



# MORNING CONSULT

Morning Consult  
National Tracking Poll #180203  
February 05-06, 2018

## Crosstabulation Results

### Methodology:

This poll was conducted from February 05-06, 2018, among a national sample of 1579 Adults Who Viewed Ram Advertisement. The interviews were conducted online and the data were weighted to approximate a target sample of Adults Who Viewed Ram Advertisement 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 BD1:** *Did you watch Super Bowl LII between the New England Patriots and the Philadelphia Eagles on Sunday, February 4, 2018?*

Demographic	Yes		No		Total N
Adults Who Viewed Ram Advertisement	62%	(980)	38%	(599)	1579
Gender: Male	66%	(569)	34%	(293)	861
Gender: Female	57%	(411)	43%	(307)	718
Age: 18-29	62%	(261)	38%	(159)	420
Age: 30-44	67%	(266)	33%	(131)	397
Age: 45-54	63%	(183)	37%	(107)	290
Age: 55-64	61%	(150)	39%	(96)	247
Age: 65+	53%	(119)	47%	(107)	225
PID: Dem (no lean)	65%	(352)	35%	(192)	544
PID: Ind (no lean)	59%	(342)	41%	(240)	582
PID: Rep (no lean)	63%	(286)	37%	(167)	453
PID/Gender: Dem Men	70%	(196)	30%	(86)	282
PID/Gender: Dem Women	59%	(155)	41%	(106)	262
PID/Gender: Ind Men	64%	(211)	36%	(117)	328
PID/Gender: Ind Women	52%	(131)	48%	(123)	254
PID/Gender: Rep Men	64%	(161)	36%	(90)	251
PID/Gender: Rep Women	62%	(124)	38%	(78)	202
Tea Party: Supporter	58%	(239)	42%	(173)	412
Tea Party: Not Supporter	63%	(738)	37%	(426)	1164
Ideo: Liberal (1-3)	66%	(331)	34%	(173)	504
Ideo: Moderate (4)	66%	(246)	34%	(127)	373
Ideo: Conservative (5-7)	64%	(310)	36%	(175)	485
Educ: < College	60%	(683)	40%	(461)	1143
Educ: Bachelors degree	66%	(200)	34%	(102)	302
Educ: Post-grad	73%	(97)	27%	(36)	134
Income: Under 50k	58%	(525)	42%	(378)	903
Income: 50k-100k	65%	(308)	35%	(165)	472
Income: 100k+	72%	(147)	28%	(57)	204
Ethnicity: White	62%	(770)	38%	(481)	1252

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**Table BD1:** Did you watch Super Bowl LII between the New England Patriots and the Philadelphia Eagles on Sunday, February 4, 2018?

Demographic	Yes		No		Total N
Adults Who Viewed Ram Advertisement	62%	(980)	38%	(599)	1579
Ethnicity: Hispanic	60%	(154)	40%	(101)	256
Ethnicity: Afr. Am.	72%	(141)	28%	(54)	195
Ethnicity: Other	52%	(68)	48%	(64)	132
Relig: Protestant	66%	(230)	34%	(119)	349
Relig: Roman Catholic	66%	(201)	34%	(103)	304
Relig: Ath./Agn./None	59%	(297)	41%	(203)	500
Relig: Something Else	59%	(143)	41%	(101)	244
Relig: Evangelical	62%	(264)	38%	(162)	425
Relig: Non-Evang. Catholics	68%	(276)	32%	(132)	407
Relig: All Christian	65%	(539)	35%	(293)	833
Relig: All Non-Christian	59%	(440)	41%	(304)	743
Community: Urban	62%	(254)	38%	(157)	411
Community: Suburban	63%	(468)	37%	(272)	740
Community: Rural	60%	(258)	40%	(170)	428
Employ: Private Sector	70%	(356)	30%	(154)	510
Employ: Government	68%	(80)	32%	(38)	118
Employ: Self-Employed	61%	(91)	39%	(58)	150
Employ: Homemaker	60%	(68)	40%	(46)	113
Employ: Student	52%	(40)	48%	(36)	76
Employ: Retired	53%	(161)	47%	(140)	301
Employ: Unemployed	57%	(87)	43%	(65)	152
Employ: Other	61%	(97)	39%	(62)	159
Military HH: Yes	58%	(154)	42%	(114)	268
Military HH: No	63%	(826)	37%	(486)	1311
RD/WT: Right Direction	63%	(405)	37%	(238)	643
RD/WT: Wrong Track	61%	(575)	39%	(361)	936
Strongly Approve	59%	(193)	41%	(133)	326
Somewhat Approve	65%	(230)	35%	(125)	354
Somewhat Disapprove	70%	(166)	30%	(72)	238
Strongly Disapprove	62%	(348)	38%	(216)	564
Dont Know / No Opinion	45%	(44)	55%	(54)	98

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**Table BD1: Did you watch Super Bowl LII between the New England Patriots and the Philadelphia Eagles on Sunday, February 4, 2018?**

Demographic	Yes	No	Total N
Adults Who Viewed Ram Advertisement	62% (980)	38% (599)	1579
#1 Issue: Economy	65% (321)	35% (173)	495
#1 Issue: Security	68% (162)	32% (75)	237
#1 Issue: Health Care	63% (179)	37% (106)	285
#1 Issue: Medicare / Social Security	54% (115)	46% (97)	212
#1 Issue: Women's Issues	59% (42)	41% (29)	72
#1 Issue: Education	71% (77)	29% (32)	109
#1 Issue: Energy	58% (50)	42% (36)	87
#1 Issue: Other	40% (33)	60% (50)	83
2016 Vote: Democrat Hillary Clinton	68% (344)	32% (161)	505
2016 Vote: Republican Donald Trump	61% (308)	39% (197)	505
2016 Vote: Someone else	66% (77)	34% (40)	117
2012 Vote: Barack Obama	69% (415)	31% (186)	601
2012 Vote: Mitt Romney	62% (228)	38% (138)	366
2012 Vote: Other	56% (37)	44% (29)	67
2012 Vote: Didn't Vote	55% (298)	45% (245)	543
4-Region: Northeast	66% (190)	34% (97)	287
4-Region: Midwest	65% (219)	35% (120)	339
4-Region: South	61% (365)	39% (232)	597
4-Region: West	58% (205)	42% (151)	356
Likely to Purchase Vehicle in 12 Mnths	70% (453)	30% (195)	649
Unlikely to Purchase Vehicle in 12 Mnths	59% (474)	41% (335)	809
Own/Lease A Truck	64% (201)	36% (114)	315
Do Not Own/Lease A Truck	63% (727)	37% (436)	1162
Next Vehicle in 12 Months will be Truck	70% (144)	30% (62)	206
Next Vehicle in 12 Months will NOT be Truck	71% (281)	29% (115)	396
Has Twitter Account	65% (504)	35% (268)	772
Does Not Have Twitter Account	59% (475)	41% (331)	807

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

**Table BD2: Have you seen this advertisement before?**

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults Who Viewed Ram Advertisement	25%	(390)	70%	(1104)	5%	(85)	1579
Gender: Male	29%	(249)	67%	(574)	4%	(38)	861
Gender: Female	20%	(141)	74%	(530)	7%	(47)	718
Age: 18-29	25%	(103)	69%	(291)	6%	(26)	420
Age: 30-44	28%	(110)	67%	(267)	5%	(21)	397
Age: 45-54	24%	(71)	70%	(202)	6%	(17)	290
Age: 55-64	25%	(61)	72%	(178)	3%	(7)	247
Age: 65+	20%	(45)	73%	(165)	7%	(15)	225
PID: Dem (no lean)	26%	(142)	70%	(382)	4%	(20)	544
PID: Ind (no lean)	21%	(121)	71%	(414)	8%	(47)	582
PID: Rep (no lean)	28%	(127)	68%	(308)	4%	(18)	453
PID/Gender: Dem Men	32%	(89)	67%	(188)	2%	(5)	282
PID/Gender: Dem Women	20%	(53)	74%	(194)	6%	(15)	262
PID/Gender: Ind Men	24%	(78)	68%	(224)	8%	(27)	328
PID/Gender: Ind Women	17%	(44)	75%	(191)	8%	(20)	254
PID/Gender: Rep Men	33%	(83)	65%	(162)	2%	(6)	251
PID/Gender: Rep Women	22%	(44)	72%	(145)	6%	(12)	202
Tea Party: Supporter	24%	(97)	72%	(297)	4%	(17)	412
Tea Party: Not Supporter	25%	(292)	69%	(804)	6%	(68)	1164
Ideo: Liberal (1-3)	27%	(137)	67%	(337)	6%	(30)	504
Ideo: Moderate (4)	25%	(92)	71%	(266)	4%	(16)	373
Ideo: Conservative (5-7)	28%	(136)	68%	(331)	3%	(17)	485
Educ: < College	22%	(257)	72%	(821)	6%	(65)	1143
Educ: Bachelors degree	30%	(91)	64%	(194)	6%	(17)	302
Educ: Post-grad	32%	(42)	66%	(88)	2%	(3)	134
Income: Under 50k	23%	(209)	71%	(637)	6%	(57)	903
Income: 50k-100k	25%	(118)	70%	(331)	5%	(23)	472
Income: 100k+	31%	(64)	67%	(136)	2%	(4)	204
Ethnicity: White	24%	(295)	71%	(893)	5%	(64)	1252
Ethnicity: Hispanic	21%	(53)	74%	(188)	6%	(15)	256

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**Table BD2: Have you seen this advertisement before?**

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults Who Viewed Ram Advertisement	25%	(390)	70%	(1104)	5%	(85)	1579
Ethnicity: Afr. Am.	35%	(69)	59%	(115)	6%	(11)	195
Ethnicity: Other	20%	(27)	72%	(96)	7%	(10)	132
Relig: Protestant	32%	(111)	64%	(224)	4%	(14)	349
Relig: Roman Catholic	27%	(84)	67%	(204)	6%	(17)	304
Relig: Ath./Agn./None	21%	(107)	72%	(362)	6%	(30)	500
Relig: Something Else	23%	(56)	72%	(175)	5%	(13)	244
Relig: Evangelical	27%	(115)	69%	(294)	4%	(17)	425
Relig: Non-Evang. Catholics	28%	(113)	66%	(270)	6%	(25)	407
Relig: All Christian	27%	(227)	68%	(564)	5%	(41)	833
Relig: All Non-Christian	22%	(163)	72%	(537)	6%	(43)	743
Community: Urban	23%	(94)	70%	(290)	7%	(28)	411
Community: Suburban	27%	(201)	68%	(504)	5%	(35)	740
Community: Rural	22%	(95)	73%	(310)	5%	(22)	428
Employ: Private Sector	30%	(155)	66%	(339)	3%	(16)	510
Employ: Government	35%	(42)	60%	(71)	4%	(5)	118
Employ: Self-Employed	24%	(35)	70%	(106)	6%	(9)	150
Employ: Homemaker	18%	(20)	74%	(84)	8%	(9)	113
Employ: Student	20%	(15)	77%	(58)	3%	(2)	76
Employ: Retired	20%	(61)	76%	(228)	4%	(13)	301
Employ: Unemployed	13%	(19)	80%	(121)	8%	(11)	152
Employ: Other	28%	(44)	60%	(96)	12%	(19)	159
Military HH: Yes	30%	(82)	65%	(175)	4%	(11)	268
Military HH: No	24%	(309)	71%	(929)	6%	(73)	1311
RD/WT: Right Direction	25%	(158)	70%	(449)	6%	(35)	643
RD/WT: Wrong Track	25%	(232)	70%	(655)	5%	(49)	936
Strongly Approve	25%	(81)	71%	(233)	4%	(12)	326
Somewhat Approve	22%	(79)	72%	(257)	5%	(19)	354
Somewhat Disapprove	33%	(77)	63%	(150)	4%	(10)	238
Strongly Disapprove	25%	(143)	70%	(392)	5%	(28)	564
Dont Know / No Opinion	10%	(10)	73%	(72)	17%	(16)	98

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**Table BD2: Have you seen this advertisement before?**

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults Who Viewed Ram Advertisement	25%	(390)	70%	(1104)	5%	(85)	1579
#1 Issue: Economy	27%	(132)	68%	(339)	5%	(24)	495
#1 Issue: Security	23%	(53)	73%	(172)	5%	(11)	237
#1 Issue: Health Care	24%	(68)	70%	(200)	6%	(17)	285
#1 Issue: Medicare / Social Security	21%	(45)	73%	(154)	6%	(13)	212
#1 Issue: Women's Issues	25%	(18)	70%	(51)	4%	(3)	72
#1 Issue: Education	32%	(35)	63%	(69)	5%	(5)	109
#1 Issue: Energy	30%	(26)	67%	(58)	3%	(3)	87
#1 Issue: Other	16%	(13)	74%	(61)	9%	(8)	83
2016 Vote: Democrat Hillary Clinton	30%	(151)	65%	(329)	5%	(24)	505
2016 Vote: Republican Donald Trump	23%	(118)	72%	(365)	4%	(21)	505
2016 Vote: Someone else	28%	(32)	67%	(78)	6%	(7)	117
2012 Vote: Barack Obama	29%	(174)	66%	(396)	5%	(31)	601
2012 Vote: Mitt Romney	27%	(97)	71%	(261)	2%	(8)	366
2012 Vote: Other	21%	(14)	76%	(51)	3%	(2)	67
2012 Vote: Didn't Vote	19%	(105)	73%	(395)	8%	(43)	543
4-Region: Northeast	25%	(72)	69%	(198)	6%	(17)	287
4-Region: Midwest	24%	(82)	71%	(242)	4%	(14)	339
4-Region: South	25%	(152)	68%	(404)	7%	(41)	597
4-Region: West	23%	(83)	73%	(261)	3%	(12)	356
Likely to Purchase Vehicle in 12 Mnths	29%	(186)	68%	(439)	4%	(24)	649
Unlikely to Purchase Vehicle in 12 Mnths	23%	(190)	73%	(589)	4%	(30)	809
Own/Lease A Truck	26%	(82)	72%	(226)	2%	(7)	315
Do Not Own/Lease A Truck	25%	(291)	71%	(821)	4%	(49)	1162
Next Vehicle in 12 Months will be Truck	28%	(57)	70%	(145)	2%	(4)	206
Next Vehicle in 12 Months will NOT be Truck	30%	(121)	65%	(257)	5%	(18)	396
Has Twitter Account	28%	(216)	67%	(521)	5%	(36)	772
Does Not Have Twitter Account	22%	(174)	72%	(583)	6%	(49)	807

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



**Table BD3:** Did the information in the advertisement you saw give you a more or less favorable impression of Ram Trucks, or did it make no difference in your view one way or the other?

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		No difference		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults Who Viewed Ram Advertisement	13%	(198)	25%	(390)	7%	(117)	9%	(139)	42%	(663)	5%	(72)	1579
Gender: Male	13%	(112)	24%	(210)	9%	(78)	12%	(99)	38%	(328)	4%	(34)	861
Gender: Female	12%	(86)	25%	(179)	5%	(39)	6%	(40)	47%	(335)	5%	(39)	718
Age: 18-29	18%	(78)	26%	(108)	9%	(38)	7%	(29)	36%	(149)	4%	(18)	420
Age: 30-44	15%	(61)	28%	(111)	6%	(23)	7%	(29)	38%	(152)	5%	(21)	397
Age: 45-54	12%	(34)	29%	(83)	8%	(23)	9%	(26)	40%	(117)	3%	(7)	290
Age: 55-64	6%	(14)	20%	(48)	10%	(24)	15%	(36)	46%	(114)	4%	(10)	247
Age: 65+	5%	(12)	17%	(39)	4%	(9)	8%	(19)	58%	(130)	7%	(16)	225
PID: Dem (no lean)	16%	(90)	24%	(130)	6%	(33)	9%	(51)	41%	(220)	4%	(19)	544
PID: Ind (no lean)	9%	(54)	21%	(122)	7%	(42)	11%	(64)	44%	(258)	7%	(42)	582
PID: Rep (no lean)	12%	(54)	30%	(137)	9%	(41)	5%	(24)	41%	(184)	3%	(12)	453
PID/Gender: Dem Men	18%	(50)	25%	(71)	7%	(20)	12%	(34)	36%	(102)	2%	(5)	282
PID/Gender: Dem Women	15%	(39)	23%	(59)	5%	(13)	7%	(18)	45%	(118)	5%	(14)	262
PID/Gender: Ind Men	10%	(32)	20%	(66)	8%	(27)	15%	(49)	40%	(131)	7%	(24)	328
PID/Gender: Ind Women	9%	(23)	22%	(56)	6%	(15)	6%	(15)	50%	(127)	7%	(18)	254
PID/Gender: Rep Men	12%	(30)	29%	(72)	12%	(31)	7%	(17)	38%	(96)	2%	(5)	251
PID/Gender: Rep Women	12%	(24)	32%	(65)	5%	(10)	4%	(7)	44%	(89)	3%	(7)	202
Tea Party: Supporter	21%	(85)	32%	(132)	6%	(24)	3%	(12)	36%	(148)	2%	(10)	412
Tea Party: Not Supporter	10%	(113)	22%	(257)	8%	(92)	11%	(127)	44%	(513)	5%	(62)	1164
Ideo: Liberal (1-3)	14%	(70)	26%	(129)	9%	(46)	14%	(69)	36%	(181)	2%	(9)	504
Ideo: Moderate (4)	17%	(63)	26%	(98)	6%	(24)	7%	(25)	39%	(146)	4%	(17)	373
Ideo: Conservative (5-7)	10%	(50)	26%	(126)	8%	(39)	6%	(31)	46%	(225)	3%	(14)	485
Educ: < College	14%	(156)	24%	(275)	7%	(81)	6%	(74)	44%	(498)	5%	(58)	1143
Educ: Bachelors degree	8%	(24)	27%	(83)	10%	(29)	13%	(40)	38%	(116)	4%	(11)	302
Educ: Post-grad	14%	(18)	23%	(31)	5%	(6)	19%	(25)	36%	(49)	3%	(4)	134

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**Table BD3:** Did the information in the advertisement you saw give you a more or less favorable impression of Ram Trucks, or did it make no difference in your view one way or the other?

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		No difference		Don't Know / No Opinion		Total N
Adults Who Viewed Ram Advertisement	13%	(198)	25%	(390)	7%	(117)	9%	(139)	42%	(663)	5%	(72)	1579
Income: Under 50k	13%	(118)	24%	(214)	7%	(64)	9%	(78)	43%	(385)	5%	(44)	903
Income: 50k-100k	12%	(56)	25%	(118)	8%	(36)	7%	(33)	44%	(208)	4%	(21)	472
Income: 100k+	12%	(24)	28%	(58)	8%	(17)	13%	(27)	34%	(70)	4%	(7)	204
Ethnicity: White	11%	(135)	25%	(309)	7%	(91)	8%	(106)	44%	(555)	4%	(55)	1252
Ethnicity: Hispanic	17%	(43)	28%	(71)	7%	(17)	5%	(12)	40%	(102)	4%	(11)	256
Ethnicity: Afr. Am.	24%	(47)	24%	(47)	8%	(15)	9%	(18)	30%	(59)	4%	(9)	195
Ethnicity: Other	12%	(16)	25%	(33)	8%	(10)	12%	(16)	37%	(48)	7%	(9)	132
Relig: Protestant	11%	(39)	26%	(91)	9%	(31)	7%	(25)	43%	(151)	3%	(11)	349
Relig: Roman Catholic	12%	(38)	29%	(87)	6%	(17)	10%	(29)	40%	(122)	4%	(12)	304
Relig: Ath./Agn./None	11%	(53)	21%	(105)	8%	(41)	10%	(52)	44%	(220)	6%	(28)	500
Relig: Something Else	15%	(37)	23%	(55)	7%	(16)	9%	(21)	42%	(101)	5%	(12)	244
Relig: Evangelical	18%	(75)	28%	(117)	8%	(34)	6%	(24)	38%	(160)	3%	(15)	425
Relig: Non-Evang. Catholics	8%	(32)	27%	(111)	6%	(25)	10%	(41)	44%	(181)	4%	(17)	407
Relig: All Christian	13%	(107)	27%	(228)	7%	(59)	8%	(66)	41%	(341)	4%	(32)	833
Relig: All Non-Christian	12%	(90)	22%	(161)	8%	(58)	10%	(73)	43%	(322)	5%	(40)	743
Community: Urban	19%	(77)	24%	(98)	7%	(31)	10%	(39)	35%	(143)	6%	(23)	411
Community: Suburban	10%	(74)	25%	(185)	6%	(48)	10%	(75)	44%	(326)	4%	(32)	740
Community: Rural	11%	(48)	25%	(106)	9%	(38)	6%	(25)	45%	(193)	4%	(17)	428
Employ: Private Sector	15%	(75)	30%	(152)	8%	(39)	8%	(39)	38%	(193)	2%	(12)	510
Employ: Government	13%	(16)	28%	(33)	15%	(18)	11%	(13)	31%	(36)	2%	(3)	118
Employ: Self-Employed	13%	(19)	26%	(39)	9%	(14)	9%	(14)	36%	(54)	7%	(10)	150
Employ: Homemaker	12%	(13)	26%	(30)	6%	(7)	5%	(6)	48%	(55)	2%	(3)	113
Employ: Student	16%	(12)	34%	(26)	3%	(2)	10%	(7)	33%	(25)	5%	(4)	76
Employ: Retired	9%	(28)	17%	(50)	7%	(22)	12%	(36)	49%	(148)	6%	(18)	301
Employ: Unemployed	15%	(22)	17%	(25)	6%	(9)	6%	(10)	49%	(75)	7%	(10)	152
Employ: Other	8%	(13)	22%	(35)	3%	(5)	9%	(15)	48%	(77)	9%	(14)	159
Military HH: Yes	13%	(36)	20%	(54)	9%	(23)	7%	(19)	47%	(125)	4%	(10)	268
Military HH: No	12%	(162)	26%	(336)	7%	(94)	9%	(120)	41%	(538)	5%	(62)	1311

Continued on next page

**Table BD3:** Did the information in the advertisement you saw give you a more or less favorable impression of Ram Trucks, or did it make no difference in your view one way or the other?

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		No difference		Don't Know / No Opinion		Total N
Adults Who Viewed Ram Advertisement	13%	(198)	25%	(390)	7%	(117)	9%	(139)	42%	(663)	5%	(72)	1579
RD/WT: Right Direction	13%	(86)	27%	(170)	7%	(46)	6%	(36)	43%	(274)	5%	(31)	643
RD/WT: Wrong Track	12%	(112)	23%	(219)	8%	(71)	11%	(103)	42%	(389)	4%	(42)	936
Strongly Approve	19%	(61)	28%	(90)	7%	(23)	5%	(16)	38%	(125)	3%	(11)	326
Somewhat Approve	9%	(32)	32%	(112)	8%	(28)	6%	(20)	42%	(150)	3%	(12)	354
Somewhat Disapprove	12%	(29)	30%	(71)	9%	(21)	6%	(15)	39%	(92)	4%	(10)	238
Strongly Disapprove	13%	(71)	18%	(101)	7%	(41)	14%	(78)	45%	(255)	3%	(18)	564
Dont Know / No Opinion	7%	(7)	17%	(16)	3%	(3)	11%	(10)	41%	(40)	22%	(21)	98
#1 Issue: Economy	12%	(59)	28%	(141)	8%	(38)	7%	(34)	42%	(207)	3%	(17)	495
#1 Issue: Security	11%	(26)	28%	(66)	8%	(19)	4%	(10)	46%	(108)	3%	(8)	237
#1 Issue: Health Care	15%	(44)	24%	(69)	8%	(22)	9%	(26)	39%	(111)	5%	(13)	285
#1 Issue: Medicare / Social Security	11%	(23)	15%	(32)	6%	(13)	13%	(28)	48%	(102)	7%	(15)	212
#1 Issue: Women's Issues	8%	(5)	30%	(22)	5%	(4)	7%	(5)	47%	(34)	2%	(2)	72
#1 Issue: Education	11%	(12)	26%	(28)	8%	(9)	12%	(13)	38%	(41)	6%	(7)	109
#1 Issue: Energy	18%	(16)	25%	(22)	8%	(7)	13%	(11)	34%	(29)	2%	(2)	87
#1 Issue: Other	17%	(14)	14%	(12)	6%	(5)	14%	(12)	38%	(31)	11%	(9)	83
2016 Vote: Democrat Hillary Clinton	16%	(82)	23%	(115)	7%	(37)	13%	(63)	38%	(190)	4%	(19)	505
2016 Vote: Republican Donald Trump	12%	(61)	28%	(142)	8%	(40)	5%	(26)	44%	(223)	3%	(13)	505
2016 Vote: Someone else	6%	(7)	30%	(36)	9%	(11)	11%	(13)	39%	(45)	4%	(5)	117
2012 Vote: Barack Obama	13%	(79)	24%	(146)	6%	(37)	12%	(73)	41%	(244)	4%	(22)	601
2012 Vote: Mitt Romney	12%	(42)	27%	(99)	9%	(32)	6%	(22)	45%	(164)	2%	(8)	366
2012 Vote: Other	13%	(8)	21%	(14)	6%	(4)	13%	(9)	42%	(28)	7%	(4)	67
2012 Vote: Didn't Vote	13%	(68)	24%	(131)	8%	(43)	7%	(36)	42%	(226)	7%	(38)	543
4-Region: Northeast	13%	(36)	22%	(63)	5%	(14)	11%	(31)	45%	(128)	5%	(15)	287
4-Region: Midwest	11%	(38)	22%	(73)	9%	(31)	8%	(26)	47%	(159)	4%	(12)	339
4-Region: South	13%	(76)	27%	(160)	8%	(50)	7%	(44)	40%	(240)	5%	(28)	597
4-Region: West	14%	(49)	26%	(94)	6%	(22)	11%	(38)	38%	(136)	5%	(18)	356
Likely to Purchase Vehicle in 12 Mnths	21%	(133)	28%	(185)	8%	(53)	7%	(44)	33%	(212)	3%	(21)	649
Unlikely to Purchase Vehicle in 12 Mnths	7%	(54)	23%	(188)	7%	(58)	11%	(87)	48%	(392)	4%	(29)	809

Continued on next page

**Table BD3:** Did the information in the advertisement you saw give you a more or less favorable impression of Ram Trucks, or did it make no difference in your view one way or the other?

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		No difference		Don't Know / No Opinion		Total N
Adults Who Viewed Ram Advertisement	13%	(198)	25%	(390)	7%	(117)	9%	(139)	42%	(663)	5%	(72)	1579
Own/Lease A Truck	13%	(41)	27%	(86)	10%	(32)	7%	(21)	40%	(127)	2%	(8)	315
Do Not Own/Lease A Truck	12%	(142)	25%	(288)	7%	(77)	9%	(104)	43%	(499)	4%	(52)	1162
Next Vehicle in 12 Months will be Truck	20%	(42)	37%	(76)	9%	(19)	3%	(6)	29%	(59)	2%	(5)	206
Next Vehicle in 12 Months will NOT be Truck	20%	(78)	25%	(100)	8%	(33)	9%	(37)	33%	(132)	4%	(15)	396
Has Twitter Account	17%	(135)	28%	(214)	8%	(60)	9%	(69)	35%	(272)	3%	(22)	772
Does Not Have Twitter Account	8%	(64)	22%	(176)	7%	(56)	9%	(70)	48%	(390)	6%	(51)	807

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

**Table BD4:** *And does this advertisement make you more or less likely to buy a Ram Truck, or did it have no impact either way?*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults Who Viewed Ram Advertisement	8% (126)	17% (268)	5% (86)	10% (155)	53% (844)	6% (100)	1579
Gender: Male	9% (76)	17% (149)	7% (63)	14% (118)	48% (410)	5% (46)	861
Gender: Female	7% (51)	17% (119)	3% (23)	5% (37)	60% (434)	8% (54)	718
Age: 18-29	12% (49)	23% (95)	9% (37)	7% (29)	45% (189)	5% (20)	420
Age: 30-44	9% (37)	17% (68)	4% (16)	12% (48)	51% (204)	6% (24)	397
Age: 45-54	9% (26)	19% (56)	5% (15)	6% (18)	55% (161)	5% (15)	290
Age: 55-64	4% (10)	9% (23)	5% (12)	14% (34)	60% (147)	8% (20)	247
Age: 65+	2% (4)	12% (26)	3% (6)	12% (27)	63% (142)	9% (21)	225
PID: Dem (no lean)	8% (43)	21% (112)	5% (25)	12% (65)	50% (273)	5% (25)	544
PID: Ind (no lean)	6% (37)	12% (72)	6% (33)	11% (61)	56% (325)	9% (53)	582
PID: Rep (no lean)	10% (46)	18% (84)	6% (28)	6% (29)	54% (246)	5% (21)	453
PID/Gender: Dem Men	9% (25)	22% (62)	6% (18)	17% (47)	45% (125)	2% (5)	282
PID/Gender: Dem Women	7% (18)	19% (50)	3% (7)	7% (19)	56% (147)	8% (20)	262
PID/Gender: Ind Men	7% (22)	13% (41)	8% (26)	15% (49)	48% (157)	10% (34)	328
PID/Gender: Ind Women	6% (16)	12% (31)	3% (7)	5% (12)	66% (168)	8% (20)	254
PID/Gender: Rep Men	12% (29)	18% (45)	8% (20)	9% (22)	51% (128)	3% (7)	251
PID/Gender: Rep Women	8% (17)	19% (38)	4% (8)	3% (6)	59% (118)	7% (14)	202
Tea Party: Supporter	16% (64)	21% (85)	6% (24)	5% (20)	47% (192)	6% (26)	412
Tea Party: Not Supporter	5% (62)	16% (182)	5% (62)	12% (135)	56% (650)	6% (73)	1164
Ideo: Liberal (1-3)	8% (39)	19% (95)	6% (30)	16% (80)	48% (241)	4% (19)	504
Ideo: Moderate (4)	10% (39)	20% (75)	6% (21)	8% (30)	49% (185)	6% (23)	373
Ideo: Conservative (5-7)	8% (40)	16% (77)	4% (21)	6% (31)	60% (291)	5% (24)	485
Educ: < College	8% (97)	17% (199)	6% (65)	9% (97)	53% (603)	7% (83)	1143
Educ: Bachelors degree	6% (18)	16% (47)	5% (16)	11% (35)	58% (174)	4% (11)	302
Educ: Post-grad	8% (11)	17% (22)	4% (5)	18% (23)	50% (67)	4% (6)	134
Income: Under 50k	9% (78)	16% (146)	5% (50)	11% (97)	52% (470)	7% (62)	903
Income: 50k-100k	7% (33)	18% (87)	5% (23)	7% (32)	57% (269)	6% (28)	472
Income: 100k+	8% (16)	17% (35)	7% (13)	13% (26)	51% (105)	5% (9)	204
Ethnicity: White	6% (81)	15% (191)	5% (60)	10% (121)	57% (719)	6% (80)	1252
Ethnicity: Hispanic	11% (27)	19% (48)	7% (18)	8% (21)	52% (132)	4% (9)	256

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**Table BD4:** *And does this advertisement make you more or less likely to buy a Ram Truck, or did it have no impact either way?*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults Who Viewed Ram Advertisement	8% (126)	17% (268)	5% (86)	10% (155)	53% (844)	6% (100)	1579
Ethnicity: Afr. Am.	16% (31)	28% (54)	7% (13)	10% (20)	35% (69)	5% (10)	195
Ethnicity: Other	11% (15)	18% (23)	10% (13)	11% (15)	42% (56)	8% (10)	132
Relig: Protestant	8% (27)	19% (65)	6% (20)	8% (27)	57% (198)	4% (12)	349
Relig: Roman Catholic	7% (20)	22% (66)	5% (14)	9% (29)	50% (153)	7% (22)	304
Relig: Ath./Agn./None	6% (31)	13% (64)	6% (30)	13% (64)	56% (278)	7% (33)	500
Relig: Something Else	11% (26)	16% (39)	7% (17)	9% (22)	51% (124)	6% (15)	244
Relig: Evangelical	12% (50)	20% (87)	5% (23)	7% (28)	51% (216)	5% (21)	425
Relig: Non-Evang. Catholics	5% (19)	19% (79)	4% (15)	10% (40)	55% (225)	7% (29)	407
Relig: All Christian	8% (69)	20% (166)	5% (39)	8% (68)	53% (442)	6% (50)	833
Relig: All Non-Christian	8% (58)	14% (102)	6% (47)	12% (86)	54% (402)	7% (49)	743
Community: Urban	11% (45)	18% (76)	6% (23)	10% (43)	49% (203)	5% (22)	411
Community: Suburban	6% (47)	17% (124)	6% (41)	11% (78)	53% (396)	7% (54)	740
Community: Rural	8% (34)	16% (68)	5% (22)	8% (35)	57% (245)	6% (24)	428
Employ: Private Sector	10% (50)	17% (86)	6% (33)	10% (53)	52% (268)	4% (21)	510
Employ: Government	10% (12)	29% (35)	10% (12)	8% (10)	38% (45)	4% (5)	118
Employ: Self-Employed	10% (15)	21% (31)	5% (7)	11% (16)	49% (73)	6% (8)	150
Employ: Homemaker	6% (7)	18% (21)	4% (5)	5% (6)	60% (68)	7% (7)	113
Employ: Student	4% (3)	28% (21)	7% (5)	7% (6)	49% (37)	6% (4)	76
Employ: Retired	5% (14)	11% (33)	5% (16)	12% (37)	58% (174)	9% (27)	301
Employ: Unemployed	10% (16)	12% (18)	3% (5)	6% (9)	60% (91)	9% (13)	152
Employ: Other	6% (10)	15% (24)	2% (3)	12% (19)	56% (89)	9% (14)	159
Military HH: Yes	9% (24)	16% (44)	5% (14)	9% (25)	54% (144)	6% (17)	268
Military HH: No	8% (102)	17% (224)	6% (72)	10% (131)	53% (700)	6% (83)	1311
RD/WT: Right Direction	11% (70)	19% (121)	5% (31)	7% (45)	52% (336)	6% (39)	643
RD/WT: Wrong Track	6% (56)	16% (147)	6% (55)	12% (110)	54% (508)	6% (60)	936
Strongly Approve	14% (47)	19% (63)	5% (16)	8% (26)	48% (157)	5% (17)	326
Somewhat Approve	7% (25)	19% (66)	6% (21)	6% (21)	57% (200)	6% (20)	354
Somewhat Disapprove	5% (12)	21% (49)	6% (15)	7% (18)	54% (128)	7% (17)	238
Strongly Disapprove	6% (35)	15% (84)	5% (31)	14% (77)	56% (313)	4% (24)	564
Dont Know / No Opinion	7% (7)	6% (6)	4% (3)	14% (14)	46% (45)	22% (22)	98

Continued on next page

**Table BD4:** And does this advertisement make you more or less likely to buy a Ram Truck, or did it have no impact either way?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults Who Viewed Ram Advertisement	8% (126)	17% (268)	5% (86)	10% (155)	53% (844)	6% (100)	1579
#1 Issue: Economy	8% (39)	19% (96)	5% (26)	6% (28)	56% (277)	6% (28)	495
#1 Issue: Security	6% (14)	19% (45)	4% (10)	8% (18)	56% (133)	7% (16)	237
#1 Issue: Health Care	10% (29)	16% (46)	6% (17)	12% (33)	52% (148)	5% (13)	285
#1 Issue: Medicare / Social Security	5% (11)	14% (30)	7% (14)	13% (28)	54% (114)	7% (15)	212
#1 Issue: Women's Issues	4% (3)	16% (11)	5% (4)	6% (5)	63% (46)	6% (4)	72
#1 Issue: Education	9% (9)	13% (14)	6% (7)	11% (12)	55% (61)	5% (6)	109
#1 Issue: Energy	15% (13)	16% (14)	8% (7)	22% (19)	36% (31)	4% (4)	87
#1 Issue: Other	10% (8)	14% (12)	3% (2)	15% (12)	41% (34)	17% (14)	83
2016 Vote: Democrat Hillary Clinton	8% (43)	17% (85)	7% (35)	14% (70)	49% (250)	4% (23)	505
2016 Vote: Republican Donald Trump	9% (46)	18% (89)	5% (24)	7% (34)	56% (285)	5% (26)	505
2016 Vote: Someone else	8% (9)	14% (16)	4% (5)	12% (14)	55% (65)	7% (8)	117
2012 Vote: Barack Obama	8% (49)	17% (105)	5% (30)	14% (85)	50% (299)	5% (32)	601
2012 Vote: Mitt Romney	7% (26)	16% (59)	5% (20)	6% (23)	60% (221)	5% (18)	366
2012 Vote: Other	7% (5)	18% (12)	11% (8)	5% (4)	50% (33)	9% (6)	67
2012 Vote: Didn't Vote	9% (46)	17% (93)	5% (28)	8% (43)	53% (288)	8% (44)	543
4-Region: Northeast	8% (24)	17% (49)	4% (11)	11% (33)	52% (148)	8% (23)	287
4-Region: Midwest	7% (25)	14% (47)	6% (20)	9% (29)	58% (196)	6% (21)	339
4-Region: South	8% (48)	19% (112)	5% (28)	9% (52)	54% (323)	6% (33)	597
4-Region: West	8% (30)	17% (60)	7% (26)	12% (41)	50% (176)	6% (22)	356
Likely to Purchase Vehicle in 12 Mnths	13% (84)	27% (172)	7% (43)	9% (60)	40% (262)	4% (27)	649
Unlikely to Purchase Vehicle in 12 Mnths	4% (30)	11% (91)	5% (38)	11% (89)	64% (517)	5% (44)	809
Own/Lease A Truck	8% (26)	19% (60)	8% (26)	10% (32)	52% (162)	3% (9)	315
Do Not Own/Lease A Truck	8% (89)	17% (199)	4% (52)	9% (106)	55% (639)	7% (78)	1162
Next Vehicle in 12 Months will be Truck	18% (37)	28% (57)	7% (14)	8% (17)	36% (74)	3% (7)	206
Next Vehicle in 12 Months will NOT be Truck	10% (39)	27% (107)	6% (25)	10% (40)	43% (171)	3% (14)	396
Has Twitter Account	11% (84)	22% (171)	7% (52)	10% (78)	46% (359)	4% (28)	772
Does Not Have Twitter Account	5% (42)	12% (97)	4% (34)	10% (77)	60% (485)	9% (71)	807

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

**Table BD5: What would you say was the main point of the advertisement you just watched?**

Demographic	To talk about the importance of service in America		To encourage unity in America		To make a political statement		To honor Dr. Martin Luther King during Black History Month		Don't Know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults Who Viewed Ram Advertisement	22%	(344)	27%	(428)	7%	(112)	23%	(360)	21%	(334)	1577
Gender: Male	21%	(179)	25%	(213)	8%	(69)	25%	(212)	22%	(188)	861
Gender: Female	23%	(165)	30%	(215)	6%	(43)	21%	(148)	20%	(145)	716
Age: 18-29	19%	(82)	24%	(101)	7%	(31)	34%	(144)	15%	(62)	420
Age: 30-44	21%	(83)	32%	(127)	9%	(34)	21%	(83)	17%	(69)	396
Age: 45-54	27%	(79)	26%	(76)	8%	(24)	18%	(52)	20%	(57)	289
Age: 55-64	22%	(54)	30%	(74)	5%	(13)	12%	(30)	30%	(75)	247
Age: 65+	21%	(47)	22%	(48)	4%	(9)	22%	(51)	31%	(71)	225
PID: Dem (no lean)	20%	(109)	26%	(139)	8%	(45)	28%	(152)	18%	(98)	543
PID: Ind (no lean)	23%	(133)	24%	(137)	6%	(34)	20%	(118)	27%	(158)	581
PID: Rep (no lean)	23%	(102)	33%	(151)	7%	(32)	20%	(90)	17%	(78)	453
PID/Gender: Dem Men	19%	(54)	24%	(67)	10%	(28)	31%	(88)	16%	(45)	281
PID/Gender: Dem Women	21%	(54)	28%	(72)	7%	(17)	25%	(65)	20%	(53)	262
PID/Gender: Ind Men	21%	(68)	21%	(68)	6%	(21)	22%	(71)	31%	(101)	328
PID/Gender: Ind Women	26%	(65)	28%	(70)	5%	(13)	19%	(48)	23%	(57)	253
PID/Gender: Rep Men	22%	(56)	31%	(79)	8%	(19)	21%	(54)	17%	(42)	251
PID/Gender: Rep Women	23%	(45)	36%	(72)	6%	(13)	18%	(36)	18%	(36)	202
Tea Party: Supporter	20%	(81)	32%	(134)	8%	(35)	25%	(103)	14%	(59)	412
Tea Party: Not Supporter	23%	(263)	25%	(293)	7%	(77)	22%	(257)	23%	(272)	1162
Ideo: Liberal (1-3)	22%	(113)	22%	(113)	7%	(36)	27%	(134)	21%	(107)	503
Ideo: Moderate (4)	23%	(85)	31%	(117)	6%	(23)	20%	(74)	20%	(74)	373
Ideo: Conservative (5-7)	24%	(118)	29%	(142)	9%	(44)	18%	(89)	19%	(93)	485
Educ: < College	20%	(230)	27%	(310)	7%	(77)	25%	(286)	21%	(239)	1142
Educ: Bachelors degree	26%	(79)	27%	(82)	8%	(23)	18%	(54)	21%	(64)	302
Educ: Post-grad	26%	(35)	27%	(36)	8%	(11)	15%	(21)	23%	(31)	133

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**Table BD5: What would you say was the main point of the advertisement you just watched?**

Demographic	To talk about the importance of service in America		To encourage unity in America		To make a political statement		To honor Dr. Martin Luther King during Black History Month		Don't Know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults Who Viewed Ram Advertisement	22%	(344)	27%	(428)	7%	(112)	23%	(360)	21%	(334)	1577
Income: Under 50k	20%	(176)	26%	(235)	7%	(61)	26%	(233)	22%	(196)	902
Income: 50k-100k	24%	(115)	28%	(133)	7%	(31)	20%	(97)	20%	(96)	472
Income: 100k+	26%	(53)	29%	(59)	9%	(19)	15%	(31)	20%	(42)	204
Ethnicity: White	23%	(289)	27%	(333)	8%	(96)	21%	(261)	22%	(272)	1250
Ethnicity: Hispanic	24%	(60)	24%	(61)	6%	(15)	32%	(81)	15%	(38)	256
Ethnicity: Afr. Am.	22%	(42)	27%	(53)	5%	(10)	32%	(62)	14%	(28)	195
Ethnicity: Other	10%	(13)	32%	(42)	5%	(6)	29%	(38)	25%	(33)	132
Relig: Protestant	27%	(94)	29%	(102)	7%	(26)	18%	(62)	19%	(65)	349
Relig: Roman Catholic	22%	(68)	28%	(84)	7%	(20)	23%	(70)	21%	(62)	304
Relig: Ath./Agn./None	21%	(103)	24%	(120)	7%	(37)	22%	(110)	26%	(129)	498
Relig: Something Else	17%	(41)	31%	(75)	6%	(16)	28%	(69)	18%	(44)	244
Relig: Evangelical	24%	(101)	27%	(114)	7%	(31)	25%	(106)	18%	(75)	425
Relig: Non-Evang. Catholics	24%	(100)	29%	(119)	7%	(28)	18%	(74)	21%	(87)	407
Relig: All Christian	24%	(201)	28%	(233)	7%	(59)	22%	(180)	19%	(161)	833
Relig: All Non-Christian	19%	(144)	26%	(194)	7%	(52)	24%	(179)	23%	(172)	742
Community: Urban	22%	(91)	22%	(91)	6%	(25)	28%	(114)	22%	(90)	411
Community: Suburban	21%	(154)	29%	(213)	7%	(50)	22%	(160)	22%	(163)	740
Community: Rural	23%	(100)	29%	(123)	8%	(36)	20%	(87)	19%	(81)	427
Employ: Private Sector	25%	(126)	31%	(156)	9%	(48)	18%	(94)	17%	(85)	510
Employ: Government	23%	(27)	21%	(24)	9%	(11)	33%	(39)	14%	(16)	118
Employ: Self-Employed	26%	(38)	28%	(42)	7%	(10)	23%	(34)	17%	(25)	149
Employ: Homemaker	23%	(26)	35%	(40)	2%	(2)	14%	(16)	26%	(30)	113
Employ: Student	15%	(11)	28%	(21)	7%	(6)	40%	(30)	10%	(8)	76
Employ: Retired	19%	(58)	25%	(76)	4%	(11)	21%	(64)	31%	(92)	301
Employ: Unemployed	20%	(30)	20%	(29)	10%	(15)	30%	(44)	21%	(32)	151
Employ: Other	17%	(28)	24%	(38)	6%	(9)	24%	(38)	29%	(45)	159
Military HH: Yes	22%	(59)	26%	(69)	7%	(20)	25%	(66)	20%	(54)	268
Military HH: No	22%	(285)	27%	(359)	7%	(92)	23%	(295)	21%	(279)	1310

Continued on next page

**Table BD5: What would you say was the main point of the advertisement you just watched?**

Demographic	To talk about the importance of service in America		To encourage unity in America		To make a political statement		To honor Dr. Martin Luther King during Black History Month		Don't Know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults Who Viewed Ram Advertisement	22%	(344)	27%	(428)	7%	(112)	23%	(360)	21%	(334)	1577
RD/WT: Right Direction	23%	(150)	30%	(191)	7%	(44)	21%	(133)	19%	(125)	643
RD/WT: Wrong Track	21%	(194)	25%	(236)	7%	(68)	24%	(227)	22%	(209)	934
Strongly Approve	22%	(72)	28%	(91)	9%	(31)	19%	(63)	21%	(69)	326
Somewhat Approve	24%	(85)	31%	(109)	5%	(19)	22%	(79)	18%	(62)	354
Somewhat Disapprove	21%	(50)	30%	(72)	6%	(15)	24%	(58)	18%	(43)	238
Strongly Disapprove	22%	(124)	26%	(145)	8%	(45)	24%	(137)	20%	(112)	563
Dont Know / No Opinion	13%	(13)	12%	(12)	2%	(2)	24%	(24)	48%	(47)	97
#1 Issue: Economy	25%	(125)	32%	(160)	6%	(31)	18%	(89)	18%	(87)	494
#1 Issue: Security	23%	(55)	30%	(71)	11%	(25)	18%	(42)	18%	(44)	237
#1 Issue: Health Care	23%	(65)	23%	(66)	8%	(23)	23%	(67)	22%	(64)	285
#1 Issue: Medicare / Social Security	12%	(25)	26%	(55)	3%	(7)	31%	(65)	28%	(59)	212
#1 Issue: Women's Issues	28%	(20)	21%	(15)	8%	(6)	21%	(15)	21%	(15)	72
#1 Issue: Education	14%	(16)	24%	(26)	7%	(8)	34%	(37)	21%	(23)	109
#1 Issue: Energy	23%	(20)	19%	(16)	8%	(7)	32%	(27)	19%	(16)	87
#1 Issue: Other	21%	(17)	21%	(18)	5%	(4)	21%	(17)	31%	(26)	82
2016 Vote: Democrat Hillary Clinton	21%	(107)	24%	(123)	7%	(36)	28%	(141)	19%	(97)	504
2016 Vote: Republican Donald Trump	26%	(130)	30%	(154)	8%	(43)	16%	(82)	19%	(96)	505
2016 Vote: Someone else	19%	(23)	25%	(30)	7%	(9)	21%	(25)	27%	(31)	117
2012 Vote: Barack Obama	23%	(136)	28%	(166)	8%	(49)	22%	(135)	19%	(113)	600
2012 Vote: Mitt Romney	26%	(97)	32%	(119)	7%	(24)	14%	(53)	20%	(74)	366
2012 Vote: Other	15%	(10)	21%	(14)	9%	(6)	28%	(19)	27%	(18)	67
2012 Vote: Didn't Vote	19%	(101)	24%	(128)	6%	(30)	28%	(154)	24%	(128)	541
4-Region: Northeast	20%	(57)	24%	(70)	6%	(19)	26%	(74)	24%	(68)	287
4-Region: Midwest	23%	(78)	30%	(101)	6%	(19)	19%	(66)	22%	(74)	337
4-Region: South	23%	(135)	28%	(165)	8%	(49)	23%	(135)	19%	(113)	597
4-Region: West	21%	(75)	26%	(91)	7%	(25)	24%	(86)	22%	(79)	356
Likely to Purchase Vehicle in 12 Mnths	24%	(152)	29%	(189)	8%	(50)	24%	(159)	15%	(98)	649
Unlikely to Purchase Vehicle in 12 Mnths	22%	(178)	27%	(216)	7%	(59)	20%	(164)	24%	(192)	808

Continued on next page

**Table BD5:** What would you say was the main point of the advertisement you just watched?

<b>Demographic</b>	<b>To talk about the importance of service in America</b>		<b>To encourage unity in America</b>		<b>To make a political statement</b>		<b>To honor Dr. Martin Luther King during Black History Month</b>		<b>Don't Know/No Opinion</b>		<b>Total N</b>
Adults Who Viewed Ram Advertisement	22%	(344)	27%	(428)	7%	(112)	23%	(360)	21%	(334)	1577
Own/Lease A Truck	19%	(61)	33%	(104)	9%	(29)	21%	(66)	17%	(54)	315
Do Not Own/Lease A Truck	23%	(272)	26%	(308)	7%	(76)	23%	(268)	20%	(238)	1162
Next Vehicle in 12 Months will be Truck	24%	(49)	30%	(62)	6%	(12)	25%	(52)	16%	(32)	206
Next Vehicle in 12 Months will NOT be Truck	25%	(97)	28%	(112)	9%	(35)	23%	(90)	15%	(61)	396
Has Twitter Account	22%	(170)	29%	(221)	8%	(61)	26%	(202)	15%	(118)	772
Does Not Have Twitter Account	22%	(174)	26%	(206)	6%	(50)	20%	(158)	27%	(216)	805

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

**Table BD6:** *In your opinion, should corporations use speeches by public figures to promote their products?*

Demographic	Yes, always		Yes, sometimes		No, never		Don't Know / No Opinion		Total N
Adults Who Viewed Ram Advertisement	8%	(122)	43%	(676)	30%	(473)	20%	(308)	1579
Gender: Male	9%	(77)	40%	(347)	33%	(287)	17%	(150)	861
Gender: Female	6%	(44)	46%	(329)	26%	(186)	22%	(159)	718
Age: 18-29	14%	(59)	48%	(201)	20%	(83)	18%	(76)	420
Age: 30-44	9%	(35)	43%	(172)	27%	(108)	21%	(83)	397
Age: 45-54	6%	(19)	44%	(128)	29%	(83)	21%	(60)	290
Age: 55-64	3%	(8)	39%	(97)	41%	(100)	17%	(42)	247
Age: 65+	1%	(1)	35%	(78)	43%	(98)	21%	(48)	225
PID: Dem (no lean)	11%	(57)	44%	(239)	30%	(162)	16%	(85)	544
PID: Ind (no lean)	5%	(27)	39%	(227)	29%	(170)	27%	(158)	582
PID: Rep (no lean)	8%	(37)	46%	(211)	31%	(140)	14%	(65)	453
PID/Gender: Dem Men	13%	(37)	39%	(111)	34%	(96)	13%	(38)	282
PID/Gender: Dem Women	8%	(20)	49%	(128)	25%	(67)	18%	(47)	262
PID/Gender: Ind Men	5%	(17)	39%	(127)	30%	(98)	26%	(86)	328
PID/Gender: Ind Women	4%	(10)	39%	(99)	28%	(72)	28%	(72)	254
PID/Gender: Rep Men	9%	(23)	43%	(109)	37%	(93)	10%	(26)	251
PID/Gender: Rep Women	7%	(14)	50%	(102)	23%	(47)	20%	(40)	202
Tea Party: Supporter	16%	(67)	46%	(190)	23%	(95)	14%	(59)	412
Tea Party: Not Supporter	5%	(54)	42%	(485)	32%	(375)	21%	(249)	1164
Ideo: Liberal (1-3)	11%	(55)	40%	(202)	33%	(166)	16%	(81)	504
Ideo: Moderate (4)	8%	(28)	45%	(167)	27%	(101)	21%	(77)	373
Ideo: Conservative (5-7)	6%	(30)	46%	(224)	34%	(163)	14%	(67)	485
Educ: < College	8%	(94)	43%	(490)	27%	(313)	22%	(246)	1143
Educ: Bachelors degree	6%	(19)	42%	(127)	36%	(109)	16%	(47)	302
Educ: Post-grad	7%	(9)	44%	(59)	38%	(51)	11%	(15)	134
Income: Under 50k	8%	(70)	43%	(386)	28%	(257)	21%	(190)	903
Income: 50k-100k	8%	(36)	42%	(197)	33%	(158)	17%	(82)	472
Income: 100k+	8%	(15)	46%	(93)	29%	(58)	18%	(37)	204
Ethnicity: White	6%	(74)	43%	(537)	32%	(394)	20%	(246)	1252
Ethnicity: Hispanic	13%	(33)	43%	(110)	19%	(49)	25%	(63)	256

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**Table BD6:** *In your opinion, should corporations use speeches by public figures to promote their products?*

Demographic	Yes, always		Yes, sometimes		No, never		Don't Know / No Opinion		Total N
Adults Who Viewed Ram Advertisement	8%	(122)	43%	(676)	30%	(473)	20%	(308)	1579
Ethnicity: Afr. Am.	17%	(34)	44%	(87)	26%	(50)	13%	(25)	195
Ethnicity: Other	11%	(14)	39%	(52)	22%	(28)	28%	(38)	132
Relig: Protestant	6%	(20)	45%	(158)	32%	(111)	17%	(61)	349
Relig: Roman Catholic	11%	(34)	44%	(133)	30%	(90)	16%	(48)	304
Relig: Ath./Agn./None	6%	(28)	39%	(193)	31%	(157)	24%	(122)	500
Relig: Something Else	9%	(21)	50%	(122)	24%	(58)	17%	(43)	244
Relig: Evangelical	12%	(53)	42%	(180)	27%	(115)	18%	(78)	425
Relig: Non-Evang. Catholics	5%	(21)	44%	(180)	35%	(142)	16%	(65)	407
Relig: All Christian	9%	(73)	43%	(360)	31%	(256)	17%	(143)	833
Relig: All Non-Christian	7%	(49)	42%	(315)	29%	(215)	22%	(165)	743
Community: Urban	12%	(48)	43%	(177)	29%	(121)	16%	(65)	411
Community: Suburban	6%	(46)	44%	(328)	30%	(220)	20%	(146)	740
Community: Rural	7%	(28)	40%	(171)	31%	(132)	23%	(97)	428
Employ: Private Sector	11%	(54)	43%	(221)	30%	(152)	16%	(83)	510
Employ: Government	13%	(15)	44%	(52)	30%	(36)	13%	(15)	118
Employ: Self-Employed	10%	(15)	46%	(69)	25%	(38)	18%	(28)	150
Employ: Homemaker	6%	(6)	41%	(46)	26%	(29)	28%	(31)	113
Employ: Student	4%	(3)	65%	(49)	13%	(10)	17%	(13)	76
Employ: Retired	3%	(8)	36%	(108)	42%	(126)	20%	(60)	301
Employ: Unemployed	9%	(14)	47%	(71)	25%	(38)	19%	(30)	152
Employ: Other	4%	(6)	37%	(59)	28%	(45)	31%	(49)	159
Military HH: Yes	9%	(24)	41%	(109)	35%	(93)	16%	(42)	268
Military HH: No	7%	(98)	43%	(567)	29%	(380)	20%	(267)	1311
RD/WT: Right Direction	10%	(63)	45%	(287)	26%	(170)	19%	(123)	643
RD/WT: Wrong Track	6%	(59)	42%	(389)	32%	(303)	20%	(185)	936
Strongly Approve	10%	(34)	41%	(134)	32%	(104)	17%	(54)	326
Somewhat Approve	7%	(23)	47%	(167)	29%	(102)	17%	(62)	354
Somewhat Disapprove	9%	(21)	52%	(124)	23%	(55)	16%	(38)	238
Strongly Disapprove	7%	(37)	40%	(227)	35%	(200)	18%	(99)	564
Dont Know / No Opinion	6%	(6)	25%	(24)	12%	(12)	56%	(55)	98

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**Table BD6:** *In your opinion, should corporations use speeches by public figures to promote their products?*

Demographic	Yes, always		Yes, sometimes		No, never		Don't Know / No Opinion		Total N
Adults Who Viewed Ram Advertisement	8%	(122)	43%	(676)	30%	(473)	20%	(308)	1579
#1 Issue: Economy	7%	(33)	47%	(235)	28%	(138)	18%	(89)	495
#1 Issue: Security	9%	(21)	40%	(93)	34%	(80)	18%	(42)	237
#1 Issue: Health Care	11%	(33)	39%	(111)	30%	(86)	19%	(55)	285
#1 Issue: Medicare / Social Security	5%	(11)	40%	(85)	32%	(68)	23%	(49)	212
#1 Issue: Women's Issues	7%	(5)	52%	(38)	28%	(20)	13%	(9)	72
#1 Issue: Education	7%	(8)	42%	(46)	35%	(38)	16%	(18)	109
#1 Issue: Energy	9%	(8)	47%	(40)	25%	(22)	19%	(17)	87
#1 Issue: Other	5%	(4)	34%	(28)	25%	(21)	36%	(30)	83
2016 Vote: Democrat Hillary Clinton	12%	(58)	40%	(202)	32%	(163)	16%	(82)	505
2016 Vote: Republican Donald Trump	6%	(31)	43%	(217)	33%	(168)	17%	(88)	505
2016 Vote: Someone else	4%	(5)	43%	(51)	34%	(40)	19%	(22)	117
2012 Vote: Barack Obama	8%	(50)	42%	(253)	34%	(205)	15%	(93)	601
2012 Vote: Mitt Romney	5%	(18)	44%	(161)	36%	(130)	15%	(57)	366
2012 Vote: Other	7%	(5)	27%	(18)	40%	(26)	26%	(17)	67
2012 Vote: Didn't Vote	9%	(49)	45%	(242)	21%	(112)	26%	(140)	543
4-Region: Northeast	8%	(23)	42%	(121)	29%	(84)	21%	(59)	287
4-Region: Midwest	6%	(20)	41%	(140)	32%	(107)	21%	(71)	339
4-Region: South	7%	(42)	45%	(269)	30%	(179)	18%	(106)	597
4-Region: West	10%	(36)	41%	(146)	29%	(102)	20%	(72)	356
Likely to Purchase Vehicle in 12 Mnths	14%	(88)	48%	(311)	25%	(162)	14%	(88)	649
Unlikely to Purchase Vehicle in 12 Mnths	3%	(25)	41%	(333)	36%	(289)	20%	(162)	809
Own/Lease A Truck	7%	(22)	43%	(134)	36%	(112)	15%	(47)	315
Do Not Own/Lease A Truck	8%	(92)	44%	(510)	29%	(332)	20%	(228)	1162
Next Vehicle in 12 Months will be Truck	14%	(28)	50%	(102)	22%	(45)	15%	(31)	206
Next Vehicle in 12 Months will NOT be Truck	13%	(52)	47%	(187)	28%	(109)	12%	(49)	396
Has Twitter Account	12%	(96)	46%	(355)	29%	(221)	13%	(101)	772
Does Not Have Twitter Account	3%	(26)	40%	(321)	31%	(252)	26%	(207)	807

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

**Table BD7: In your opinion, is it appropriate or inappropriate for corporations to use speeches by public figures to promote their products?**

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't Know / No Opinion		Total N
Adults Who Viewed Ram Advertisement	11%	(180)	31%	(485)	21%	(331)	19%	(298)	18%	(284)	1579
Gender: Male	13%	(113)	28%	(243)	22%	(188)	21%	(184)	16%	(134)	861
Gender: Female	9%	(68)	34%	(242)	20%	(143)	16%	(115)	21%	(150)	718
Age: 18-29	17%	(72)	34%	(142)	21%	(89)	12%	(51)	16%	(66)	420
Age: 30-44	16%	(63)	29%	(116)	19%	(75)	16%	(64)	20%	(79)	397
Age: 45-54	8%	(25)	37%	(108)	24%	(69)	15%	(43)	16%	(46)	290
Age: 55-64	7%	(16)	25%	(62)	20%	(50)	30%	(74)	18%	(44)	247
Age: 65+	2%	(5)	25%	(57)	21%	(48)	29%	(66)	22%	(49)	225
PID: Dem (no lean)	13%	(68)	32%	(176)	20%	(106)	19%	(106)	16%	(87)	544
PID: Ind (no lean)	9%	(53)	27%	(156)	21%	(122)	20%	(115)	23%	(137)	582
PID: Rep (no lean)	13%	(59)	34%	(153)	23%	(103)	17%	(78)	13%	(60)	453
PID/Gender: Dem Men	14%	(39)	31%	(87)	18%	(52)	22%	(62)	15%	(43)	282
PID/Gender: Dem Women	11%	(30)	34%	(89)	21%	(55)	17%	(43)	17%	(45)	262
PID/Gender: Ind Men	12%	(40)	24%	(78)	22%	(71)	22%	(74)	20%	(66)	328
PID/Gender: Ind Women	5%	(13)	31%	(78)	20%	(51)	16%	(41)	28%	(71)	254
PID/Gender: Rep Men	14%	(34)	31%	(77)	26%	(66)	19%	(48)	10%	(26)	251
PID/Gender: Rep Women	12%	(25)	37%	(76)	18%	(37)	15%	(30)	17%	(34)	202
Tea Party: Supporter	20%	(81)	37%	(153)	19%	(78)	11%	(45)	13%	(55)	412
Tea Party: Not Supporter	8%	(99)	28%	(331)	22%	(254)	22%	(251)	20%	(229)	1164
Ideo: Liberal (1-3)	12%	(60)	29%	(147)	23%	(116)	22%	(112)	14%	(69)	504
Ideo: Moderate (4)	14%	(52)	32%	(121)	21%	(78)	15%	(57)	18%	(66)	373
Ideo: Conservative (5-7)	11%	(52)	34%	(163)	22%	(108)	19%	(93)	14%	(68)	485
Educ: < College	12%	(142)	30%	(344)	20%	(231)	17%	(193)	20%	(234)	1143
Educ: Bachelors degree	7%	(22)	35%	(105)	23%	(71)	23%	(69)	12%	(36)	302
Educ: Post-grad	12%	(16)	28%	(37)	22%	(30)	27%	(36)	11%	(14)	134
Income: Under 50k	12%	(110)	29%	(263)	19%	(176)	19%	(173)	20%	(182)	903
Income: 50k-100k	10%	(49)	33%	(156)	22%	(104)	19%	(88)	16%	(75)	472
Income: 100k+	10%	(21)	32%	(66)	25%	(51)	18%	(37)	14%	(28)	204
Ethnicity: White	10%	(119)	31%	(385)	21%	(263)	20%	(255)	18%	(230)	1252
Ethnicity: Hispanic	16%	(42)	33%	(83)	20%	(52)	8%	(20)	23%	(59)	256

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**Table BD7: In your opinion, is it appropriate or inappropriate for corporations to use speeches by public figures to promote their products?**

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't Know / No Opinion		Total N
Adults Who Viewed Ram Advertisement	11%	(180)	31%	(485)	21%	(331)	19%	(298)	18%	(284)	1579
Ethnicity: Afr. Am.	24%	(47)	32%	(62)	18%	(35)	17%	(34)	9%	(17)	195
Ethnicity: Other	11%	(14)	29%	(39)	25%	(33)	7%	(9)	28%	(37)	132
Relig: Protestant	9%	(32)	35%	(122)	21%	(75)	19%	(65)	16%	(55)	349
Relig: Roman Catholic	12%	(36)	31%	(94)	24%	(73)	18%	(54)	16%	(48)	304
Relig: Ath./Agn./None	11%	(54)	25%	(127)	19%	(96)	22%	(109)	23%	(116)	500
Relig: Something Else	13%	(31)	36%	(88)	18%	(43)	17%	(40)	17%	(41)	244
Relig: Evangelical	14%	(61)	33%	(142)	21%	(88)	16%	(66)	16%	(69)	425
Relig: Non-Evang. Catholics	8%	(34)	32%	(129)	25%	(103)	20%	(83)	14%	(58)	407
Relig: All Christian	11%	(95)	33%	(271)	23%	(191)	18%	(149)	15%	(127)	833
Relig: All Non-Christian	11%	(85)	29%	(214)	19%	(139)	20%	(149)	21%	(156)	743
Community: Urban	15%	(61)	29%	(117)	24%	(100)	18%	(74)	14%	(59)	411
Community: Suburban	9%	(67)	32%	(238)	20%	(150)	20%	(150)	18%	(134)	740
Community: Rural	12%	(52)	30%	(130)	19%	(81)	17%	(74)	21%	(91)	428
Employ: Private Sector	13%	(65)	34%	(172)	23%	(117)	18%	(93)	12%	(63)	510
Employ: Government	8%	(9)	34%	(40)	30%	(36)	14%	(16)	14%	(16)	118
Employ: Self-Employed	16%	(24)	33%	(50)	17%	(26)	15%	(23)	18%	(27)	150
Employ: Homemaker	13%	(15)	31%	(35)	22%	(25)	13%	(15)	21%	(24)	113
Employ: Student	8%	(6)	44%	(33)	27%	(20)	6%	(4)	15%	(11)	76
Employ: Retired	7%	(20)	25%	(74)	17%	(52)	31%	(92)	21%	(64)	301
Employ: Unemployed	18%	(28)	23%	(35)	18%	(28)	17%	(25)	23%	(35)	152
Employ: Other	8%	(13)	28%	(45)	17%	(27)	18%	(29)	28%	(45)	159
Military HH: Yes	9%	(25)	35%	(94)	22%	(58)	21%	(57)	13%	(34)	268
Military HH: No	12%	(155)	30%	(391)	21%	(273)	18%	(241)	19%	(250)	1311
RD/WT: Right Direction	14%	(90)	35%	(222)	19%	(120)	15%	(99)	17%	(112)	643
RD/WT: Wrong Track	10%	(90)	28%	(263)	23%	(211)	21%	(199)	18%	(172)	936
Strongly Approve	16%	(53)	33%	(107)	16%	(53)	19%	(62)	15%	(50)	326
Somewhat Approve	10%	(34)	34%	(121)	26%	(91)	15%	(55)	15%	(54)	354
Somewhat Disapprove	13%	(32)	37%	(88)	22%	(53)	14%	(33)	14%	(33)	238
Strongly Disapprove	10%	(56)	27%	(153)	22%	(124)	25%	(141)	16%	(90)	564
Dont Know / No Opinion	6%	(6)	16%	(16)	11%	(10)	8%	(8)	59%	(58)	98

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**Table BD7: In your opinion, is it appropriate or inappropriate for corporations to use speeches by public figures to promote their products?**

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't Know / No Opinion		Total N
Adults Who Viewed Ram Advertisement	11%	(180)	31%	(485)	21%	(331)	19%	(298)	18%	(284)	1579
#1 Issue: Economy	14%	(67)	35%	(173)	22%	(107)	15%	(72)	15%	(76)	495
#1 Issue: Security	9%	(22)	34%	(79)	22%	(52)	18%	(43)	17%	(40)	237
#1 Issue: Health Care	11%	(31)	28%	(79)	19%	(55)	23%	(66)	19%	(55)	285
#1 Issue: Medicare / Social Security	11%	(23)	21%	(44)	21%	(45)	26%	(54)	22%	(46)	212
#1 Issue: Women's Issues	10%	(7)	37%	(27)	21%	(15)	17%	(12)	14%	(10)	72
#1 Issue: Education	9%	(10)	31%	(34)	26%	(28)	16%	(18)	17%	(19)	109
#1 Issue: Energy	10%	(8)	35%	(30)	20%	(18)	19%	(16)	16%	(14)	87
#1 Issue: Other	14%	(11)	23%	(19)	13%	(11)	20%	(17)	30%	(24)	83
2016 Vote: Democrat Hillary Clinton	14%	(73)	27%	(138)	21%	(108)	22%	(112)	15%	(74)	505
2016 Vote: Republican Donald Trump	11%	(55)	33%	(167)	22%	(108)	20%	(100)	15%	(75)	505
2016 Vote: Someone else	7%	(9)	29%	(34)	24%	(28)	23%	(27)	17%	(20)	117
2012 Vote: Barack Obama	13%	(78)	29%	(175)	22%	(135)	22%	(135)	13%	(78)	601
2012 Vote: Mitt Romney	9%	(32)	34%	(124)	22%	(82)	20%	(75)	15%	(54)	366
2012 Vote: Other	4%	(2)	28%	(18)	26%	(17)	26%	(18)	17%	(11)	67
2012 Vote: Didn't Vote	12%	(67)	31%	(168)	18%	(97)	13%	(71)	26%	(140)	543
4-Region: Northeast	11%	(33)	31%	(88)	21%	(61)	18%	(52)	19%	(53)	287
4-Region: Midwest	10%	(33)	30%	(101)	23%	(78)	19%	(64)	18%	(62)	339
4-Region: South	11%	(67)	32%	(193)	20%	(119)	19%	(114)	17%	(104)	597
4-Region: West	13%	(47)	29%	(104)	20%	(72)	19%	(68)	18%	(64)	356
Likely to Purchase Vehicle in 12 Mnths	18%	(119)	36%	(232)	19%	(126)	15%	(94)	12%	(78)	649
Unlikely to Purchase Vehicle in 12 Mnths	6%	(52)	27%	(221)	24%	(191)	23%	(190)	19%	(154)	809
Own/Lease A Truck	12%	(37)	31%	(97)	19%	(59)	22%	(69)	17%	(53)	315
Do Not Own/Lease A Truck	11%	(128)	32%	(370)	22%	(255)	18%	(210)	17%	(199)	1162
Next Vehicle in 12 Months will be Truck	22%	(44)	31%	(65)	18%	(38)	16%	(32)	13%	(28)	206
Next Vehicle in 12 Months will NOT be Truck	14%	(57)	39%	(154)	21%	(83)	14%	(56)	12%	(46)	396
Has Twitter Account	16%	(120)	34%	(264)	21%	(164)	17%	(135)	12%	(90)	772
Does Not Have Twitter Account	7%	(60)	27%	(221)	21%	(167)	20%	(163)	24%	(194)	807

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

**Table BD8:** *In your opinion, was it appropriate or inappropriate for Ram Trucks to use a sermon by Dr. Martin Luther King, Jr. in this advertisement?*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't Know		Total N
Adults Who Viewed Ram Advertisement	15%	(230)	26%	(417)	20%	(312)	23%	(363)	16%	(256)	1579
Gender: Male	16%	(136)	25%	(214)	19%	(165)	27%	(236)	13%	(110)	861
Gender: Female	13%	(94)	28%	(203)	21%	(147)	18%	(127)	20%	(146)	718
Age: 18-29	19%	(81)	32%	(135)	16%	(68)	18%	(75)	15%	(61)	420
Age: 30-44	20%	(79)	26%	(102)	18%	(73)	20%	(80)	16%	(63)	397
Age: 45-54	13%	(38)	28%	(82)	23%	(67)	19%	(56)	16%	(48)	290
Age: 55-64	9%	(21)	21%	(53)	18%	(44)	33%	(81)	19%	(47)	247
Age: 65+	5%	(12)	20%	(44)	27%	(61)	32%	(71)	16%	(37)	225
PID: Dem (no lean)	17%	(95)	25%	(134)	19%	(102)	26%	(144)	13%	(68)	544
PID: Ind (no lean)	11%	(61)	26%	(152)	19%	(112)	22%	(126)	23%	(132)	582
PID: Rep (no lean)	16%	(74)	29%	(130)	22%	(98)	21%	(93)	13%	(57)	453
PID/Gender: Dem Men	20%	(57)	25%	(71)	15%	(41)	31%	(88)	9%	(24)	282
PID/Gender: Dem Women	15%	(38)	24%	(63)	23%	(61)	21%	(55)	17%	(44)	262
PID/Gender: Ind Men	12%	(39)	23%	(76)	19%	(61)	27%	(88)	19%	(63)	328
PID/Gender: Ind Women	9%	(22)	30%	(75)	20%	(50)	15%	(39)	27%	(68)	254
PID/Gender: Rep Men	16%	(40)	26%	(66)	25%	(63)	24%	(60)	9%	(22)	251
PID/Gender: Rep Women	17%	(34)	32%	(64)	18%	(36)	17%	(33)	17%	(34)	202
Tea Party: Supporter	25%	(103)	30%	(123)	19%	(77)	15%	(62)	11%	(47)	412
Tea Party: Not Supporter	11%	(126)	25%	(294)	20%	(235)	26%	(300)	18%	(209)	1164
Ideo: Liberal (1-3)	15%	(76)	28%	(142)	17%	(88)	27%	(137)	12%	(60)	504
Ideo: Moderate (4)	16%	(61)	24%	(91)	21%	(78)	21%	(77)	18%	(66)	373
Ideo: Conservative (5-7)	14%	(68)	26%	(126)	24%	(115)	24%	(114)	13%	(62)	485
Educ: < College	15%	(176)	27%	(304)	19%	(213)	21%	(239)	19%	(212)	1143
Educ: Bachelors degree	11%	(34)	27%	(82)	24%	(72)	26%	(79)	12%	(35)	302
Educ: Post-grad	15%	(20)	23%	(31)	20%	(27)	34%	(46)	7%	(9)	134
Income: Under 50k	15%	(134)	26%	(233)	19%	(167)	23%	(208)	18%	(161)	903
Income: 50k-100k	15%	(73)	26%	(123)	22%	(102)	22%	(106)	15%	(69)	472
Income: 100k+	11%	(23)	30%	(61)	21%	(43)	24%	(49)	13%	(27)	204
Ethnicity: White	14%	(170)	26%	(325)	21%	(259)	23%	(291)	16%	(206)	1252
Ethnicity: Hispanic	20%	(51)	32%	(81)	19%	(49)	15%	(38)	15%	(37)	256

Continued on next page

**Table BD8:** *In your opinion, was it appropriate or inappropriate for Ram Trucks to use a sermon by Dr. Martin Luther King, Jr. in this advertisement?*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't Know		Total N
Adults Who Viewed Ram Advertisement	15%	(230)	26%	(417)	20%	(312)	23%	(363)	16%	(256)	1579
Ethnicity: Afr. Am.	23%	(46)	29%	(56)	14%	(27)	24%	(48)	10%	(19)	195
Ethnicity: Other	11%	(14)	26%	(35)	20%	(26)	19%	(25)	24%	(32)	132
Relig: Protestant	14%	(47)	26%	(91)	24%	(84)	21%	(74)	15%	(53)	349
Relig: Roman Catholic	15%	(45)	29%	(89)	23%	(70)	20%	(62)	12%	(38)	304
Relig: Ath./Agn./None	14%	(68)	26%	(128)	16%	(81)	26%	(130)	19%	(93)	500
Relig: Something Else	14%	(34)	30%	(73)	14%	(34)	24%	(59)	18%	(45)	244
Relig: Evangelical	21%	(91)	23%	(100)	21%	(88)	20%	(84)	15%	(63)	425
Relig: Non-Evang. Catholics	9%	(37)	28%	(115)	27%	(109)	22%	(91)	13%	(55)	407
Relig: All Christian	15%	(128)	26%	(214)	24%	(197)	21%	(175)	14%	(118)	833
Relig: All Non-Christian	14%	(102)	27%	(201)	15%	(115)	25%	(188)	19%	(138)	743
Community: Urban	18%	(76)	25%	(104)	21%	(86)	24%	(100)	11%	(45)	411
Community: Suburban	11%	(83)	28%	(206)	20%	(148)	24%	(181)	16%	(122)	740
Community: Rural	17%	(71)	25%	(106)	18%	(78)	19%	(83)	21%	(89)	428
Employ: Private Sector	17%	(86)	28%	(143)	22%	(112)	22%	(110)	11%	(59)	510
Employ: Government	20%	(23)	29%	(34)	22%	(26)	20%	(24)	9%	(11)	118
Employ: Self-Employed	19%	(28)	24%	(36)	20%	(30)	19%	(29)	18%	(27)	150
Employ: Homemaker	14%	(16)	27%	(30)	21%	(24)	18%	(20)	20%	(23)	113
Employ: Student	16%	(12)	36%	(27)	15%	(11)	13%	(10)	20%	(15)	76
Employ: Retired	8%	(25)	20%	(59)	21%	(63)	33%	(99)	18%	(55)	301
Employ: Unemployed	18%	(28)	27%	(40)	14%	(21)	21%	(32)	21%	(31)	152
Employ: Other	7%	(12)	29%	(47)	16%	(25)	25%	(40)	22%	(35)	159
Military HH: Yes	13%	(35)	30%	(79)	24%	(63)	24%	(63)	10%	(28)	268
Military HH: No	15%	(196)	26%	(338)	19%	(249)	23%	(300)	17%	(229)	1311
RD/WT: Right Direction	17%	(108)	28%	(179)	21%	(132)	18%	(117)	17%	(106)	643
RD/WT: Wrong Track	13%	(122)	25%	(238)	19%	(180)	26%	(246)	16%	(150)	936
Strongly Approve	19%	(62)	29%	(96)	16%	(52)	21%	(69)	14%	(47)	326
Somewhat Approve	12%	(43)	27%	(96)	29%	(102)	17%	(62)	15%	(52)	354
Somewhat Disapprove	15%	(36)	32%	(76)	21%	(49)	18%	(43)	14%	(34)	238
Strongly Disapprove	13%	(75)	24%	(133)	18%	(103)	32%	(180)	13%	(73)	564
Dont Know / No Opinion	15%	(15)	16%	(16)	7%	(6)	9%	(9)	53%	(51)	98

Continued on next page

**Table BD8:** *In your opinion, was it appropriate or inappropriate for Ram Trucks to use a sermon by Dr. Martin Luther King, Jr. in this advertisement?*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't Know		Total N
Adults Who Viewed Ram Advertisement	15%	(230)	26%	(417)	20%	(312)	23%	(363)	16%	(256)	1579
#1 Issue: Economy	15%	(73)	31%	(155)	21%	(105)	19%	(95)	14%	(67)	495
#1 Issue: Security	11%	(27)	28%	(67)	19%	(45)	23%	(54)	19%	(44)	237
#1 Issue: Health Care	20%	(58)	23%	(65)	16%	(45)	26%	(74)	15%	(43)	285
#1 Issue: Medicare / Social Security	13%	(28)	18%	(37)	25%	(52)	27%	(56)	18%	(38)	212
#1 Issue: Women's Issues	14%	(10)	24%	(18)	27%	(19)	22%	(16)	13%	(9)	72
#1 Issue: Education	10%	(11)	29%	(31)	16%	(18)	25%	(27)	20%	(22)	109
#1 Issue: Energy	12%	(10)	34%	(30)	14%	(12)	26%	(22)	14%	(12)	87
#1 Issue: Other	17%	(14)	18%	(15)	18%	(15)	23%	(19)	24%	(20)	83
2016 Vote: Democrat Hillary Clinton	18%	(89)	25%	(126)	20%	(101)	27%	(135)	11%	(54)	505
2016 Vote: Republican Donald Trump	14%	(71)	26%	(133)	23%	(114)	21%	(107)	16%	(80)	505
2016 Vote: Someone else	7%	(9)	23%	(27)	31%	(37)	26%	(31)	12%	(15)	117
2012 Vote: Barack Obama	16%	(96)	26%	(154)	19%	(116)	28%	(168)	11%	(66)	601
2012 Vote: Mitt Romney	13%	(49)	26%	(96)	26%	(97)	21%	(75)	13%	(49)	366
2012 Vote: Other	10%	(6)	21%	(14)	16%	(11)	34%	(23)	19%	(12)	67
2012 Vote: Didn't Vote	15%	(79)	28%	(150)	16%	(89)	18%	(96)	24%	(128)	543
4-Region: Northeast	17%	(49)	21%	(62)	20%	(56)	25%	(72)	17%	(49)	287
4-Region: Midwest	11%	(38)	26%	(89)	24%	(80)	22%	(76)	17%	(56)	339
4-Region: South	16%	(94)	29%	(174)	19%	(113)	21%	(127)	15%	(89)	597
4-Region: West	14%	(50)	26%	(93)	18%	(63)	25%	(88)	18%	(62)	356
Likely to Purchase Vehicle in 12 Mnths	21%	(139)	31%	(201)	18%	(117)	18%	(118)	11%	(73)	649
Unlikely to Purchase Vehicle in 12 Mnths	9%	(76)	24%	(190)	23%	(185)	28%	(225)	16%	(132)	809
Own/Lease A Truck	15%	(46)	26%	(83)	18%	(56)	25%	(78)	16%	(52)	315
Do Not Own/Lease A Truck	14%	(163)	27%	(319)	21%	(246)	22%	(258)	15%	(176)	1162
Next Vehicle in 12 Months will be Truck	20%	(41)	31%	(65)	17%	(35)	19%	(39)	13%	(27)	206
Next Vehicle in 12 Months will NOT be Truck	22%	(86)	31%	(121)	19%	(75)	18%	(70)	11%	(43)	396
Has Twitter Account	19%	(145)	29%	(225)	20%	(151)	22%	(171)	10%	(80)	772
Does Not Have Twitter Account	11%	(85)	24%	(192)	20%	(161)	24%	(192)	22%	(177)	807

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

**Table BD9:** Did you or did you not find this advertisement to be...  
Disrespectful to the legacy of Dr. Martin Luther King Jr.

Demographic	Yes, I did		No, I did not		Don't Know / No Opinion		Total N
Adults Who Viewed Ram Advertisement	28%	(449)	56%	(882)	16%	(249)	1579
Gender: Male	31%	(266)	56%	(484)	13%	(112)	861
Gender: Female	25%	(183)	55%	(398)	19%	(137)	718
Age: 18-29	27%	(113)	58%	(242)	16%	(65)	420
Age: 30-44	30%	(119)	59%	(233)	11%	(45)	397
Age: 45-54	26%	(74)	56%	(162)	19%	(54)	290
Age: 55-64	31%	(77)	53%	(131)	16%	(38)	247
Age: 65+	29%	(66)	50%	(113)	20%	(46)	225
PID: Dem (no lean)	37%	(203)	52%	(282)	11%	(58)	544
PID: Ind (no lean)	25%	(145)	55%	(323)	20%	(114)	582
PID: Rep (no lean)	22%	(101)	61%	(276)	17%	(76)	453
PID/Gender: Dem Men	39%	(111)	53%	(151)	7%	(20)	282
PID/Gender: Dem Women	35%	(92)	50%	(132)	15%	(38)	262
PID/Gender: Ind Men	29%	(94)	54%	(179)	17%	(56)	328
PID/Gender: Ind Women	20%	(51)	57%	(144)	23%	(59)	254
PID/Gender: Rep Men	24%	(61)	62%	(155)	14%	(36)	251
PID/Gender: Rep Women	20%	(40)	60%	(122)	20%	(40)	202
Tea Party: Supporter	24%	(98)	62%	(257)	14%	(57)	412
Tea Party: Not Supporter	30%	(349)	54%	(624)	16%	(191)	1164
Ideo: Liberal (1-3)	39%	(195)	48%	(243)	13%	(66)	504
Ideo: Moderate (4)	25%	(95)	62%	(233)	12%	(45)	373
Ideo: Conservative (5-7)	24%	(118)	59%	(287)	17%	(80)	485
Educ: < College	25%	(290)	56%	(645)	18%	(208)	1143
Educ: Bachelors degree	33%	(99)	57%	(172)	10%	(30)	302
Educ: Post-grad	44%	(59)	48%	(65)	8%	(10)	134
Income: Under 50k	29%	(266)	53%	(483)	17%	(155)	903
Income: 50k-100k	25%	(116)	60%	(282)	16%	(75)	472
Income: 100k+	33%	(66)	58%	(117)	10%	(20)	204

Continued on next page

**Table BD9:** *Did you or did you not find this advertisement to be...  
Disrespectful to the legacy of Dr. Martin Luther King Jr.*

Demographic	Yes, I did		No, I did not		Don't Know / No Opinion	Total N
Adults Who Viewed Ram Advertisement	28%	(449)	56%	(882)	16% (249)	1579
Ethnicity: White	28%	(352)	56%	(699)	16% (200)	1252
Ethnicity: Hispanic	27%	(68)	60%	(154)	13% (34)	256
Ethnicity: Afr. Am.	31%	(61)	56%	(110)	12% (24)	195
Ethnicity: Other	26%	(35)	54%	(72)	19% (25)	132
Relig: Protestant	26%	(93)	59%	(208)	14% (49)	349
Relig: Roman Catholic	30%	(91)	60%	(183)	10% (31)	304
Relig: Ath./Agn./None	28%	(142)	55%	(276)	16% (82)	500
Relig: Something Else	30%	(73)	50%	(121)	21% (50)	244
Relig: Evangelical	27%	(115)	58%	(247)	15% (64)	425
Relig: Non-Evang. Catholics	29%	(119)	58%	(237)	13% (51)	407
Relig: All Christian	28%	(234)	58%	(483)	14% (115)	833
Relig: All Non-Christian	29%	(214)	53%	(397)	18% (132)	743
Community: Urban	35%	(143)	54%	(220)	12% (48)	411
Community: Suburban	30%	(219)	54%	(400)	16% (121)	740
Community: Rural	20%	(87)	61%	(261)	19% (80)	428
Employ: Private Sector	31%	(159)	57%	(291)	12% (60)	510
Employ: Government	35%	(41)	58%	(68)	8% (9)	118
Employ: Self-Employed	24%	(36)	54%	(81)	22% (33)	150
Employ: Homemaker	28%	(32)	54%	(61)	18% (20)	113
Employ: Student	22%	(17)	67%	(50)	12% (9)	76
Employ: Retired	28%	(85)	52%	(156)	20% (60)	301
Employ: Unemployed	25%	(37)	58%	(89)	17% (26)	152
Employ: Other	27%	(42)	53%	(85)	20% (32)	159
Military HH: Yes	26%	(70)	56%	(150)	18% (48)	268
Military HH: No	29%	(379)	56%	(732)	15% (201)	1311
RD/WT: Right Direction	23%	(146)	60%	(384)	18% (113)	643
RD/WT: Wrong Track	32%	(303)	53%	(497)	15% (136)	936

Continued on next page

**Table BD9:** Did you or did you not find this advertisement to be...  
Disrespectful to the legacy of Dr. Martin Luther King Jr.

Demographic	Yes, I did		No, I did not		Don't Know / No Opinion	Total N
Adults Who Viewed Ram Advertisement	28%	(449)	56%	(882)	16% (249)	1579
Strongly Approve	21%	(69)	59%	(194)	19% (63)	326
Somewhat Approve	23%	(82)	62%	(220)	15% (52)	354
Somewhat Disapprove	25%	(59)	64%	(151)	12% (28)	238
Strongly Disapprove	40%	(227)	48%	(272)	11% (65)	564
Dont Know / No Opinion	12%	(11)	46%	(45)	43% (42)	98
#1 Issue: Economy	22%	(107)	62%	(308)	16% (79)	495
#1 Issue: Security	29%	(69)	57%	(134)	14% (34)	237
#1 Issue: Health Care	35%	(99)	50%	(144)	15% (43)	285
#1 Issue: Medicare / Social Security	28%	(59)	53%	(111)	20% (41)	212
#1 Issue: Women's Issues	36%	(26)	48%	(34)	17% (12)	72
#1 Issue: Education	33%	(36)	54%	(59)	13% (14)	109
#1 Issue: Energy	36%	(31)	57%	(49)	7% (6)	87
#1 Issue: Other	27%	(23)	50%	(42)	22% (19)	83
2016 Vote: Democrat Hillary Clinton	40%	(201)	51%	(259)	9% (44)	505
2016 Vote: Republican Donald Trump	23%	(116)	59%	(295)	19% (93)	505
2016 Vote: Someone else	39%	(45)	47%	(56)	14% (17)	117
2012 Vote: Barack Obama	38%	(230)	51%	(303)	11% (67)	601
2012 Vote: Mitt Romney	23%	(86)	61%	(224)	15% (57)	366
2012 Vote: Other	25%	(17)	53%	(35)	22% (14)	67
2012 Vote: Didn't Vote	21%	(116)	58%	(317)	20% (110)	543
4-Region: Northeast	30%	(86)	55%	(159)	15% (43)	287
4-Region: Midwest	27%	(93)	54%	(182)	19% (64)	339
4-Region: South	26%	(157)	57%	(343)	16% (97)	597
4-Region: West	32%	(113)	56%	(198)	13% (45)	356
Likely to Purchase Vehicle in 12 Mnths	29%	(188)	60%	(387)	11% (74)	649
Unlikely to Purchase Vehicle in 12 Mnths	30%	(241)	54%	(439)	16% (129)	809
Own/Lease A Truck	27%	(86)	58%	(181)	15% (47)	315
Do Not Own/Lease A Truck	29%	(333)	56%	(648)	16% (182)	1162
Next Vehicle in 12 Months will be Truck	28%	(58)	59%	(122)	13% (26)	206
Next Vehicle in 12 Months will NOT be Truck	31%	(122)	59%	(233)	11% (42)	396

Continued on next page

**Table BD9:** *Did you or did you not find this advertisement to be...  
Disrespectful to the legacy of Dr. Martin Luther King Jr.*

Demographic	Yes, I did	No, I did not	Don't Know / No Opinion	Total N
Adults Who Viewed Ram Advertisement	28% (449)	56% (882)	16% (249)	1579
Has Twitter Account	33% (255)	57% (441)	10% (76)	772
Does Not Have Twitter Account	24% (194)	55% (440)	21% (173)	807

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



**Table BD10:** *Did you or did you not find this advertisement to be...  
Insensitive to current issues of race in the United States*

Demographic	Yes, I did		No, I did not		Don't Know / No Opinion	Total N
Adults Who Viewed Ram Advertisement	23%	(361)	58%	(921)	19% (296)	1579
Gender: Male	27%	(232)	57%	(494)	16% (135)	861
Gender: Female	18%	(129)	59%	(427)	22% (161)	718
Age: 18-29	21%	(90)	61%	(255)	18% (76)	420
Age: 30-44	25%	(99)	61%	(243)	14% (55)	397
Age: 45-54	23%	(65)	55%	(161)	22% (64)	290
Age: 55-64	23%	(58)	56%	(137)	21% (52)	247
Age: 65+	22%	(50)	56%	(125)	22% (50)	225
PID: Dem (no lean)	32%	(172)	56%	(303)	13% (68)	544
PID: Ind (no lean)	18%	(106)	55%	(323)	26% (154)	582
PID: Rep (no lean)	18%	(84)	65%	(295)	16% (74)	453
PID/Gender: Dem Men	39%	(109)	54%	(153)	7% (20)	282
PID/Gender: Dem Women	24%	(63)	58%	(151)	18% (48)	262
PID/Gender: Ind Men	21%	(69)	55%	(180)	24% (80)	328
PID/Gender: Ind Women	15%	(37)	56%	(143)	29% (74)	254
PID/Gender: Rep Men	22%	(55)	64%	(161)	14% (35)	251
PID/Gender: Rep Women	14%	(29)	66%	(133)	20% (39)	202
Tea Party: Supporter	21%	(85)	64%	(264)	15% (63)	412
Tea Party: Not Supporter	24%	(275)	56%	(656)	20% (232)	1164
Ideo: Liberal (1-3)	30%	(150)	54%	(270)	17% (83)	504
Ideo: Moderate (4)	23%	(85)	60%	(223)	17% (64)	373
Ideo: Conservative (5-7)	20%	(98)	63%	(306)	17% (81)	485
Educ: < College	22%	(250)	57%	(651)	21% (242)	1143
Educ: Bachelors degree	22%	(67)	65%	(197)	13% (38)	302
Educ: Post-grad	33%	(44)	55%	(73)	12% (16)	134
Income: Under 50k	24%	(215)	56%	(507)	20% (181)	903
Income: 50k-100k	20%	(96)	61%	(287)	19% (89)	472
Income: 100k+	25%	(50)	62%	(127)	13% (26)	204

Continued on next page

**Table BD10:** Did you or did you not find this advertisement to be...  
 Insensitive to current issues of race in the United States

Demographic	Yes, I did		No, I did not		Don't Know / No Opinion		Total N
Adults Who Viewed Ram Advertisement	23%	(361)	58%	(921)	19%	(296)	1579
Ethnicity: White	21%	(268)	60%	(751)	19%	(233)	1252
Ethnicity: Hispanic	19%	(50)	65%	(167)	15%	(39)	256
Ethnicity: Afr. Am.	34%	(67)	48%	(94)	18%	(35)	195
Ethnicity: Other	20%	(27)	58%	(77)	22%	(29)	132
Relig: Protestant	22%	(77)	63%	(221)	15%	(51)	349
Relig: Roman Catholic	24%	(74)	62%	(190)	13%	(40)	304
Relig: Ath./Agn./None	24%	(119)	55%	(277)	21%	(104)	500
Relig: Something Else	20%	(49)	57%	(138)	23%	(56)	244
Relig: Evangelical	22%	(95)	60%	(254)	18%	(76)	425
Relig: Non-Evang. Catholics	24%	(98)	61%	(250)	14%	(59)	407
Relig: All Christian	23%	(194)	61%	(504)	16%	(135)	833
Relig: All Non-Christian	23%	(168)	56%	(415)	22%	(160)	743
Community: Urban	27%	(112)	57%	(236)	15%	(63)	411
Community: Suburban	23%	(167)	59%	(439)	18%	(133)	740
Community: Rural	19%	(82)	57%	(246)	23%	(100)	428
Employ: Private Sector	22%	(110)	65%	(329)	14%	(71)	510
Employ: Government	31%	(37)	56%	(66)	12%	(14)	118
Employ: Self-Employed	24%	(35)	55%	(83)	21%	(31)	150
Employ: Homemaker	19%	(21)	57%	(64)	25%	(28)	113
Employ: Student	17%	(13)	67%	(51)	16%	(12)	76
Employ: Retired	23%	(69)	54%	(164)	23%	(69)	301
Employ: Unemployed	24%	(36)	55%	(83)	22%	(33)	152
Employ: Other	25%	(41)	51%	(81)	24%	(38)	159
Military HH: Yes	16%	(43)	64%	(171)	20%	(54)	268
Military HH: No	24%	(319)	57%	(750)	18%	(243)	1311
RD/WT: Right Direction	20%	(130)	61%	(390)	19%	(123)	643
RD/WT: Wrong Track	25%	(231)	57%	(531)	19%	(173)	936

Continued on next page

**Table BD10:** Did you or did you not find this advertisement to be...  
Insensitive to current issues of race in the United States

Demographic	Yes, I did		No, I did not		Don't Know / No Opinion		Total N
Adults Who Viewed Ram Advertisement	23%	(361)	58%	(921)	19%	(296)	1579
Strongly Approve	24%	(78)	57%	(186)	19%	(62)	326
Somewhat Approve	17%	(60)	66%	(232)	17%	(62)	354
Somewhat Disapprove	19%	(45)	66%	(157)	15%	(36)	238
Strongly Disapprove	31%	(172)	54%	(302)	16%	(90)	564
Dont Know / No Opinion	7%	(7)	45%	(44)	49%	(48)	98
#1 Issue: Economy	19%	(95)	62%	(307)	19%	(93)	495
#1 Issue: Security	18%	(44)	65%	(153)	17%	(39)	237
#1 Issue: Health Care	29%	(81)	53%	(151)	18%	(53)	285
#1 Issue: Medicare / Social Security	25%	(53)	52%	(111)	23%	(49)	212
#1 Issue: Women's Issues	31%	(22)	53%	(38)	17%	(12)	72
#1 Issue: Education	30%	(33)	54%	(59)	16%	(17)	109
#1 Issue: Energy	28%	(24)	61%	(53)	12%	(10)	87
#1 Issue: Other	12%	(10)	59%	(49)	29%	(24)	83
2016 Vote: Democrat Hillary Clinton	34%	(169)	55%	(279)	11%	(57)	505
2016 Vote: Republican Donald Trump	20%	(101)	62%	(311)	18%	(93)	505
2016 Vote: Someone else	26%	(30)	52%	(61)	23%	(26)	117
2012 Vote: Barack Obama	31%	(186)	54%	(324)	15%	(91)	601
2012 Vote: Mitt Romney	16%	(60)	67%	(247)	16%	(59)	366
2012 Vote: Other	21%	(14)	55%	(36)	24%	(16)	67
2012 Vote: Didn't Vote	19%	(101)	57%	(311)	24%	(130)	543
4-Region: Northeast	23%	(66)	61%	(175)	16%	(46)	287
4-Region: Midwest	24%	(80)	57%	(194)	19%	(64)	339
4-Region: South	22%	(132)	58%	(348)	20%	(117)	597
4-Region: West	23%	(83)	57%	(205)	19%	(69)	356
Likely to Purchase Vehicle in 12 Mnths	25%	(159)	60%	(391)	15%	(98)	649
Unlikely to Purchase Vehicle in 12 Mnths	23%	(182)	60%	(481)	18%	(145)	809
Own/Lease A Truck	24%	(75)	59%	(186)	17%	(54)	315
Do Not Own/Lease A Truck	22%	(258)	59%	(688)	19%	(217)	1162
Next Vehicle in 12 Months will be Truck	24%	(49)	62%	(128)	14%	(30)	206
Next Vehicle in 12 Months will NOT be Truck	25%	(101)	60%	(239)	14%	(57)	396

Continued on next page

**Table BD10:** *Did you or did you not find this advertisement to be...  
Insensitive to current issues of race in the United States*

<b>Demographic</b>	<b>Yes, I did</b>		<b>No, I did not</b>		<b>Don't Know / No Opinion</b>		<b>Total N</b>
Adults Who Viewed Ram Advertisement	23%	(361)	58%	(921)	19%	(296)	1579
Has Twitter Account	28%	(214)	60%	(461)	13%	(98)	772
Does Not Have Twitter Account	18%	(148)	57%	(460)	25%	(198)	807

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults Who Viewed Ram Advertisement	1579	100%
xdemGender	Gender: Male	861	55%
	Gender: Female	718	45%
	N	1579	
age5	Age: 18-29	420	27%
	Age: 30-44	397	25%
	Age: 45-54	290	18%
	Age: 55-64	247	16%
	Age: 65+	225	14%
	N	1579	
xpid3	PID: Dem (no lean)	544	34%
	PID: Ind (no lean)	582	37%
	PID: Rep (no lean)	453	29%
	N	1579	
xpidGender	PID/Gender: Dem Men	282	18%
	PID/Gender: Dem Women	262	17%
	PID/Gender: Ind Men	328	21%
	PID/Gender: Ind Women	254	16%
	PID/Gender: Rep Men	251	16%
	PID/Gender: Rep Women	202	13%
	N	1579	
xdemTea	Tea Party: Supporter	412	26%
	Tea Party: Not Supporter	1164	74%
	N	1576	
xdemIdeo3	Ideo: Liberal (1-3)	504	32%
	Ideo: Moderate (4)	373	24%
	Ideo: Conservative (5-7)	485	31%
	N	1362	
xeduc3	Educ: < College	1143	72%
	Educ: Bachelors degree	302	19%
	Educ: Post-grad	134	8%
	N	1579	
xdemInc3	Income: Under 50k	903	57%
	Income: 50k-100k	472	30%
	Income: 100k+	204	13%
	N	1579	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1252	79%
xdemHispBin	Ethnicity: Hispanic	256	16%
demBlackBin	Ethnicity: Afr. Am.	195	12%
demRaceOther	Ethnicity: Other	132	8%
xrelNet	Relig: Protestant	349	22%
	Relig: Roman Catholic	304	19%
	Relig: Ath./Agn./None	500	32%
	Relig: Something Else	244	15%
	N	1397	
xreligion1	Relig: Jewish	32	2%
xreligion2	Relig: Evangelical	425	27%
	Relig: Non-Evang. Catholics	407	26%
	N	833	
xreligion3	Relig: All Christian	833	53%
	Relig: All Non-Christian	743	47%
	N	1576	
xdemUsr	Community: Urban	411	26%
	Community: Suburban	740	47%
	Community: Rural	428	27%
	N	1579	
xdemEmploy	Employ: Private Sector	510	32%
	Employ: Government	118	7%
	Employ: Self-Employed	150	9%
	Employ: Homemaker	113	7%
	Employ: Student	76	5%
	Employ: Retired	301	19%
	Employ: Unemployed	152	10%
	Employ: Other	159	10%
	N	1579	
xdemMilHH1	Military HH: Yes	268	17%
	Military HH: No	1311	83%
	N	1579	
xnr1	RD/WT: Right Direction	643	41%
	RD/WT: Wrong Track	936	59%
	N	1579	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	326	21%
	Somewhat Approve	354	22%
	Somewhat Disapprove	238	15%
	Strongly Disapprove	564	36%
	Dont Know / No Opinion	98	6%
	N	1579	
xnr3	#1 Issue: Economy	495	31%
	#1 Issue: Security	237	15%
	#1 Issue: Health Care	285	18%
	#1 Issue: Medicare / Social Security	212	13%
	#1 Issue: Women's Issues	72	5%
	#1 Issue: Education	109	7%
	#1 Issue: Energy	87	5%
	#1 Issue: Other	83	5%
	N	1579	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	505	32%
	2016 Vote: Republican Donald Trump	505	32%
	2016 Vote: Someone else	117	7%
	N	1127	
xsubVote12O	2012 Vote: Barack Obama	601	38%
	2012 Vote: Mitt Romney	366	23%
	2012 Vote: Other	67	4%
	2012 Vote: Didn't Vote	543	34%
	N	1576	
xreg4	4-Region: Northeast	287	18%
	4-Region: Midwest	339	21%
	4-Region: South	597	38%
	4-Region: West	356	23%
	N	1579	
xdemRam1	Likely to Purchase Vehicle in 12 Mnths	649	41%
	Unlikely to Purchase Vehicle in 12 Mnths	809	51%
	N	1457	
xdemRam2	Own/Lease A Truck	315	20%
	Do Not Own/Lease A Truck	1162	74%
	N	1477	
xdemVid1	Next Vehicle in 12 Months will be Truck	206	13%
	Next Vehicle in 12 Months will NOT be Truck	396	25%
	N	602	

Continued on next page

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemVid2	Has Twitter Account	772	49%
	Does Not Have Twitter Account	807	51%
	<i>N</i>	1579	

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



