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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 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

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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
	%	(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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(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
Prefer: Target	25%	(140)	26%	(148)	8%	(46)	17%	(93)	24%	(135)	561
Prefer: Walmart	19%	(239)	21%	(259)	10%	(121)	19%	(237)	30%	(373)	1229

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						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	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	

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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
	%	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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(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
Prefer: Target	14%	(78)	24%	(134)	12%	(66)	16%	(88)	35%	(196)	561
Prefer: Walmart	14%	(174)	15%	(186)	13%	(155)	21%	(256)	37%	(458)	1229

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	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	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

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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(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
Prefer: Target	10%	(57)	15%	(82)	15%	(84)	25%	(140)	35%	(198)	561
Prefer: Walmart	13%	(164)	18%	(226)	14%	(170)	16%	(201)	38%	(468)	1229

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

Continued on next page

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
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

Continued on next page

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
Prefer: Target	11%	(64)	15%	(82)	15%	(82)	11%	(63)	48%	(270)	561
Prefer: Walmart	8%	(103)	12%	(148)	15%	(186)	15%	(178)	50%	(614)	1229

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
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
Prefer: Target	21% (120)	14% (80)	11% (60)	18% (104)	35% (197)	561
Prefer: Walmart	14% (169)	13% (156)	12% (145)	29% (358)	33% (401)	1229

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						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	Don't Know / No Opinion	
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

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
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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(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
Prefer: Target	26%	(148)	26%	(145)	8%	(47)	10%	(58)	29%	(164)	561
Prefer: Walmart	18%	(215)	17%	(209)	9%	(116)	22%	(270)	34%	(419)	1229

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	

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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

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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
Prefer: Target	27% (153)	30% (171)	8% (45)	6% (36)	28% (156)	561
Prefer: Walmart	27% (327)	26% (317)	8% (96)	6% (69)	34% (419)	1229

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
Prefer: Target	24%	(133)	22%	(122)	9%	(51)	18%	(104)	27%	(152)	561
Prefer: Walmart	14%	(176)	14%	(176)	13%	(159)	28%	(346)	30%	(372)	1229

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
Prefer: Target	11%	(61)	12%	(70)	13%	(74)	39%	(217)	25%	(139)	561
Prefer: Walmart	20%	(244)	18%	(227)	12%	(147)	20%	(244)	30%	(367)	1229

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
Prefer: Target	19%	(108)	24%	(133)	9%	(51)	18%	(99)	30%	(171)	561
Prefer: Walmart	17%	(215)	17%	(214)	12%	(153)	21%	(254)	32%	(393)	1229

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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(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
Prefer: Target	46%	(259)	33%	(186)	3%	(17)	1%	(5)	17%	(94)	561
Prefer: Walmart	52%	(634)	23%	(283)	4%	(45)	3%	(33)	19%	(233)	1229

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	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%	(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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(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
Prefer: Target	22%	(126)	25%	(139)	9%	(50)	14%	(79)	30%	(167)	561
Prefer: Walmart	14%	(172)	19%	(234)	14%	(175)	24%	(294)	29%	(353)	1229

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
Prefer: Target	10% (55)	13% (71)	15% (85)	21% (116)	42% (234)	561
Prefer: Walmart	11% (140)	19% (229)	10% (126)	12% (149)	48% (585)	1229

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

Continued on next page

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
Prefer: Target	34%	(191)	27%	(153)	8%	(46)	6%	(34)	24%	(137)	561
Prefer: Walmart	23%	(281)	24%	(289)	12%	(153)	9%	(105)	33%	(401)	1229

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
Prefer: Target	27% (154)	60% (339)	12% (69)	561
Prefer: Walmart	22% (274)	60% (738)	18% (216)	1229

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
Prefer: Target	13% (74)	76% (428)	10% (59)	561
Prefer: Walmart	13% (155)	70% (865)	17% (208)	1229

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
Prefer: Target	14% (79)	76% (429)	10% (54)	561
Prefer: Walmart	14% (169)	70% (863)	16% (197)	1229

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
Prefer: Target	28% (155)	61% (343)	11% (63)	561
Prefer: Walmart	28% (342)	57% (704)	15% (182)	1229

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
Prefer: Target	24% (138)	65% (366)	10% (58)	561
Prefer: Walmart	20% (252)	63% (778)	16% (199)	1229

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
Prefer: Target	29% (165)	58% (326)	13% (71)	561
Prefer: Walmart	30% (374)	54% (661)	16% (194)	1229

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
Prefer: Target	12% (69)	77% (430)	11% (62)	561
Prefer: Walmart	13% (162)	70% (863)	17% (204)	1229

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

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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
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
Prefer: Target	24% (62)	35% (91)	23% (60)	6% (15)	13% (33)	262
Prefer: Walmart	29% (165)	37% (210)	18% (103)	4% (21)	13% (73)	571

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

Continued on next page

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
Prefer: Target	50%	(279)	19%	(107)	7%	(39)	13%	(73)	11%	(63)	561
Prefer: Walmart	33%	(407)	19%	(231)	9%	(114)	24%	(296)	15%	(181)	1229

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
Prefer: Target	35%	(197)	32%	(181)	14%	(81)	11%	(60)	8%	(43)	561
Prefer: Walmart	24%	(299)	29%	(352)	15%	(189)	19%	(230)	13%	(159)	1229

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

Continued on next page

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

Continued on next page

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
Prefer: Target	18% (102)	16% (90)	10% (58)	47% (263)	8% (47)	561
Prefer: Walmart	31% (382)	20% (244)	12% (146)	26% (318)	11% (140)	1229

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

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
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
Prefer: Target	34%	(193)	20%	(114)	12%	(65)	23%	(128)	11%	(62)	561
Prefer: Walmart	19%	(239)	16%	(192)	15%	(181)	37%	(458)	13%	(160)	1229

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	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1750	80%
xdemHispBin	Ethnicity: Hispanic	329	15%
demBlackBin	Ethnicity: Afr. Am.	269	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	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	
xdemBRD2	Prefer: Target	561	26%
	Prefer: Walmart	1229	56%
	N	1790	

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

