%	(118)	7%	(29)	26%	(115)	449
Employ: Unemployed	10%	(22)	15%	(34)	15%	(34)	16%	(36)	8%	(17)	36%	(79)	222
Employ: Other	10%	(21)	15%	(31)	11%	(24)	25%	(54)	5%	(10)	35%	(75)	215
Military HH: Yes	21%	(88)	19%	(80)	12%	(53)	22%	(93)	9%	(37)	18%	(76)	428
Military HH: No	11%	(199)	20%	(350)	16%	(277)	21%	(365)	7%	(130)	25%	(450)	1773
RD/WT: Right Direction	17%	(154)	18%	(170)	14%	(133)	22%	(200)	8%	(69)	21%	(197)	922
RD/WT: Wrong Track	10%	(134)	20%	(261)	15%	(198)	20%	(259)	8%	(97)	26%	(330)	1279
Strongly Approve	18%	(83)	19%	(89)	13%	(59)	23%	(105)	6%	(29)	22%	(102)	467
Somewhat Approve	12%	(60)	20%	(98)	17%	(81)	22%	(107)	9%	(46)	19%	(93)	485
Somewhat Disapprove	12%	(33)	16%	(46)	17%	(49)	24%	(69)	8%	(22)	23%	(67)	287
Strongly Disapprove	12%	(98)	23%	(183)	16%	(128)	18%	(149)	8%	(62)	23%	(189)	809
Dont Know / No Opinion	8%	(13)	10%	(15)	9%	(13)	18%	(28)	6%	(9)	50%	(76)	153
#1 Issue: Economy	11%	(72)	20%	(130)	17%	(114)	20%	(132)	10%	(66)	22%	(142)	656
#1 Issue: Security	8%	(27)	15%	(50)	15%	(49)	29%	(97)	8%	(28)	26%	(87)	339
#1 Issue: Health Care	15%	(65)	21%	(88)	16%	(69)	16%	(71)	6%	(25)	26%	(110)	428
#1 Issue: Medicare / Social Security	10%	(33)	21%	(72)	15%	(51)	26%	(88)	4%	(14)	24%	(80)	338
#1 Issue: Women's Issues	21%	(23)	23%	(25)	15%	(17)	9%	(10)	8%	(8)	24%	(26)	110
#1 Issue: Education	21%	(34)	18%	(28)	8%	(12)	18%	(29)	11%	(17)	25%	(39)	159
#1 Issue: Energy	26%	(22)	32%	(27)	12%	(10)	17%	(14)	4%	(3)	10%	(9)	85
#1 Issue: Other	14%	(12)	11%	(10)	9%	(8)	22%	(18)	6%	(5)	38%	(32)	86

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Table BRD14: What is your opinion on the safety of autonomous vehicles, also known as self-driving cars, compared to the average human driver? Would you say that they are safer or less safe than the average human driver, or about the same level of safety as the average human driver?

Demographic	Much safer than the average human driver		Somewhat safer than the average human driver		Somewhat less safe than the average human driver		Much less safe than the average human driver		About the same level of safety as the average human driver		Don't Know / No Opinion	Total N	
Adults	13%	(288)	20%	(431)	15%	(331)	21%	(459)	8%	(167)	24%	(527)	2201
2016 Vote: Democrat Hillary Clinton	17%	(117)	23%	(155)	15%	(103)	16%	(110)	8%	(55)	21%	(145)	685
2016 Vote: Republican Donald Trump	10%	(75)	17%	(126)	16%	(117)	24%	(174)	8%	(59)	24%	(172)	723
2016 Vote: Someone else	10%	(19)	20%	(38)	17%	(31)	22%	(42)	11%	(20)	20%	(38)	188
2012 Vote: Barack Obama	15%	(125)	22%	(183)	15%	(122)	17%	(139)	8%	(64)	24%	(196)	829
2012 Vote: Mitt Romney	8%	(50)	19%	(116)	17%	(104)	25%	(152)	9%	(52)	21%	(124)	598
2012 Vote: Other	7%	(7)	21%	(22)	10%	(10)	22%	(23)	9%	(9)	31%	(32)	103
2012 Vote: Didn't Vote	16%	(106)	16%	(109)	14%	(94)	22%	(145)	6%	(41)	26%	(175)	671
4-Region: Northeast	13%	(52)	21%	(83)	18%	(71)	19%	(78)	7%	(26)	23%	(91)	402
4-Region: Midwest	12%	(59)	20%	(94)	13%	(63)	21%	(99)	8%	(38)	26%	(122)	474
4-Region: South	13%	(102)	17%	(136)	17%	(139)	23%	(188)	8%	(62)	23%	(187)	815
4-Region: West	15%	(75)	23%	(117)	11%	(57)	18%	(94)	8%	(40)	25%	(127)	511

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

Table BRD15: How concerned are you about cyber threats to autonomous vehicles?

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not at all concerned	Don't Know / No Opinion	Total N
Adults	33% (727)	34% (746)	13% (288)	5% (118)	15% (323)	2201
Gender: Male	36% (381)	32% (335)	15% (158)	6% (68)	11% (117)	1060
Gender: Female	30% (346)	36% (411)	11% (130)	4% (49)	18% (205)	1141
Age: 18-29	32% (143)	32% (146)	15% (68)	6% (26)	15% (66)	449
Age: 30-44	31% (181)	34% (196)	14% (84)	6% (38)	15% (88)	586
Age: 45-54	37% (142)	30% (118)	11% (42)	6% (24)	16% (63)	388
Age: 55-64	37% (141)	35% (132)	12% (45)	4% (14)	13% (48)	380
Age: 65+	30% (120)	39% (154)	13% (50)	4% (16)	15% (58)	398
PID: Dem (no lean)	35% (259)	33% (245)	14% (102)	7% (53)	11% (78)	736
PID: Ind (no lean)	29% (220)	36% (270)	14% (103)	3% (26)	18% (139)	758
PID: Rep (no lean)	35% (248)	33% (231)	12% (83)	5% (39)	15% (105)	707
PID/Gender: Dem Men	38% (131)	28% (95)	17% (59)	9% (32)	8% (26)	343
PID/Gender: Dem Women	33% (128)	38% (150)	11% (43)	5% (21)	13% (52)	394
PID/Gender: Ind Men	31% (110)	37% (131)	13% (46)	4% (14)	15% (52)	354
PID/Gender: Ind Women	27% (110)	34% (139)	14% (56)	3% (12)	22% (87)	405
PID/Gender: Rep Men	38% (139)	30% (110)	14% (53)	6% (22)	11% (40)	363
PID/Gender: Rep Women	32% (109)	35% (122)	9% (31)	5% (17)	19% (66)	343
Tea Party: Supporter	42% (262)	35% (220)	10% (65)	5% (30)	8% (47)	624
Tea Party: Not Supporter	30% (460)	33% (518)	14% (220)	6% (88)	17% (269)	1554
Ideo: Liberal (1-3)	36% (268)	34% (247)	13% (99)	7% (52)	10% (70)	734
Ideo: Moderate (4)	28% (142)	37% (185)	15% (73)	4% (22)	16% (79)	501
Ideo: Conservative (5-7)	35% (263)	36% (273)	12% (92)	5% (39)	12% (91)	759
Educ: < College	34% (529)	31% (490)	12% (185)	5% (82)	18% (280)	1567
Educ: Bachelors degree	30% (126)	41% (172)	16% (68)	6% (26)	6% (24)	416
Educ: Post-grad	33% (72)	39% (85)	16% (34)	4% (9)	8% (18)	219
Income: Under 50k	34% (438)	31% (402)	12% (160)	5% (68)	17% (222)	1290
Income: 50k-100k	33% (217)	37% (241)	14% (95)	5% (31)	11% (72)	655
Income: 100k+	28% (72)	40% (103)	13% (33)	7% (19)	11% (29)	256
Ethnicity: White	31% (541)	36% (630)	13% (232)	5% (91)	15% (257)	1750
Ethnicity: Hispanic	33% (108)	23% (76)	18% (59)	9% (31)	17% (54)	329

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Table BRD15: How concerned are you about cyber threats to autonomous vehicles?

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not at all concerned		Don't Know / No Opinion		Total N
Adults	33%	(727)	34%	(746)	13%	(288)	5%	(118)	15%	(323)	2201
Ethnicity: Afr. Am.	44%	(119)	22%	(58)	14%	(38)	4%	(11)	16%	(43)	269
Ethnicity: Other	37%	(67)	32%	(59)	10%	(18)	9%	(16)	12%	(22)	182
Relig: Protestant	32%	(180)	41%	(229)	11%	(63)	3%	(16)	12%	(67)	555
Relig: Roman Catholic	38%	(156)	31%	(127)	15%	(59)	7%	(28)	9%	(37)	407
Relig: Ath./Agn./None	28%	(169)	32%	(195)	13%	(81)	7%	(44)	20%	(122)	612
Relig: Something Else	33%	(123)	33%	(122)	14%	(54)	5%	(17)	15%	(55)	372
Relig: Evangelical	38%	(245)	34%	(213)	11%	(71)	3%	(22)	13%	(85)	637
Relig: Non-Evang. Catholics	33%	(187)	37%	(211)	14%	(82)	6%	(34)	10%	(59)	573
Relig: All Christian	36%	(432)	35%	(424)	13%	(153)	5%	(56)	12%	(145)	1210
Relig: All Non-Christian	30%	(293)	32%	(317)	14%	(135)	6%	(62)	18%	(178)	984
Community: Urban	32%	(183)	33%	(187)	12%	(71)	8%	(44)	15%	(84)	568
Community: Suburban	32%	(316)	37%	(361)	13%	(130)	5%	(51)	12%	(117)	975
Community: Rural	35%	(228)	30%	(198)	13%	(87)	3%	(23)	19%	(122)	658
Employ: Private Sector	33%	(217)	38%	(253)	14%	(94)	5%	(35)	10%	(68)	667
Employ: Government	32%	(48)	38%	(58)	14%	(21)	6%	(10)	10%	(15)	152
Employ: Self-Employed	39%	(66)	31%	(52)	10%	(16)	10%	(16)	11%	(18)	169
Employ: Homemaker	29%	(63)	34%	(72)	14%	(29)	7%	(15)	16%	(35)	215
Employ: Student	28%	(31)	33%	(38)	15%	(17)	3%	(4)	21%	(23)	112
Employ: Retired	32%	(143)	36%	(164)	14%	(62)	5%	(22)	13%	(58)	449
Employ: Unemployed	35%	(77)	30%	(66)	11%	(25)	2%	(5)	22%	(50)	222
Employ: Other	38%	(81)	20%	(44)	11%	(24)	5%	(11)	26%	(55)	215
Military HH: Yes	41%	(177)	30%	(129)	12%	(53)	4%	(19)	12%	(50)	428
Military HH: No	31%	(549)	35%	(617)	13%	(235)	6%	(99)	15%	(273)	1773
RD/WT: Right Direction	37%	(337)	33%	(300)	13%	(116)	5%	(47)	13%	(123)	922
RD/WT: Wrong Track	30%	(390)	35%	(446)	13%	(172)	6%	(71)	16%	(200)	1279
Strongly Approve	43%	(203)	27%	(129)	10%	(46)	4%	(20)	15%	(69)	467
Somewhat Approve	29%	(143)	42%	(202)	12%	(59)	5%	(25)	12%	(56)	485
Somewhat Disapprove	31%	(90)	37%	(105)	14%	(41)	3%	(10)	14%	(41)	287
Strongly Disapprove	32%	(257)	34%	(275)	16%	(127)	7%	(57)	11%	(93)	809
Dont Know / No Opinion	22%	(34)	23%	(35)	9%	(14)	4%	(6)	42%	(64)	153

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Table BRD15: How concerned are you about cyber threats to autonomous vehicles?

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not at all concerned		Don't Know / No Opinion		Total N
Adults	33%	(727)	34%	(746)	13%	(288)	5%	(118)	15%	(323)	2201
#1 Issue: Economy	31%	(205)	36%	(236)	14%	(95)	5%	(36)	13%	(84)	656
#1 Issue: Security	40%	(134)	34%	(115)	10%	(33)	4%	(15)	12%	(41)	339
#1 Issue: Health Care	31%	(132)	34%	(146)	15%	(65)	6%	(27)	14%	(58)	428
#1 Issue: Medicare / Social Security	35%	(119)	36%	(121)	11%	(37)	3%	(10)	15%	(51)	338
#1 Issue: Women's Issues	31%	(34)	31%	(34)	19%	(21)	7%	(7)	12%	(13)	110
#1 Issue: Education	28%	(45)	31%	(50)	11%	(18)	6%	(9)	23%	(37)	159
#1 Issue: Energy	40%	(34)	31%	(26)	14%	(12)	7%	(6)	9%	(8)	85
#1 Issue: Other	27%	(23)	21%	(18)	8%	(7)	8%	(7)	35%	(30)	86
2016 Vote: Democrat Hillary Clinton	35%	(237)	38%	(258)	14%	(93)	5%	(36)	9%	(60)	685
2016 Vote: Republican Donald Trump	36%	(263)	32%	(233)	12%	(85)	6%	(41)	14%	(101)	723
2016 Vote: Someone else	27%	(51)	36%	(67)	16%	(29)	6%	(12)	16%	(29)	188
2012 Vote: Barack Obama	35%	(289)	36%	(295)	13%	(112)	5%	(45)	11%	(89)	829
2012 Vote: Mitt Romney	36%	(216)	34%	(202)	11%	(69)	5%	(31)	13%	(80)	598
2012 Vote: Other	41%	(42)	32%	(33)	12%	(12)	2%	(3)	14%	(14)	103
2012 Vote: Didn't Vote	27%	(180)	32%	(216)	14%	(95)	6%	(40)	21%	(139)	671
4-Region: Northeast	34%	(138)	33%	(131)	15%	(60)	5%	(20)	13%	(52)	402
4-Region: Midwest	32%	(151)	34%	(159)	13%	(61)	4%	(19)	17%	(83)	474
4-Region: South	33%	(271)	35%	(285)	13%	(108)	5%	(40)	14%	(111)	815
4-Region: West	33%	(166)	33%	(170)	12%	(59)	8%	(38)	15%	(77)	511

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

Table BRD16: Does your child have any of the following? Please select all that apply.

Demographic	A smartphone		A tablet		A television in their room		A laptop or computer		Total N
Adults	39%	(455)	22%	(252)	22%	(252)	17%	(202)	1161
Gender: Male	40%	(213)	20%	(107)	20%	(105)	20%	(107)	531
Gender: Female	38%	(242)	23%	(145)	23%	(147)	15%	(95)	630
Age: 18-29	18%	(24)	36%	(48)	36%	(48)	10%	(14)	135
Age: 30-44	32%	(124)	33%	(130)	23%	(89)	12%	(45)	388
Age: 45-54	49%	(115)	16%	(37)	18%	(42)	18%	(43)	237
Age: 55-64	50%	(102)	9%	(19)	21%	(43)	20%	(41)	204
Age: 65+	46%	(90)	9%	(18)	15%	(30)	30%	(59)	197
PID: Dem (no lean)	42%	(153)	20%	(74)	18%	(65)	20%	(73)	364
PID: Ind (no lean)	37%	(146)	26%	(101)	22%	(85)	15%	(59)	391
PID: Rep (no lean)	38%	(156)	19%	(78)	25%	(103)	17%	(70)	406
PID/Gender: Dem Men	41%	(66)	17%	(28)	17%	(28)	25%	(41)	162
PID/Gender: Dem Women	43%	(87)	23%	(46)	18%	(37)	16%	(32)	202
PID/Gender: Ind Men	41%	(68)	28%	(46)	17%	(28)	14%	(23)	166
PID/Gender: Ind Women	35%	(78)	24%	(54)	25%	(57)	16%	(36)	225
PID/Gender: Rep Men	39%	(78)	16%	(33)	24%	(49)	21%	(42)	203
PID/Gender: Rep Women	38%	(78)	22%	(45)	26%	(54)	13%	(27)	203
Tea Party: Supporter	38%	(140)	23%	(84)	23%	(84)	16%	(61)	369
Tea Party: Not Supporter	40%	(311)	21%	(164)	21%	(162)	18%	(139)	776
Ideo: Liberal (1-3)	38%	(138)	23%	(82)	21%	(74)	19%	(67)	360
Ideo: Moderate (4)	40%	(113)	23%	(66)	21%	(60)	16%	(44)	284
Ideo: Conservative (5-7)	41%	(178)	21%	(89)	19%	(83)	19%	(83)	434
Educ: < College	40%	(319)	20%	(157)	24%	(195)	16%	(131)	801
Educ: Bachelors degree	39%	(93)	29%	(67)	14%	(34)	17%	(41)	236
Educ: Post-grad	35%	(43)	23%	(28)	19%	(23)	24%	(30)	124
Income: Under 50k	38%	(243)	20%	(127)	24%	(153)	18%	(112)	636
Income: 50k-100k	40%	(153)	25%	(95)	21%	(83)	14%	(56)	387
Income: 100k+	42%	(58)	22%	(30)	12%	(16)	24%	(34)	138
Ethnicity: White	39%	(362)	23%	(212)	21%	(193)	18%	(170)	937
Ethnicity: Hispanic	40%	(73)	22%	(39)	25%	(45)	13%	(25)	183

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Table BRD16: Does your child have any of the following? Please select all that apply.

Demographic	A smartphone		A tablet		A television in their room		A laptop or computer		Total N
Adults	39%	(455)	22%	(252)	22%	(252)	17%	(202)	1161
Ethnicity: Afr. Am.	41%	(54)	18%	(24)	27%	(36)	14%	(18)	131
Ethnicity: Other	42%	(40)	18%	(16)	25%	(23)	15%	(14)	93
Relig: Protestant	42%	(138)	21%	(70)	19%	(61)	18%	(58)	328
Relig: Roman Catholic	36%	(74)	22%	(45)	21%	(43)	21%	(44)	206
Relig: Ath./Agn./None	36%	(97)	22%	(60)	25%	(69)	17%	(47)	273
Relig: Something Else	44%	(91)	22%	(45)	16%	(34)	18%	(36)	206
Relig: Evangelical	41%	(151)	20%	(72)	23%	(85)	15%	(56)	365
Relig: Non-Evang. Catholics	37%	(116)	24%	(74)	20%	(63)	20%	(63)	316
Relig: All Christian	39%	(267)	22%	(147)	22%	(148)	17%	(119)	680
Relig: All Non-Christian	39%	(188)	22%	(106)	21%	(103)	17%	(83)	479
Community: Urban	44%	(124)	21%	(58)	21%	(58)	14%	(40)	280
Community: Suburban	39%	(196)	22%	(112)	19%	(94)	20%	(101)	502
Community: Rural	35%	(134)	22%	(83)	27%	(101)	16%	(61)	379
Employ: Private Sector	38%	(151)	23%	(92)	21%	(85)	17%	(68)	396
Employ: Government	41%	(30)	18%	(13)	23%	(17)	18%	(13)	73
Employ: Self-Employed	39%	(32)	25%	(21)	17%	(14)	19%	(15)	82
Employ: Homemaker	31%	(52)	33%	(55)	25%	(41)	11%	(19)	166
Employ: Retired	44%	(99)	11%	(24)	17%	(39)	28%	(64)	226
Employ: Unemployed	36%	(35)	21%	(20)	23%	(23)	20%	(19)	97
Employ: Other	51%	(52)	22%	(22)	25%	(25)	2%	(2)	102
Military HH: Yes	38%	(93)	16%	(39)	27%	(66)	18%	(45)	243
Military HH: No	39%	(362)	23%	(213)	20%	(186)	17%	(157)	918
RD/WT: Right Direction	38%	(197)	20%	(102)	26%	(132)	16%	(81)	513
RD/WT: Wrong Track	40%	(258)	23%	(150)	19%	(120)	19%	(121)	648
Strongly Approve	38%	(95)	16%	(40)	28%	(70)	18%	(46)	251
Somewhat Approve	36%	(103)	27%	(76)	21%	(61)	17%	(48)	288
Somewhat Disapprove	38%	(55)	23%	(33)	21%	(30)	18%	(27)	145
Strongly Disapprove	43%	(169)	22%	(86)	17%	(69)	18%	(71)	395
Dont Know / No Opinion	40%	(33)	20%	(16)	28%	(23)	12%	(10)	82

Continued on next page

Table BRD16: Does your child have any of the following? Please select all that apply.

Demographic	A smartphone		A tablet		A television in their room		A laptop or computer		Total N
Adults	39%	(455)	22%	(252)	22%	(252)	17%	(202)	1161
#1 Issue: Economy	36%	(139)	27%	(105)	25%	(98)	12%	(47)	389
#1 Issue: Security	45%	(78)	18%	(32)	19%	(34)	18%	(31)	175
#1 Issue: Health Care	34%	(76)	22%	(49)	20%	(46)	24%	(55)	226
#1 Issue: Medicare / Social Security	50%	(73)	12%	(18)	17%	(25)	21%	(31)	148
#1 Issue: Women's Issues	29%	(15)	36%	(19)	15%	(8)	20%	(10)	52
#1 Issue: Education	32%	(25)	25%	(19)	24%	(18)	18%	(14)	77
#1 Issue: Other	61%	(32)	8%	(4)	22%	(11)	9%	(5)	52
2016 Vote: Democrat Hillary Clinton	40%	(141)	21%	(73)	19%	(67)	19%	(68)	349
2016 Vote: Republican Donald Trump	39%	(165)	20%	(83)	22%	(94)	19%	(79)	422
2016 Vote: Someone else	43%	(47)	23%	(25)	15%	(16)	20%	(22)	111
2012 Vote: Barack Obama	42%	(188)	20%	(89)	18%	(81)	20%	(92)	450
2012 Vote: Mitt Romney	41%	(146)	20%	(72)	22%	(80)	17%	(60)	358
2012 Vote: Other	34%	(17)	31%	(16)	11%	(5)	24%	(12)	50
2012 Vote: Didn't Vote	34%	(104)	25%	(76)	28%	(86)	12%	(38)	303
4-Region: Northeast	32%	(70)	24%	(53)	24%	(54)	19%	(43)	220
4-Region: Midwest	42%	(109)	21%	(54)	20%	(52)	18%	(47)	261
4-Region: South	38%	(166)	22%	(95)	23%	(101)	18%	(77)	438
4-Region: West	46%	(110)	21%	(50)	19%	(46)	15%	(35)	242

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

Table BRD17: Have you personally taken steps to limit the amount of screen time your child is allowed?

Demographic	Yes, a lot		Yes, some		Not too much		Not at all		Don't Know / No Opinion	Total N	
Adults	22%	(251)	31%	(356)	17%	(202)	18%	(208)	12%	(144)	1161
Gender: Male	19%	(103)	33%	(176)	15%	(79)	20%	(105)	13%	(67)	531
Gender: Female	24%	(148)	28%	(180)	19%	(123)	16%	(103)	12%	(77)	630
Age: 18-29	44%	(60)	30%	(40)	17%	(23)	5%	(6)	4%	(5)	135
Age: 30-44	25%	(99)	42%	(164)	17%	(68)	10%	(39)	5%	(19)	388
Age: 45-54	20%	(47)	31%	(73)	25%	(59)	20%	(47)	5%	(11)	237
Age: 55-64	16%	(33)	21%	(43)	15%	(31)	29%	(60)	18%	(38)	204
Age: 65+	7%	(14)	18%	(36)	10%	(20)	28%	(56)	36%	(72)	197
PID: Dem (no lean)	21%	(77)	29%	(104)	20%	(73)	20%	(74)	10%	(36)	364
PID: Ind (no lean)	22%	(87)	31%	(122)	16%	(62)	20%	(79)	11%	(41)	391
PID: Rep (no lean)	22%	(87)	32%	(130)	17%	(67)	14%	(55)	16%	(66)	406
PID/Gender: Dem Men	20%	(32)	28%	(46)	18%	(29)	22%	(35)	12%	(20)	162
PID/Gender: Dem Women	22%	(45)	29%	(58)	22%	(44)	19%	(39)	8%	(16)	202
PID/Gender: Ind Men	20%	(33)	33%	(54)	14%	(23)	23%	(38)	10%	(17)	166
PID/Gender: Ind Women	24%	(54)	30%	(67)	17%	(38)	18%	(41)	11%	(25)	225
PID/Gender: Rep Men	19%	(38)	37%	(76)	13%	(27)	16%	(32)	15%	(30)	203
PID/Gender: Rep Women	24%	(50)	27%	(54)	20%	(40)	11%	(23)	18%	(36)	203
Tea Party: Supporter	30%	(110)	32%	(118)	17%	(61)	10%	(38)	11%	(42)	369
Tea Party: Not Supporter	18%	(140)	30%	(235)	18%	(138)	21%	(165)	13%	(98)	776
Ideo: Liberal (1-3)	25%	(90)	32%	(115)	20%	(72)	15%	(53)	9%	(31)	360
Ideo: Moderate (4)	18%	(51)	35%	(100)	19%	(53)	19%	(53)	9%	(27)	284
Ideo: Conservative (5-7)	21%	(91)	29%	(127)	15%	(66)	18%	(80)	16%	(69)	434
Educ: < College	22%	(179)	28%	(223)	17%	(136)	18%	(145)	15%	(118)	801
Educ: Bachelors degree	17%	(41)	38%	(89)	21%	(49)	17%	(40)	7%	(17)	236
Educ: Post-grad	25%	(31)	35%	(43)	14%	(17)	19%	(24)	7%	(9)	124
Income: Under 50k	22%	(142)	27%	(173)	18%	(117)	19%	(124)	13%	(81)	636
Income: 50k-100k	20%	(77)	34%	(132)	16%	(62)	16%	(62)	14%	(55)	387
Income: 100k+	24%	(33)	37%	(51)	17%	(23)	17%	(23)	6%	(8)	138
Ethnicity: White	21%	(197)	32%	(303)	16%	(154)	17%	(162)	13%	(121)	937
Ethnicity: Hispanic	29%	(52)	34%	(61)	17%	(32)	15%	(27)	6%	(11)	183

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Table BRD17: Have you personally taken steps to limit the amount of screen time your child is allowed?

Demographic	Yes, a lot		Yes, some		Not too much		Not at all		Don't Know / No Opinion		Total N
Adults	22%	(251)	31%	(356)	17%	(202)	18%	(208)	12%	(144)	1161
Ethnicity: Afr. Am.	25%	(33)	18%	(24)	19%	(25)	28%	(36)	10%	(13)	131
Ethnicity: Other	23%	(21)	31%	(29)	25%	(23)	11%	(10)	10%	(10)	93
Relig: Protestant	20%	(66)	29%	(96)	16%	(54)	17%	(55)	17%	(56)	328
Relig: Roman Catholic	23%	(47)	34%	(69)	18%	(38)	15%	(30)	11%	(23)	206
Relig: Ath./Agn./None	20%	(54)	30%	(82)	16%	(44)	22%	(60)	12%	(33)	273
Relig: Something Else	18%	(37)	34%	(71)	20%	(42)	17%	(34)	11%	(22)	206
Relig: Evangelical	27%	(100)	28%	(101)	17%	(62)	16%	(57)	12%	(44)	365
Relig: Non-Evang. Catholics	19%	(60)	32%	(100)	17%	(54)	18%	(57)	14%	(44)	316
Relig: All Christian	24%	(160)	30%	(201)	17%	(116)	17%	(115)	13%	(89)	680
Relig: All Non-Christian	19%	(91)	32%	(153)	18%	(86)	20%	(94)	12%	(55)	479
Community: Urban	20%	(56)	29%	(81)	18%	(51)	22%	(62)	11%	(30)	280
Community: Suburban	21%	(108)	31%	(156)	16%	(82)	18%	(91)	13%	(65)	502
Community: Rural	23%	(88)	31%	(118)	18%	(69)	15%	(55)	13%	(49)	379
Employ: Private Sector	25%	(98)	39%	(155)	19%	(75)	12%	(49)	5%	(19)	396
Employ: Government	18%	(13)	36%	(26)	19%	(14)	18%	(13)	8%	(6)	73
Employ: Self-Employed	29%	(24)	19%	(16)	23%	(19)	18%	(15)	11%	(9)	82
Employ: Homemaker	29%	(49)	34%	(57)	19%	(31)	12%	(20)	5%	(9)	166
Employ: Retired	6%	(14)	18%	(41)	13%	(29)	30%	(68)	33%	(75)	226
Employ: Unemployed	28%	(28)	28%	(27)	15%	(15)	19%	(18)	9%	(9)	97
Employ: Other	20%	(20)	27%	(28)	14%	(14)	23%	(23)	16%	(16)	102
Military HH: Yes	22%	(53)	29%	(71)	14%	(35)	18%	(44)	16%	(40)	243
Military HH: No	22%	(198)	31%	(284)	18%	(167)	18%	(165)	11%	(104)	918
RD/WT: Right Direction	24%	(125)	30%	(156)	17%	(86)	13%	(67)	15%	(78)	513
RD/WT: Wrong Track	19%	(126)	31%	(200)	18%	(115)	22%	(142)	10%	(66)	648
Strongly Approve	23%	(59)	32%	(80)	15%	(37)	13%	(34)	17%	(42)	251
Somewhat Approve	24%	(69)	33%	(94)	16%	(45)	14%	(39)	14%	(40)	288
Somewhat Disapprove	22%	(31)	28%	(41)	25%	(37)	19%	(28)	6%	(9)	145
Strongly Disapprove	21%	(82)	30%	(120)	17%	(69)	23%	(93)	8%	(33)	395
Dont Know / No Opinion	13%	(11)	27%	(22)	18%	(15)	19%	(15)	23%	(19)	82

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Table BRD17: Have you personally taken steps to limit the amount of screen time your child is allowed?

Demographic	Yes, a lot		Yes, some		Not too much		Not at all		Don't Know / No Opinion	Total N	
Adults	22%	(251)	31%	(356)	17%	(202)	18%	(208)	12%	(144)	1161
#1 Issue: Economy	26%	(102)	32%	(124)	20%	(76)	14%	(56)	8%	(30)	389
#1 Issue: Security	14%	(25)	33%	(57)	12%	(21)	21%	(37)	20%	(35)	175
#1 Issue: Health Care	18%	(42)	30%	(67)	22%	(50)	19%	(44)	10%	(23)	226
#1 Issue: Medicare / Social Security	16%	(24)	24%	(35)	9%	(13)	26%	(39)	25%	(37)	148
#1 Issue: Women's Issues	28%	(15)	39%	(20)	18%	(10)	10%	(5)	5%	(2)	52
#1 Issue: Education	30%	(23)	35%	(27)	19%	(15)	10%	(7)	6%	(5)	77
#1 Issue: Other	8%	(4)	21%	(11)	20%	(11)	34%	(17)	16%	(8)	52
2016 Vote: Democrat Hillary Clinton	21%	(73)	33%	(114)	19%	(65)	18%	(64)	9%	(33)	349
2016 Vote: Republican Donald Trump	21%	(87)	31%	(132)	17%	(72)	16%	(66)	16%	(66)	422
2016 Vote: Someone else	19%	(21)	28%	(31)	21%	(24)	17%	(19)	14%	(16)	111
2012 Vote: Barack Obama	21%	(94)	31%	(138)	18%	(82)	21%	(96)	9%	(40)	450
2012 Vote: Mitt Romney	20%	(73)	31%	(112)	15%	(55)	15%	(52)	19%	(67)	358
2012 Vote: Other	18%	(9)	26%	(13)	20%	(10)	19%	(9)	18%	(9)	50
2012 Vote: Didn't Vote	25%	(75)	31%	(93)	18%	(55)	17%	(51)	9%	(28)	303
4-Region: Northeast	21%	(47)	33%	(72)	21%	(47)	14%	(31)	10%	(22)	220
4-Region: Midwest	20%	(53)	30%	(79)	18%	(46)	19%	(48)	13%	(35)	261
4-Region: South	22%	(96)	32%	(141)	15%	(67)	18%	(77)	13%	(57)	438
4-Region: West	23%	(55)	26%	(63)	17%	(42)	21%	(51)	12%	(29)	242

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

Table BRD18: How much screen time, including computers, smartphones, tablets and television, do you typically allow your child a day?

Demographic	1 hour or less		2-4 hours		5-7 hours		8 hours or more		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	15%	(178)	43%	(502)	9%	(106)	6%	(75)	26%	(300)	1161
Gender: Male	13%	(67)	42%	(225)	10%	(51)	8%	(43)	27%	(145)	531
Gender: Female	18%	(111)	44%	(277)	9%	(56)	5%	(32)	25%	(154)	630
Age: 18-29	31%	(41)	44%	(59)	14%	(19)	8%	(11)	4%	(5)	135
Age: 30-44	17%	(67)	53%	(207)	11%	(44)	7%	(25)	11%	(44)	388
Age: 45-54	14%	(33)	50%	(119)	11%	(25)	6%	(14)	20%	(47)	237
Age: 55-64	10%	(20)	34%	(69)	8%	(16)	7%	(15)	41%	(84)	204
Age: 65+	9%	(17)	24%	(48)	1%	(2)	5%	(10)	61%	(119)	197
PID: Dem (no lean)	13%	(47)	42%	(152)	10%	(36)	11%	(40)	24%	(88)	364
PID: Ind (no lean)	17%	(66)	45%	(176)	10%	(38)	4%	(16)	24%	(95)	391
PID: Rep (no lean)	16%	(65)	43%	(174)	8%	(33)	5%	(19)	29%	(117)	406
PID/Gender: Dem Men	10%	(16)	37%	(59)	13%	(21)	11%	(19)	29%	(47)	162
PID/Gender: Dem Women	15%	(31)	46%	(93)	7%	(15)	11%	(21)	21%	(41)	202
PID/Gender: Ind Men	14%	(24)	44%	(73)	11%	(17)	7%	(11)	24%	(40)	166
PID/Gender: Ind Women	19%	(42)	46%	(103)	9%	(20)	2%	(5)	24%	(54)	225
PID/Gender: Rep Men	13%	(27)	46%	(92)	6%	(12)	6%	(13)	29%	(58)	203
PID/Gender: Rep Women	19%	(38)	40%	(81)	10%	(20)	3%	(5)	29%	(59)	203
Tea Party: Supporter	20%	(72)	45%	(167)	11%	(40)	8%	(29)	16%	(61)	369
Tea Party: Not Supporter	14%	(105)	43%	(332)	8%	(63)	6%	(43)	30%	(233)	776
Ideo: Liberal (1-3)	16%	(58)	47%	(169)	10%	(36)	8%	(28)	19%	(70)	360
Ideo: Moderate (4)	18%	(52)	42%	(118)	10%	(29)	7%	(20)	23%	(65)	284
Ideo: Conservative (5-7)	14%	(62)	41%	(180)	8%	(35)	6%	(26)	30%	(131)	434
Educ: < College	14%	(110)	42%	(334)	10%	(77)	6%	(51)	29%	(229)	801
Educ: Bachelors degree	20%	(46)	49%	(115)	6%	(15)	6%	(13)	20%	(47)	236
Educ: Post-grad	17%	(22)	43%	(54)	12%	(14)	9%	(11)	19%	(23)	124
Income: Under 50k	15%	(97)	40%	(252)	9%	(58)	7%	(46)	29%	(183)	636
Income: 50k-100k	14%	(56)	46%	(177)	10%	(39)	6%	(22)	24%	(93)	387
Income: 100k+	18%	(26)	53%	(73)	7%	(10)	5%	(6)	17%	(24)	138
Ethnicity: White	16%	(151)	43%	(407)	8%	(77)	6%	(57)	26%	(244)	937
Ethnicity: Hispanic	19%	(35)	42%	(76)	14%	(25)	12%	(21)	14%	(25)	183

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Table BRD18: How much screen time, including computers, smartphones, tablets and television, do you typically allow your child a day?

Demographic	1 hour or less		2-4 hours		5-7 hours		8 hours or more		Don't Know / No Opinion		Total N
Adults	15%	(178)	43%	(502)	9%	(106)	6%	(75)	26%	(300)	1161
Ethnicity: Afr. Am.	12%	(16)	39%	(51)	17%	(22)	3%	(5)	29%	(38)	131
Ethnicity: Other	12%	(12)	47%	(44)	7%	(7)	14%	(13)	19%	(17)	93
Relig: Protestant	17%	(54)	40%	(131)	8%	(26)	5%	(16)	30%	(100)	328
Relig: Roman Catholic	19%	(39)	37%	(77)	7%	(14)	11%	(23)	26%	(53)	206
Relig: Ath./Agn./None	13%	(35)	45%	(122)	11%	(31)	5%	(15)	26%	(71)	273
Relig: Something Else	13%	(27)	52%	(107)	8%	(17)	4%	(8)	23%	(47)	206
Relig: Evangelical	17%	(61)	41%	(150)	11%	(39)	7%	(25)	25%	(91)	365
Relig: Non-Evang. Catholics	17%	(55)	39%	(122)	6%	(20)	9%	(28)	29%	(91)	316
Relig: All Christian	17%	(115)	40%	(272)	9%	(59)	8%	(52)	27%	(182)	680
Relig: All Non-Christian	13%	(63)	48%	(229)	10%	(48)	5%	(22)	25%	(118)	479
Community: Urban	12%	(35)	42%	(116)	12%	(33)	10%	(29)	24%	(66)	280
Community: Suburban	17%	(88)	43%	(215)	7%	(35)	6%	(32)	26%	(133)	502
Community: Rural	15%	(56)	45%	(171)	10%	(38)	4%	(13)	27%	(101)	379
Employ: Private Sector	19%	(76)	50%	(196)	9%	(35)	8%	(31)	15%	(58)	396
Employ: Government	20%	(14)	41%	(30)	14%	(10)	5%	(3)	21%	(15)	73
Employ: Self-Employed	16%	(13)	46%	(37)	12%	(10)	10%	(8)	17%	(14)	82
Employ: Homemaker	18%	(30)	56%	(94)	9%	(15)	3%	(5)	13%	(22)	166
Employ: Retired	5%	(11)	28%	(64)	3%	(6)	5%	(12)	59%	(133)	226
Employ: Unemployed	19%	(18)	38%	(37)	18%	(17)	6%	(6)	19%	(18)	97
Employ: Other	9%	(9)	36%	(36)	11%	(12)	8%	(8)	36%	(37)	102
Military HH: Yes	19%	(45)	40%	(97)	5%	(12)	6%	(15)	30%	(73)	243
Military HH: No	14%	(133)	44%	(405)	10%	(94)	6%	(60)	25%	(226)	918
RD/WT: Right Direction	16%	(83)	42%	(217)	10%	(52)	5%	(25)	26%	(136)	513
RD/WT: Wrong Track	15%	(95)	44%	(285)	8%	(54)	8%	(50)	25%	(164)	648
Strongly Approve	19%	(47)	39%	(98)	10%	(26)	5%	(13)	26%	(66)	251
Somewhat Approve	14%	(41)	48%	(137)	6%	(17)	5%	(15)	27%	(77)	288
Somewhat Disapprove	17%	(24)	45%	(65)	8%	(12)	6%	(9)	24%	(35)	145
Strongly Disapprove	13%	(50)	43%	(172)	11%	(42)	9%	(34)	25%	(98)	395
Dont Know / No Opinion	19%	(15)	36%	(30)	11%	(9)	5%	(4)	28%	(23)	82

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Table BRD18: How much screen time, including computers, smartphones, tablets and television, do you typically allow your child a day?

Demographic	1 hour or less		2-4 hours		5-7 hours		8 hours or more		Don't Know / No Opinion	Total N	
Adults	15%	(178)	43%	(502)	9%	(106)	6%	(75)	26%	(300)	1161
#1 Issue: Economy	15%	(60)	51%	(198)	10%	(40)	6%	(22)	18%	(69)	389
#1 Issue: Security	12%	(21)	38%	(66)	8%	(14)	5%	(8)	38%	(66)	175
#1 Issue: Health Care	18%	(42)	42%	(94)	11%	(24)	6%	(14)	23%	(52)	226
#1 Issue: Medicare / Social Security	7%	(10)	36%	(54)	5%	(8)	7%	(11)	45%	(66)	148
#1 Issue: Women's Issues	25%	(13)	41%	(21)	15%	(8)	7%	(4)	12%	(6)	52
#1 Issue: Education	23%	(18)	48%	(37)	8%	(6)	3%	(2)	18%	(14)	77
#1 Issue: Other	4%	(2)	35%	(18)	7%	(4)	11%	(6)	43%	(22)	52
2016 Vote: Democrat Hillary Clinton	17%	(60)	43%	(150)	10%	(34)	9%	(32)	21%	(73)	349
2016 Vote: Republican Donald Trump	14%	(57)	44%	(186)	9%	(36)	5%	(21)	29%	(122)	422
2016 Vote: Someone else	15%	(16)	47%	(52)	7%	(8)	5%	(5)	27%	(30)	111
2012 Vote: Barack Obama	16%	(74)	45%	(200)	8%	(34)	8%	(37)	23%	(104)	450
2012 Vote: Mitt Romney	15%	(52)	39%	(141)	8%	(29)	5%	(19)	33%	(117)	358
2012 Vote: Other	14%	(7)	43%	(22)	9%	(5)	—	(0)	34%	(17)	50
2012 Vote: Didn't Vote	15%	(45)	46%	(139)	13%	(38)	6%	(19)	20%	(61)	303
4-Region: Northeast	14%	(31)	46%	(102)	7%	(15)	8%	(17)	25%	(56)	220
4-Region: Midwest	14%	(37)	41%	(108)	12%	(32)	5%	(14)	27%	(71)	261
4-Region: South	15%	(64)	43%	(189)	11%	(47)	5%	(24)	26%	(114)	438
4-Region: West	19%	(46)	43%	(103)	5%	(13)	8%	(20)	25%	(59)	242

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

Table BRD19: In your opinion, is smartphone addiction a problem among children in the U.S.?

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	77% (1699)	12% (266)	11% (236)	2201
Gender: Male	74% (784)	15% (159)	11% (116)	1060
Gender: Female	80% (914)	9% (107)	11% (120)	1141
Age: 18-29	65% (294)	21% (95)	13% (61)	449
Age: 30-44	76% (444)	13% (75)	12% (67)	586
Age: 45-54	78% (304)	12% (48)	9% (36)	388
Age: 55-64	84% (318)	8% (30)	8% (31)	380
Age: 65+	85% (338)	5% (19)	10% (41)	398
PID: Dem (no lean)	74% (546)	15% (113)	10% (77)	736
PID: Ind (no lean)	75% (572)	10% (77)	14% (108)	758
PID: Rep (no lean)	82% (580)	11% (76)	7% (51)	707
PID/Gender: Dem Men	69% (238)	20% (68)	11% (37)	343
PID/Gender: Dem Women	78% (308)	11% (45)	10% (40)	394
PID/Gender: Ind Men	73% (259)	12% (43)	15% (51)	354
PID/Gender: Ind Women	77% (313)	9% (35)	14% (57)	405
PID/Gender: Rep Men	79% (287)	13% (49)	8% (28)	363
PID/Gender: Rep Women	86% (294)	8% (27)	7% (23)	343
Tea Party: Supporter	82% (513)	13% (81)	5% (31)	624
Tea Party: Not Supporter	75% (1174)	12% (184)	13% (197)	1554
Ideo: Liberal (1-3)	74% (541)	17% (124)	9% (69)	734
Ideo: Moderate (4)	78% (390)	10% (49)	12% (62)	501
Ideo: Conservative (5-7)	83% (632)	10% (75)	7% (52)	759
Educ: < College	76% (1196)	12% (190)	11% (180)	1567
Educ: Bachelors degree	80% (333)	11% (46)	9% (37)	416
Educ: Post-grad	78% (170)	13% (29)	9% (20)	219
Income: Under 50k	76% (981)	12% (152)	12% (157)	1290
Income: 50k-100k	82% (537)	11% (74)	7% (44)	655
Income: 100k+	71% (180)	16% (40)	14% (35)	256
Ethnicity: White	80% (1400)	10% (174)	10% (176)	1750
Ethnicity: Hispanic	70% (230)	18% (60)	12% (40)	329

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Table BRD19: *In your opinion, is smartphone addiction a problem among children in the U.S.?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	77%	(1699)	12%	(266)	11%	(236)	2201
Ethnicity: Afr. Am.	62%	(167)	22%	(60)	16%	(42)	269
Ethnicity: Other	73%	(132)	18%	(32)	10%	(18)	182
Relig: Protestant	83%	(463)	9%	(50)	8%	(42)	555
Relig: Roman Catholic	80%	(328)	13%	(55)	6%	(25)	407
Relig: Ath./Agn./None	72%	(444)	13%	(80)	14%	(88)	612
Relig: Something Else	71%	(266)	14%	(52)	14%	(54)	372
Relig: Evangelical	81%	(518)	9%	(59)	9%	(60)	637
Relig: Non-Evang. Catholics	81%	(465)	13%	(74)	6%	(35)	573
Relig: All Christian	81%	(983)	11%	(133)	8%	(94)	1210
Relig: All Non-Christian	72%	(710)	13%	(133)	14%	(142)	984
Community: Urban	72%	(407)	14%	(78)	15%	(83)	568
Community: Suburban	80%	(784)	12%	(112)	8%	(79)	975
Community: Rural	77%	(508)	11%	(76)	11%	(75)	658
Employ: Private Sector	81%	(542)	12%	(80)	7%	(44)	667
Employ: Government	70%	(106)	17%	(26)	13%	(20)	152
Employ: Self-Employed	74%	(125)	16%	(27)	10%	(18)	169
Employ: Homemaker	84%	(182)	9%	(20)	6%	(14)	215
Employ: Student	69%	(78)	18%	(20)	13%	(15)	112
Employ: Retired	82%	(370)	8%	(35)	10%	(44)	449
Employ: Unemployed	62%	(139)	18%	(39)	20%	(44)	222
Employ: Other	74%	(158)	9%	(19)	18%	(38)	215
Military HH: Yes	81%	(346)	10%	(43)	9%	(39)	428
Military HH: No	76%	(1353)	13%	(223)	11%	(197)	1773
RD/WT: Right Direction	78%	(718)	13%	(122)	9%	(82)	922
RD/WT: Wrong Track	77%	(981)	11%	(144)	12%	(154)	1279
Strongly Approve	79%	(370)	12%	(54)	9%	(44)	467
Somewhat Approve	81%	(395)	10%	(48)	9%	(42)	485
Somewhat Disapprove	79%	(227)	12%	(36)	8%	(24)	287
Strongly Disapprove	75%	(610)	15%	(118)	10%	(81)	809
Dont Know / No Opinion	64%	(97)	7%	(11)	29%	(45)	153

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Table BRD19: *In your opinion, is smartphone addiction a problem among children in the U.S.?*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	77% (1699)	12% (266)	11% (236)	2201
#1 Issue: Economy	79% (520)	11% (71)	10% (65)	656
#1 Issue: Security	80% (271)	11% (38)	9% (30)	339
#1 Issue: Health Care	77% (328)	14% (58)	10% (42)	428
#1 Issue: Medicare / Social Security	84% (283)	7% (24)	9% (32)	338
#1 Issue: Women's Issues	67% (74)	22% (24)	11% (12)	110
#1 Issue: Education	71% (114)	13% (21)	15% (24)	159
#1 Issue: Energy	70% (59)	24% (20)	7% (6)	85
#1 Issue: Other	59% (50)	12% (10)	29% (25)	86
2016 Vote: Democrat Hillary Clinton	77% (527)	13% (91)	10% (67)	685
2016 Vote: Republican Donald Trump	84% (605)	8% (61)	8% (57)	723
2016 Vote: Someone else	82% (155)	10% (19)	8% (15)	188
2012 Vote: Barack Obama	79% (658)	12% (100)	8% (70)	829
2012 Vote: Mitt Romney	84% (502)	9% (53)	7% (43)	598
2012 Vote: Other	84% (87)	8% (9)	7% (8)	103
2012 Vote: Didn't Vote	67% (451)	15% (104)	17% (116)	671
4-Region: Northeast	77% (310)	12% (50)	10% (41)	402
4-Region: Midwest	76% (361)	11% (53)	13% (60)	474
4-Region: South	79% (640)	12% (99)	9% (76)	815
4-Region: West	76% (387)	13% (65)	12% (59)	511

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

Table BRD20: And who do you blame for the smartphone addiction problem in the U.S.?

Demographic	The companies that make smartphones										Total N
	Parents	Children	The media	No one	Don't Know / No Opinion						
Adults	60% (1013)	3% (58)	13% (221)	10% (174)	8% (128)	6% (104)	1699				
Gender: Male	59% (462)	5% (42)	12% (91)	12% (96)	6% (46)	6% (46)	784				
Gender: Female	60% (552)	2% (15)	14% (130)	9% (78)	9% (81)	6% (58)	914				
Age: 18-29	51% (150)	5% (15)	22% (66)	8% (25)	7% (21)	6% (17)	294				
Age: 30-44	60% (265)	3% (15)	15% (68)	6% (29)	9% (39)	6% (28)	444				
Age: 45-54	57% (173)	2% (7)	11% (33)	14% (41)	9% (28)	7% (22)	304				
Age: 55-64	62% (196)	3% (9)	8% (26)	16% (50)	5% (16)	7% (22)	318				
Age: 65+	68% (229)	4% (12)	9% (29)	9% (29)	7% (24)	4% (15)	338				
PID: Dem (no lean)	54% (293)	4% (20)	17% (92)	13% (71)	7% (41)	6% (31)	546				
PID: Ind (no lean)	59% (339)	2% (12)	13% (74)	10% (56)	9% (51)	7% (40)	572				
PID: Rep (no lean)	66% (381)	4% (26)	10% (56)	8% (47)	6% (37)	6% (33)	580				
PID/Gender: Dem Men	53% (125)	6% (13)	13% (31)	17% (41)	6% (15)	5% (13)	238				
PID/Gender: Dem Women	54% (168)	2% (6)	20% (60)	10% (30)	8% (26)	6% (18)	308				
PID/Gender: Ind Men	58% (150)	4% (11)	13% (33)	11% (30)	8% (20)	6% (16)	259				
PID/Gender: Ind Women	61% (189)	1% (2)	13% (40)	9% (27)	10% (31)	8% (24)	313				
PID/Gender: Rep Men	65% (187)	6% (18)	9% (27)	9% (26)	4% (12)	6% (18)	287				
PID/Gender: Rep Women	66% (195)	3% (8)	10% (29)	7% (22)	8% (25)	5% (16)	294				
Tea Party: Supporter	57% (292)	5% (27)	16% (81)	13% (68)	5% (27)	3% (18)	513				
Tea Party: Not Supporter	61% (712)	3% (30)	12% (140)	9% (106)	9% (100)	7% (85)	1174				
Ideo: Liberal (1-3)	53% (288)	2% (13)	15% (79)	14% (75)	9% (49)	7% (36)	541				
Ideo: Moderate (4)	65% (252)	3% (10)	15% (57)	8% (30)	6% (23)	4% (17)	390				
Ideo: Conservative (5-7)	64% (406)	5% (32)	11% (68)	9% (57)	7% (42)	4% (27)	632				
Educ: < College	60% (712)	3% (36)	14% (162)	11% (133)	7% (83)	6% (70)	1196				
Educ: Bachelors degree	59% (195)	5% (15)	13% (42)	9% (30)	8% (28)	7% (23)	333				
Educ: Post-grad	63% (106)	4% (7)	10% (17)	7% (11)	10% (17)	6% (11)	170				
Income: Under 50k	57% (557)	3% (33)	13% (131)	13% (127)	8% (74)	6% (59)	981				
Income: 50k-100k	64% (344)	4% (22)	13% (69)	6% (34)	7% (38)	5% (29)	537				
Income: 100k+	62% (112)	2% (3)	12% (22)	7% (13)	9% (16)	8% (15)	180				

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Table BRD20: *And who do you blame for the smartphone addiction problem in the U.S.?*

Demographic	Parents	Children	The media	The companies that make smartphones		No one	Don't Know / No Opinion		Total N
Adults	60% (1013)	3% (58)	13% (221)	10% (174)	8% (128)	6% (104)		1699	
Ethnicity: White	62% (870)	3% (45)	12% (170)	9% (121)	8% (109)	6% (84)		1400	
Ethnicity: Hispanic	50% (115)	8% (17)	18% (42)	18% (40)	4% (9)	2% (5)		230	
Ethnicity: Afr. Am.	43% (72)	4% (7)	16% (27)	21% (34)	8% (14)	7% (12)		167	
Ethnicity: Other	54% (71)	4% (6)	18% (24)	15% (19)	3% (4)	6% (8)		132	
Relig: Protestant	65% (300)	2% (9)	11% (51)	11% (49)	6% (27)	6% (28)		463	
Relig: Roman Catholic	57% (188)	7% (22)	13% (42)	12% (40)	6% (21)	5% (16)		328	
Relig: Ath./Agn./None	55% (246)	2% (9)	14% (60)	10% (42)	10% (43)	10% (43)		444	
Relig: Something Else	62% (165)	4% (11)	11% (28)	10% (26)	9% (24)	5% (12)		266	
Relig: Evangelical	61% (318)	3% (18)	16% (84)	11% (56)	5% (26)	3% (17)		518	
Relig: Non-Evang. Catholics	60% (280)	4% (19)	11% (49)	11% (51)	7% (35)	7% (32)		465	
Relig: All Christian	61% (598)	4% (37)	14% (133)	11% (106)	6% (61)	5% (48)		983	
Relig: All Non-Christian	58% (410)	3% (21)	12% (88)	10% (68)	9% (67)	8% (56)		710	
Community: Urban	56% (227)	6% (23)	13% (55)	12% (48)	7% (27)	6% (26)		407	
Community: Suburban	61% (478)	3% (24)	13% (102)	10% (75)	8% (63)	5% (42)		784	
Community: Rural	61% (308)	2% (11)	13% (65)	10% (52)	7% (37)	7% (35)		508	
Employ: Private Sector	61% (333)	4% (21)	13% (72)	11% (60)	6% (31)	5% (25)		542	
Employ: Government	53% (56)	9% (10)	11% (12)	13% (14)	7% (7)	7% (7)		106	
Employ: Self-Employed	61% (76)	3% (4)	14% (18)	10% (12)	5% (7)	7% (8)		125	
Employ: Homemaker	55% (100)	2% (3)	17% (31)	6% (11)	14% (26)	6% (11)		182	
Employ: Student	55% (43)	2% (2)	21% (16)	7% (6)	12% (9)	4% (3)		78	
Employ: Retired	64% (237)	4% (15)	10% (36)	7% (26)	7% (25)	8% (31)		370	
Employ: Unemployed	63% (88)	2% (3)	13% (18)	11% (15)	8% (11)	3% (4)		139	
Employ: Other	52% (82)	— (0)	12% (19)	19% (31)	7% (12)	9% (15)		158	
Military HH: Yes	58% (202)	3% (12)	11% (38)	13% (44)	7% (23)	8% (28)		346	
Military HH: No	60% (811)	3% (46)	14% (184)	10% (130)	8% (105)	6% (76)		1353	
RD/WT: Right Direction	61% (439)	4% (28)	12% (88)	12% (84)	6% (43)	5% (36)		718	
RD/WT: Wrong Track	59% (575)	3% (29)	14% (134)	9% (90)	9% (85)	7% (68)		981	

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Table BRD20: And who do you blame for the smartphone addiction problem in the U.S.?

Demographic	Parents	Children	The media	The companies that make smartphones	No one	Don't Know / No Opinion	Total N
Adults	60% (1013)	3% (58)	13% (221)	10% (174)	8% (128)	6% (104)	1699
Strongly Approve	64% (238)	6% (21)	12% (45)	10% (37)	5% (17)	3% (12)	370
Somewhat Approve	64% (251)	3% (12)	13% (50)	8% (32)	6% (26)	6% (23)	395
Somewhat Disapprove	51% (116)	3% (6)	17% (39)	12% (28)	9% (21)	7% (16)	227
Strongly Disapprove	59% (359)	3% (17)	12% (76)	11% (69)	9% (53)	6% (37)	610
Dont Know / No Opinion	50% (48)	2% (2)	12% (12)	9% (9)	12% (12)	15% (15)	97
#1 Issue: Economy	60% (310)	3% (14)	14% (71)	9% (47)	9% (45)	6% (33)	520
#1 Issue: Security	57% (155)	6% (16)	12% (33)	10% (28)	8% (22)	6% (17)	271
#1 Issue: Health Care	60% (196)	1% (4)	12% (38)	12% (39)	8% (27)	7% (23)	328
#1 Issue: Medicare / Social Security	63% (179)	4% (12)	12% (34)	11% (31)	3% (10)	6% (16)	283
#1 Issue: Women's Issues	50% (37)	3% (2)	21% (15)	12% (9)	8% (6)	6% (5)	74
#1 Issue: Education	64% (72)	7% (8)	8% (9)	7% (9)	9% (10)	5% (6)	114
#1 Issue: Energy	49% (29)	3% (2)	24% (14)	12% (7)	9% (5)	4% (2)	59
#1 Issue: Other	69% (35)	— (0)	12% (6)	9% (4)	8% (4)	3% (1)	50
2016 Vote: Democrat Hillary Clinton	57% (301)	4% (22)	13% (66)	12% (66)	8% (42)	6% (29)	527
2016 Vote: Republican Donald Trump	64% (389)	4% (26)	12% (72)	10% (58)	5% (32)	5% (28)	605
2016 Vote: Someone else	64% (99)	1% (2)	18% (28)	7% (11)	4% (6)	6% (10)	155
2012 Vote: Barack Obama	55% (363)	4% (24)	14% (91)	13% (86)	8% (52)	6% (43)	658
2012 Vote: Mitt Romney	65% (328)	5% (25)	10% (53)	8% (42)	5% (25)	6% (30)	502
2012 Vote: Other	66% (58)	1% (1)	10% (8)	12% (10)	7% (6)	4% (3)	87
2012 Vote: Didn't Vote	59% (265)	2% (7)	15% (69)	8% (37)	10% (45)	6% (28)	451
4-Region: Northeast	55% (170)	4% (11)	12% (38)	14% (43)	8% (24)	8% (24)	310
4-Region: Midwest	63% (226)	4% (13)	13% (46)	9% (33)	6% (23)	6% (20)	361
4-Region: South	59% (379)	3% (19)	13% (85)	10% (67)	9% (56)	5% (35)	640
4-Region: West	62% (239)	4% (15)	13% (52)	8% (31)	6% (24)	7% (25)	387

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

Table BRDdem1_1NET: How old is(are) your child(ren)? Please select all that apply. - 1 or younger

Demographic	Selected		Not Selected		Total N
Adults	9%	(101)	91%	(1060)	1161
Gender: Male	7%	(37)	93%	(494)	531
Gender: Female	10%	(64)	90%	(566)	630
Age: 18-29	37%	(50)	63%	(85)	135
Age: 30-44	10%	(37)	90%	(351)	388
Age: 45-54	4%	(10)	96%	(228)	237
Age: 55-64	2%	(4)	98%	(200)	204
Age: 65+	—	(0)	100%	(197)	197
PID: Dem (no lean)	6%	(23)	94%	(341)	364
PID: Ind (no lean)	11%	(41)	89%	(350)	391
PID: Rep (no lean)	9%	(37)	91%	(370)	406
PID/Gender: Dem Men	5%	(8)	95%	(154)	162
PID/Gender: Dem Women	8%	(15)	92%	(186)	202
PID/Gender: Ind Men	5%	(9)	95%	(157)	166
PID/Gender: Ind Women	14%	(32)	86%	(193)	225
PID/Gender: Rep Men	10%	(20)	90%	(183)	203
PID/Gender: Rep Women	8%	(17)	92%	(187)	203
Tea Party: Supporter	8%	(29)	92%	(340)	369
Tea Party: Not Supporter	9%	(71)	91%	(705)	776
Ideo: Liberal (1-3)	11%	(39)	89%	(321)	360
Ideo: Moderate (4)	8%	(22)	92%	(262)	284
Ideo: Conservative (5-7)	7%	(29)	93%	(405)	434
Educ: < College	9%	(72)	91%	(730)	801
Educ: Bachelors degree	9%	(22)	91%	(214)	236
Educ: Post-grad	6%	(7)	94%	(116)	124
Income: Under 50k	11%	(71)	89%	(565)	636
Income: 50k-100k	7%	(26)	93%	(361)	387
Income: 100k+	3%	(4)	97%	(135)	138
Ethnicity: White	8%	(79)	92%	(858)	937
Ethnicity: Hispanic	16%	(29)	84%	(154)	183
Ethnicity: Afr. Am.	9%	(12)	91%	(119)	131

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Table BRDdem1_1NET: How old is(are) your child(ren)? Please select all that apply. - 1 or younger

Demographic	Selected		Not Selected		Total N
Adults	9%	(101)	91%	(1060)	1161
Ethnicity: Other	11%	(10)	89%	(83)	93
Relig: Protestant	6%	(18)	94%	(310)	328
Relig: Roman Catholic	10%	(21)	90%	(185)	206
Relig: Ath./Agn./None	12%	(34)	88%	(239)	273
Relig: Something Else	7%	(15)	93%	(191)	206
Relig: Evangelical	7%	(25)	93%	(340)	365
Relig: Non-Evang. Catholics	9%	(28)	91%	(288)	316
Relig: All Christian	8%	(52)	92%	(628)	680
Relig: All Non-Christian	10%	(48)	90%	(430)	479
Community: Urban	9%	(24)	91%	(255)	280
Community: Suburban	9%	(47)	91%	(455)	502
Community: Rural	8%	(29)	92%	(350)	379
Employ: Private Sector	11%	(44)	89%	(352)	396
Employ: Government	6%	(4)	94%	(68)	73
Employ: Self-Employed	2%	(2)	98%	(80)	82
Employ: Homemaker	14%	(22)	86%	(144)	166
Employ: Retired	—	(1)	100%	(225)	226
Employ: Unemployed	12%	(12)	88%	(85)	97
Employ: Other	13%	(14)	87%	(88)	102
Military HH: Yes	10%	(25)	90%	(218)	243
Military HH: No	8%	(76)	92%	(842)	918
RD/WT: Right Direction	10%	(51)	90%	(461)	513
RD/WT: Wrong Track	8%	(49)	92%	(599)	648
Strongly Approve	6%	(14)	94%	(237)	251
Somewhat Approve	10%	(29)	90%	(259)	288
Somewhat Disapprove	11%	(16)	89%	(129)	145
Strongly Disapprove	9%	(34)	91%	(362)	395
Dont Know / No Opinion	10%	(8)	90%	(74)	82

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Table BRDdem1_1NET: How old is(are) your child(ren)? Please select all that apply. - 1 or younger

Demographic	Selected		Not Selected		Total N
Adults	9%	(101)	91%	(1060)	1161
#1 Issue: Economy	8%	(30)	92%	(359)	389
#1 Issue: Security	5%	(9)	95%	(166)	175
#1 Issue: Health Care	12%	(27)	88%	(199)	226
#1 Issue: Medicare / Social Security	2%	(2)	98%	(145)	148
#1 Issue: Women's Issues	13%	(7)	87%	(45)	52
#1 Issue: Education	16%	(12)	84%	(65)	77
#1 Issue: Other	15%	(8)	85%	(44)	52
2016 Vote: Democrat Hillary Clinton	8%	(27)	92%	(321)	349
2016 Vote: Republican Donald Trump	7%	(31)	93%	(390)	422
2016 Vote: Someone else	6%	(6)	94%	(105)	111
2012 Vote: Barack Obama	8%	(37)	92%	(413)	450
2012 Vote: Mitt Romney	7%	(25)	93%	(333)	358
2012 Vote: Other	1%	(1)	99%	(50)	50
2012 Vote: Didn't Vote	13%	(38)	87%	(265)	303
4-Region: Northeast	9%	(20)	91%	(200)	220
4-Region: Midwest	12%	(30)	88%	(231)	261
4-Region: South	7%	(30)	93%	(408)	438
4-Region: West	8%	(20)	92%	(222)	242

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

Table BRDdem1_4NET: How old is(are) your child(ren)? Please select all that apply. - 2-4

Demographic	Selected		Not Selected		Total N
Adults	16%	(190)	84%	(972)	1161
Gender: Male	14%	(74)	86%	(457)	531
Gender: Female	18%	(116)	82%	(515)	630
Age: 18-29	44%	(59)	56%	(76)	135
Age: 30-44	26%	(103)	74%	(286)	388
Age: 45-54	7%	(16)	93%	(221)	237
Age: 55-64	5%	(10)	95%	(194)	204
Age: 65+	1%	(2)	99%	(195)	197
PID: Dem (no lean)	16%	(58)	84%	(306)	364
PID: Ind (no lean)	19%	(73)	81%	(319)	391
PID: Rep (no lean)	15%	(59)	85%	(347)	406
PID/Gender: Dem Men	17%	(27)	83%	(135)	162
PID/Gender: Dem Women	15%	(31)	85%	(170)	202
PID/Gender: Ind Men	16%	(26)	84%	(140)	166
PID/Gender: Ind Women	21%	(46)	79%	(179)	225
PID/Gender: Rep Men	10%	(21)	90%	(182)	203
PID/Gender: Rep Women	19%	(38)	81%	(165)	203
Tea Party: Supporter	16%	(61)	84%	(309)	369
Tea Party: Not Supporter	16%	(127)	84%	(649)	776
Ideo: Liberal (1-3)	16%	(58)	84%	(302)	360
Ideo: Moderate (4)	17%	(47)	83%	(237)	284
Ideo: Conservative (5-7)	15%	(66)	85%	(368)	434
Educ: < College	16%	(129)	84%	(672)	801
Educ: Bachelors degree	17%	(39)	83%	(197)	236
Educ: Post-grad	17%	(21)	83%	(103)	124
Income: Under 50k	16%	(104)	84%	(532)	636
Income: 50k-100k	16%	(63)	84%	(324)	387
Income: 100k+	16%	(23)	84%	(116)	138
Ethnicity: White	15%	(144)	85%	(793)	937
Ethnicity: Hispanic	23%	(43)	77%	(140)	183
Ethnicity: Afr. Am.	17%	(22)	83%	(109)	131

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Table BRDdem1_4NET: How old is(are) your child(ren)? Please select all that apply. - 2-4

Demographic	Selected		Not Selected		Total N
Adults	16%	(190)	84%	(972)	1161
Ethnicity: Other	26%	(24)	74%	(69)	93
Relig: Protestant	11%	(38)	89%	(290)	328
Relig: Roman Catholic	14%	(29)	86%	(177)	206
Relig: Ath./Agn./None	25%	(67)	75%	(206)	273
Relig: Something Else	16%	(33)	84%	(172)	206
Relig: Evangelical	14%	(52)	86%	(313)	365
Relig: Non-Evang. Catholics	11%	(36)	89%	(280)	316
Relig: All Christian	13%	(88)	87%	(593)	680
Relig: All Non-Christian	21%	(100)	79%	(378)	479
Community: Urban	18%	(50)	82%	(229)	280
Community: Suburban	16%	(80)	84%	(422)	502
Community: Rural	16%	(59)	84%	(320)	379
Employ: Private Sector	17%	(69)	83%	(328)	396
Employ: Government	26%	(19)	74%	(54)	73
Employ: Self-Employed	15%	(12)	85%	(70)	82
Employ: Homemaker	29%	(48)	71%	(119)	166
Employ: Retired	3%	(6)	97%	(220)	226
Employ: Unemployed	21%	(20)	79%	(77)	97
Employ: Other	12%	(12)	88%	(89)	102
Military HH: Yes	15%	(37)	85%	(206)	243
Military HH: No	17%	(153)	83%	(765)	918
RD/WT: Right Direction	17%	(87)	83%	(426)	513
RD/WT: Wrong Track	16%	(103)	84%	(546)	648
Strongly Approve	10%	(25)	90%	(226)	251
Somewhat Approve	20%	(56)	80%	(231)	288
Somewhat Disapprove	17%	(25)	83%	(120)	145
Strongly Disapprove	18%	(70)	82%	(326)	395
Dont Know / No Opinion	16%	(13)	84%	(68)	82

Continued on next page

Table BRDdem1_4NET: How old is(are) your child(ren)? Please select all that apply. - 2-4

Demographic	Selected		Not Selected		Total N
Adults	16%	(190)	84%	(972)	1161
#1 Issue: Economy	18%	(70)	82%	(319)	389
#1 Issue: Security	13%	(22)	87%	(152)	175
#1 Issue: Health Care	15%	(34)	85%	(192)	226
#1 Issue: Medicare / Social Security	5%	(8)	95%	(140)	148
#1 Issue: Women's Issues	25%	(13)	75%	(39)	52
#1 Issue: Education	27%	(20)	73%	(56)	77
#1 Issue: Other	11%	(6)	89%	(46)	52
2016 Vote: Democrat Hillary Clinton	15%	(53)	85%	(296)	349
2016 Vote: Republican Donald Trump	13%	(55)	87%	(366)	422
2016 Vote: Someone else	11%	(12)	89%	(99)	111
2012 Vote: Barack Obama	16%	(70)	84%	(379)	450
2012 Vote: Mitt Romney	12%	(42)	88%	(316)	358
2012 Vote: Other	13%	(7)	87%	(44)	50
2012 Vote: Didn't Vote	23%	(71)	77%	(232)	303
4-Region: Northeast	12%	(26)	88%	(194)	220
4-Region: Midwest	20%	(53)	80%	(208)	261
4-Region: South	18%	(79)	82%	(359)	438
4-Region: West	13%	(32)	87%	(209)	242

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

Table BRDdem1_5NET: How old is(are) your child(ren)? Please select all that apply. - 5-7

Demographic	Selected		Not Selected		Total N
Adults	19%	(216)	81%	(945)	1161
Gender: Male	20%	(106)	80%	(425)	531
Gender: Female	17%	(109)	83%	(521)	630
Age: 18-29	37%	(50)	63%	(85)	135
Age: 30-44	34%	(131)	66%	(257)	388
Age: 45-54	10%	(24)	90%	(213)	237
Age: 55-64	5%	(11)	95%	(193)	204
Age: 65+	—	(0)	100%	(197)	197
PID: Dem (no lean)	15%	(56)	85%	(308)	364
PID: Ind (no lean)	23%	(91)	77%	(300)	391
PID: Rep (no lean)	17%	(69)	83%	(337)	406
PID/Gender: Dem Men	18%	(29)	82%	(133)	162
PID/Gender: Dem Women	13%	(26)	87%	(175)	202
PID/Gender: Ind Men	24%	(40)	76%	(126)	166
PID/Gender: Ind Women	22%	(51)	78%	(175)	225
PID/Gender: Rep Men	18%	(37)	82%	(166)	203
PID/Gender: Rep Women	16%	(32)	84%	(171)	203
Tea Party: Supporter	20%	(74)	80%	(295)	369
Tea Party: Not Supporter	18%	(140)	82%	(636)	776
Ideo: Liberal (1-3)	19%	(69)	81%	(291)	360
Ideo: Moderate (4)	18%	(51)	82%	(233)	284
Ideo: Conservative (5-7)	16%	(69)	84%	(365)	434
Educ: < College	19%	(149)	81%	(653)	801
Educ: Bachelors degree	18%	(42)	82%	(194)	236
Educ: Post-grad	20%	(25)	80%	(99)	124
Income: Under 50k	18%	(117)	82%	(519)	636
Income: 50k-100k	17%	(68)	83%	(319)	387
Income: 100k+	22%	(31)	78%	(107)	138
Ethnicity: White	17%	(161)	83%	(776)	937
Ethnicity: Hispanic	31%	(56)	69%	(127)	183
Ethnicity: Afr. Am.	22%	(29)	78%	(103)	131

Continued on next page

Table BRDdem1_5NET: How old is(are) your child(ren)? Please select all that apply. - 5-7

Demographic	Selected		Not Selected		Total N
Adults	19%	(216)	81%	(945)	1161
Ethnicity: Other	28%	(26)	72%	(67)	93
Relig: Protestant	14%	(46)	86%	(282)	328
Relig: Roman Catholic	23%	(47)	77%	(159)	206
Relig: Ath./Agn./None	22%	(60)	78%	(213)	273
Relig: Something Else	18%	(36)	82%	(170)	206
Relig: Evangelical	18%	(66)	82%	(299)	365
Relig: Non-Evang. Catholics	17%	(54)	83%	(262)	316
Relig: All Christian	18%	(120)	82%	(561)	680
Relig: All Non-Christian	20%	(96)	80%	(383)	479
Community: Urban	22%	(62)	78%	(218)	280
Community: Suburban	16%	(81)	84%	(421)	502
Community: Rural	19%	(73)	81%	(306)	379
Employ: Private Sector	20%	(79)	80%	(317)	396
Employ: Government	29%	(21)	71%	(52)	73
Employ: Self-Employed	20%	(16)	80%	(66)	82
Employ: Homemaker	27%	(45)	73%	(122)	166
Employ: Retired	4%	(9)	96%	(217)	226
Employ: Unemployed	19%	(19)	81%	(78)	97
Employ: Other	18%	(18)	82%	(83)	102
Military HH: Yes	14%	(34)	86%	(209)	243
Military HH: No	20%	(182)	80%	(736)	918
RD/WT: Right Direction	18%	(94)	82%	(419)	513
RD/WT: Wrong Track	19%	(122)	81%	(527)	648
Strongly Approve	16%	(40)	84%	(211)	251
Somewhat Approve	21%	(59)	79%	(229)	288
Somewhat Disapprove	17%	(25)	83%	(120)	145
Strongly Disapprove	16%	(63)	84%	(332)	395
Dont Know / No Opinion	35%	(29)	65%	(53)	82

Continued on next page

Table BRDdem1_5NET: How old is(are) your child(ren)? Please select all that apply. - 5-7

Demographic	Selected		Not Selected		Total N
Adults	19%	(216)	81%	(945)	1161
#1 Issue: Economy	21%	(83)	79%	(306)	389
#1 Issue: Security	14%	(25)	86%	(150)	175
#1 Issue: Health Care	14%	(31)	86%	(195)	226
#1 Issue: Medicare / Social Security	11%	(16)	89%	(132)	148
#1 Issue: Women's Issues	28%	(14)	72%	(37)	52
#1 Issue: Education	21%	(16)	79%	(61)	77
#1 Issue: Other	31%	(16)	69%	(36)	52
2016 Vote: Democrat Hillary Clinton	18%	(63)	82%	(286)	349
2016 Vote: Republican Donald Trump	14%	(58)	86%	(364)	422
2016 Vote: Someone else	19%	(21)	81%	(90)	111
2012 Vote: Barack Obama	19%	(85)	81%	(365)	450
2012 Vote: Mitt Romney	14%	(51)	86%	(307)	358
2012 Vote: Other	15%	(8)	85%	(43)	50
2012 Vote: Didn't Vote	24%	(72)	76%	(231)	303
4-Region: Northeast	23%	(50)	77%	(170)	220
4-Region: Midwest	12%	(30)	88%	(231)	261
4-Region: South	18%	(79)	82%	(360)	438
4-Region: West	23%	(57)	77%	(185)	242

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

Table BRDdem1_6NET: How old is(are) your child(ren)? Please select all that apply. - 8-10

Demographic	Selected		Not Selected		Total N
Adults	19%	(222)	81%	(939)	1161
Gender: Male	20%	(109)	80%	(423)	531
Gender: Female	18%	(114)	82%	(517)	630
Age: 18-29	18%	(24)	82%	(111)	135
Age: 30-44	37%	(143)	63%	(246)	388
Age: 45-54	15%	(35)	85%	(202)	237
Age: 55-64	8%	(16)	92%	(189)	204
Age: 65+	2%	(5)	98%	(192)	197
PID: Dem (no lean)	17%	(63)	83%	(301)	364
PID: Ind (no lean)	22%	(84)	78%	(307)	391
PID: Rep (no lean)	18%	(74)	82%	(332)	406
PID/Gender: Dem Men	18%	(29)	82%	(133)	162
PID/Gender: Dem Women	17%	(34)	83%	(168)	202
PID/Gender: Ind Men	24%	(39)	76%	(127)	166
PID/Gender: Ind Women	20%	(45)	80%	(180)	225
PID/Gender: Rep Men	20%	(40)	80%	(163)	203
PID/Gender: Rep Women	17%	(34)	83%	(169)	203
Tea Party: Supporter	21%	(77)	79%	(292)	369
Tea Party: Not Supporter	19%	(145)	81%	(632)	776
Ideo: Liberal (1-3)	20%	(71)	80%	(290)	360
Ideo: Moderate (4)	17%	(47)	83%	(237)	284
Ideo: Conservative (5-7)	18%	(77)	82%	(357)	434
Educ: < College	19%	(156)	81%	(646)	801
Educ: Bachelors degree	20%	(47)	80%	(189)	236
Educ: Post-grad	16%	(20)	84%	(104)	124
Income: Under 50k	19%	(121)	81%	(515)	636
Income: 50k-100k	20%	(77)	80%	(311)	387
Income: 100k+	18%	(25)	82%	(114)	138
Ethnicity: White	18%	(173)	82%	(764)	937
Ethnicity: Hispanic	26%	(48)	74%	(134)	183
Ethnicity: Afr. Am.	16%	(21)	84%	(110)	131

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Table BRDdem1_6NET: How old is(are) your child(ren)? Please select all that apply. - 8-10

Demographic	Selected		Not Selected		Total N
Adults	19%	(222)	81%	(939)	1161
Ethnicity: Other	30%	(28)	70%	(65)	93
Relig: Protestant	13%	(43)	87%	(285)	328
Relig: Roman Catholic	21%	(43)	79%	(163)	206
Relig: Ath./Agn./None	26%	(70)	74%	(203)	273
Relig: Something Else	22%	(44)	78%	(161)	206
Relig: Evangelical	14%	(50)	86%	(315)	365
Relig: Non-Evang. Catholics	17%	(55)	83%	(260)	316
Relig: All Christian	15%	(105)	85%	(575)	680
Relig: All Non-Christian	24%	(115)	76%	(364)	479
Community: Urban	22%	(63)	78%	(217)	280
Community: Suburban	14%	(71)	86%	(432)	502
Community: Rural	23%	(89)	77%	(290)	379
Employ: Private Sector	24%	(97)	76%	(299)	396
Employ: Government	24%	(18)	76%	(55)	73
Employ: Self-Employed	20%	(16)	80%	(66)	82
Employ: Homemaker	28%	(47)	72%	(120)	166
Employ: Retired	7%	(16)	93%	(210)	226
Employ: Unemployed	16%	(15)	84%	(81)	97
Employ: Other	9%	(9)	91%	(92)	102
Military HH: Yes	16%	(39)	84%	(204)	243
Military HH: No	20%	(183)	80%	(735)	918
RD/WT: Right Direction	20%	(103)	80%	(410)	513
RD/WT: Wrong Track	18%	(119)	82%	(529)	648
Strongly Approve	20%	(50)	80%	(201)	251
Somewhat Approve	21%	(59)	79%	(228)	288
Somewhat Disapprove	12%	(17)	88%	(129)	145
Strongly Disapprove	20%	(80)	80%	(316)	395
Dont Know / No Opinion	20%	(16)	80%	(65)	82

Continued on next page

Table BRDdem1_6NET: How old is(are) your child(ren)? Please select all that apply. - 8-10

Demographic	Selected		Not Selected		Total N
Adults	19%	(222)	81%	(939)	1161
#1 Issue: Economy	23%	(88)	77%	(300)	389
#1 Issue: Security	15%	(26)	85%	(149)	175
#1 Issue: Health Care	18%	(40)	82%	(186)	226
#1 Issue: Medicare / Social Security	10%	(14)	90%	(134)	148
#1 Issue: Women's Issues	18%	(10)	82%	(42)	52
#1 Issue: Education	23%	(18)	77%	(59)	77
#1 Issue: Other	27%	(14)	73%	(38)	52
2016 Vote: Democrat Hillary Clinton	15%	(52)	85%	(297)	349
2016 Vote: Republican Donald Trump	18%	(78)	82%	(344)	422
2016 Vote: Someone else	21%	(23)	79%	(88)	111
2012 Vote: Barack Obama	17%	(77)	83%	(373)	450
2012 Vote: Mitt Romney	17%	(61)	83%	(297)	358
2012 Vote: Other	13%	(7)	87%	(44)	50
2012 Vote: Didn't Vote	26%	(77)	74%	(226)	303
4-Region: Northeast	22%	(49)	78%	(171)	220
4-Region: Midwest	17%	(45)	83%	(216)	261
4-Region: South	19%	(83)	81%	(356)	438
4-Region: West	19%	(46)	81%	(196)	242

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

Table BRDdem1_7NET: How old is(are) your child(ren)? Please select all that apply. - 11-13

Demographic	Selected		Not Selected		Total N
Adults	18%	(210)	82%	(952)	1161
Gender: Male	19%	(102)	81%	(429)	531
Gender: Female	17%	(108)	83%	(523)	630
Age: 18-29	9%	(12)	91%	(123)	135
Age: 30-44	34%	(131)	66%	(258)	388
Age: 45-54	19%	(46)	81%	(191)	237
Age: 55-64	9%	(19)	91%	(186)	204
Age: 65+	1%	(3)	99%	(194)	197
PID: Dem (no lean)	19%	(71)	81%	(293)	364
PID: Ind (no lean)	17%	(65)	83%	(326)	391
PID: Rep (no lean)	18%	(74)	82%	(333)	406
PID/Gender: Dem Men	19%	(31)	81%	(131)	162
PID/Gender: Dem Women	20%	(39)	80%	(162)	202
PID/Gender: Ind Men	20%	(33)	80%	(133)	166
PID/Gender: Ind Women	14%	(32)	86%	(193)	225
PID/Gender: Rep Men	19%	(38)	81%	(165)	203
PID/Gender: Rep Women	18%	(36)	82%	(168)	203
Tea Party: Supporter	18%	(65)	82%	(304)	369
Tea Party: Not Supporter	18%	(139)	82%	(637)	776
Ideo: Liberal (1-3)	20%	(71)	80%	(289)	360
Ideo: Moderate (4)	19%	(54)	81%	(230)	284
Ideo: Conservative (5-7)	16%	(69)	84%	(365)	434
Educ: < College	19%	(150)	81%	(651)	801
Educ: Bachelors degree	16%	(37)	84%	(199)	236
Educ: Post-grad	18%	(23)	82%	(101)	124
Income: Under 50k	18%	(113)	82%	(523)	636
Income: 50k-100k	17%	(67)	83%	(320)	387
Income: 100k+	22%	(30)	78%	(108)	138
Ethnicity: White	17%	(156)	83%	(781)	937
Ethnicity: Hispanic	23%	(43)	77%	(140)	183
Ethnicity: Afr. Am.	20%	(26)	80%	(105)	131

Continued on next page

Table BRDdem1_7NET: How old is(are) your child(ren)? Please select all that apply. - 11-13

Demographic	Selected		Not Selected		Total N
Adults	18%	(210)	82%	(952)	1161
Ethnicity: Other	30%	(28)	70%	(65)	93
Relig: Protestant	11%	(35)	89%	(292)	328
Relig: Roman Catholic	20%	(41)	80%	(165)	206
Relig: Ath./Agn./None	25%	(67)	75%	(206)	273
Relig: Something Else	21%	(43)	79%	(162)	206
Relig: Evangelical	12%	(45)	88%	(319)	365
Relig: Non-Evang. Catholics	17%	(53)	83%	(262)	316
Relig: All Christian	15%	(99)	85%	(581)	680
Relig: All Non-Christian	23%	(111)	77%	(368)	479
Community: Urban	21%	(60)	79%	(220)	280
Community: Suburban	14%	(70)	86%	(433)	502
Community: Rural	21%	(80)	79%	(299)	379
Employ: Private Sector	26%	(104)	74%	(292)	396
Employ: Government	21%	(15)	79%	(58)	73
Employ: Self-Employed	12%	(10)	88%	(72)	82
Employ: Homemaker	21%	(36)	79%	(131)	166
Employ: Retired	5%	(12)	95%	(214)	226
Employ: Unemployed	20%	(20)	80%	(77)	97
Employ: Other	10%	(10)	90%	(91)	102
Military HH: Yes	12%	(30)	88%	(213)	243
Military HH: No	20%	(180)	80%	(738)	918
RD/WT: Right Direction	17%	(89)	83%	(424)	513
RD/WT: Wrong Track	19%	(120)	81%	(528)	648
Strongly Approve	15%	(37)	85%	(215)	251
Somewhat Approve	19%	(54)	81%	(233)	288
Somewhat Disapprove	18%	(26)	82%	(120)	145
Strongly Disapprove	17%	(69)	83%	(326)	395
Dont Know / No Opinion	29%	(23)	71%	(58)	82

Continued on next page

Table BRDdem1_7NET: How old is(are) your child(ren)? Please select all that apply. - 11-13

Demographic	Selected		Not Selected		Total N
Adults	18%	(210)	82%	(952)	1161
#1 Issue: Economy	22%	(86)	78%	(302)	389
#1 Issue: Security	14%	(25)	86%	(150)	175
#1 Issue: Health Care	23%	(51)	77%	(175)	226
#1 Issue: Medicare / Social Security	8%	(12)	92%	(136)	148
#1 Issue: Women's Issues	19%	(10)	81%	(42)	52
#1 Issue: Education	20%	(15)	80%	(61)	77
#1 Issue: Other	9%	(5)	91%	(47)	52
2016 Vote: Democrat Hillary Clinton	18%	(64)	82%	(285)	349
2016 Vote: Republican Donald Trump	18%	(75)	82%	(347)	422
2016 Vote: Someone else	21%	(23)	79%	(88)	111
2012 Vote: Barack Obama	19%	(84)	81%	(366)	450
2012 Vote: Mitt Romney	16%	(56)	84%	(302)	358
2012 Vote: Other	18%	(9)	82%	(41)	50
2012 Vote: Didn't Vote	20%	(61)	80%	(242)	303
4-Region: Northeast	15%	(34)	85%	(186)	220
4-Region: Midwest	20%	(52)	80%	(209)	261
4-Region: South	16%	(71)	84%	(367)	438
4-Region: West	22%	(53)	78%	(189)	242

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

Table BRDdem1_8NET: How old is(are) your child(ren)? Please select all that apply. - 14-18

Demographic	Selected		Not Selected		Total N
Adults	20%	(232)	80%	(929)	1161
Gender: Male	19%	(102)	81%	(429)	531
Gender: Female	21%	(130)	79%	(501)	630
Age: 18-29	6%	(8)	94%	(126)	135
Age: 30-44	31%	(119)	69%	(270)	388
Age: 45-54	32%	(77)	68%	(161)	237
Age: 55-64	11%	(22)	89%	(182)	204
Age: 65+	3%	(6)	97%	(190)	197
PID: Dem (no lean)	17%	(63)	83%	(301)	364
PID: Ind (no lean)	20%	(79)	80%	(312)	391
PID: Rep (no lean)	22%	(91)	78%	(316)	406
PID/Gender: Dem Men	17%	(28)	83%	(134)	162
PID/Gender: Dem Women	17%	(35)	83%	(167)	202
PID/Gender: Ind Men	22%	(36)	78%	(130)	166
PID/Gender: Ind Women	19%	(42)	81%	(183)	225
PID/Gender: Rep Men	19%	(38)	81%	(165)	203
PID/Gender: Rep Women	26%	(52)	74%	(151)	203
Tea Party: Supporter	21%	(77)	79%	(292)	369
Tea Party: Not Supporter	19%	(148)	81%	(629)	776
Ideo: Liberal (1-3)	19%	(67)	81%	(293)	360
Ideo: Moderate (4)	19%	(55)	81%	(229)	284
Ideo: Conservative (5-7)	20%	(87)	80%	(347)	434
Educ: < College	21%	(168)	79%	(633)	801
Educ: Bachelors degree	19%	(45)	81%	(190)	236
Educ: Post-grad	15%	(18)	85%	(106)	124
Income: Under 50k	21%	(134)	79%	(501)	636
Income: 50k-100k	18%	(71)	82%	(316)	387
Income: 100k+	19%	(27)	81%	(112)	138
Ethnicity: White	20%	(192)	80%	(745)	937
Ethnicity: Hispanic	23%	(43)	77%	(140)	183
Ethnicity: Afr. Am.	21%	(27)	79%	(104)	131

Continued on next page

Table BRDdem1_8NET: How old is(are) your child(ren)? Please select all that apply. - 14-18

Demographic	Selected		Not Selected		Total N
Adults	20%	(232)	80%	(929)	1161
Ethnicity: Other	14%	(13)	86%	(81)	93
Relig: Protestant	19%	(61)	81%	(267)	328
Relig: Roman Catholic	20%	(42)	80%	(164)	206
Relig: Ath./Agn./None	17%	(48)	83%	(226)	273
Relig: Something Else	25%	(51)	75%	(154)	206
Relig: Evangelical	21%	(78)	79%	(287)	365
Relig: Non-Evang. Catholics	18%	(55)	82%	(260)	316
Relig: All Christian	20%	(133)	80%	(547)	680
Relig: All Non-Christian	21%	(99)	79%	(380)	479
Community: Urban	22%	(61)	78%	(218)	280
Community: Suburban	19%	(96)	81%	(407)	502
Community: Rural	20%	(75)	80%	(304)	379
Employ: Private Sector	26%	(101)	74%	(295)	396
Employ: Government	25%	(18)	75%	(55)	73
Employ: Self-Employed	17%	(14)	83%	(68)	82
Employ: Homemaker	26%	(44)	74%	(123)	166
Employ: Retired	5%	(12)	95%	(214)	226
Employ: Unemployed	16%	(16)	84%	(81)	97
Employ: Other	21%	(22)	79%	(80)	102
Military HH: Yes	19%	(47)	81%	(196)	243
Military HH: No	20%	(185)	80%	(734)	918
RD/WT: Right Direction	22%	(113)	78%	(400)	513
RD/WT: Wrong Track	18%	(119)	82%	(529)	648
Strongly Approve	23%	(58)	77%	(193)	251
Somewhat Approve	20%	(56)	80%	(231)	288
Somewhat Disapprove	20%	(29)	80%	(116)	145
Strongly Disapprove	19%	(77)	81%	(319)	395
Dont Know / No Opinion	14%	(12)	86%	(70)	82

Continued on next page

Table BRDdem1_8NET: How old is(are) your child(ren)? Please select all that apply. - 14-18

Demographic	Selected		Not Selected		Total N
Adults	20%	(232)	80%	(929)	1161
#1 Issue: Economy	20%	(79)	80%	(310)	389
#1 Issue: Security	18%	(31)	82%	(144)	175
#1 Issue: Health Care	22%	(50)	78%	(176)	226
#1 Issue: Medicare / Social Security	12%	(17)	88%	(131)	148
#1 Issue: Women's Issues	25%	(13)	75%	(39)	52
#1 Issue: Education	21%	(16)	79%	(61)	77
#1 Issue: Other	29%	(15)	71%	(37)	52
2016 Vote: Democrat Hillary Clinton	19%	(65)	81%	(284)	349
2016 Vote: Republican Donald Trump	22%	(91)	78%	(331)	422
2016 Vote: Someone else	21%	(24)	79%	(87)	111
2012 Vote: Barack Obama	20%	(90)	80%	(359)	450
2012 Vote: Mitt Romney	20%	(71)	80%	(287)	358
2012 Vote: Other	24%	(12)	76%	(38)	50
2012 Vote: Didn't Vote	19%	(59)	81%	(244)	303
4-Region: Northeast	16%	(35)	84%	(185)	220
4-Region: Midwest	19%	(51)	81%	(211)	261
4-Region: South	22%	(95)	78%	(343)	438
4-Region: West	21%	(51)	79%	(191)	242

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

Table BRDdem1_9NET: How old is(are) your child(ren)? Please select all that apply. - 18 or older

Demographic	Selected		Not Selected		Total N
Adults	45%	(519)	55%	(642)	1161
Gender: Male	44%	(232)	56%	(299)	531
Gender: Female	46%	(287)	54%	(343)	630
Age: 18-29	2%	(3)	98%	(132)	135
Age: 30-44	12%	(45)	88%	(343)	388
Age: 45-54	53%	(125)	47%	(112)	237
Age: 55-64	79%	(161)	21%	(44)	204
Age: 65+	94%	(184)	6%	(12)	197
PID: Dem (no lean)	43%	(157)	57%	(206)	364
PID: Ind (no lean)	42%	(164)	58%	(227)	391
PID: Rep (no lean)	48%	(197)	52%	(209)	406
PID/Gender: Dem Men	41%	(67)	59%	(95)	162
PID/Gender: Dem Women	45%	(91)	55%	(111)	202
PID/Gender: Ind Men	39%	(64)	61%	(102)	166
PID/Gender: Ind Women	45%	(100)	55%	(125)	225
PID/Gender: Rep Men	50%	(101)	50%	(102)	203
PID/Gender: Rep Women	47%	(96)	53%	(107)	203
Tea Party: Supporter	36%	(133)	64%	(236)	369
Tea Party: Not Supporter	49%	(380)	51%	(397)	776
Ideo: Liberal (1-3)	39%	(142)	61%	(218)	360
Ideo: Moderate (4)	46%	(129)	54%	(155)	284
Ideo: Conservative (5-7)	51%	(221)	49%	(213)	434
Educ: < College	45%	(364)	55%	(438)	801
Educ: Bachelors degree	42%	(99)	58%	(137)	236
Educ: Post-grad	45%	(56)	55%	(67)	124
Income: Under 50k	45%	(284)	55%	(351)	636
Income: 50k-100k	46%	(180)	54%	(207)	387
Income: 100k+	40%	(55)	60%	(84)	138
Ethnicity: White	47%	(439)	53%	(497)	937
Ethnicity: Hispanic	18%	(33)	82%	(150)	183
Ethnicity: Afr. Am.	39%	(51)	61%	(80)	131

Continued on next page

Table BRDdem1_9NET: How old is(are) your child(ren)? Please select all that apply. - 18 or older

Demographic	Selected		Not Selected		Total N
Adults	45%	(519)	55%	(642)	1161
Ethnicity: Other	30%	(28)	70%	(65)	93
Relig: Protestant	56%	(185)	44%	(143)	328
Relig: Roman Catholic	43%	(89)	57%	(117)	206
Relig: Ath./Agn./None	31%	(84)	69%	(189)	273
Relig: Something Else	45%	(93)	55%	(112)	206
Relig: Evangelical	49%	(179)	51%	(185)	365
Relig: Non-Evang. Catholics	51%	(162)	49%	(154)	316
Relig: All Christian	50%	(341)	50%	(339)	680
Relig: All Non-Christian	37%	(178)	63%	(301)	479
Community: Urban	35%	(98)	65%	(181)	280
Community: Suburban	49%	(248)	51%	(255)	502
Community: Rural	46%	(173)	54%	(206)	379
Employ: Private Sector	31%	(124)	69%	(272)	396
Employ: Government	29%	(21)	71%	(51)	73
Employ: Self-Employed	44%	(36)	56%	(46)	82
Employ: Homemaker	24%	(40)	76%	(126)	166
Employ: Retired	89%	(201)	11%	(25)	226
Employ: Unemployed	39%	(38)	61%	(59)	97
Employ: Other	56%	(57)	44%	(45)	102
Military HH: Yes	58%	(140)	42%	(103)	243
Military HH: No	41%	(379)	59%	(540)	918
RD/WT: Right Direction	43%	(223)	57%	(290)	513
RD/WT: Wrong Track	46%	(296)	54%	(352)	648
Strongly Approve	48%	(122)	52%	(130)	251
Somewhat Approve	42%	(120)	58%	(168)	288
Somewhat Disapprove	40%	(59)	60%	(87)	145
Strongly Disapprove	48%	(191)	52%	(204)	395
Dont Know / No Opinion	34%	(27)	66%	(54)	82

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Table BRDdem1_9NET: How old is(are) your child(ren)? Please select all that apply. - 18 or older

Demographic	Selected		Not Selected		Total N
Adults	45%	(519)	55%	(642)	1161
#1 Issue: Economy	36%	(139)	64%	(250)	389
#1 Issue: Security	56%	(97)	44%	(78)	175
#1 Issue: Health Care	42%	(95)	58%	(131)	226
#1 Issue: Medicare / Social Security	74%	(109)	26%	(39)	148
#1 Issue: Women's Issues	32%	(17)	68%	(35)	52
#1 Issue: Education	25%	(19)	75%	(58)	77
#1 Issue: Other	59%	(30)	41%	(21)	52
2016 Vote: Democrat Hillary Clinton	47%	(165)	53%	(184)	349
2016 Vote: Republican Donald Trump	50%	(209)	50%	(213)	422
2016 Vote: Someone else	45%	(50)	55%	(61)	111
2012 Vote: Barack Obama	45%	(201)	55%	(249)	450
2012 Vote: Mitt Romney	55%	(196)	45%	(162)	358
2012 Vote: Other	50%	(25)	50%	(25)	50
2012 Vote: Didn't Vote	32%	(97)	68%	(206)	303
4-Region: Northeast	41%	(90)	59%	(130)	220
4-Region: Midwest	48%	(125)	52%	(136)	261
4-Region: South	44%	(195)	56%	(243)	438
4-Region: West	45%	(109)	55%	(132)	242

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1060	48%
	Gender: Female	1141	52%
	N	2201	
age5	Age: 18-29	449	20%
	Age: 30-44	586	27%
	Age: 45-54	388	18%
	Age: 55-64	380	17%
	Age: 65+	398	18%
	N	2201	
xpid3	PID: Dem (no lean)	736	33%
	PID: Ind (no lean)	758	34%
	PID: Rep (no lean)	707	32%
	N	2201	
xpidGender	PID/Gender: Dem Men	343	16%
	PID/Gender: Dem Women	394	18%
	PID/Gender: Ind Men	354	16%
	PID/Gender: Ind Women	405	18%
	PID/Gender: Rep Men	363	17%
	PID/Gender: Rep Women	343	16%
	N	2201	
xdemTea	Tea Party: Supporter	624	28%
	Tea Party: Not Supporter	1554	71%
	N	2179	
xdemIdeo3	Ideo: Liberal (1-3)	734	33%
	Ideo: Moderate (4)	501	23%
	Ideo: Conservative (5-7)	759	34%
	N	1994	
xeduc3	Educ: < College	1567	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2201	
xdemInc3	Income: Under 50k	1290	59%
	Income: 50k-100k	655	30%
	Income: 100k+	256	12%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1750	80%
xdemHispBin	Ethnicity: Hispanic	329	15%
demBlackBin	Ethnicity: Afr. Am.	269	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	555	25%
	Relig: Roman Catholic	407	19%
	Relig: Ath./Agn./None	612	28%
	Relig: Something Else	372	17%
	N	1946	
xreligion1	Relig: Jewish	49	2%
xreligion2	Relig: Evangelical	637	29%
	Relig: Non-Evang. Catholics	573	26%
	N	1210	
xreligion3	Relig: All Christian	1210	55%
	Relig: All Non-Christian	984	45%
	N	2194	
xdemUsr	Community: Urban	568	26%
	Community: Suburban	975	44%
	Community: Rural	658	30%
	N	2201	
xdemEmploy	Employ: Private Sector	667	30%
	Employ: Government	152	7%
	Employ: Self-Employed	169	8%
	Employ: Homemaker	215	10%
	Employ: Student	112	5%
	Employ: Retired	449	20%
	Employ: Unemployed	222	10%
	Employ: Other	215	10%
	N	2201	
xdemMilHH1	Military HH: Yes	428	19%
	Military HH: No	1773	81%
	N	2201	
xnr1	RD/WT: Right Direction	922	42%
	RD/WT: Wrong Track	1279	58%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	467	21%
	Somewhat Approve	485	22%
	Somewhat Disapprove	287	13%
	Strongly Disapprove	809	37%
	Dont Know / No Opinion	153	7%
	N	2201	
xnr3	#1 Issue: Economy	656	30%
	#1 Issue: Security	339	15%
	#1 Issue: Health Care	428	19%
	#1 Issue: Medicare / Social Security	338	15%
	#1 Issue: Women's Issues	110	5%
	#1 Issue: Education	159	7%
	#1 Issue: Energy	85	4%
	#1 Issue: Other	86	4%
	N	2201	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	685	31%
	2016 Vote: Republican Donald Trump	723	33%
	2016 Vote: Someone else	188	9%
	N	1596	
xsubVote12O	2012 Vote: Barack Obama	829	38%
	2012 Vote: Mitt Romney	598	27%
	2012 Vote: Other	103	5%
	2012 Vote: Didn't Vote	671	30%
	N	2201	
xreg4	4-Region: Northeast	402	18%
	4-Region: Midwest	474	22%
	4-Region: South	815	37%
	4-Region: West	511	23%
	N	2201	

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

