



MORNING CONSULT

Morning Consult
National Tracking Poll #180126
February 01-04, 2018

Crosstabulation Results

Methodology:

This poll was conducted from February 01-04, 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.



Table Index

- 1 **Table BRD13:** *Which of the following do you prefer?* 3
- 2 **Table BRD14:** *How likely are you to watch the Winter Olympics in Pyeongchang, South Korea, which will run from Friday, February 9 to Sunday, February 25, 2018?* 7
- 3 **Table BRD15:** *And how do you plan to watch the Olympics?* 11
- 4 **Table BRD16:** *As you may know, South Korea's time zone is 14 hours ahead of New York and 17 hours ahead of Los Angeles. This means many events will be aired or livestreamed quite late for many people in the United States. Knowing this, will you...* 15
- 5 **Summary Statistics of Survey Respondent Demographics** 19

Crosstabulation Results by Respondent Demographics

Table BRD13: Which of the following do you prefer?

Demographic	The Winter Olympics		The Summer Olympics		I like both equally		I dont like either		Don't Know / No Opinion		Total N
Adults	14%	(304)	19%	(429)	39%	(855)	19%	(428)	8%	(185)	2201
Gender: Male	15%	(158)	24%	(259)	38%	(407)	16%	(167)	6%	(69)	1060
Gender: Female	13%	(147)	15%	(170)	39%	(448)	23%	(261)	10%	(116)	1141
Age: 18-29	14%	(65)	25%	(118)	32%	(148)	14%	(67)	15%	(68)	466
Age: 30-44	14%	(81)	24%	(139)	31%	(176)	21%	(121)	9%	(52)	569
Age: 45-54	14%	(55)	16%	(62)	38%	(145)	23%	(87)	8%	(30)	379
Age: 55-64	13%	(50)	17%	(67)	45%	(176)	20%	(77)	5%	(19)	389
Age: 65+	13%	(53)	11%	(43)	53%	(210)	19%	(75)	4%	(17)	398
PID: Dem (no lean)	13%	(97)	21%	(155)	42%	(312)	18%	(132)	7%	(50)	747
PID: Ind (no lean)	12%	(88)	19%	(142)	36%	(272)	22%	(164)	12%	(94)	761
PID: Rep (no lean)	17%	(119)	19%	(131)	39%	(271)	19%	(132)	6%	(41)	694
PID/Gender: Dem Men	11%	(38)	25%	(85)	44%	(146)	15%	(49)	5%	(17)	334
PID/Gender: Dem Women	14%	(59)	17%	(70)	40%	(166)	20%	(84)	8%	(33)	412
PID/Gender: Ind Men	13%	(46)	23%	(84)	36%	(127)	19%	(66)	9%	(33)	357
PID/Gender: Ind Women	10%	(42)	15%	(59)	36%	(146)	24%	(97)	15%	(61)	404
PID/Gender: Rep Men	20%	(73)	25%	(90)	36%	(134)	14%	(52)	5%	(18)	368
PID/Gender: Rep Women	14%	(46)	12%	(41)	42%	(137)	25%	(80)	7%	(23)	325
Tea Party: Supporter	17%	(104)	23%	(139)	38%	(230)	18%	(108)	4%	(25)	606
Tea Party: Not Supporter	12%	(193)	18%	(287)	39%	(622)	20%	(316)	10%	(160)	1578
Ideo: Liberal (1-3)	14%	(105)	23%	(170)	38%	(280)	16%	(120)	8%	(57)	732
Ideo: Moderate (4)	13%	(68)	22%	(110)	39%	(196)	21%	(105)	6%	(29)	507
Ideo: Conservative (5-7)	16%	(110)	17%	(124)	42%	(298)	20%	(142)	5%	(36)	709
Educ: < College	12%	(190)	17%	(262)	38%	(601)	23%	(356)	10%	(157)	1567
Educ: Bachelors degree	18%	(73)	26%	(107)	41%	(171)	11%	(47)	4%	(18)	416
Educ: Post-grad	19%	(41)	27%	(60)	38%	(82)	11%	(25)	5%	(10)	219
Income: Under 50k	13%	(168)	18%	(233)	37%	(493)	21%	(281)	11%	(140)	1314
Income: 50k-100k	14%	(90)	22%	(135)	43%	(267)	17%	(104)	5%	(32)	627
Income: 100k+	18%	(46)	23%	(61)	37%	(95)	17%	(43)	5%	(14)	260

Continued on next page

Table BRD13: Which of the following do you prefer?

Demographic	The Winter Olympics		The Summer Olympics		I like both equally		I dont like either		Don't Know / No Opinion		Total N
Adults	14%	(304)	19%	(429)	39%	(855)	19%	(428)	8%	(185)	2201
Ethnicity: White	15%	(268)	17%	(299)	39%	(685)	21%	(362)	8%	(137)	1750
Ethnicity: Hispanic	12%	(38)	28%	(93)	34%	(113)	17%	(56)	9%	(29)	329
Ethnicity: Afr. Am.	7%	(18)	33%	(89)	37%	(99)	15%	(41)	8%	(21)	269
Ethnicity: Other	10%	(18)	22%	(41)	39%	(70)	13%	(24)	15%	(28)	182
Relig: Protestant	15%	(75)	22%	(105)	44%	(216)	15%	(71)	4%	(21)	488
Relig: Roman Catholic	19%	(85)	21%	(91)	40%	(180)	14%	(63)	6%	(26)	445
Relig: Ath./Agn./None	11%	(71)	17%	(106)	32%	(201)	26%	(160)	14%	(88)	626
Relig: Something Else	13%	(50)	18%	(71)	41%	(157)	20%	(78)	8%	(30)	387
Relig: Jewish	11%	(6)	16%	(9)	53%	(30)	18%	(10)	1%	(1)	56
Relig: Evangelical	13%	(80)	23%	(136)	40%	(238)	18%	(105)	6%	(34)	592
Relig: Non-Evang. Catholics	17%	(104)	20%	(116)	43%	(256)	14%	(85)	5%	(32)	592
Relig: All Christian	15%	(183)	21%	(251)	42%	(493)	16%	(190)	6%	(67)	1184
Relig: All Non-Christian	12%	(121)	17%	(177)	35%	(359)	24%	(238)	12%	(119)	1014
Community: Urban	13%	(74)	22%	(122)	40%	(224)	18%	(99)	7%	(39)	557
Community: Suburban	14%	(136)	20%	(197)	40%	(397)	17%	(165)	9%	(88)	983
Community: Rural	14%	(94)	17%	(109)	35%	(234)	25%	(164)	9%	(59)	660
Employ: Private Sector	15%	(98)	26%	(171)	35%	(229)	17%	(111)	8%	(51)	660
Employ: Government	14%	(21)	27%	(40)	40%	(59)	16%	(23)	3%	(4)	149
Employ: Self-Employed	19%	(35)	17%	(31)	38%	(69)	17%	(32)	9%	(16)	184
Employ: Homemaker	13%	(24)	9%	(17)	37%	(69)	31%	(59)	10%	(19)	187
Employ: Student	10%	(12)	39%	(47)	31%	(39)	11%	(13)	9%	(12)	123
Employ: Retired	14%	(65)	12%	(58)	49%	(233)	20%	(94)	5%	(22)	471
Employ: Unemployed	12%	(27)	14%	(32)	37%	(84)	21%	(47)	15%	(34)	225
Employ: Other	10%	(21)	15%	(31)	36%	(73)	24%	(49)	14%	(27)	202
Military HH: Yes	16%	(66)	19%	(79)	43%	(183)	17%	(71)	6%	(23)	422
Military HH: No	13%	(239)	20%	(350)	38%	(672)	20%	(357)	9%	(162)	1779
RD/WT: Right Direction	16%	(158)	19%	(190)	38%	(367)	20%	(195)	7%	(66)	976
RD/WT: Wrong Track	12%	(147)	19%	(239)	40%	(487)	19%	(233)	10%	(120)	1225

Continued on next page

Table BRD13: Which of the following do you prefer?

Demographic	The Winter Olympics		The Summer Olympics		I like both equally		I dont like either		Don't Know / No Opinion		Total N
Adults	14%	(304)	19%	(429)	39%	(855)	19%	(428)	8%	(185)	2201
Strongly Approve	17%	(91)	19%	(101)	36%	(190)	22%	(116)	5%	(25)	522
Somewhat Approve	14%	(65)	18%	(82)	41%	(191)	19%	(89)	8%	(36)	464
Somewhat Disapprove	10%	(30)	26%	(76)	41%	(119)	15%	(45)	7%	(21)	291
Strongly Disapprove	14%	(111)	19%	(155)	40%	(323)	20%	(160)	8%	(68)	817
Dont Know / No Opinion	6%	(6)	14%	(15)	29%	(31)	17%	(19)	34%	(36)	107
#1 Issue: Economy	14%	(90)	22%	(138)	37%	(231)	18%	(114)	8%	(50)	622
#1 Issue: Security	14%	(53)	17%	(64)	39%	(148)	24%	(90)	7%	(25)	380
#1 Issue: Health Care	15%	(59)	22%	(88)	38%	(154)	18%	(72)	7%	(27)	400
#1 Issue: Medicare / S.S.	12%	(40)	13%	(44)	49%	(162)	19%	(64)	7%	(23)	333
#1 Issue: Women's Issues	14%	(16)	25%	(28)	29%	(33)	21%	(24)	12%	(14)	116
#1 Issue: Education	11%	(16)	23%	(34)	39%	(58)	16%	(24)	12%	(18)	149
#1 Issue: Energy	18%	(18)	25%	(26)	38%	(40)	14%	(14)	6%	(6)	104
#1 Issue: Other	14%	(13)	6%	(6)	30%	(29)	28%	(27)	23%	(22)	97
2016 Vote: Dem H. Clinton	13%	(95)	21%	(148)	45%	(324)	14%	(99)	6%	(46)	712
2016 Vote: Rep. D. Trump	16%	(120)	18%	(135)	40%	(300)	22%	(163)	5%	(34)	752
2016 Vote: Someone Else	17%	(30)	23%	(40)	33%	(57)	18%	(32)	8%	(14)	173
2012 Vote: Barack Obama	14%	(116)	20%	(165)	44%	(360)	17%	(140)	5%	(40)	821
2012 Vote: Mitt Romney	17%	(99)	17%	(99)	41%	(235)	19%	(111)	5%	(31)	575
2012 Vote: Other	17%	(16)	22%	(21)	33%	(31)	26%	(25)	2%	(2)	95
2012 Vote: Didn't Vote	10%	(73)	20%	(140)	32%	(228)	21%	(152)	16%	(112)	706
4-Region: Northeast	14%	(56)	19%	(76)	41%	(165)	19%	(75)	7%	(30)	402
4-Region: Midwest	13%	(61)	17%	(80)	38%	(180)	22%	(102)	11%	(51)	474
4-Region: South	14%	(111)	22%	(177)	36%	(291)	21%	(170)	8%	(66)	815
4-Region: West	15%	(76)	19%	(96)	43%	(220)	16%	(81)	7%	(38)	511
Apple Mac Owner: Yes	18%	(74)	27%	(111)	40%	(164)	10%	(42)	5%	(19)	410
Apple Mac Owner: No	13%	(230)	18%	(318)	39%	(691)	22%	(385)	9%	(167)	1791
Apple iPad Owner: Yes	17%	(106)	24%	(148)	43%	(263)	11%	(70)	4%	(23)	609
Apple iPad Owner: No	12%	(199)	18%	(281)	37%	(591)	22%	(358)	10%	(162)	1592
Apple iPhone Owner: Yes	15%	(122)	25%	(199)	40%	(321)	15%	(118)	5%	(41)	802
Apple iPhone Owner: No	13%	(182)	16%	(230)	38%	(534)	22%	(310)	10%	(144)	1399

Continued on next page

Table BRD13: Which of the following do you prefer?

Demographic	The Winter Olympics		The Summer Olympics		I like both equally		I dont like either		Don't Know / No Opinion		Total N
Adults	14%	(304)	19%	(429)	39%	(855)	19%	(428)	8%	(185)	2201
Amazon Echo Owner: Yes	20%	(74)	27%	(96)	38%	(138)	13%	(46)	2%	(6)	360
Amazon Echo Owner: No	13%	(231)	18%	(333)	39%	(717)	21%	(382)	10%	(179)	1841
Google Home Owner: Yes	20%	(56)	30%	(86)	38%	(109)	10%	(30)	2%	(6)	286
Google Home Owner: No	13%	(249)	18%	(343)	39%	(746)	21%	(398)	9%	(180)	1915
Windows Owner: Yes	15%	(230)	20%	(320)	40%	(621)	20%	(306)	6%	(92)	1569
Windows Owner: No	12%	(75)	17%	(108)	37%	(234)	19%	(122)	15%	(93)	632
Other Smart Speaker Owner: Yes	18%	(49)	27%	(72)	42%	(112)	11%	(29)	2%	(7)	269
Other Smart Speaker Owner: No	13%	(256)	18%	(357)	38%	(743)	21%	(398)	9%	(179)	1932

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

Table BRD14: How likely are you to watch the Winter Olympics in Pyeongchang, South Korea, which will run from Friday, February 9 to Sunday, February 25, 2018?

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	32% (704)	30% (650)	13% (280)	19% (410)	7% (157)	2201
Gender: Male	36% (377)	30% (323)	12% (132)	15% (163)	6% (66)	1060
Gender: Female	29% (328)	29% (327)	13% (148)	22% (247)	8% (91)	1141
Age: 18-29	24% (110)	34% (157)	13% (60)	16% (76)	14% (63)	466
Age: 30-44	31% (179)	29% (166)	13% (73)	19% (110)	7% (42)	569
Age: 45-54	29% (111)	28% (105)	16% (59)	20% (76)	7% (28)	379
Age: 55-64	35% (135)	28% (110)	12% (46)	22% (84)	4% (14)	389
Age: 65+	42% (169)	28% (112)	11% (43)	16% (64)	2% (10)	398
PID: Dem (no lean)	34% (254)	31% (228)	13% (99)	18% (131)	5% (35)	747
PID: Ind (no lean)	25% (189)	30% (226)	13% (100)	20% (152)	12% (94)	761
PID: Rep (no lean)	38% (261)	28% (196)	12% (82)	18% (127)	4% (28)	694
PID/Gender: Dem Men	39% (131)	30% (100)	13% (43)	14% (48)	4% (13)	334
PID/Gender: Dem Women	30% (123)	31% (128)	13% (56)	20% (83)	5% (22)	412
PID/Gender: Ind Men	26% (92)	32% (113)	13% (45)	19% (66)	11% (40)	357
PID/Gender: Ind Women	24% (97)	28% (113)	14% (55)	21% (86)	13% (54)	404
PID/Gender: Rep Men	42% (154)	30% (111)	12% (43)	13% (48)	3% (12)	368
PID/Gender: Rep Women	33% (108)	26% (86)	12% (38)	24% (78)	5% (15)	325
Tea Party: Supporter	35% (213)	33% (201)	12% (74)	16% (100)	3% (19)	606
Tea Party: Not Supporter	31% (485)	28% (444)	13% (206)	19% (306)	9% (137)	1578
Ideo: Liberal (1-3)	36% (263)	29% (213)	14% (102)	15% (109)	6% (46)	732
Ideo: Moderate (4)	33% (166)	32% (163)	11% (57)	19% (97)	5% (25)	507
Ideo: Conservative (5-7)	32% (230)	31% (219)	13% (93)	20% (141)	4% (26)	709
Educ: < College	27% (419)	30% (475)	12% (192)	22% (343)	9% (138)	1567
Educ: Bachelors degree	44% (182)	30% (125)	13% (55)	10% (40)	3% (14)	416
Educ: Post-grad	47% (104)	23% (51)	15% (33)	12% (26)	3% (6)	219
Income: Under 50k	27% (357)	28% (374)	13% (174)	22% (284)	10% (125)	1314
Income: 50k-100k	38% (238)	32% (198)	12% (77)	14% (90)	4% (24)	627
Income: 100k+	42% (109)	30% (77)	11% (29)	14% (36)	3% (8)	260

Continued on next page

Table BRD14: How likely are you to watch the Winter Olympics in Pyeongchang, South Korea, which will run from Friday, February 9 to Sunday, February 25, 2018?

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	32%	(704)	30%	(650)	13%	(280)	19%	(410)	7%	(157)	2201
Ethnicity: White	33%	(580)	29%	(506)	13%	(228)	19%	(335)	6%	(102)	1750
Ethnicity: Hispanic	28%	(91)	35%	(114)	13%	(41)	17%	(54)	9%	(29)	329
Ethnicity: Afr. Am.	28%	(75)	31%	(83)	13%	(34)	17%	(45)	12%	(31)	269
Ethnicity: Other	27%	(50)	34%	(61)	10%	(18)	16%	(29)	13%	(24)	182
Relig: Protestant	44%	(215)	27%	(134)	10%	(51)	15%	(75)	3%	(14)	488
Relig: Roman Catholic	43%	(191)	29%	(129)	11%	(51)	12%	(53)	5%	(21)	445
Relig: Ath./Agn./None	22%	(136)	27%	(171)	14%	(90)	24%	(152)	12%	(78)	626
Relig: Something Else	29%	(112)	34%	(130)	14%	(53)	18%	(69)	6%	(23)	387
Relig: Jewish	37%	(21)	36%	(20)	10%	(6)	16%	(9)	1%	(1)	56
Relig: Evangelical	33%	(197)	30%	(175)	13%	(75)	19%	(113)	5%	(31)	592
Relig: Non-Evang. Catholics	43%	(256)	29%	(173)	10%	(62)	13%	(76)	4%	(25)	592
Relig: All Christian	38%	(453)	29%	(348)	12%	(137)	16%	(189)	5%	(57)	1184
Relig: All Non-Christian	24%	(248)	30%	(301)	14%	(143)	22%	(221)	10%	(100)	1014
Community: Urban	36%	(203)	27%	(152)	13%	(70)	18%	(99)	6%	(34)	557
Community: Suburban	34%	(337)	31%	(301)	13%	(124)	15%	(148)	7%	(73)	983
Community: Rural	25%	(164)	30%	(197)	13%	(86)	25%	(163)	8%	(50)	660
Employ: Private Sector	35%	(228)	31%	(206)	13%	(89)	15%	(101)	5%	(36)	660
Employ: Government	35%	(52)	28%	(41)	18%	(26)	18%	(26)	2%	(3)	149
Employ: Self-Employed	30%	(55)	34%	(63)	12%	(22)	16%	(30)	7%	(13)	184
Employ: Homemaker	30%	(57)	17%	(31)	16%	(29)	30%	(56)	7%	(14)	187
Employ: Student	23%	(29)	43%	(53)	15%	(19)	14%	(18)	4%	(5)	123
Employ: Retired	38%	(181)	30%	(139)	11%	(51)	18%	(83)	4%	(17)	471
Employ: Unemployed	21%	(47)	27%	(60)	13%	(29)	24%	(55)	15%	(33)	225
Employ: Other	27%	(55)	27%	(55)	8%	(15)	20%	(41)	18%	(36)	202
Military HH: Yes	37%	(156)	30%	(128)	14%	(58)	17%	(70)	2%	(10)	422
Military HH: No	31%	(548)	29%	(522)	13%	(222)	19%	(339)	8%	(147)	1779
RD/WT: Right Direction	35%	(337)	29%	(282)	12%	(119)	19%	(182)	6%	(56)	976
RD/WT: Wrong Track	30%	(367)	30%	(368)	13%	(162)	19%	(227)	8%	(101)	1225

Continued on next page

Table BRD14: How likely are you to watch the Winter Olympics in Pyeongchang, South Korea, which will run from Friday, February 9 to Sunday, February 25, 2018?

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion	Total N
Adults	32% (704)	30% (650)	13% (280)	19% (410)	7% (157)	2201
Strongly Approve	38% (197)	24% (127)	12% (63)	23% (119)	3% (16)	522
Somewhat Approve	29% (136)	35% (163)	14% (67)	15% (70)	6% (28)	464
Somewhat Disapprove	35% (102)	30% (89)	14% (41)	15% (45)	5% (15)	291
Strongly Disapprove	32% (260)	30% (248)	12% (98)	20% (162)	6% (50)	817
Dont Know / No Opinion	9% (9)	21% (23)	11% (12)	13% (14)	46% (49)	107
#1 Issue: Economy	31% (190)	29% (183)	13% (83)	18% (114)	8% (52)	622
#1 Issue: Security	36% (137)	25% (95)	15% (57)	18% (70)	5% (21)	380
#1 Issue: Health Care	32% (126)	34% (134)	12% (50)	18% (70)	5% (19)	400
#1 Issue: Medicare / S.S.	36% (119)	29% (98)	10% (33)	20% (65)	5% (18)	333
#1 Issue: Women's Issues	27% (31)	34% (39)	10% (11)	20% (23)	9% (11)	116
#1 Issue: Education	24% (36)	38% (56)	10% (14)	20% (30)	9% (13)	149
#1 Issue: Energy	39% (40)	28% (29)	19% (20)	12% (12)	3% (3)	104
#1 Issue: Other	25% (24)	17% (17)	12% (12)	24% (24)	21% (20)	97
2016 Vote: Dem H. Clinton	39% (281)	30% (216)	13% (90)	12% (88)	5% (36)	712
2016 Vote: Rep. D. Trump	34% (252)	31% (230)	12% (87)	21% (160)	3% (22)	752
2016 Vote: Someone Else	34% (60)	30% (52)	14% (24)	17% (29)	5% (9)	173
2012 Vote: Barack Obama	40% (326)	28% (230)	13% (108)	15% (126)	4% (32)	821
2012 Vote: Mitt Romney	37% (211)	30% (173)	12% (67)	18% (104)	3% (19)	575
2012 Vote: Other	28% (27)	31% (30)	14% (14)	23% (22)	3% (3)	95
2012 Vote: Didn't Vote	20% (140)	30% (214)	13% (92)	22% (158)	15% (103)	706
4-Region: Northeast	37% (149)	29% (116)	10% (38)	18% (74)	6% (24)	402
4-Region: Midwest	28% (134)	27% (126)	13% (63)	23% (110)	9% (41)	474
4-Region: South	30% (244)	31% (250)	13% (105)	18% (148)	8% (68)	815
4-Region: West	35% (177)	31% (158)	14% (73)	15% (78)	5% (25)	511
Apple Mac Owner: Yes	46% (187)	31% (126)	11% (44)	10% (42)	3% (11)	410
Apple Mac Owner: No	29% (517)	29% (524)	13% (236)	21% (367)	8% (146)	1791
Apple iPad Owner: Yes	45% (273)	31% (189)	12% (71)	11% (65)	2% (12)	609
Apple iPad Owner: No	27% (431)	29% (461)	13% (209)	22% (345)	9% (145)	1592
Apple iPhone Owner: Yes	38% (303)	31% (247)	14% (108)	15% (122)	3% (22)	802
Apple iPhone Owner: No	29% (401)	29% (403)	12% (172)	21% (288)	10% (135)	1399

Continued on next page

Table BRD14: How likely are you to watch the Winter Olympics in Pyeongchang, South Korea, which will run from Friday, February 9 to Sunday, February 25, 2018?

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	32%	(704)	30%	(650)	13%	(280)	19%	(410)	7%	(157)	2201
Amazon Echo Owner: Yes	42%	(153)	35%	(127)	12%	(44)	9%	(33)	1%	(3)	360
Amazon Echo Owner: No	30%	(552)	28%	(524)	13%	(236)	20%	(376)	8%	(154)	1841
Google Home Owner: Yes	48%	(137)	31%	(88)	10%	(30)	9%	(25)	2%	(5)	286
Google Home Owner: No	30%	(567)	29%	(562)	13%	(250)	20%	(385)	8%	(152)	1915
Windows Owner: Yes	34%	(540)	31%	(488)	13%	(208)	17%	(271)	4%	(62)	1569
Windows Owner: No	26%	(164)	26%	(162)	11%	(72)	22%	(138)	15%	(95)	632
Other Smart Speaker Owner: Yes	43%	(116)	36%	(98)	8%	(22)	12%	(31)	—	(1)	269
Other Smart Speaker Owner: No	30%	(588)	29%	(552)	13%	(258)	20%	(378)	8%	(156)	1932

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

Table BRD15: And how do you plan to watch the Olympics?

Demographic	Only on TV	Mostly on TV	Equally on TV or online	Mostly online	Only online	Don't Know / No Opinion	Total N
Adults	52% (849)	22% (354)	13% (218)	5% (90)	3% (43)	5% (81)	1634
Gender: Male	48% (400)	24% (197)	16% (133)	6% (51)	3% (22)	3% (28)	831
Gender: Female	56% (449)	20% (157)	11% (85)	5% (39)	3% (21)	6% (52)	803
Age: 18-29	31% (101)	27% (89)	19% (62)	11% (36)	7% (22)	5% (16)	327
Age: 30-44	44% (184)	20% (83)	20% (83)	7% (28)	3% (15)	6% (25)	417
Age: 45-54	48% (133)	26% (72)	12% (33)	4% (12)	1% (4)	8% (21)	275
Age: 55-64	64% (186)	21% (62)	7% (21)	3% (10)	1% (3)	3% (8)	291
Age: 65+	76% (245)	15% (48)	6% (18)	1% (3)	— (0)	3% (10)	324
PID: Dem (no lean)	50% (293)	21% (123)	17% (96)	5% (31)	2% (10)	5% (27)	581
PID: Ind (no lean)	49% (254)	22% (114)	11% (56)	8% (39)	4% (19)	6% (32)	515
PID: Rep (no lean)	56% (302)	22% (117)	12% (65)	4% (20)	3% (14)	4% (22)	539
PID/Gender: Dem Men	47% (128)	22% (59)	20% (55)	6% (16)	2% (6)	3% (9)	274
PID/Gender: Dem Women	54% (165)	21% (64)	13% (41)	5% (15)	1% (4)	6% (18)	307
PID/Gender: Ind Men	45% (112)	25% (63)	15% (36)	9% (22)	3% (8)	4% (9)	250
PID/Gender: Ind Women	54% (142)	19% (51)	8% (20)	7% (18)	4% (12)	9% (23)	265
PID/Gender: Rep Men	52% (160)	24% (75)	13% (41)	4% (14)	3% (9)	3% (10)	308
PID/Gender: Rep Women	61% (142)	18% (42)	10% (24)	3% (6)	2% (5)	5% (12)	231
Tea Party: Supporter	49% (240)	25% (121)	16% (77)	4% (17)	2% (12)	4% (22)	488
Tea Party: Not Supporter	53% (605)	20% (230)	12% (137)	6% (73)	3% (32)	5% (58)	1135
Ideo: Liberal (1-3)	47% (270)	22% (126)	18% (103)	8% (43)	2% (12)	4% (22)	578
Ideo: Moderate (4)	53% (202)	20% (78)	14% (53)	5% (21)	3% (11)	5% (20)	385
Ideo: Conservative (5-7)	59% (320)	22% (121)	9% (51)	3% (18)	2% (13)	3% (19)	543
Educ: < College	53% (580)	20% (221)	13% (138)	5% (53)	2% (25)	6% (68)	1086
Educ: Bachelors degree	52% (187)	24% (85)	12% (45)	7% (24)	3% (11)	3% (10)	362
Educ: Post-grad	43% (81)	26% (48)	18% (34)	7% (13)	4% (7)	2% (3)	187
Income: Under 50k	53% (478)	20% (181)	12% (113)	6% (50)	3% (27)	6% (56)	905
Income: 50k-100k	49% (250)	23% (119)	15% (79)	7% (35)	2% (12)	4% (19)	513
Income: 100k+	56% (121)	25% (55)	12% (26)	2% (5)	2% (4)	3% (6)	216
Ethnicity: White	54% (715)	21% (278)	11% (147)	5% (68)	3% (35)	5% (71)	1313
Ethnicity: Hispanic	39% (96)	24% (60)	25% (61)	7% (18)	2% (4)	3% (8)	246

Continued on next page

Table BRD15: And how do you plan to watch the Olympics?

Demographic	Only on TV	Mostly on TV	Equally on TV or online	Mostly online	Only online	Don't Know / No Opinion	Total N
Adults	52% (849)	22% (354)	13% (218)	5% (90)	3% (43)	5% (81)	1634
Ethnicity: Afr. Am.	47% (91)	24% (46)	20% (38)	4% (7)	2% (4)	3% (5)	192
Ethnicity: Other	33% (43)	23% (30)	26% (33)	11% (15)	3% (4)	4% (5)	129
Relig: Protestant	60% (240)	23% (90)	10% (40)	3% (12)	2% (9)	2% (9)	399
Relig: Roman Catholic	56% (208)	23% (85)	14% (50)	3% (12)	1% (5)	3% (10)	371
Relig: Ath./Agn./None	46% (183)	21% (82)	13% (52)	8% (32)	4% (16)	8% (31)	397
Relig: Something Else	39% (115)	24% (72)	19% (57)	8% (25)	4% (12)	5% (15)	296
Relig: Evangelical	54% (240)	21% (95)	15% (66)	3% (15)	2% (8)	5% (24)	448
Relig: Non-Evang. Catholics	63% (307)	21% (105)	9% (42)	4% (18)	1% (7)	2% (10)	491
Relig: All Christian	58% (547)	21% (200)	12% (109)	3% (33)	2% (16)	4% (34)	939
Relig: All Non-Christian	43% (298)	22% (154)	16% (109)	8% (57)	4% (28)	7% (46)	692
Community: Urban	47% (199)	22% (92)	19% (80)	7% (30)	2% (8)	4% (16)	425
Community: Suburban	53% (400)	24% (182)	11% (83)	5% (40)	2% (19)	5% (39)	762
Community: Rural	56% (249)	18% (81)	12% (55)	5% (20)	4% (16)	6% (26)	447
Employ: Private Sector	48% (249)	23% (119)	17% (87)	5% (29)	2% (11)	5% (28)	523
Employ: Government	34% (41)	30% (36)	23% (28)	7% (8)	4% (4)	2% (2)	119
Employ: Self-Employed	38% (54)	27% (38)	18% (25)	9% (12)	2% (3)	5% (7)	141
Employ: Homemaker	51% (60)	21% (25)	8% (9)	5% (6)	4% (4)	11% (13)	117
Employ: Student	29% (29)	28% (28)	21% (21)	11% (11)	6% (6)	5% (5)	100
Employ: Retired	74% (276)	15% (54)	5% (19)	2% (7)	— (1)	4% (14)	372
Employ: Unemployed	52% (71)	17% (23)	9% (13)	9% (12)	7% (10)	6% (8)	136
Employ: Other	55% (69)	24% (31)	12% (15)	3% (4)	2% (2)	3% (4)	126
Military HH: Yes	56% (191)	21% (73)	16% (55)	3% (12)	1% (4)	3% (9)	342
Military HH: No	51% (658)	22% (282)	13% (163)	6% (78)	3% (40)	6% (72)	1292
RD/WT: Right Direction	54% (397)	23% (172)	13% (95)	3% (23)	3% (19)	4% (32)	738
RD/WT: Wrong Track	50% (452)	20% (182)	14% (123)	7% (67)	3% (25)	5% (49)	897
Strongly Approve	59% (229)	19% (75)	11% (44)	2% (9)	2% (9)	5% (21)	387
Somewhat Approve	47% (171)	26% (94)	16% (57)	6% (21)	2% (7)	4% (15)	366
Somewhat Disapprove	45% (104)	27% (63)	16% (36)	5% (12)	3% (7)	4% (9)	231
Strongly Disapprove	54% (329)	19% (116)	12% (74)	7% (43)	3% (17)	4% (27)	606

Continued on next page

Table BRD15: And how do you plan to watch the Olympics?

Demographic	Only on TV	Mostly on TV	Equally on TV or online	Mostly online	Only online	Don't Know / No Opinion	Total N
Adults	52% (849)	22% (354)	13% (218)	5% (90)	3% (43)	5% (81)	1634
#1 Issue: Economy	50% (229)	23% (106)	13% (58)	7% (30)	3% (16)	4% (18)	456
#1 Issue: Security	54% (155)	21% (61)	13% (38)	2% (7)	2% (7)	7% (21)	289
#1 Issue: Health Care	49% (153)	21% (66)	15% (47)	7% (23)	3% (8)	5% (14)	310
#1 Issue: Medicare / S.S.	66% (166)	17% (42)	10% (24)	2% (6)	— (0)	5% (12)	250
#1 Issue: Women's Issues	49% (40)	27% (22)	10% (8)	7% (5)	2% (1)	6% (5)	82
#1 Issue: Education	42% (45)	21% (22)	23% (24)	5% (5)	4% (4)	6% (6)	106
#1 Issue: Energy	35% (31)	31% (27)	15% (13)	12% (10)	4% (4)	3% (3)	89
#1 Issue: Other	57% (30)	16% (9)	10% (5)	6% (3)	6% (3)	5% (3)	53
2016 Vote: Dem H. Clinton	53% (313)	21% (124)	14% (81)	6% (37)	2% (10)	4% (23)	588
2016 Vote: Rep. D. Trump	57% (324)	23% (130)	11% (65)	3% (17)	2% (10)	4% (24)	570
2016 Vote: Someone Else	45% (61)	22% (29)	12% (16)	12% (16)	2% (2)	7% (9)	135
2012 Vote: Barack Obama	55% (363)	21% (137)	13% (88)	6% (42)	2% (11)	3% (22)	663
2012 Vote: Mitt Romney	60% (271)	21% (96)	10% (47)	3% (13)	2% (7)	4% (17)	452
2012 Vote: Other	39% (27)	30% (21)	13% (9)	12% (9)	1% (0)	5% (4)	70
2012 Vote: Didn't Vote	41% (183)	22% (100)	17% (74)	6% (26)	5% (24)	8% (38)	445
4-Region: Northeast	58% (175)	20% (62)	13% (38)	5% (16)	1% (4)	3% (8)	304
4-Region: Midwest	55% (176)	19% (62)	12% (40)	5% (18)	3% (11)	5% (16)	323
4-Region: South	50% (298)	23% (140)	14% (81)	5% (31)	3% (19)	5% (31)	599
4-Region: West	49% (199)	22% (90)	14% (59)	6% (26)	2% (9)	6% (26)	409
Apple Mac Owner: Yes	42% (150)	28% (98)	17% (61)	7% (25)	2% (8)	4% (15)	357
Apple Mac Owner: No	55% (699)	20% (256)	12% (157)	5% (65)	3% (35)	5% (66)	1277
Apple iPad Owner: Yes	47% (251)	28% (147)	14% (75)	6% (31)	1% (7)	4% (23)	533
Apple iPad Owner: No	54% (598)	19% (207)	13% (143)	5% (59)	3% (36)	5% (58)	1101
Apple iPhone Owner: Yes	48% (319)	26% (169)	14% (95)	6% (38)	2% (16)	3% (22)	658
Apple iPhone Owner: No	54% (530)	19% (186)	13% (123)	5% (52)	3% (27)	6% (59)	976
Amazon Echo Owner: Yes	44% (143)	27% (87)	20% (64)	6% (19)	— (1)	3% (10)	323
Amazon Echo Owner: No	54% (706)	20% (267)	12% (154)	5% (70)	3% (43)	5% (71)	1311
Google Home Owner: Yes	46% (117)	24% (62)	22% (57)	3% (9)	2% (4)	2% (6)	256
Google Home Owner: No	53% (731)	21% (292)	12% (161)	6% (81)	3% (39)	5% (75)	1379
Windows Owner: Yes	54% (671)	22% (270)	12% (147)	5% (61)	3% (32)	4% (55)	1236
Windows Owner: No	45% (178)	21% (84)	18% (71)	7% (28)	3% (11)	6% (26)	398

Continued on next page

Table BRD15: *And how do you plan to watch the Olympics?*

Demographic	Only on TV	Mostly on TV	Equally on TV or online	Mostly online	Only online	Don't Know / No Opinion	Total N
Adults	52% (849)	22% (354)	13% (218)	5% (90)	3% (43)	5% (81)	1634
Other Smart Speaker Owner: Yes	41% (98)	29% (69)	21% (51)	4% (10)	1% (2)	3% (7)	236
Other Smart Speaker Owner: No	54% (751)	20% (286)	12% (167)	6% (80)	3% (41)	5% (74)	1398

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

Table BRD16: As you may know, South Korea's time zone is 14 hours ahead of New York and 17 hours ahead of Los Angeles. This means many events will be aired or livestreamed quite late for many people in the United States. Knowing this, will you...

Demographic	Actively try to avoid finding out the results of events you care about before you are able to watch them	Actively try to find the results for events you care about as they happen	Neither, it doesn't matter if you know the results of the events before they air	Total N
Adults	27% (439)	21% (341)	52% (855)	1634
Gender: Male	31% (259)	26% (213)	43% (359)	831
Gender: Female	22% (180)	16% (128)	62% (495)	803
Age: 18-29	37% (120)	32% (106)	31% (101)	327
Age: 30-44	31% (131)	24% (102)	44% (185)	417
Age: 45-54	25% (68)	16% (44)	59% (164)	275
Age: 55-64	20% (57)	16% (45)	65% (189)	291
Age: 65+	20% (63)	13% (44)	67% (217)	324
PID: Dem (no lean)	25% (148)	23% (134)	52% (299)	581
PID: Ind (no lean)	26% (136)	20% (103)	53% (275)	515
PID: Rep (no lean)	29% (156)	19% (103)	52% (280)	539
PID/Gender: Dem Men	31% (84)	29% (79)	40% (110)	274
PID/Gender: Dem Women	21% (63)	18% (55)	61% (189)	307
PID/Gender: Ind Men	30% (74)	26% (65)	45% (111)	250
PID/Gender: Ind Women	23% (62)	15% (39)	62% (164)	265
PID/Gender: Rep Men	33% (101)	23% (69)	45% (138)	308
PID/Gender: Rep Women	24% (55)	15% (34)	62% (143)	231
Tea Party: Supporter	33% (160)	25% (122)	42% (206)	488
Tea Party: Not Supporter	24% (276)	19% (215)	57% (643)	1135
Ideo: Liberal (1-3)	30% (175)	26% (148)	44% (255)	578
Ideo: Moderate (4)	25% (97)	22% (86)	52% (202)	385
Ideo: Conservative (5-7)	24% (133)	16% (85)	60% (325)	543
Educ: < College	26% (280)	21% (233)	53% (573)	1086
Educ: Bachelors degree	27% (99)	18% (66)	54% (197)	362
Educ: Post-grad	32% (61)	22% (41)	46% (85)	187

Continued on next page

Table BRD16: As you may know, South Korea's time zone is 14 hours ahead of New York and 17 hours ahead of Los Angeles. This means many events will be aired or livestreamed quite late for many people in the United States. Knowing this, will you...

Demographic	Actively try to avoid finding out the results of events you care about before you are able to watch them		Actively try to find the results for events you care about as they happen		Neither, it doesn't matter if you know the results of the events before they air		Total N
Adults	27%	(439)	21%	(341)	52%	(855)	1634
Income: Under 50k	26%	(232)	21%	(193)	53%	(481)	905
Income: 50k-100k	28%	(143)	19%	(99)	53%	(272)	513
Income: 100k+	30%	(65)	23%	(49)	47%	(102)	216
Ethnicity: White	26%	(345)	18%	(233)	56%	(736)	1313
Ethnicity: Hispanic	38%	(94)	28%	(69)	34%	(84)	246
Ethnicity: Afr. Am.	32%	(62)	34%	(66)	33%	(64)	192
Ethnicity: Other	25%	(32)	32%	(42)	43%	(55)	129
Relig: Protestant	28%	(113)	13%	(54)	58%	(233)	399
Relig: Roman Catholic	31%	(114)	22%	(81)	47%	(176)	371
Relig: Ath./Agn./None	22%	(89)	23%	(90)	55%	(218)	397
Relig: Something Else	28%	(83)	24%	(72)	48%	(141)	296
Relig: Evangelical	29%	(129)	20%	(89)	51%	(230)	448
Relig: Non-Evang. Catholics	28%	(138)	18%	(87)	54%	(265)	491
Relig: All Christian	28%	(267)	19%	(176)	53%	(495)	939
Relig: All Non-Christian	25%	(172)	23%	(162)	52%	(358)	692
Community: Urban	31%	(132)	29%	(124)	40%	(168)	425
Community: Suburban	26%	(195)	16%	(125)	58%	(442)	762
Community: Rural	25%	(112)	20%	(91)	55%	(244)	447
Employ: Private Sector	27%	(139)	21%	(109)	52%	(274)	523
Employ: Government	33%	(39)	28%	(34)	39%	(46)	119
Employ: Self-Employed	31%	(44)	24%	(34)	44%	(62)	141
Employ: Homemaker	38%	(45)	16%	(19)	46%	(54)	117
Employ: Student	35%	(35)	33%	(33)	32%	(32)	100
Employ: Retired	22%	(81)	13%	(50)	65%	(240)	372
Employ: Unemployed	24%	(33)	24%	(32)	52%	(71)	136
Employ: Other	18%	(23)	23%	(29)	59%	(74)	126

Continued on next page

Table BRD16: As you may know, South Korea's time zone is 14 hours ahead of New York and 17 hours ahead of Los Angeles. This means many events will be aired or livestreamed quite late for many people in the United States. Knowing this, will you...

Demographic	Actively try to avoid finding out the results of events you care about before you are able to watch them		Actively try to find the results for events you care about as they happen		Neither, it doesn't matter if you know the results of the events before they air		Total N
Adults	27%	(439)	21%	(341)	52%	(855)	1634
Military HH: Yes	27%	(93)	23%	(79)	50%	(171)	342
Military HH: No	27%	(347)	20%	(262)	53%	(684)	1292
RD/WT: Right Direction	30%	(220)	23%	(166)	48%	(351)	738
RD/WT: Wrong Track	24%	(219)	19%	(174)	56%	(504)	897
Strongly Approve	30%	(115)	22%	(84)	49%	(188)	387
Somewhat Approve	26%	(96)	25%	(92)	49%	(178)	366
Somewhat Disapprove	30%	(70)	17%	(40)	52%	(121)	231
Strongly Disapprove	25%	(151)	19%	(115)	56%	(340)	606
#1 Issue: Economy	24%	(109)	22%	(99)	54%	(247)	456
#1 Issue: Security	27%	(77)	20%	(59)	53%	(153)	289
#1 Issue: Health Care	30%	(94)	19%	(58)	51%	(159)	310
#1 Issue: Medicare / S.S.	25%	(63)	18%	(45)	57%	(142)	250
#1 Issue: Women's Issues	34%	(27)	24%	(20)	42%	(34)	82
#1 Issue: Education	27%	(29)	27%	(28)	46%	(49)	106
#1 Issue: Energy	36%	(32)	20%	(18)	44%	(39)	89
#1 Issue: Other	15%	(8)	27%	(14)	58%	(31)	53
2016 Vote: Dem H. Clinton	25%	(145)	21%	(124)	54%	(319)	588
2016 Vote: Rep. D. Trump	28%	(160)	20%	(113)	52%	(297)	570
2016 Vote: Someone Else	22%	(29)	18%	(24)	60%	(82)	135
2012 Vote: Barack Obama	25%	(166)	21%	(141)	54%	(356)	663
2012 Vote: Mitt Romney	28%	(127)	17%	(79)	54%	(246)	452
2012 Vote: Other	21%	(15)	15%	(11)	64%	(45)	70
2012 Vote: Didn't Vote	29%	(131)	25%	(110)	46%	(204)	445
4-Region: Northeast	27%	(81)	23%	(70)	50%	(152)	304
4-Region: Midwest	26%	(83)	15%	(49)	59%	(191)	323
4-Region: South	28%	(170)	21%	(129)	50%	(301)	599
4-Region: West	26%	(105)	23%	(92)	52%	(211)	409

Continued on next page

Table BRD16: As you may know, South Korea's time zone is 14 hours ahead of New York and 17 hours ahead of Los Angeles. This means many events will be aired or livestreamed quite late for many people in the United States. Knowing this, will you...

Demographic	Actively try to avoid finding out the results of events you care about before you are able to watch them	Actively try to find the results for events you care about as they happen	Neither, it doesn't matter if you know the results of the events before they air	Total N
Adults	27% (439)	21% (341)	52% (855)	1634
Apple Mac Owner: Yes	33% (119)	27% (97)	40% (142)	357
Apple Mac Owner: No	25% (320)	19% (244)	56% (713)	1277
Apple iPad Owner: Yes	33% (178)	22% (116)	45% (240)	533
Apple iPad Owner: No	24% (262)	20% (225)	56% (615)	1101
Apple iPhone Owner: Yes	33% (214)	21% (136)	47% (308)	658
Apple iPhone Owner: No	23% (225)	21% (205)	56% (547)	976
Amazon Echo Owner: Yes	39% (126)	28% (91)	33% (107)	323
Amazon Echo Owner: No	24% (313)	19% (250)	57% (748)	1311
Google Home Owner: Yes	42% (108)	30% (76)	28% (71)	256
Google Home Owner: No	24% (331)	19% (264)	57% (784)	1379
Windows Owner: Yes	26% (325)	18% (217)	56% (695)	1236
Windows Owner: No	29% (115)	31% (124)	40% (160)	398
Other Smart Speaker Owner: Yes	46% (109)	33% (77)	21% (50)	236
Other Smart Speaker Owner: No	24% (330)	19% (263)	58% (805)	1398

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	466	21%
	Age: 30-44	569	26%
	Age: 45-54	379	17%
	Age: 55-64	389	18%
	Age: 65+	398	18%
	N	2201	
xpid3	PID: Dem (no lean)	747	34%
	PID: Ind (no lean)	761	35%
	PID: Rep (no lean)	694	32%
	N	2201	
xpidGender	PID/Gender: Dem Men	334	15%
	PID/Gender: Dem Women	412	19%
	PID/Gender: Ind Men	357	16%
	PID/Gender: Ind Women	404	18%
	PID/Gender: Rep Men	368	17%
	PID/Gender: Rep Women	325	15%
	N	2201	
xdemTea	Tea Party: Supporter	606	28%
	Tea Party: Not Supporter	1578	72%
	N	2184	
xdemIdeo3	Ideo: Liberal (1-3)	732	33%
	Ideo: Moderate (4)	507	23%
	Ideo: Conservative (5-7)	709	32%
	N	1948	
xeduc3	Educ: < College	1567	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2201	
xdemInc3	Income: Under 50k	1314	60%
	Income: 50k-100k	627	28%
	Income: 100k+	260	12%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1750	80%
xdemHispBin	Ethnicity: Hispanic	329	15%
demBlackBin	Ethnicity: Afr. Am.	269	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	488	22%
	Relig: Roman Catholic	445	20%
	Relig: Ath./Agn./None	626	28%
	Relig: Something Else	387	18%
	N	1947	
xreligion1	Relig: Jewish	56	3%
xreligion2	Relig: Evangelical	592	27%
	Relig: Non-Evang. Catholics	592	27%
	N	1184	
xreligion3	Relig: All Christian	1184	54%
	Relig: All Non-Christian	1014	46%
	N	2198	
xdemUsr	Community: Urban	557	25%
	Community: Suburban	983	45%
	Community: Rural	660	30%
	N	2201	
xdemEmploy	Employ: Private Sector	660	30%
	Employ: Government	149	7%
	Employ: Self-Employed	184	8%
	Employ: Homemaker	187	9%
	Employ: Student	123	6%
	Employ: Retired	471	21%
	Employ: Unemployed	225	10%
	Employ: Other	202	9%
	N	2201	
xdemMilHH1	Military HH: Yes	422	19%
	Military HH: No	1779	81%
	N	2201	
xnr1	RD/WT: Right Direction	976	44%
	RD/WT: Wrong Track	1225	56%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	522	24%
	Somewhat Approve	464	21%
	Somewhat Disapprove	291	13%
	Strongly Disapprove	817	37%
	Dont Know / No Opinion	107	5%
	N	2201	
xnr3	#1 Issue: Economy	622	28%
	#1 Issue: Security	380	17%
	#1 Issue: Health Care	400	18%
	#1 Issue: Medicare / S.S.	333	15%
	#1 Issue: Women's Issues	116	5%
	#1 Issue: Education	149	7%
	#1 Issue: Energy	104	5%
	#1 Issue: Other	97	4%
	N	2201	
xsubVote16O	2016 Vote: Dem H. Clinton	712	32%
	2016 Vote: Rep. D. Trump	752	34%
	2016 Vote: Someone Else	173	8%
	N	1637	
xsubVote12O	2012 Vote: Barack Obama	821	37%
	2012 Vote: Mitt Romney	575	26%
	2012 Vote: Other	95	4%
	2012 Vote: Didn't Vote	706	32%
	N	2197	
xreg4	4-Region: Northeast	402	18%
	4-Region: Midwest	474	22%
	4-Region: South	815	37%
	4-Region: West	511	23%
	N	2201	
xdemBRD10_1	Apple Mac Owner: Yes	410	19%
	Apple Mac Owner: No	1791	81%
	N	2201	
xdemBRD10_4	Apple iPad Owner: Yes	609	28%
	Apple iPad Owner: No	1592	72%
	N	2201	
xdemBRD10_5	Apple iPhone Owner: Yes	802	36%
	Apple iPhone Owner: No	1399	64%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemBRD10_6	Amazon Echo Owner: Yes	360	16%
	Amazon Echo Owner: No	1841	84%
	N	2201	
xdemBRD10_7	Google Home Owner: Yes	286	13%
	Google Home Owner: No	1915	87%
	N	2201	
xdemBRD10_8	Windows Owner: Yes	1569	71%
	Windows Owner: No	632	29%
	N	2201	
xdemBRD10_9	Other Smart Speaker Owner: Yes	269	12%
	Other Smart Speaker Owner: No	1932	88%
	N	2201	

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

