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Morning Consult
National Tracking Poll #180209
February 08-10, 2018

Crosstabulation Results

Methodology:

This poll was conducted from February 08-10, 2018, among a national sample of 2201 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.



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Crosstabulation Results by Respondent Demographics

Table BRD1_1: Do you have an account on the following social media platforms, or not?

Facebook

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	84%	(1856)	13%	(283)	3%	(61)	2201
Gender: Male	81%	(860)	16%	(171)	3%	(29)	1060
Gender: Female	87%	(996)	10%	(113)	3%	(33)	1141
Age: 18-29	82%	(393)	15%	(73)	2%	(10)	476
Age: 30-44	89%	(497)	8%	(43)	3%	(19)	559
Age: 45-54	88%	(372)	9%	(39)	3%	(13)	423
Age: 55-64	84%	(291)	13%	(46)	2%	(8)	345
Age: 65+	77%	(305)	21%	(82)	3%	(11)	398
PID: Dem (no lean)	85%	(618)	12%	(89)	3%	(21)	728
PID: Ind (no lean)	84%	(683)	13%	(105)	3%	(27)	815
PID: Rep (no lean)	84%	(555)	13%	(89)	2%	(14)	658
PID/Gender: Dem Men	82%	(268)	14%	(45)	4%	(15)	328
PID/Gender: Dem Women	87%	(350)	11%	(44)	2%	(6)	400
PID/Gender: Ind Men	81%	(308)	17%	(64)	3%	(10)	382
PID/Gender: Ind Women	87%	(375)	9%	(41)	4%	(17)	433
PID/Gender: Rep Men	81%	(285)	17%	(61)	1%	(4)	350
PID/Gender: Rep Women	88%	(271)	9%	(28)	3%	(10)	308
Tea Party: Supporter	87%	(522)	12%	(71)	2%	(10)	603
Tea Party: Not Supporter	83%	(1320)	13%	(212)	3%	(51)	1583
Ideo: Liberal (1-3)	86%	(636)	12%	(88)	2%	(17)	741
Ideo: Moderate (4)	85%	(416)	13%	(65)	2%	(10)	492
Ideo: Conservative (5-7)	84%	(549)	14%	(95)	2%	(13)	657
Educ: < College	85%	(1327)	12%	(186)	3%	(54)	1567
Educ: Bachelors degree	83%	(346)	16%	(65)	1%	(4)	416
Educ: Post-grad	84%	(183)	15%	(32)	2%	(3)	219

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Table BRD1_1: Do you have an account on the following social media platforms, or not?
Facebook

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	84% (1856)	13% (283)	3% (61)	2201
Income: Under 50k	84% (1134)	12% (162)	4% (47)	1344
Income: 50k-100k	85% (527)	13% (81)	2% (12)	621
Income: 100k+	83% (195)	17% (40)	1% (2)	237
Ethnicity: White	86% (1510)	12% (203)	2% (38)	1750
Ethnicity: Hispanic	80% (262)	16% (52)	5% (15)	329
Ethnicity: Afr. Am.	80% (215)	16% (42)	4% (11)	269
Ethnicity: Other	72% (131)	21% (38)	7% (13)	182
Relig: Protestant	84% (442)	15% (78)	2% (8)	528
Relig: Roman Catholic	79% (339)	19% (82)	2% (10)	431
Relig: Ath./Agn./None	85% (520)	12% (71)	4% (22)	614
Relig: Something Else	87% (326)	9% (34)	4% (15)	374
Relig: Evangelical	85% (550)	13% (85)	2% (15)	650
Relig: Non-Evang. Catholics	82% (459)	17% (93)	2% (10)	562
Relig: All Christian	83% (1009)	15% (179)	2% (25)	1213
Relig: All Non-Christian	86% (846)	11% (105)	4% (37)	988
Community: Urban	84% (483)	12% (71)	3% (20)	573
Community: Suburban	84% (813)	14% (139)	2% (21)	973
Community: Rural	86% (561)	11% (74)	3% (20)	654
Employ: Private Sector	87% (585)	12% (80)	1% (8)	673
Employ: Government	83% (127)	15% (22)	2% (3)	153
Employ: Self-Employed	86% (209)	9% (23)	4% (10)	242
Employ: Homemaker	91% (172)	6% (12)	3% (5)	189
Employ: Student	77% (81)	21% (22)	2% (2)	105
Employ: Retired	78% (361)	19% (87)	3% (14)	462
Employ: Unemployed	88% (166)	9% (17)	3% (6)	189
Employ: Other	82% (155)	11% (20)	7% (13)	188
Military HH: Yes	83% (372)	14% (61)	3% (15)	448
Military HH: No	85% (1485)	13% (222)	3% (46)	1753
RD/WT: Right Direction	83% (781)	14% (132)	3% (26)	939
RD/WT: Wrong Track	85% (1076)	12% (151)	3% (35)	1262

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Table BRD1_1: Do you have an account on the following social media platforms, or not?

Facebook

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	84% (1856)	13% (283)	3% (61)	2201
Strongly Approve	86% (415)	12% (60)	2% (7)	482
Somewhat Approve	81% (385)	15% (69)	4% (19)	473
Somewhat Disapprove	88% (248)	10% (28)	2% (7)	283
Strongly Disapprove	85% (703)	13% (108)	1% (12)	823
Dont Know / No Opinion	75% (105)	13% (18)	12% (17)	140
#1 Issue: Economy	85% (571)	13% (86)	2% (14)	671
#1 Issue: Security	85% (335)	14% (55)	1% (6)	396
#1 Issue: Health Care	89% (338)	8% (32)	2% (9)	378
#1 Issue: Medicare / Social Security	82% (227)	16% (45)	2% (5)	278
#1 Issue: Women's Issues	87% (100)	12% (13)	2% (2)	115
#1 Issue: Education	79% (127)	17% (27)	4% (7)	161
#1 Issue: Energy	84% (76)	12% (11)	4% (4)	91
#1 Issue: Other	75% (83)	12% (13)	13% (15)	111
2016 Vote: Democrat Hillary Clinton	86% (566)	11% (74)	2% (16)	657
2016 Vote: Republican Donald Trump	84% (613)	14% (100)	2% (16)	729
2016 Vote: Someone else	84% (156)	14% (26)	2% (4)	185
2012 Vote: Barack Obama	86% (718)	11% (96)	2% (20)	834
2012 Vote: Mitt Romney	83% (455)	15% (81)	2% (11)	547
2012 Vote: Other	90% (77)	5% (4)	5% (5)	86
2012 Vote: Didn't Vote	83% (602)	14% (102)	3% (25)	729
4-Region: Northeast	82% (329)	14% (58)	4% (15)	402
4-Region: Midwest	87% (411)	11% (50)	3% (13)	474
4-Region: South	88% (714)	11% (93)	1% (9)	815
4-Region: West	79% (403)	16% (83)	5% (25)	511
All Investors	84% (828)	13% (132)	2% (21)	980
Investments >= \$50k	83% (489)	15% (85)	2% (13)	587
Investments < \$50k	86% (339)	12% (46)	2% (8)	393
Facebook User	100% (1856)	— (0)	— (0)	1856
Instagram User	93% (932)	7% (69)	— (3)	1005
Snapchat User	92% (683)	8% (59)	— (3)	745

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Table BRD1_1: Do you have an account on the following social media platforms, or not?

Facebook

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	84% (1856)	13% (283)	3% (61)	2201
Twitter User	93% (793)	6% (53)	— (3)	850

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

Table BRD1_4: Do you have an account on the following social media platforms, or not?

Instagram

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	46% (1005)	49% (1085)	5% (112)	2201
Gender: Male	43% (456)	52% (552)	5% (52)	1060
Gender: Female	48% (548)	47% (533)	5% (60)	1141
Age: 18-29	76% (361)	21% (101)	3% (13)	476
Age: 30-44	54% (303)	40% (225)	6% (31)	559
Age: 45-54	42% (177)	53% (222)	6% (24)	423
Age: 55-64	29% (99)	65% (224)	6% (22)	345
Age: 65+	16% (65)	78% (312)	5% (21)	398
PID: Dem (no lean)	48% (351)	46% (335)	6% (41)	728
PID: Ind (no lean)	44% (360)	50% (409)	6% (46)	815
PID: Rep (no lean)	45% (293)	52% (340)	4% (24)	658
PID/Gender: Dem Men	48% (158)	45% (146)	7% (24)	328
PID/Gender: Dem Women	48% (194)	47% (189)	4% (17)	400
PID/Gender: Ind Men	39% (147)	57% (218)	4% (17)	382
PID/Gender: Ind Women	49% (213)	44% (191)	7% (29)	433
PID/Gender: Rep Men	43% (151)	54% (188)	3% (10)	350
PID/Gender: Rep Women	46% (142)	49% (153)	5% (14)	308
Tea Party: Supporter	53% (318)	44% (264)	4% (21)	603
Tea Party: Not Supporter	43% (684)	51% (811)	6% (88)	1583
Ideo: Liberal (1-3)	56% (416)	39% (291)	5% (34)	741
Ideo: Moderate (4)	40% (195)	56% (273)	5% (24)	492
Ideo: Conservative (5-7)	37% (244)	60% (393)	3% (19)	657
Educ: < College	46% (721)	48% (756)	6% (90)	1567
Educ: Bachelors degree	45% (187)	52% (215)	3% (14)	416
Educ: Post-grad	44% (97)	52% (115)	3% (7)	219
Income: Under 50k	45% (603)	49% (657)	6% (84)	1344
Income: 50k-100k	46% (288)	50% (309)	4% (23)	621
Income: 100k+	48% (114)	50% (118)	2% (5)	237

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Table BRD1_4: Do you have an account on the following social media platforms, or not?
 Instagram

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	46% (1005)	49% (1085)	5% (112)	2201
Ethnicity: White	43% (748)	53% (923)	5% (80)	1750
Ethnicity: Hispanic	64% (211)	30% (100)	6% (18)	329
Ethnicity: Afr. Am.	56% (149)	38% (101)	7% (19)	269
Ethnicity: Other	59% (107)	34% (61)	7% (13)	182
Relig: Protestant	33% (176)	64% (335)	3% (16)	528
Relig: Roman Catholic	46% (198)	50% (214)	5% (19)	431
Relig: Ath./Agn./None	51% (316)	42% (259)	6% (39)	614
Relig: Something Else	52% (194)	42% (159)	6% (21)	374
Relig: Evangelical	45% (291)	51% (333)	4% (26)	650
Relig: Non-Evang. Catholics	36% (205)	59% (333)	4% (25)	562
Relig: All Christian	41% (495)	55% (666)	4% (51)	1213
Relig: All Non-Christian	52% (509)	42% (418)	6% (60)	988
Community: Urban	46% (266)	49% (279)	5% (29)	573
Community: Suburban	47% (455)	49% (474)	5% (44)	973
Community: Rural	43% (283)	51% (332)	6% (39)	654
Employ: Private Sector	51% (346)	46% (311)	2% (16)	673
Employ: Government	54% (82)	43% (65)	4% (6)	153
Employ: Self-Employed	52% (127)	42% (102)	5% (13)	242
Employ: Homemaker	46% (87)	48% (90)	6% (12)	189
Employ: Student	75% (78)	24% (25)	2% (2)	105
Employ: Retired	23% (106)	71% (330)	6% (27)	462
Employ: Unemployed	46% (87)	45% (86)	8% (16)	189
Employ: Other	48% (91)	41% (76)	11% (21)	188
Military HH: Yes	44% (195)	51% (227)	6% (25)	448
Military HH: No	46% (809)	49% (858)	5% (87)	1753
RD/WT: Right Direction	46% (431)	49% (461)	5% (46)	939
RD/WT: Wrong Track	45% (574)	49% (623)	5% (65)	1262

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Table BRD1_4: Do you have an account on the following social media platforms, or not?

Instagram

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	46% (1005)	49% (1085)	5% (112)	2201
Strongly Approve	42% (203)	53% (258)	4% (22)	482
Somewhat Approve	41% (195)	54% (257)	4% (21)	473
Somewhat Disapprove	49% (140)	45% (128)	5% (15)	283
Strongly Disapprove	49% (401)	48% (394)	3% (29)	823
Dont Know / No Opinion	47% (66)	34% (48)	19% (26)	140
#1 Issue: Economy	47% (313)	49% (331)	4% (27)	671
#1 Issue: Security	40% (158)	56% (222)	4% (16)	396
#1 Issue: Health Care	52% (196)	45% (170)	3% (12)	378
#1 Issue: Medicare / Social Security	28% (76)	67% (186)	6% (16)	278
#1 Issue: Women's Issues	69% (79)	26% (30)	5% (6)	115
#1 Issue: Education	59% (95)	33% (54)	8% (12)	161
#1 Issue: Energy	50% (46)	41% (37)	9% (8)	91
#1 Issue: Other	36% (40)	50% (55)	14% (16)	111
2016 Vote: Democrat Hillary Clinton	49% (320)	47% (306)	5% (31)	657
2016 Vote: Republican Donald Trump	38% (277)	58% (422)	4% (31)	729
2016 Vote: Someone else	40% (74)	56% (103)	4% (8)	185
2012 Vote: Barack Obama	46% (383)	49% (411)	5% (40)	834
2012 Vote: Mitt Romney	39% (211)	59% (323)	2% (13)	547
2012 Vote: Other	29% (25)	60% (51)	12% (10)	86
2012 Vote: Didn't Vote	53% (384)	41% (296)	7% (49)	729
4-Region: Northeast	44% (178)	50% (202)	5% (21)	402
4-Region: Midwest	40% (189)	54% (256)	6% (28)	474
4-Region: South	48% (391)	49% (397)	3% (27)	815
4-Region: West	48% (247)	45% (230)	7% (35)	511
All Investors	47% (465)	49% (478)	4% (37)	980
Investments >= \$50k	45% (265)	51% (302)	3% (20)	587
Investments < \$50k	51% (201)	45% (176)	4% (17)	393
Facebook User	50% (932)	47% (866)	3% (58)	1856
Instagram User	100% (1005)	— (0)	— (0)	1005
Snapchat User	81% (607)	17% (130)	1% (8)	745

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Table BRD1_4: Do you have an account on the following social media platforms, or not?*Instagram*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	46% (1005)	49% (1085)	5% (112)	2201
Twitter User	73% (620)	26% (217)	2% (13)	850

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

Table BRD1_5: Do you have an account on the following social media platforms, or not?

Snapchat

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	34%	(745)	61%	(1336)	5%	(120)	2201
Gender: Male	32%	(342)	62%	(657)	6%	(60)	1060
Gender: Female	35%	(403)	59%	(678)	5%	(60)	1141
Age: 18-29	73%	(347)	24%	(114)	3%	(15)	476
Age: 30-44	40%	(225)	53%	(295)	7%	(39)	559
Age: 45-54	26%	(108)	69%	(290)	6%	(24)	423
Age: 55-64	12%	(43)	81%	(279)	7%	(23)	345
Age: 65+	5%	(22)	90%	(357)	5%	(19)	398
PID: Dem (no lean)	35%	(255)	59%	(430)	6%	(43)	728
PID: Ind (no lean)	34%	(279)	59%	(484)	6%	(52)	815
PID: Rep (no lean)	32%	(211)	64%	(421)	4%	(25)	658
PID/Gender: Dem Men	34%	(112)	58%	(190)	8%	(25)	328
PID/Gender: Dem Women	36%	(142)	60%	(240)	5%	(18)	400
PID/Gender: Ind Men	29%	(111)	65%	(249)	6%	(22)	382
PID/Gender: Ind Women	39%	(168)	54%	(235)	7%	(30)	433
PID/Gender: Rep Men	34%	(119)	62%	(218)	4%	(13)	350
PID/Gender: Rep Women	30%	(93)	66%	(203)	4%	(12)	308
Tea Party: Supporter	42%	(254)	54%	(326)	4%	(23)	603
Tea Party: Not Supporter	31%	(486)	63%	(1001)	6%	(97)	1583
Ideo: Liberal (1-3)	44%	(328)	51%	(374)	5%	(39)	741
Ideo: Moderate (4)	30%	(149)	65%	(317)	5%	(25)	492
Ideo: Conservative (5-7)	22%	(147)	74%	(487)	4%	(23)	657
Educ: < College	35%	(552)	59%	(919)	6%	(95)	1567
Educ: Bachelors degree	32%	(132)	64%	(265)	4%	(18)	416
Educ: Post-grad	27%	(60)	69%	(151)	4%	(8)	219
Income: Under 50k	33%	(439)	61%	(815)	7%	(90)	1344
Income: 50k-100k	37%	(227)	60%	(369)	4%	(24)	621
Income: 100k+	34%	(79)	64%	(151)	3%	(6)	237

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Table BRD1_5: Do you have an account on the following social media platforms, or not?*Snapchat*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	34% (745)	61% (1336)	5% (120)	2201
Ethnicity: White	31% (549)	64% (1119)	5% (82)	1750
Ethnicity: Hispanic	56% (183)	38% (125)	6% (21)	329
Ethnicity: Afr. Am.	41% (110)	51% (138)	8% (21)	269
Ethnicity: Other	47% (86)	43% (78)	10% (17)	182
Relig: Protestant	22% (115)	75% (398)	3% (15)	528
Relig: Roman Catholic	35% (150)	61% (262)	4% (19)	431
Relig: Ath./Agn./None	39% (237)	54% (332)	7% (45)	614
Relig: Something Else	41% (155)	52% (195)	6% (24)	374
Relig: Evangelical	32% (210)	63% (411)	4% (29)	650
Relig: Non-Evang. Catholics	25% (143)	71% (397)	4% (22)	562
Relig: All Christian	29% (354)	67% (808)	4% (51)	1213
Relig: All Non-Christian	40% (391)	53% (527)	7% (69)	988
Community: Urban	34% (194)	61% (348)	5% (31)	573
Community: Suburban	34% (335)	61% (593)	5% (45)	973
Community: Rural	33% (216)	60% (395)	7% (44)	654
Employ: Private Sector	40% (272)	56% (379)	3% (22)	673
Employ: Government	39% (60)	57% (87)	4% (6)	153
Employ: Self-Employed	42% (101)	53% (127)	6% (14)	242
Employ: Homemaker	30% (58)	64% (122)	5% (10)	189
Employ: Student	77% (81)	21% (22)	2% (2)	105
Employ: Retired	10% (47)	84% (390)	6% (26)	462
Employ: Unemployed	36% (67)	55% (104)	9% (18)	189
Employ: Other	32% (60)	56% (106)	12% (22)	188
Military HH: Yes	30% (136)	63% (282)	7% (30)	448
Military HH: No	35% (609)	60% (1054)	5% (91)	1753
RD/WT: Right Direction	33% (313)	61% (576)	5% (50)	939
RD/WT: Wrong Track	34% (432)	60% (760)	6% (70)	1262

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Table BRD1_5: Do you have an account on the following social media platforms, or not?

Snapchat

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	34% (745)	61% (1336)	5% (120)	2201
Strongly Approve	32% (153)	63% (304)	5% (24)	482
Somewhat Approve	30% (141)	65% (309)	5% (23)	473
Somewhat Disapprove	37% (104)	58% (163)	6% (17)	283
Strongly Disapprove	35% (289)	61% (500)	4% (34)	823
Dont Know / No Opinion	41% (58)	42% (59)	17% (23)	140
#1 Issue: Economy	35% (233)	61% (408)	4% (29)	671
#1 Issue: Security	29% (114)	68% (269)	3% (14)	396
#1 Issue: Health Care	34% (130)	61% (233)	4% (16)	378
#1 Issue: Medicare / Social Security	18% (49)	78% (216)	5% (13)	278
#1 Issue: Women's Issues	54% (62)	41% (47)	6% (7)	115
#1 Issue: Education	53% (86)	38% (62)	8% (13)	161
#1 Issue: Energy	46% (42)	41% (38)	12% (11)	91
#1 Issue: Other	26% (29)	58% (64)	16% (18)	111
2016 Vote: Democrat Hillary Clinton	33% (216)	62% (405)	5% (35)	657
2016 Vote: Republican Donald Trump	25% (184)	71% (514)	4% (31)	729
2016 Vote: Someone else	34% (63)	62% (115)	4% (7)	185
2012 Vote: Barack Obama	31% (260)	64% (530)	5% (44)	834
2012 Vote: Mitt Romney	26% (139)	72% (393)	3% (14)	547
2012 Vote: Other	18% (16)	71% (61)	10% (9)	86
2012 Vote: Didn't Vote	45% (330)	48% (346)	7% (53)	729
4-Region: Northeast	29% (117)	64% (256)	7% (29)	402
4-Region: Midwest	33% (156)	61% (288)	6% (29)	474
4-Region: South	34% (275)	62% (509)	4% (31)	815
4-Region: West	39% (197)	55% (282)	6% (32)	511
All Investors	35% (342)	61% (600)	4% (39)	980
Investments >= \$50k	31% (181)	65% (383)	4% (23)	587
Investments < \$50k	41% (160)	55% (217)	4% (16)	393
Facebook User	37% (683)	60% (1111)	3% (62)	1856
Instagram User	60% (607)	38% (377)	2% (20)	1005
Snapchat User	100% (745)	— (0)	— (0)	745

Continued on next page

Table BRD1_5: Do you have an account on the following social media platforms, or not?

Snapchat

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	34% (745)	61% (1336)	5% (120)	2201
Twitter User	54% (460)	44% (375)	2% (15)	850

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

Table BRD1_6: Do you have an account on the following social media platforms, or not?

Twitter

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	39% (850)	56% (1225)	6% (126)	2201
Gender: Male	39% (413)	55% (583)	6% (63)	1060
Gender: Female	38% (436)	56% (642)	6% (63)	1141
Age: 18-29	52% (248)	44% (210)	4% (18)	476
Age: 30-44	44% (247)	48% (269)	8% (43)	559
Age: 45-54	41% (172)	53% (222)	7% (29)	423
Age: 55-64	29% (101)	66% (227)	5% (17)	345
Age: 65+	20% (81)	75% (298)	5% (19)	398
PID: Dem (no lean)	42% (309)	51% (372)	6% (47)	728
PID: Ind (no lean)	35% (287)	59% (479)	6% (49)	815
PID: Rep (no lean)	39% (253)	57% (374)	5% (31)	658
PID/Gender: Dem Men	45% (148)	47% (153)	8% (27)	328
PID/Gender: Dem Women	40% (161)	55% (219)	5% (20)	400
PID/Gender: Ind Men	34% (129)	61% (233)	5% (20)	382
PID/Gender: Ind Women	36% (158)	57% (246)	7% (29)	433
PID/Gender: Rep Men	39% (136)	56% (197)	5% (16)	350
PID/Gender: Rep Women	38% (117)	57% (177)	5% (15)	308
Tea Party: Supporter	44% (262)	52% (315)	4% (25)	603
Tea Party: Not Supporter	37% (582)	57% (901)	6% (100)	1583
Ideo: Liberal (1-3)	49% (361)	46% (341)	5% (39)	741
Ideo: Moderate (4)	37% (182)	59% (291)	4% (18)	492
Ideo: Conservative (5-7)	33% (215)	63% (415)	4% (27)	657
Educ: < College	37% (581)	56% (881)	7% (104)	1567
Educ: Bachelors degree	44% (182)	53% (220)	3% (13)	416
Educ: Post-grad	39% (86)	56% (124)	4% (9)	219
Income: Under 50k	37% (495)	56% (754)	7% (95)	1344
Income: 50k-100k	41% (257)	54% (337)	4% (26)	621
Income: 100k+	41% (98)	57% (134)	2% (5)	237

Continued on next page

Table BRD1_6: Do you have an account on the following social media platforms, or not?
 Twitter

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	39% (850)	56% (1225)	6% (126)	2201
Ethnicity: White	37% (656)	58% (1012)	5% (83)	1750
Ethnicity: Hispanic	44% (145)	46% (152)	10% (32)	329
Ethnicity: Afr. Am.	47% (127)	46% (123)	7% (19)	269
Ethnicity: Other	37% (67)	50% (90)	13% (24)	182
Relig: Protestant	37% (194)	61% (321)	2% (13)	528
Relig: Roman Catholic	38% (164)	55% (238)	7% (29)	431
Relig: Ath./Agn./None	41% (250)	53% (323)	7% (41)	614
Relig: Something Else	41% (152)	54% (201)	6% (21)	374
Relig: Evangelical	38% (247)	56% (366)	6% (37)	650
Relig: Non-Evang. Catholics	36% (200)	59% (334)	5% (28)	562
Relig: All Christian	37% (448)	58% (700)	5% (64)	1213
Relig: All Non-Christian	41% (402)	53% (524)	6% (62)	988
Community: Urban	39% (222)	55% (316)	6% (35)	573
Community: Suburban	40% (392)	55% (535)	5% (46)	973
Community: Rural	36% (235)	57% (375)	7% (44)	654
Employ: Private Sector	44% (294)	53% (355)	4% (24)	673
Employ: Government	40% (62)	55% (84)	5% (7)	153
Employ: Self-Employed	53% (129)	42% (102)	5% (11)	242
Employ: Homemaker	35% (66)	60% (113)	5% (10)	189
Employ: Student	61% (64)	37% (39)	2% (2)	105
Employ: Retired	24% (111)	71% (327)	5% (25)	462
Employ: Unemployed	35% (65)	55% (103)	11% (21)	189
Employ: Other	31% (58)	54% (102)	15% (28)	188
Military HH: Yes	38% (171)	55% (248)	6% (28)	448
Military HH: No	39% (678)	56% (977)	6% (98)	1753
RD/WT: Right Direction	38% (357)	56% (522)	6% (59)	939
RD/WT: Wrong Track	39% (492)	56% (703)	5% (67)	1262

Continued on next page

Table BRD1_6: Do you have an account on the following social media platforms, or not?

Twitter

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	39% (850)	56% (1225)	6% (126)	2201
Strongly Approve	39% (187)	56% (272)	5% (23)	482
Somewhat Approve	34% (162)	60% (282)	6% (29)	473
Somewhat Disapprove	39% (109)	55% (157)	6% (17)	283
Strongly Disapprove	42% (344)	55% (451)	4% (29)	823
Dont Know / No Opinion	34% (48)	46% (64)	20% (28)	140
#1 Issue: Economy	37% (250)	59% (393)	4% (28)	671
#1 Issue: Security	35% (137)	61% (242)	4% (16)	396
#1 Issue: Health Care	43% (164)	51% (194)	5% (20)	378
#1 Issue: Medicare / Social Security	27% (76)	68% (189)	5% (13)	278
#1 Issue: Women's Issues	57% (66)	39% (45)	4% (4)	115
#1 Issue: Education	45% (73)	46% (74)	9% (15)	161
#1 Issue: Energy	52% (48)	36% (33)	11% (10)	91
#1 Issue: Other	32% (36)	51% (56)	17% (19)	111
2016 Vote: Democrat Hillary Clinton	46% (300)	49% (320)	5% (36)	657
2016 Vote: Republican Donald Trump	35% (253)	60% (441)	5% (35)	729
2016 Vote: Someone else	36% (67)	60% (111)	4% (7)	185
2012 Vote: Barack Obama	42% (346)	53% (444)	5% (44)	834
2012 Vote: Mitt Romney	39% (211)	59% (322)	3% (14)	547
2012 Vote: Other	37% (31)	53% (45)	11% (9)	86
2012 Vote: Didn't Vote	36% (261)	56% (410)	8% (58)	729
4-Region: Northeast	36% (143)	57% (230)	7% (28)	402
4-Region: Midwest	40% (187)	55% (259)	6% (27)	474
4-Region: South	41% (332)	55% (447)	4% (35)	815
4-Region: West	37% (187)	56% (288)	7% (36)	511
All Investors	44% (427)	52% (512)	4% (42)	980
Investments >= \$50k	41% (243)	55% (321)	4% (23)	587
Investments < \$50k	47% (183)	49% (191)	5% (19)	393
Facebook User	43% (793)	54% (996)	4% (67)	1856
Instagram User	62% (620)	36% (357)	3% (28)	1005
Snapchat User	62% (460)	36% (265)	3% (21)	745

Continued on next page

Table BRD1_6: Do you have an account on the following social media platforms, or not?

Twitter

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	39% (850)	56% (1225)	6% (126)	2201
Twitter User	100% (850)	— (0)	— (0)	850

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

Table BRD2_1: How often do you use the following social media platforms?
Facebook

Demographic	At least once a day	A few times a week	At least once a week	A few times a month	At least once a month	Never	Don't Know		Total N
							/ No Opinion		
Adults	62% (1361)	12% (270)	5% (100)	3% (71)	4% (94)	12% (256)	2%	(50)	2201
Gender: Male	54% (574)	15% (159)	5% (54)	3% (36)	5% (56)	15% (154)	2%	(26)	1060
Gender: Female	69% (787)	10% (111)	4% (46)	3% (35)	3% (38)	9% (102)	2%	(23)	1141
Age: 18-29	61% (291)	12% (58)	4% (21)	4% (19)	4% (21)	11% (54)	3%	(13)	476
Age: 30-44	72% (400)	9% (52)	4% (23)	2% (9)	4% (22)	7% (38)	3%	(16)	559
Age: 45-54	59% (249)	14% (58)	6% (26)	5% (22)	4% (19)	10% (42)	2%	(8)	423
Age: 55-64	59% (205)	14% (49)	4% (13)	3% (11)	5% (18)	12% (42)	2%	(7)	345
Age: 65+	54% (216)	13% (53)	4% (17)	2% (9)	3% (14)	20% (81)	2%	(7)	398
PID: Dem (no lean)	61% (446)	13% (93)	5% (33)	3% (24)	4% (29)	12% (87)	2%	(16)	728
PID: Ind (no lean)	61% (495)	12% (96)	5% (44)	2% (19)	5% (40)	12% (96)	3%	(24)	815
PID: Rep (no lean)	64% (420)	12% (81)	3% (23)	4% (27)	4% (25)	11% (73)	2%	(10)	658
PID/Gender: Dem Men	57% (187)	14% (47)	5% (16)	2% (7)	4% (14)	14% (45)	4%	(12)	328
PID/Gender: Dem Women	65% (259)	12% (46)	4% (17)	4% (17)	4% (15)	11% (43)	1%	(3)	400
PID/Gender: Ind Men	52% (200)	15% (58)	7% (26)	2% (6)	6% (22)	16% (63)	2%	(8)	382
PID/Gender: Ind Women	68% (296)	9% (39)	4% (18)	3% (13)	4% (18)	8% (33)	4%	(16)	433
PID/Gender: Rep Men	54% (188)	16% (55)	3% (12)	7% (23)	6% (20)	13% (47)	2%	(6)	350
PID/Gender: Rep Women	75% (232)	8% (26)	4% (11)	1% (4)	2% (5)	8% (26)	1%	(4)	308
Tea Party: Supporter	61% (369)	15% (92)	6% (33)	3% (18)	3% (19)	10% (60)	2%	(10)	603
Tea Party: Not Supporter	62% (983)	11% (177)	4% (65)	3% (50)	5% (74)	12% (195)	2%	(39)	1583
Ideo: Liberal (1-3)	62% (462)	13% (93)	5% (38)	4% (27)	5% (38)	9% (70)	2%	(13)	741
Ideo: Moderate (4)	62% (305)	13% (64)	4% (17)	3% (13)	4% (20)	13% (64)	2%	(9)	492
Ideo: Conservative (5-7)	60% (396)	11% (75)	5% (32)	4% (27)	3% (20)	14% (95)	2%	(12)	657
Educ: < College	63% (991)	12% (194)	4% (66)	3% (43)	4% (62)	11% (169)	3%	(41)	1567
Educ: Bachelors degree	58% (241)	11% (47)	5% (21)	5% (21)	6% (25)	13% (56)	1%	(4)	416
Educ: Post-grad	59% (129)	13% (29)	6% (12)	3% (7)	3% (6)	14% (31)	2%	(5)	219

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Table BRD2_1: How often do you use the following social media platforms?**Facebook**

Demographic	At least once a day	A few times a week	At least once a week	A few times a month	At least once a month	Never	Don't Know		Total N
							/ No Opinion		
Adults	62% (1361)	12% (270)	5% (100)	3% (71)	4% (94)	12% (256)	2%	(50)	2201
Income: Under 50k	62% (832)	13% (169)	5% (63)	3% (36)	5% (65)	10% (141)	3%	(38)	1344
Income: 50k-100k	62% (384)	13% (78)	5% (28)	3% (19)	4% (23)	13% (80)	2%	(10)	621
Income: 100k+	61% (145)	10% (24)	4% (9)	7% (16)	2% (5)	15% (36)	1%	(2)	237
Ethnicity: White	64% (1129)	12% (202)	4% (75)	3% (51)	4% (73)	11% (187)	2%	(33)	1750
Ethnicity: Hispanic	56% (185)	15% (49)	4% (14)	6% (18)	5% (18)	13% (43)	1%	(3)	329
Ethnicity: Afr. Am.	53% (143)	15% (42)	7% (20)	3% (7)	4% (10)	13% (34)	5%	(13)	269
Ethnicity: Other	49% (89)	14% (26)	3% (5)	7% (12)	6% (10)	19% (35)	2%	(4)	182
Relig: Protestant	62% (328)	14% (74)	4% (19)	3% (15)	3% (18)	13% (69)	1%	(4)	528
Relig: Roman Catholic	59% (253)	11% (46)	6% (25)	3% (13)	4% (16)	16% (71)	2%	(7)	431
Relig: Ath./Agn./None	60% (365)	12% (74)	4% (27)	4% (22)	5% (32)	12% (71)	3%	(21)	614
Relig: Something Else	67% (252)	11% (40)	5% (17)	2% (8)	5% (18)	7% (27)	3%	(12)	374
Relig: Evangelical	62% (404)	14% (92)	5% (32)	3% (18)	3% (19)	12% (77)	1%	(8)	650
Relig: Non-Evang. Catholics	60% (339)	11% (64)	4% (23)	4% (23)	4% (24)	14% (81)	1%	(8)	562
Relig: All Christian	61% (743)	13% (156)	5% (56)	3% (41)	4% (43)	13% (158)	1%	(16)	1213
Relig: All Non-Christian	63% (617)	12% (114)	4% (44)	3% (30)	5% (50)	10% (98)	3%	(34)	988
Community: Urban	59% (336)	15% (84)	6% (35)	4% (22)	4% (21)	10% (56)	3%	(19)	573
Community: Suburban	61% (590)	12% (113)	4% (38)	4% (34)	5% (47)	14% (136)	2%	(16)	973
Community: Rural	67% (436)	11% (73)	4% (27)	2% (15)	4% (27)	10% (64)	2%	(14)	654
Employ: Private Sector	64% (430)	13% (85)	6% (37)	3% (18)	4% (24)	11% (71)	1%	(7)	673
Employ: Government	59% (90)	11% (17)	6% (10)	5% (7)	6% (9)	10% (15)	2%	(4)	153
Employ: Self-Employed	61% (147)	13% (32)	6% (14)	4% (9)	3% (6)	11% (26)	4%	(9)	242
Employ: Homemaker	74% (140)	11% (21)	2% (4)	4% (7)	2% (4)	5% (10)	1%	(3)	189
Employ: Student	54% (57)	10% (10)	2% (2)	6% (7)	9% (9)	16% (17)	1%	(2)	105
Employ: Retired	57% (261)	15% (70)	3% (15)	2% (10)	3% (15)	18% (81)	2%	(11)	462
Employ: Unemployed	64% (121)	9% (16)	7% (13)	4% (8)	6% (11)	8% (14)	3%	(5)	189
Employ: Other	61% (114)	9% (17)	3% (6)	3% (5)	8% (15)	11% (21)	5%	(10)	188
Military HH: Yes	63% (282)	13% (60)	5% (22)	2% (9)	4% (16)	11% (50)	2%	(9)	448
Military HH: No	62% (1079)	12% (210)	4% (78)	4% (61)	4% (78)	12% (206)	2%	(41)	1753

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Table BRD2_1: How often do you use the following social media platforms?

Facebook

Demographic	At least once	A few times	At least once	A few times	At least once	Never	Don't Know		Total N
	a day	a week	a week	a month	a month		/ No	Opinion	
Adults	62% (1361)	12% (270)	5% (100)	3% (71)	4% (94)	12% (256)	2%	(50)	2201
RD/WT: Right Direction	62% (579)	14% (134)	4% (37)	3% (26)	3% (27)	13% (119)	2%	(18)	939
RD/WT: Wrong Track	62% (782)	11% (136)	5% (63)	4% (45)	5% (67)	11% (137)	3%	(32)	1262
Strongly Approve	60% (291)	15% (70)	5% (23)	3% (16)	4% (18)	12% (57)	1%	(6)	482
Somewhat Approve	63% (299)	13% (60)	3% (16)	4% (17)	3% (13)	13% (62)	1%	(6)	473
Somewhat Disapprove	62% (174)	13% (36)	7% (20)	4% (12)	5% (15)	8% (23)	1%	(4)	283
Strongly Disapprove	63% (522)	11% (87)	4% (36)	3% (26)	5% (42)	12% (98)	2%	(14)	823
Dont Know / No Opinion	54% (75)	12% (16)	3% (5)	1% (1)	4% (6)	11% (16)	15%	(20)	140
#1 Issue: Economy	61% (412)	11% (76)	4% (26)	4% (28)	5% (30)	13% (87)	2%	(11)	671
#1 Issue: Security	62% (244)	15% (58)	3% (12)	2% (10)	4% (14)	12% (49)	2%	(8)	396
#1 Issue: Health Care	67% (253)	13% (51)	4% (16)	2% (9)	3% (11)	8% (31)	2%	(8)	378
#1 Issue: Medicare / Social Security	55% (153)	18% (50)	6% (16)	3% (10)	4% (12)	13% (37)	—	(1)	278
#1 Issue: Women's Issues	69% (79)	8% (9)	3% (3)	4% (5)	6% (7)	8% (10)	2%	(2)	115
#1 Issue: Education	63% (101)	7% (11)	4% (7)	2% (2)	6% (10)	13% (21)	5%	(9)	161
#1 Issue: Energy	57% (51)	8% (7)	12% (11)	4% (3)	7% (6)	8% (7)	6%	(5)	91
#1 Issue: Other	61% (68)	8% (9)	7% (8)	3% (3)	2% (2)	14% (15)	5%	(6)	111
2016 Vote: Democrat Hillary Clinton	62% (405)	14% (93)	4% (28)	4% (23)	3% (23)	11% (73)	2%	(12)	657
2016 Vote: Republican Donald Trump	63% (461)	13% (98)	4% (29)	2% (18)	3% (19)	12% (90)	2%	(14)	729
2016 Vote: Someone else	60% (112)	12% (23)	3% (5)	4% (7)	8% (15)	12% (23)	1%	(2)	185
2012 Vote: Barack Obama	63% (522)	14% (117)	5% (39)	3% (23)	4% (31)	11% (89)	2%	(13)	834
2012 Vote: Mitt Romney	62% (341)	13% (70)	4% (21)	3% (16)	3% (19)	13% (72)	1%	(7)	547
2012 Vote: Other	64% (55)	8% (7)	1% (1)	2% (2)	9% (7)	8% (7)	7%	(6)	86
2012 Vote: Didn't Vote	60% (438)	10% (76)	5% (38)	4% (30)	5% (37)	12% (86)	3%	(23)	729
4-Region: Northeast	57% (229)	14% (57)	4% (15)	4% (16)	6% (23)	13% (54)	2%	(9)	402
4-Region: Midwest	67% (315)	11% (50)	4% (21)	3% (15)	3% (13)	11% (50)	2%	(10)	474
4-Region: South	65% (529)	13% (104)	5% (42)	3% (23)	4% (29)	9% (74)	2%	(14)	815
4-Region: West	56% (288)	12% (59)	4% (22)	3% (17)	6% (29)	15% (78)	3%	(17)	511
All Investors	61% (599)	13% (131)	5% (49)	3% (33)	4% (35)	12% (118)	1%	(14)	980
Investments >= \$50k	60% (350)	14% (85)	4% (26)	4% (22)	3% (19)	14% (79)	1%	(5)	587
Investments < \$50k	63% (249)	12% (47)	6% (23)	3% (11)	4% (16)	10% (39)	2%	(9)	393

Continued on next page

Table BRD2_1: How often do you use the following social media platforms?

Facebook

Demographic	At least once a day	A few times a week	At least once a week	A few times a month	At least once a month	Never	Don't Know	Total N
							/ No Opinion	
Adults	62% (1361)	12% (270)	5% (100)	3% (71)	4% (94)	12% (256)	2% (50)	2201
Facebook User	72% (1343)	14% (257)	5% (87)	3% (63)	4% (73)	1% (23)	1% (11)	1856
Instagram User	74% (743)	12% (119)	3% (29)	2% (25)	3% (28)	6% (56)	— (4)	1005
Snapchat User	73% (542)	12% (92)	3% (24)	2% (16)	3% (22)	6% (47)	— (3)	745
Twitter User	69% (582)	14% (117)	4% (37)	4% (30)	4% (32)	6% (48)	— (4)	850

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

Table BRD2_4: How often do you use the following social media platforms?

Instagram

Demographic	At least once a day	A few times a week	At least once a week	A few times a month	At least once a month	Never	Don't Know	Total N
							/ No Opinion	
Adults	23% (505)	10% (216)	4% (91)	4% (96)	7% (154)	49% (1070)	3% (69)	2201
Gender: Male	22% (237)	11% (116)	5% (51)	4% (38)	6% (67)	49% (521)	3% (29)	1060
Gender: Female	23% (268)	9% (101)	3% (40)	5% (59)	8% (86)	48% (548)	4% (40)	1141
Age: 18-29	47% (226)	15% (73)	6% (28)	6% (29)	6% (28)	17% (83)	2% (10)	476
Age: 30-44	29% (161)	11% (63)	4% (23)	4% (24)	9% (49)	39% (215)	4% (24)	559
Age: 45-54	15% (64)	10% (40)	5% (20)	5% (22)	9% (40)	53% (226)	3% (11)	423
Age: 55-64	11% (37)	7% (24)	2% (6)	5% (16)	6% (21)	66% (229)	4% (13)	345
Age: 65+	4% (17)	4% (16)	4% (14)	1% (6)	4% (15)	80% (317)	3% (12)	398
PID: Dem (no lean)	25% (179)	12% (84)	4% (31)	4% (28)	8% (59)	44% (324)	3% (23)	728
PID: Ind (no lean)	22% (181)	10% (80)	4% (31)	5% (40)	6% (52)	49% (400)	4% (31)	815
PID: Rep (no lean)	22% (144)	8% (52)	4% (29)	4% (28)	7% (43)	53% (346)	2% (15)	658
PID/Gender: Dem Men	23% (77)	15% (48)	5% (16)	3% (10)	10% (32)	41% (133)	3% (11)	328
PID/Gender: Dem Women	26% (103)	9% (36)	4% (14)	4% (18)	7% (27)	48% (191)	3% (11)	400
PID/Gender: Ind Men	21% (81)	10% (37)	4% (16)	4% (14)	5% (18)	54% (206)	3% (10)	382
PID/Gender: Ind Women	23% (100)	10% (43)	3% (15)	6% (26)	8% (34)	45% (194)	5% (22)	433
PID/Gender: Rep Men	23% (79)	9% (30)	5% (18)	4% (14)	5% (17)	52% (182)	2% (8)	350
PID/Gender: Rep Women	21% (65)	7% (21)	3% (10)	5% (15)	8% (26)	53% (164)	2% (7)	308
Tea Party: Supporter	25% (151)	12% (71)	6% (37)	6% (35)	7% (40)	42% (254)	2% (15)	603
Tea Party: Not Supporter	22% (352)	9% (146)	3% (53)	4% (62)	7% (113)	51% (804)	3% (54)	1583
Ideo: Liberal (1-3)	30% (222)	13% (99)	6% (48)	6% (41)	7% (54)	35% (257)	3% (20)	741
Ideo: Moderate (4)	20% (99)	11% (52)	2% (8)	4% (19)	5% (27)	56% (275)	2% (11)	492
Ideo: Conservative (5-7)	15% (101)	7% (43)	5% (31)	3% (21)	7% (47)	61% (399)	2% (14)	657
Educ: < College	23% (360)	9% (148)	4% (66)	4% (70)	7% (108)	49% (763)	3% (51)	1567
Educ: Bachelors degree	25% (102)	10% (40)	4% (16)	4% (17)	7% (31)	47% (195)	4% (15)	416
Educ: Post-grad	20% (43)	13% (29)	4% (9)	4% (9)	6% (14)	51% (111)	2% (4)	219

Continued on next page

Table BRD2_4: How often do you use the following social media platforms?
Instagram

Demographic	At least once	A few times	At least once	A few times	At least once	Never	Don't Know	Total N
	a day	a week	a week	a month	a month		/ No Opinion	
Adults	23% (505)	10% (216)	4% (91)	4% (96)	7% (154)	49%(1070)	3% (69)	2201
Income: Under 50k	22% (294)	10% (130)	4% (51)	4% (60)	8% (102)	49% (657)	4% (50)	1344
Income: 50k-100k	24% (146)	11% (65)	5% (28)	4% (27)	7% (41)	48% (296)	3% (18)	621
Income: 100k+	27% (64)	9% (21)	5% (11)	4% (9)	5% (12)	50% (117)	1% (2)	237
Ethnicity: White	21% (364)	9% (160)	4% (69)	4% (72)	7% (114)	53% (922)	3% (49)	1750
Ethnicity: Hispanic	38% (126)	14% (46)	7% (23)	3% (11)	7% (23)	29% (94)	2% (5)	329
Ethnicity: Afr. Am.	30% (82)	12% (32)	3% (9)	5% (14)	10% (26)	34% (91)	5% (14)	269
Ethnicity: Other	32% (59)	13% (24)	7% (13)	6% (11)	7% (13)	31% (57)	3% (6)	182
Relig: Protestant	15% (80)	8% (44)	3% (18)	3% (15)	6% (29)	63% (332)	2% (10)	528
Relig: Roman Catholic	23% (98)	10% (44)	5% (24)	4% (15)	8% (33)	47% (204)	3% (13)	431
Relig: Ath./Agn./None	27% (166)	10% (60)	5% (28)	5% (29)	7% (45)	43% (262)	4% (24)	614
Relig: Something Else	28% (105)	13% (48)	3% (12)	5% (18)	7% (28)	40% (150)	3% (13)	374
Relig: Evangelical	22% (146)	9% (59)	3% (22)	5% (33)	7% (46)	50% (327)	3% (17)	650
Relig: Non-Evang. Catholics	16% (88)	9% (50)	5% (28)	3% (15)	6% (35)	59% (330)	3% (16)	562
Relig: All Christian	19% (234)	9% (109)	4% (51)	4% (49)	7% (81)	54% (657)	3% (33)	1213
Relig: All Non-Christian	27% (271)	11% (107)	4% (40)	5% (48)	7% (73)	42% (412)	4% (37)	988
Community: Urban	24% (136)	11% (64)	6% (32)	4% (21)	7% (42)	45% (258)	4% (21)	573
Community: Suburban	24% (232)	9% (92)	3% (33)	5% (44)	7% (65)	49% (481)	3% (25)	973
Community: Rural	21% (137)	9% (60)	4% (25)	5% (31)	7% (48)	51% (331)	4% (23)	654
Employ: Private Sector	26% (174)	12% (78)	5% (31)	6% (37)	7% (49)	43% (293)	2% (11)	673
Employ: Government	28% (43)	10% (16)	6% (9)	4% (7)	7% (10)	42% (64)	3% (4)	153
Employ: Self-Employed	28% (69)	11% (26)	5% (11)	5% (13)	9% (22)	36% (87)	6% (13)	242
Employ: Homemaker	23% (44)	9% (17)	4% (7)	5% (9)	8% (14)	50% (94)	2% (4)	189
Employ: Student	60% (62)	9% (9)	5% (5)	3% (3)	3% (3)	19% (20)	2% (2)	105
Employ: Retired	7% (33)	5% (25)	4% (18)	2% (11)	6% (28)	72% (331)	4% (17)	462
Employ: Unemployed	22% (41)	9% (17)	3% (6)	2% (5)	8% (15)	53% (99)	4% (7)	189
Employ: Other	21% (39)	15% (28)	2% (4)	6% (12)	7% (12)	43% (82)	6% (12)	188
Military HH: Yes	19% (85)	14% (61)	6% (25)	4% (16)	6% (26)	50% (222)	3% (11)	448
Military HH: No	24% (420)	9% (155)	4% (65)	5% (80)	7% (127)	48% (847)	3% (58)	1753

Continued on next page

Table BRD2_4: How often do you use the following social media platforms?

Instagram

Demographic	At least once	A few times	At least once	A few times	At least once	Never	Don't Know	Total N
	a day	a week	a week	a month	a month		/ No Opinion	
Adults	23% (505)	10% (216)	4% (91)	4% (96)	7% (154)	49%(1070)	3% (69)	2201
RD/WT: Right Direction	23% (213)	10% (95)	5% (44)	4% (38)	7% (65)	49% (458)	3% (27)	939
RD/WT: Wrong Track	23% (292)	10% (122)	4% (46)	5% (59)	7% (89)	48% (612)	3% (43)	1262
Strongly Approve	22% (104)	9% (43)	3% (17)	4% (18)	7% (33)	54% (260)	1% (7)	482
Somewhat Approve	19% (89)	8% (36)	6% (27)	4% (18)	7% (32)	53% (252)	4% (20)	473
Somewhat Disapprove	29% (81)	11% (32)	3% (9)	5% (14)	9% (25)	41% (116)	2% (6)	283
Strongly Disapprove	24% (199)	12% (95)	4% (32)	5% (38)	7% (57)	47% (384)	2% (18)	823
Dont Know / No Opinion	24% (33)	7% (10)	5% (7)	6% (8)	5% (7)	40% (56)	13% (18)	140
#1 Issue: Economy	23% (154)	10% (65)	4% (29)	4% (25)	8% (52)	49% (326)	3% (19)	671
#1 Issue: Security	18% (72)	9% (38)	4% (15)	4% (16)	6% (24)	55% (219)	3% (12)	396
#1 Issue: Health Care	27% (101)	11% (43)	4% (16)	7% (25)	6% (22)	43% (162)	3% (10)	378
#1 Issue: Medicare / Social Security	8% (22)	8% (23)	3% (9)	2% (6)	6% (17)	70% (194)	2% (7)	278
#1 Issue: Women's Issues	44% (50)	16% (18)	5% (6)	5% (6)	4% (5)	22% (25)	4% (5)	115
#1 Issue: Education	36% (59)	11% (18)	1% (2)	5% (9)	9% (15)	31% (51)	5% (9)	161
#1 Issue: Energy	26% (23)	8% (7)	12% (11)	8% (7)	11% (10)	33% (30)	3% (3)	91
#1 Issue: Other	21% (23)	4% (4)	2% (3)	2% (2)	9% (10)	57% (64)	5% (5)	111
2016 Vote: Democrat Hillary Clinton	23% (150)	14% (92)	4% (28)	4% (26)	8% (51)	45% (293)	2% (16)	657
2016 Vote: Republican Donald Trump	18% (133)	7% (49)	4% (31)	4% (30)	5% (38)	58% (425)	3% (23)	729
2016 Vote: Someone else	21% (39)	10% (18)	3% (6)	2% (5)	6% (12)	57% (105)	1% (1)	185
2012 Vote: Barack Obama	22% (182)	11% (94)	4% (32)	4% (34)	8% (69)	49% (406)	2% (17)	834
2012 Vote: Mitt Romney	18% (96)	9% (48)	4% (21)	3% (19)	6% (34)	58% (316)	2% (12)	547
2012 Vote: Other	14% (12)	5% (4)	3% (3)	1% (1)	7% (6)	62% (54)	8% (7)	86
2012 Vote: Didn't Vote	29% (214)	10% (70)	5% (35)	6% (43)	6% (45)	40% (290)	5% (33)	729
4-Region: Northeast	20% (80)	11% (43)	4% (16)	4% (16)	9% (36)	50% (201)	2% (9)	402
4-Region: Midwest	18% (88)	8% (38)	4% (18)	5% (23)	7% (35)	54% (255)	4% (17)	474
4-Region: South	24% (193)	11% (86)	5% (37)	5% (39)	7% (56)	46% (377)	3% (26)	815
4-Region: West	28% (144)	10% (50)	4% (19)	4% (19)	5% (27)	46% (236)	3% (16)	511
All Investors	25% (242)	11% (103)	6% (56)	5% (45)	6% (56)	46% (452)	3% (26)	980
Investments >= \$50k	25% (146)	10% (61)	5% (28)	4% (25)	4% (25)	49% (289)	2% (13)	587
Investments < \$50k	25% (97)	11% (42)	7% (27)	5% (20)	8% (31)	41% (163)	3% (14)	393

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Table BRD2_4: How often do you use the following social media platforms?
 Instagram

Demographic	At least once a day	A few times a week	At least once a week	A few times a month	At least once a month	Never	Don't Know / No Opinion	Total N
Adults	23% (505)	10% (216)	4% (91)	4% (96)	7% (154)	49%(1070)	3% (69)	2201
Facebook User	25% (457)	11% (205)	4% (80)	4% (80)	8% (143)	46% (858)	2% (33)	1856
Instagram User	49% (488)	20% (197)	8% (77)	8% (80)	12% (117)	4% (38)	1% (6)	1005
Snapchat User	48% (360)	17% (124)	5% (38)	6% (48)	6% (48)	16% (120)	1% (8)	745
Twitter User	38% (319)	16% (134)	6% (50)	5% (45)	10% (83)	24% (204)	2% (14)	850

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

Table BRD2_5: How often do you use the following social media platforms?

Snapchat

Demographic	At least once a day	A few times a week	At least once a week	A few times a month	At least once a month	Never	Don't Know	Total N
							/ No Opinion	
Adults	18% (399)	7% (159)	4% (87)	3% (76)	5% (104)	59% (1289)	4% (88)	2201
Gender: Male	18% (195)	7% (77)	4% (40)	4% (39)	4% (43)	59% (626)	4% (39)	1060
Gender: Female	18% (204)	7% (82)	4% (46)	3% (37)	5% (61)	58% (663)	4% (49)	1141
Age: 18-29	47% (225)	12% (58)	6% (29)	5% (24)	5% (25)	22% (103)	3% (13)	476
Age: 30-44	21% (118)	9% (51)	5% (29)	4% (23)	6% (31)	50% (280)	5% (27)	559
Age: 45-54	10% (41)	9% (39)	2% (10)	3% (14)	6% (27)	65% (277)	4% (16)	423
Age: 55-64	3% (10)	2% (6)	4% (15)	3% (10)	4% (13)	80% (275)	5% (16)	345
Age: 65+	1% (6)	1% (6)	1% (4)	1% (5)	2% (8)	89% (354)	4% (15)	398
PID: Dem (no lean)	20% (144)	9% (63)	4% (27)	4% (27)	4% (31)	55% (400)	5% (35)	728
PID: Ind (no lean)	19% (155)	5% (45)	3% (28)	3% (25)	6% (45)	59% (482)	4% (36)	815
PID: Rep (no lean)	15% (100)	8% (51)	5% (32)	4% (24)	4% (28)	62% (407)	3% (17)	658
PID/Gender: Dem Men	20% (67)	10% (34)	3% (10)	4% (12)	4% (12)	53% (174)	5% (18)	328
PID/Gender: Dem Women	19% (77)	7% (29)	4% (17)	4% (15)	5% (19)	56% (226)	4% (18)	400
PID/Gender: Ind Men	18% (69)	5% (20)	2% (9)	3% (11)	4% (16)	64% (244)	3% (13)	382
PID/Gender: Ind Women	20% (86)	6% (25)	4% (18)	3% (14)	7% (29)	55% (238)	5% (23)	433
PID/Gender: Rep Men	17% (59)	7% (23)	6% (21)	4% (16)	4% (15)	60% (208)	2% (8)	350
PID/Gender: Rep Women	13% (41)	9% (28)	4% (11)	3% (9)	4% (13)	64% (199)	3% (8)	308
Tea Party: Supporter	24% (142)	10% (60)	5% (32)	4% (24)	5% (30)	50% (301)	2% (13)	603
Tea Party: Not Supporter	16% (255)	6% (97)	3% (54)	3% (52)	5% (74)	62% (978)	5% (75)	1583
Ideo: Liberal (1-3)	25% (183)	11% (79)	6% (41)	4% (32)	6% (44)	45% (334)	4% (26)	741
Ideo: Moderate (4)	17% (85)	5% (26)	3% (16)	3% (13)	5% (24)	63% (311)	4% (18)	492
Ideo: Conservative (5-7)	10% (63)	5% (34)	3% (22)	3% (17)	4% (23)	73% (482)	2% (16)	657
Educ: < College	20% (309)	7% (106)	4% (65)	4% (57)	5% (71)	57% (888)	4% (70)	1567
Educ: Bachelors degree	16% (66)	9% (36)	3% (14)	3% (12)	5% (22)	61% (253)	3% (13)	416
Educ: Post-grad	11% (25)	8% (17)	3% (8)	3% (6)	5% (11)	67% (147)	2% (4)	219

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Table BRD2_5: How often do you use the following social media platforms?
Snapchat

Demographic	At least once	A few times	At least once	A few times	At least once	Never	Don't Know	Total N
	a day	a week	a week	a month	a month		/ No Opinion	
Adults	18% (399)	7% (159)	4% (87)	3% (76)	5% (104)	59% (1289)	4% (88)	2201
Income: Under 50k	18% (247)	5% (65)	5% (61)	4% (50)	5% (67)	59% (791)	5% (63)	1344
Income: 50k-100k	19% (119)	11% (70)	3% (18)	3% (16)	4% (25)	57% (351)	3% (21)	621
Income: 100k+	14% (33)	10% (23)	3% (8)	4% (9)	5% (12)	62% (147)	2% (4)	237
Ethnicity: White	16% (277)	7% (119)	3% (61)	3% (59)	5% (83)	63% (1095)	3% (57)	1750
Ethnicity: Hispanic	34% (113)	13% (44)	6% (19)	4% (14)	3% (9)	37% (123)	2% (7)	329
Ethnicity: Afr. Am.	27% (72)	8% (20)	4% (11)	5% (13)	5% (14)	44% (117)	8% (21)	269
Ethnicity: Other	28% (50)	11% (20)	8% (14)	2% (4)	4% (7)	42% (76)	5% (10)	182
Relig: Protestant	8% (44)	6% (32)	3% (14)	3% (15)	4% (23)	73% (387)	2% (12)	528
Relig: Roman Catholic	22% (94)	7% (32)	3% (14)	3% (15)	4% (16)	57% (246)	3% (14)	431
Relig: Ath./Agn./None	20% (122)	7% (42)	4% (26)	4% (22)	5% (31)	56% (342)	5% (29)	614
Relig: Something Else	25% (94)	11% (40)	5% (18)	4% (13)	5% (19)	46% (172)	5% (18)	374
Relig: Evangelical	16% (106)	7% (46)	4% (28)	4% (26)	5% (33)	60% (390)	3% (22)	650
Relig: Non-Evang. Catholics	14% (77)	5% (31)	3% (15)	3% (15)	4% (21)	68% (384)	3% (19)	562
Relig: All Christian	15% (183)	6% (77)	4% (43)	3% (41)	4% (54)	64% (774)	3% (42)	1213
Relig: All Non-Christian	22% (216)	8% (82)	4% (44)	4% (35)	5% (50)	52% (514)	5% (46)	988
Community: Urban	17% (100)	9% (51)	4% (23)	5% (27)	5% (28)	55% (318)	5% (26)	573
Community: Suburban	20% (190)	7% (65)	4% (35)	3% (26)	4% (39)	59% (572)	5% (46)	973
Community: Rural	17% (109)	6% (42)	4% (29)	3% (22)	6% (37)	61% (399)	2% (16)	654
Employ: Private Sector	19% (131)	10% (70)	5% (33)	5% (35)	5% (36)	52% (353)	2% (16)	673
Employ: Government	25% (38)	8% (12)	4% (6)	1% (2)	5% (8)	55% (84)	1% (2)	153
Employ: Self-Employed	22% (54)	9% (22)	3% (8)	5% (13)	5% (13)	48% (117)	6% (15)	242
Employ: Homemaker	16% (30)	9% (17)	3% (6)	2% (4)	6% (11)	61% (114)	3% (6)	189
Employ: Student	60% (63)	6% (6)	6% (6)	— (0)	4% (4)	22% (23)	2% (2)	105
Employ: Retired	3% (13)	3% (12)	2% (10)	2% (11)	3% (15)	81% (376)	5% (25)	462
Employ: Unemployed	21% (39)	3% (5)	5% (10)	2% (4)	6% (11)	61% (115)	3% (6)	189
Employ: Other	16% (31)	7% (13)	4% (7)	4% (7)	3% (6)	57% (107)	9% (17)	188
Military HH: Yes	17% (75)	8% (36)	3% (16)	4% (16)	3% (15)	61% (274)	4% (16)	448
Military HH: No	18% (324)	7% (123)	4% (71)	3% (60)	5% (89)	58% (1015)	4% (71)	1753

Continued on next page

Table BRD2_5: How often do you use the following social media platforms?

Snapchat

Demographic	At least once	A few times	At least once	A few times	At least once	Never	Don't Know	Total N
	a day	a week	a week	a month	a month		/ No Opinion	
Adults	18% (399)	7% (159)	4% (87)	3% (76)	5% (104)	59% (1289)	4% (88)	2201
RD/WT: Right Direction	18% (167)	8% (77)	4% (38)	3% (32)	4% (40)	59% (552)	3% (33)	939
RD/WT: Wrong Track	18% (232)	6% (82)	4% (49)	3% (43)	5% (64)	58% (737)	4% (55)	1262
Strongly Approve	17% (83)	8% (39)	4% (17)	4% (18)	6% (27)	60% (290)	2% (8)	482
Somewhat Approve	15% (73)	6% (30)	3% (16)	3% (15)	3% (13)	65% (310)	4% (17)	473
Somewhat Disapprove	23% (64)	7% (21)	5% (14)	2% (7)	6% (17)	51% (144)	6% (16)	283
Strongly Disapprove	18% (152)	7% (61)	4% (35)	3% (26)	5% (43)	58% (479)	3% (26)	823
Dont Know / No Opinion	19% (27)	5% (7)	3% (5)	7% (9)	3% (5)	48% (67)	15% (21)	140
#1 Issue: Economy	17% (112)	8% (55)	4% (29)	3% (23)	5% (33)	59% (394)	4% (24)	671
#1 Issue: Security	16% (62)	7% (26)	3% (14)	4% (16)	4% (16)	63% (251)	3% (11)	396
#1 Issue: Health Care	17% (63)	8% (31)	4% (16)	3% (11)	5% (18)	59% (225)	4% (15)	378
#1 Issue: Medicare / Social Security	8% (21)	3% (9)	2% (6)	2% (5)	6% (16)	76% (211)	4% (10)	278
#1 Issue: Women's Issues	32% (37)	3% (4)	12% (14)	7% (8)	4% (5)	37% (43)	3% (4)	115
#1 Issue: Education	37% (60)	13% (21)	1% (2)	2% (2)	4% (7)	35% (56)	8% (12)	161
#1 Issue: Energy	27% (25)	10% (9)	7% (6)	8% (7)	5% (4)	41% (37)	2% (2)	91
#1 Issue: Other	17% (19)	3% (3)	— (0)	3% (3)	4% (5)	64% (72)	9% (10)	111
2016 Vote: Democrat Hillary Clinton	16% (108)	9% (58)	5% (30)	4% (26)	5% (30)	57% (375)	5% (30)	657
2016 Vote: Republican Donald Trump	12% (85)	7% (50)	4% (27)	2% (17)	4% (30)	69% (500)	3% (22)	729
2016 Vote: Someone else	21% (38)	5% (9)	2% (3)	5% (8)	5% (10)	61% (114)	1% (2)	185
2012 Vote: Barack Obama	16% (131)	9% (75)	4% (33)	3% (25)	4% (37)	61% (505)	3% (29)	834
2012 Vote: Mitt Romney	11% (61)	7% (37)	4% (21)	3% (14)	5% (25)	69% (375)	2% (13)	547
2012 Vote: Other	6% (5)	1% (1)	— (0)	4% (4)	6% (5)	72% (62)	10% (8)	86
2012 Vote: Didn't Vote	28% (202)	6% (45)	5% (33)	5% (33)	5% (38)	47% (341)	5% (38)	729
4-Region: Northeast	16% (63)	7% (29)	3% (12)	3% (14)	4% (17)	62% (249)	4% (18)	402
4-Region: Midwest	16% (77)	6% (27)	4% (18)	3% (13)	6% (29)	62% (292)	4% (18)	474
4-Region: South	20% (163)	7% (59)	4% (30)	4% (32)	4% (35)	57% (463)	4% (33)	815
4-Region: West	19% (96)	9% (44)	5% (27)	3% (17)	5% (23)	56% (285)	4% (19)	511
All Investors	18% (176)	10% (96)	4% (42)	4% (36)	4% (42)	57% (560)	3% (29)	980
Investments >= \$50k	17% (99)	9% (56)	4% (21)	3% (18)	2% (15)	62% (366)	2% (13)	587
Investments < \$50k	20% (77)	10% (41)	5% (21)	5% (19)	7% (27)	49% (193)	4% (16)	393

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Table BRD2_5: How often do you use the following social media platforms?*Snapchat*

Demographic	At least once a day	A few times a week	At least once a week	A few times a month	At least once a month	Never	Don't Know	Total N
							/ No Opinion	
Adults	18% (399)	7% (159)	4% (87)	3% (76)	5% (104)	59%(1289)	4% (88)	2201
Facebook User	19% (360)	8% (142)	4% (78)	4% (69)	5% (94)	57%(1063)	3% (50)	1856
Instagram User	35% (348)	13% (126)	6% (62)	5% (48)	6% (63)	33% (333)	2% (24)	1005
Snapchat User	50% (375)	19% (140)	10% (72)	8% (58)	9% (68)	3% (24)	1% (7)	745
Twitter User	27% (231)	11% (97)	6% (49)	5% (39)	8% (64)	41% (350)	2% (19)	850

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

Table BRD2_6: How often do you use the following social media platforms?

Twitter

Demographic	At least once a day	A few times a week	At least once a week	A few times a month	At least once a month	Never	Don't Know	Total N
							/ No Opinion	
Adults	16% (357)	9% (192)	4% (91)	4% (97)	7% (153)	56% (1224)	4% (87)	2201
Gender: Male	20% (210)	11% (113)	4% (41)	4% (46)	6% (59)	52% (549)	4% (42)	1060
Gender: Female	13% (147)	7% (79)	4% (50)	4% (51)	8% (94)	59% (675)	4% (45)	1141
Age: 18-29	25% (121)	14% (65)	6% (28)	4% (18)	9% (43)	39% (184)	4% (17)	476
Age: 30-44	19% (106)	9% (49)	5% (27)	5% (29)	8% (46)	49% (276)	5% (26)	559
Age: 45-54	16% (70)	8% (35)	4% (16)	6% (26)	7% (31)	55% (232)	3% (13)	423
Age: 55-64	11% (38)	6% (20)	3% (10)	3% (11)	5% (17)	68% (234)	5% (16)	345
Age: 65+	6% (23)	6% (23)	2% (10)	3% (14)	4% (16)	75% (297)	4% (14)	398
PID: Dem (no lean)	18% (129)	10% (73)	5% (38)	5% (33)	6% (45)	52% (378)	4% (33)	728
PID: Ind (no lean)	15% (121)	7% (60)	3% (27)	4% (31)	9% (69)	58% (475)	4% (33)	815
PID: Rep (no lean)	16% (107)	9% (59)	4% (27)	5% (34)	6% (39)	56% (371)	3% (21)	658
PID/Gender: Dem Men	23% (76)	12% (40)	6% (19)	5% (16)	5% (16)	43% (142)	6% (18)	328
PID/Gender: Dem Women	13% (53)	8% (32)	5% (18)	4% (17)	7% (29)	59% (236)	4% (14)	400
PID/Gender: Ind Men	17% (63)	9% (34)	3% (11)	4% (14)	7% (27)	58% (221)	3% (12)	382
PID/Gender: Ind Women	13% (58)	6% (26)	4% (16)	4% (17)	10% (42)	59% (254)	5% (21)	433
PID/Gender: Rep Men	20% (71)	11% (39)	3% (11)	5% (16)	4% (16)	53% (186)	3% (12)	350
PID/Gender: Rep Women	12% (36)	7% (21)	5% (16)	6% (17)	8% (23)	60% (186)	3% (9)	308
Tea Party: Supporter	22% (132)	12% (72)	5% (28)	5% (27)	6% (34)	49% (293)	3% (16)	603
Tea Party: Not Supporter	14% (222)	8% (119)	4% (62)	4% (68)	7% (118)	58% (922)	4% (70)	1583
Ideo: Liberal (1-3)	23% (167)	12% (91)	5% (40)	5% (38)	8% (59)	43% (317)	4% (28)	741
Ideo: Moderate (4)	16% (80)	8% (40)	3% (15)	3% (16)	6% (31)	60% (294)	3% (17)	492
Ideo: Conservative (5-7)	12% (78)	8% (51)	4% (29)	5% (32)	6% (36)	63% (416)	2% (14)	657
Educ: < College	16% (257)	8% (119)	4% (57)	5% (71)	7% (107)	57% (889)	4% (67)	1567
Educ: Bachelors degree	16% (68)	12% (48)	6% (26)	4% (16)	7% (29)	52% (214)	4% (15)	416
Educ: Post-grad	15% (32)	11% (25)	4% (9)	5% (11)	8% (17)	55% (121)	2% (5)	219

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Table BRD2_6: How often do you use the following social media platforms?
Twitter

Demographic	At least once	A few times	At least once	A few times	At least once	Never	Don't Know	Total N
	a day	a week	a week	a month	a month		/ No Opinion	
Adults	16% (357)	9% (192)	4% (91)	4% (97)	7% (153)	56% (1224)	4% (87)	2201
Income: Under 50k	16% (215)	7% (96)	4% (52)	5% (64)	7% (95)	57% (762)	4% (59)	1344
Income: 50k-100k	17% (105)	11% (71)	5% (29)	4% (23)	7% (45)	53% (327)	3% (21)	621
Income: 100k+	16% (37)	10% (24)	4% (10)	4% (10)	5% (13)	57% (136)	3% (7)	237
Ethnicity: White	15% (262)	8% (145)	4% (67)	4% (72)	7% (120)	58% (1022)	4% (61)	1750
Ethnicity: Hispanic	25% (82)	11% (37)	6% (21)	2% (7)	5% (16)	47% (156)	3% (10)	329
Ethnicity: Afr. Am.	22% (59)	11% (30)	5% (13)	5% (14)	8% (21)	43% (115)	6% (16)	269
Ethnicity: Other	20% (36)	9% (16)	6% (11)	6% (10)	7% (13)	48% (87)	5% (9)	182
Relig: Protestant	14% (73)	8% (41)	5% (25)	4% (21)	7% (39)	60% (318)	2% (10)	528
Relig: Roman Catholic	17% (73)	11% (46)	4% (19)	4% (16)	6% (25)	54% (234)	4% (19)	431
Relig: Ath./Agn./None	17% (105)	9% (56)	3% (18)	4% (26)	7% (40)	56% (341)	4% (27)	614
Relig: Something Else	20% (74)	8% (30)	5% (20)	4% (16)	8% (30)	50% (187)	5% (17)	374
Relig: Evangelical	15% (94)	10% (64)	5% (29)	5% (32)	7% (46)	56% (361)	4% (24)	650
Relig: Non-Evang. Catholics	15% (84)	7% (42)	4% (24)	4% (23)	6% (36)	59% (334)	3% (19)	562
Relig: All Christian	15% (178)	9% (106)	4% (53)	4% (55)	7% (82)	57% (696)	4% (43)	1213
Relig: All Non-Christian	18% (179)	9% (86)	4% (38)	4% (43)	7% (71)	53% (528)	4% (44)	988
Community: Urban	19% (109)	9% (52)	5% (26)	3% (18)	7% (40)	52% (299)	5% (29)	573
Community: Suburban	16% (156)	9% (83)	5% (46)	5% (49)	7% (65)	55% (537)	4% (38)	973
Community: Rural	14% (92)	9% (57)	3% (19)	5% (30)	7% (48)	59% (389)	3% (19)	654
Employ: Private Sector	21% (138)	11% (77)	5% (37)	4% (24)	6% (43)	50% (336)	3% (18)	673
Employ: Government	17% (26)	10% (15)	4% (5)	6% (9)	6% (10)	56% (86)	1% (2)	153
Employ: Self-Employed	22% (53)	9% (23)	4% (10)	8% (19)	10% (23)	42% (101)	5% (13)	242
Employ: Homemaker	11% (21)	6% (11)	6% (11)	4% (8)	10% (19)	62% (116)	2% (3)	189
Employ: Student	32% (34)	10% (11)	10% (10)	5% (5)	7% (7)	34% (36)	2% (2)	105
Employ: Retired	7% (34)	6% (26)	2% (11)	4% (17)	5% (25)	70% (325)	5% (24)	462
Employ: Unemployed	16% (31)	8% (16)	2% (4)	3% (7)	7% (14)	57% (108)	6% (10)	189
Employ: Other	11% (21)	7% (13)	1% (2)	5% (9)	6% (12)	62% (117)	7% (14)	188
Military HH: Yes	17% (76)	9% (42)	5% (23)	6% (28)	5% (25)	53% (239)	3% (15)	448
Military HH: No	16% (281)	9% (149)	4% (68)	4% (70)	7% (128)	56% (985)	4% (71)	1753

Continued on next page

Table BRD2_6: How often do you use the following social media platforms?

Twitter

Demographic	At least once	A few times	At least once	A few times	At least once	Never	Don't Know	Total N
	a day	a week	a week	a month	a month		/ No Opinion	
Adults	16% (357)	9% (192)	4% (91)	4% (97)	7% (153)	56% (1224)	4% (87)	2201
RD/WT: Right Direction	16% (152)	12% (111)	4% (38)	4% (42)	6% (52)	54% (507)	4% (38)	939
RD/WT: Wrong Track	16% (205)	6% (81)	4% (54)	4% (55)	8% (101)	57% (718)	4% (49)	1262
Strongly Approve	18% (87)	9% (45)	4% (21)	5% (24)	5% (26)	55% (267)	2% (10)	482
Somewhat Approve	13% (63)	9% (43)	4% (21)	5% (23)	6% (29)	59% (279)	3% (16)	473
Somewhat Disapprove	17% (47)	8% (24)	4% (11)	4% (11)	8% (23)	54% (152)	6% (16)	283
Strongly Disapprove	18% (145)	9% (70)	5% (39)	4% (32)	8% (66)	55% (449)	3% (22)	823
Dont Know / No Opinion	10% (14)	7% (10)	— (0)	5% (7)	7% (9)	55% (77)	16% (22)	140
#1 Issue: Economy	13% (89)	7% (49)	4% (25)	4% (28)	9% (60)	59% (397)	3% (23)	671
#1 Issue: Security	15% (61)	8% (34)	3% (13)	5% (21)	5% (20)	58% (231)	4% (17)	396
#1 Issue: Health Care	20% (76)	10% (38)	5% (20)	4% (16)	7% (26)	50% (191)	3% (12)	378
#1 Issue: Medicare / Social Security	10% (29)	7% (21)	2% (6)	4% (12)	5% (14)	68% (189)	3% (8)	278
#1 Issue: Women's Issues	24% (28)	13% (15)	7% (8)	5% (5)	12% (14)	35% (41)	3% (4)	115
#1 Issue: Education	27% (43)	10% (16)	5% (8)	5% (8)	3% (5)	43% (69)	8% (12)	161
#1 Issue: Energy	23% (21)	14% (13)	9% (8)	4% (4)	7% (6)	37% (33)	6% (5)	91
#1 Issue: Other	10% (11)	6% (7)	3% (3)	2% (3)	7% (8)	66% (73)	6% (7)	111
2016 Vote: Democrat Hillary Clinton	20% (130)	11% (75)	5% (34)	5% (32)	6% (40)	49% (320)	4% (25)	657
2016 Vote: Republican Donald Trump	13% (98)	9% (67)	4% (28)	5% (38)	5% (36)	60% (440)	3% (23)	729
2016 Vote: Someone else	17% (31)	5% (9)	2% (5)	4% (7)	7% (13)	64% (119)	1% (1)	185
2012 Vote: Barack Obama	19% (156)	10% (87)	4% (37)	4% (34)	6% (51)	53% (440)	4% (29)	834
2012 Vote: Mitt Romney	15% (82)	8% (45)	5% (27)	6% (30)	6% (32)	58% (316)	3% (14)	547
2012 Vote: Other	16% (13)	5% (4)	2% (2)	3% (3)	8% (7)	60% (52)	5% (4)	86
2012 Vote: Didn't Vote	15% (106)	8% (56)	3% (25)	4% (30)	9% (63)	56% (412)	5% (39)	729
4-Region: Northeast	16% (63)	10% (40)	3% (12)	4% (17)	5% (22)	56% (227)	5% (21)	402
4-Region: Midwest	13% (64)	7% (35)	5% (25)	5% (24)	9% (44)	56% (266)	3% (16)	474
4-Region: South	18% (145)	9% (71)	4% (35)	5% (38)	7% (58)	54% (438)	4% (29)	815
4-Region: West	17% (85)	9% (45)	4% (20)	3% (18)	6% (29)	58% (294)	4% (21)	511
All Investors	20% (196)	12% (113)	5% (52)	5% (48)	6% (56)	49% (485)	3% (30)	980
Investments >= \$50k	21% (125)	12% (68)	4% (24)	4% (22)	6% (34)	51% (302)	2% (13)	587
Investments < \$50k	18% (72)	11% (45)	7% (28)	7% (26)	6% (22)	47% (183)	4% (17)	393

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Table BRD2_6: How often do you use the following social media platforms?
 Twitter

Demographic	At least once a day	A few times a week	At least once a week	A few times a month	At least once a month	Never	Don't Know	Total N
							/ No Opinion	
Adults	16% (357)	9% (192)	4% (91)	4% (97)	7% (153)	56%(1224)	4% (87)	2201
Facebook User	18% (326)	9% (172)	4% (80)	5% (86)	8% (142)	54%(1004)	3% (47)	1856
Instagram User	28% (285)	15% (148)	5% (50)	6% (61)	9% (88)	35% (349)	2% (24)	1005
Snapchat User	31% (230)	14% (101)	6% (45)	4% (33)	7% (53)	36% (271)	2% (13)	745
Twitter User	38% (323)	20% (170)	8% (70)	10% (82)	15% (127)	8% (72)	1% (5)	850

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

Table BRD3_1: Which of the following social media platforms do you prefer to use for the following features?
News feed

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	47% (1029)	6% (130)	3% (67)	8% (183)	29% (630)	7% (163)	2201
Gender: Male	40% (419)	7% (76)	4% (44)	11% (118)	31% (329)	7% (73)	1060
Gender: Female	53% (610)	5% (53)	2% (23)	6% (65)	26% (301)	8% (89)	1141
Age: 18-29	48% (228)	15% (72)	9% (43)	15% (69)	10% (49)	3% (14)	476
Age: 30-44	59% (332)	7% (38)	4% (20)	8% (44)	15% (84)	7% (41)	559
Age: 45-54	49% (206)	3% (13)	— (2)	8% (34)	30% (128)	9% (40)	423
Age: 55-64	39% (136)	— (1)	— (1)	5% (16)	47% (162)	8% (28)	345
Age: 65+	32% (127)	1% (5)	— (0)	5% (19)	52% (207)	10% (39)	398
PID: Dem (no lean)	47% (342)	7% (48)	3% (25)	9% (67)	28% (203)	6% (43)	728
PID: Ind (no lean)	47% (384)	6% (50)	3% (23)	8% (62)	27% (219)	9% (76)	815
PID: Rep (no lean)	46% (303)	5% (31)	3% (20)	8% (54)	32% (208)	7% (43)	658
PID/Gender: Dem Men	43% (140)	8% (27)	5% (18)	10% (32)	29% (95)	5% (15)	328
PID/Gender: Dem Women	50% (202)	5% (21)	2% (7)	9% (35)	27% (108)	7% (28)	400
PID/Gender: Ind Men	39% (150)	7% (26)	3% (10)	11% (41)	32% (123)	9% (33)	382
PID/Gender: Ind Women	54% (235)	6% (25)	3% (12)	5% (21)	22% (97)	10% (43)	433
PID/Gender: Rep Men	37% (129)	7% (23)	4% (16)	13% (45)	32% (112)	7% (25)	350
PID/Gender: Rep Women	56% (174)	3% (8)	1% (4)	3% (9)	31% (96)	6% (18)	308
Tea Party: Supporter	46% (278)	8% (46)	5% (31)	11% (69)	25% (149)	5% (30)	603
Tea Party: Not Supporter	47% (743)	5% (84)	2% (36)	7% (114)	30% (476)	8% (130)	1583
Ideo: Liberal (1-3)	47% (351)	9% (68)	5% (38)	11% (83)	23% (168)	4% (33)	741
Ideo: Moderate (4)	45% (222)	4% (20)	3% (16)	7% (34)	33% (160)	8% (39)	492
Ideo: Conservative (5-7)	44% (291)	3% (20)	1% (8)	8% (55)	36% (234)	7% (47)	657
Educ: < College	49% (770)	5% (84)	3% (54)	7% (108)	27% (423)	8% (129)	1567
Educ: Bachelors degree	42% (173)	8% (31)	2% (10)	12% (50)	32% (131)	5% (20)	416
Educ: Post-grad	39% (86)	6% (14)	2% (4)	11% (25)	35% (76)	6% (14)	219
Income: Under 50k	48% (647)	6% (80)	3% (38)	7% (97)	28% (377)	8% (105)	1344
Income: 50k-100k	46% (288)	6% (35)	4% (25)	10% (59)	27% (169)	7% (44)	621
Income: 100k+	40% (94)	6% (15)	2% (4)	11% (26)	35% (83)	6% (14)	237

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Table BRD3_1: Which of the following social media platforms do you prefer to use for the following features?
 News feed

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	47% (1029)	6% (130)	3% (67)	8% (183)	29% (630)	7% (163)	2201
Ethnicity: White	48% (842)	5% (80)	2% (41)	8% (142)	30% (522)	7% (123)	1750
Ethnicity: Hispanic	47% (154)	10% (33)	7% (22)	11% (37)	20% (64)	6% (19)	329
Ethnicity: Afr. Am.	41% (110)	12% (31)	4% (10)	10% (26)	25% (67)	9% (23)	269
Ethnicity: Other	43% (78)	10% (18)	8% (15)	8% (14)	22% (41)	9% (17)	182
Relig: Protestant	40% (212)	3% (17)	3% (13)	8% (41)	40% (214)	6% (30)	528
Relig: Roman Catholic	43% (184)	8% (35)	3% (13)	8% (36)	32% (139)	5% (23)	431
Relig: Ath./Agn./None	49% (302)	5% (33)	2% (14)	9% (52)	26% (160)	8% (52)	614
Relig: Something Else	52% (196)	9% (33)	5% (17)	10% (37)	15% (56)	9% (36)	374
Relig: Evangelical	46% (302)	5% (34)	4% (24)	8% (53)	30% (192)	7% (45)	650
Relig: Non-Evang. Catholics	41% (230)	5% (30)	2% (12)	7% (40)	39% (221)	5% (30)	562
Relig: All Christian	44% (531)	5% (64)	3% (36)	8% (93)	34% (413)	6% (75)	1213
Relig: All Non-Christian	50% (497)	7% (66)	3% (31)	9% (90)	22% (216)	9% (88)	988
Community: Urban	45% (261)	6% (36)	3% (19)	9% (52)	27% (156)	9% (49)	573
Community: Suburban	45% (442)	7% (65)	3% (33)	9% (84)	30% (289)	6% (59)	973
Community: Rural	50% (326)	4% (28)	2% (15)	7% (47)	28% (185)	8% (54)	654
Employ: Private Sector	50% (334)	6% (39)	4% (28)	11% (72)	26% (175)	4% (24)	673
Employ: Government	45% (68)	8% (13)	6% (10)	12% (18)	25% (38)	4% (6)	153
Employ: Self-Employed	49% (119)	8% (20)	5% (11)	9% (23)	22% (54)	6% (15)	242
Employ: Homemaker	61% (116)	4% (7)	4% (7)	2% (3)	20% (38)	9% (18)	189
Employ: Student	44% (46)	17% (17)	4% (4)	19% (20)	12% (13)	4% (4)	105
Employ: Retired	37% (170)	2% (7)	— (0)	4% (20)	46% (215)	11% (50)	462
Employ: Unemployed	45% (86)	9% (16)	1% (1)	8% (14)	27% (52)	10% (20)	189
Employ: Other	48% (90)	5% (10)	3% (6)	6% (12)	24% (45)	13% (25)	188
Military HH: Yes	43% (193)	5% (23)	6% (25)	9% (41)	30% (135)	7% (32)	448
Military HH: No	48% (836)	6% (107)	2% (43)	8% (142)	28% (494)	7% (131)	1753
RD/WT: Right Direction	45% (421)	6% (60)	4% (40)	8% (78)	29% (272)	7% (69)	939
RD/WT: Wrong Track	48% (608)	6% (70)	2% (27)	8% (105)	28% (358)	7% (94)	1262

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Table BRD3_1: Which of the following social media platforms do you prefer to use for the following features?

News feed

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	47% (1029)	6% (130)	3% (67)	8% (183)	29% (630)	7% (163)	2201
Strongly Approve	46% (222)	5% (24)	4% (19)	9% (45)	30% (146)	5% (26)	482
Somewhat Approve	46% (218)	6% (27)	2% (11)	7% (32)	31% (146)	8% (39)	473
Somewhat Disapprove	50% (142)	9% (24)	3% (9)	10% (28)	22% (63)	6% (17)	283
Strongly Disapprove	48% (393)	5% (42)	3% (24)	9% (76)	29% (240)	6% (49)	823
Dont Know / No Opinion	39% (55)	9% (13)	2% (3)	2% (2)	25% (35)	22% (31)	140
#1 Issue: Economy	48% (319)	5% (36)	4% (26)	8% (51)	30% (202)	6% (37)	671
#1 Issue: Security	47% (185)	5% (19)	3% (12)	7% (26)	32% (129)	6% (25)	396
#1 Issue: Health Care	54% (203)	6% (22)	3% (11)	7% (26)	24% (89)	7% (28)	378
#1 Issue: Medicare / Social Security	37% (104)	3% (9)	— (1)	6% (17)	43% (120)	10% (27)	278
#1 Issue: Women's Issues	48% (55)	11% (12)	2% (2)	19% (21)	13% (15)	8% (10)	115
#1 Issue: Education	45% (72)	13% (20)	3% (4)	14% (22)	18% (28)	8% (13)	161
#1 Issue: Energy	45% (41)	8% (7)	10% (9)	16% (14)	14% (13)	6% (6)	91
#1 Issue: Other	45% (50)	3% (3)	1% (2)	4% (5)	31% (34)	16% (17)	111
2016 Vote: Democrat Hillary Clinton	45% (293)	7% (45)	3% (19)	10% (69)	29% (189)	6% (42)	657
2016 Vote: Republican Donald Trump	45% (326)	3% (24)	2% (15)	8% (57)	33% (243)	9% (63)	729
2016 Vote: Someone else	47% (88)	6% (10)	4% (7)	10% (19)	29% (53)	5% (9)	185
2012 Vote: Barack Obama	47% (388)	6% (54)	3% (21)	10% (87)	29% (238)	6% (46)	834
2012 Vote: Mitt Romney	45% (247)	2% (12)	3% (14)	8% (42)	35% (194)	7% (38)	547
2012 Vote: Other	47% (40)	3% (2)	— (0)	6% (5)	33% (28)	11% (10)	86
2012 Vote: Didn't Vote	48% (350)	8% (60)	4% (32)	7% (49)	23% (169)	9% (69)	729
4-Region: Northeast	42% (168)	6% (23)	3% (11)	9% (36)	31% (126)	9% (37)	402
4-Region: Midwest	48% (229)	5% (21)	2% (8)	8% (40)	30% (141)	7% (35)	474
4-Region: South	51% (415)	6% (52)	2% (19)	7% (59)	26% (212)	7% (58)	815
4-Region: West	42% (216)	7% (33)	6% (30)	9% (48)	29% (151)	6% (33)	511
All Investors	44% (433)	6% (60)	5% (46)	11% (105)	29% (284)	5% (52)	980
Investments >= \$50k	40% (234)	5% (31)	5% (27)	11% (67)	33% (194)	6% (34)	587
Investments < \$50k	51% (200)	7% (29)	5% (18)	10% (38)	23% (90)	5% (18)	393
Facebook User	55% (1015)	5% (102)	2% (46)	8% (154)	23% (430)	6% (109)	1856
Instagram User	55% (554)	11% (113)	5% (47)	13% (130)	13% (126)	3% (34)	1005
Snapchat User	57% (423)	13% (96)	7% (55)	12% (92)	8% (60)	2% (18)	745

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Table BRD3_1: Which of the following social media platforms do you prefer to use for the following features?*News feed*

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	47% (1029)	6% (130)	3% (67)	8% (183)	29% (630)	7% (163)	2201
Twitter User	51% (434)	8% (67)	5% (43)	19% (160)	15% (127)	2% (19)	850

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

Table BRD3_4: Which of the following social media platforms do you prefer to use for the following features?
Live broadcasting

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	29% (644)	7% (162)	4% (91)	4% (91)	47% (1027)	8% (185)	2201
Gender: Male	26% (277)	10% (102)	5% (58)	6% (63)	45% (475)	8% (84)	1060
Gender: Female	32% (366)	5% (60)	3% (33)	2% (28)	48% (552)	9% (101)	1141
Age: 18-29	28% (133)	21% (98)	10% (48)	7% (32)	30% (144)	5% (22)	476
Age: 30-44	40% (222)	8% (46)	5% (30)	4% (24)	35% (193)	8% (43)	559
Age: 45-54	30% (125)	3% (11)	2% (6)	5% (23)	50% (211)	11% (46)	423
Age: 55-64	24% (84)	1% (3)	2% (7)	2% (7)	61% (211)	9% (33)	345
Age: 65+	20% (80)	1% (4)	— (0)	1% (5)	67% (267)	10% (41)	398
PID: Dem (no lean)	32% (233)	8% (56)	5% (34)	4% (29)	44% (321)	7% (54)	728
PID: Ind (no lean)	28% (228)	7% (55)	4% (35)	4% (33)	46% (379)	10% (85)	815
PID: Rep (no lean)	28% (182)	8% (51)	3% (23)	4% (29)	50% (327)	7% (46)	658
PID/Gender: Dem Men	31% (102)	10% (34)	7% (22)	5% (17)	40% (130)	7% (23)	328
PID/Gender: Dem Women	33% (131)	6% (23)	3% (12)	3% (13)	48% (191)	8% (31)	400
PID/Gender: Ind Men	26% (98)	8% (30)	4% (16)	6% (23)	47% (180)	9% (35)	382
PID/Gender: Ind Women	30% (130)	6% (25)	4% (19)	2% (10)	46% (199)	12% (50)	433
PID/Gender: Rep Men	22% (77)	11% (39)	6% (20)	7% (23)	47% (165)	7% (26)	350
PID/Gender: Rep Women	34% (106)	4% (12)	1% (3)	2% (6)	52% (162)	6% (20)	308
Tea Party: Supporter	31% (189)	10% (61)	6% (34)	6% (38)	42% (254)	4% (27)	603
Tea Party: Not Supporter	28% (451)	6% (101)	4% (56)	3% (52)	48% (767)	10% (156)	1583
Ideo: Liberal (1-3)	32% (240)	10% (77)	7% (49)	7% (55)	37% (275)	6% (44)	741
Ideo: Moderate (4)	28% (135)	6% (32)	3% (15)	3% (13)	52% (255)	9% (43)	492
Ideo: Conservative (5-7)	25% (167)	5% (33)	3% (17)	3% (20)	57% (374)	7% (46)	657
Educ: < College	32% (499)	8% (119)	5% (71)	3% (54)	43% (678)	9% (145)	1567
Educ: Bachelors degree	23% (97)	7% (30)	4% (15)	6% (25)	55% (228)	5% (22)	416
Educ: Post-grad	22% (48)	6% (14)	3% (6)	5% (12)	55% (121)	9% (19)	219
Income: Under 50k	32% (423)	7% (97)	5% (61)	3% (47)	44% (590)	9% (127)	1344
Income: 50k-100k	28% (172)	7% (46)	4% (24)	5% (33)	48% (299)	7% (45)	621
Income: 100k+	20% (48)	8% (20)	3% (6)	5% (12)	58% (138)	6% (13)	237

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Table BRD3_4: Which of the following social media platforms do you prefer to use for the following features?
 Live broadcasting

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	29% (644)	7% (162)	4% (91)	4% (91)	47% (1027)	8% (185)	2201
Ethnicity: White	29% (511)	6% (103)	3% (55)	4% (61)	50% (881)	8% (139)	1750
Ethnicity: Hispanic	31% (101)	9% (31)	9% (30)	8% (27)	36% (118)	7% (22)	329
Ethnicity: Afr. Am.	30% (81)	14% (39)	7% (18)	6% (15)	33% (87)	11% (29)	269
Ethnicity: Other	29% (52)	11% (21)	10% (19)	8% (15)	32% (59)	9% (17)	182
Relig: Protestant	27% (141)	4% (19)	3% (15)	3% (14)	58% (308)	6% (31)	528
Relig: Roman Catholic	27% (118)	9% (40)	4% (17)	5% (22)	47% (202)	7% (32)	431
Relig: Ath./Agn./None	29% (181)	8% (47)	3% (18)	4% (27)	46% (285)	9% (57)	614
Relig: Something Else	32% (119)	11% (40)	8% (29)	5% (18)	36% (134)	9% (35)	374
Relig: Evangelical	30% (196)	8% (49)	5% (31)	5% (31)	44% (287)	9% (56)	650
Relig: Non-Evang. Catholics	26% (147)	5% (26)	3% (14)	3% (17)	57% (321)	7% (38)	562
Relig: All Christian	28% (343)	6% (75)	4% (45)	4% (47)	50% (608)	8% (94)	1213
Relig: All Non-Christian	30% (300)	9% (87)	5% (46)	4% (44)	42% (419)	9% (91)	988
Community: Urban	34% (196)	8% (46)	5% (30)	4% (22)	40% (227)	9% (52)	573
Community: Suburban	27% (259)	8% (78)	4% (34)	4% (41)	50% (485)	8% (76)	973
Community: Rural	29% (189)	6% (38)	4% (26)	4% (29)	48% (315)	9% (57)	654
Employ: Private Sector	28% (188)	8% (54)	5% (32)	6% (42)	48% (321)	5% (36)	673
Employ: Government	29% (45)	12% (18)	9% (13)	5% (8)	41% (63)	4% (6)	153
Employ: Self-Employed	36% (87)	9% (22)	4% (9)	6% (13)	37% (90)	8% (20)	242
Employ: Homemaker	32% (60)	5% (10)	6% (11)	2% (4)	46% (87)	10% (18)	189
Employ: Student	23% (24)	24% (25)	7% (7)	4% (4)	36% (38)	7% (7)	105
Employ: Retired	25% (114)	2% (7)	1% (5)	2% (8)	60% (277)	11% (50)	462
Employ: Unemployed	35% (65)	3% (6)	2% (5)	4% (7)	45% (85)	11% (20)	189
Employ: Other	33% (62)	11% (21)	5% (9)	2% (5)	34% (64)	15% (28)	188
Military HH: Yes	27% (121)	9% (38)	4% (20)	7% (31)	45% (202)	8% (35)	448
Military HH: No	30% (523)	7% (124)	4% (71)	3% (60)	47% (824)	9% (150)	1753
RD/WT: Right Direction	30% (282)	8% (78)	4% (42)	4% (40)	45% (425)	8% (73)	939
RD/WT: Wrong Track	29% (362)	7% (85)	4% (50)	4% (52)	48% (602)	9% (112)	1262

Continued on next page

Table BRD3_4: Which of the following social media platforms do you prefer to use for the following features?

Live broadcasting

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	29% (644)	7% (162)	4% (91)	4% (91)	47% (1027)	8% (185)	2201
Strongly Approve	30% (145)	9% (43)	5% (22)	6% (28)	44% (211)	7% (33)	482
Somewhat Approve	30% (140)	5% (24)	3% (15)	3% (15)	50% (236)	9% (43)	473
Somewhat Disapprove	29% (82)	9% (25)	7% (19)	4% (12)	45% (128)	7% (18)	283
Strongly Disapprove	29% (242)	7% (60)	4% (30)	4% (33)	48% (399)	7% (58)	823
Dont Know / No Opinion	25% (36)	7% (10)	3% (5)	3% (4)	38% (53)	23% (33)	140
#1 Issue: Economy	31% (208)	7% (49)	4% (28)	4% (24)	48% (321)	6% (39)	671
#1 Issue: Security	31% (123)	6% (23)	4% (15)	3% (11)	49% (195)	7% (29)	396
#1 Issue: Health Care	31% (117)	7% (27)	4% (14)	4% (17)	45% (169)	9% (35)	378
#1 Issue: Medicare / Social Security	25% (70)	2% (6)	2% (5)	4% (10)	57% (158)	11% (29)	278
#1 Issue: Women's Issues	31% (36)	15% (18)	6% (7)	9% (11)	28% (32)	10% (12)	115
#1 Issue: Education	29% (47)	15% (24)	7% (11)	5% (9)	37% (59)	7% (12)	161
#1 Issue: Energy	25% (22)	11% (10)	11% (10)	8% (7)	38% (34)	7% (7)	91
#1 Issue: Other	19% (21)	5% (5)	1% (1)	2% (3)	53% (58)	20% (22)	111
2016 Vote: Democrat Hillary Clinton	32% (209)	8% (51)	3% (17)	5% (31)	45% (294)	8% (56)	657
2016 Vote: Republican Donald Trump	28% (205)	4% (31)	3% (22)	4% (29)	52% (378)	9% (64)	729
2016 Vote: Someone else	26% (48)	7% (14)	4% (7)	4% (8)	54% (100)	4% (8)	185
2012 Vote: Barack Obama	31% (259)	7% (56)	4% (32)	4% (36)	47% (393)	7% (58)	834
2012 Vote: Mitt Romney	27% (149)	4% (23)	2% (11)	5% (28)	54% (295)	7% (40)	547
2012 Vote: Other	34% (29)	4% (4)	— (0)	4% (3)	45% (39)	12% (10)	86
2012 Vote: Didn't Vote	28% (205)	11% (79)	7% (48)	3% (24)	41% (298)	10% (76)	729
4-Region: Northeast	26% (104)	9% (37)	4% (14)	5% (18)	47% (187)	10% (41)	402
4-Region: Midwest	28% (132)	5% (24)	3% (13)	2% (10)	54% (255)	8% (39)	474
4-Region: South	33% (269)	8% (63)	5% (38)	5% (39)	42% (341)	8% (64)	815
4-Region: West	27% (139)	7% (38)	5% (26)	5% (24)	48% (243)	8% (41)	511
All Investors	26% (257)	10% (93)	5% (52)	6% (61)	47% (460)	6% (57)	980
Investments >= \$50k	25% (145)	8% (48)	4% (25)	8% (45)	49% (286)	7% (39)	587
Investments < \$50k	28% (112)	12% (45)	7% (28)	4% (16)	44% (174)	4% (17)	393
Facebook User	34% (627)	7% (128)	4% (80)	4% (80)	44% (810)	7% (132)	1856
Instagram User	35% (353)	15% (146)	7% (69)	7% (67)	31% (315)	5% (54)	1005
Snapchat User	36% (269)	17% (123)	11% (83)	6% (43)	27% (201)	3% (26)	745

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Table BRD3_4: Which of the following social media platforms do you prefer to use for the following features?*Live broadcasting*

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	29% (644)	7% (162)	4% (91)	4% (91)	47% (1027)	8% (185)	2201
Twitter User	35% (297)	11% (97)	6% (51)	9% (79)	35% (297)	3% (29)	850

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

Table BRD3_5: Which of the following social media platforms do you prefer to use for the following features?

Private messaging

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	55% (1205)	6% (126)	7% (156)	3% (76)	22% (488)	7% (149)	2201
Gender: Male	47% (496)	8% (80)	9% (98)	5% (49)	25% (265)	7% (73)	1060
Gender: Female	62% (709)	4% (46)	5% (59)	2% (28)	20% (224)	7% (77)	1141
Age: 18-29	46% (218)	13% (64)	20% (94)	6% (31)	11% (53)	3% (16)	476
Age: 30-44	65% (362)	7% (39)	7% (39)	4% (22)	12% (66)	6% (31)	559
Age: 45-54	56% (235)	3% (12)	5% (20)	3% (14)	24% (103)	9% (39)	423
Age: 55-64	53% (183)	1% (4)	— (2)	2% (6)	34% (117)	10% (34)	345
Age: 65+	52% (206)	2% (6)	— (1)	1% (4)	38% (150)	7% (30)	398
PID: Dem (no lean)	53% (389)	8% (55)	8% (56)	3% (25)	21% (149)	8% (55)	728
PID: Ind (no lean)	56% (453)	5% (39)	6% (51)	3% (28)	23% (187)	7% (58)	815
PID: Rep (no lean)	55% (364)	5% (32)	8% (50)	4% (23)	23% (151)	6% (37)	658
PID/Gender: Dem Men	47% (152)	10% (34)	10% (33)	4% (15)	21% (70)	7% (24)	328
PID/Gender: Dem Women	59% (236)	5% (21)	6% (23)	2% (10)	20% (79)	8% (30)	400
PID/Gender: Ind Men	48% (185)	6% (24)	8% (31)	5% (17)	26% (100)	7% (26)	382
PID/Gender: Ind Women	62% (268)	3% (15)	5% (20)	3% (11)	20% (88)	7% (32)	433
PID/Gender: Rep Men	46% (159)	6% (22)	10% (34)	5% (17)	27% (95)	6% (22)	350
PID/Gender: Rep Women	66% (205)	3% (10)	5% (16)	2% (7)	18% (56)	5% (15)	308
Tea Party: Supporter	53% (318)	9% (55)	8% (50)	6% (37)	20% (118)	4% (25)	603
Tea Party: Not Supporter	56% (880)	4% (70)	7% (105)	2% (38)	23% (367)	8% (124)	1583
Ideo: Liberal (1-3)	52% (385)	10% (74)	9% (64)	6% (45)	19% (142)	4% (32)	741
Ideo: Moderate (4)	55% (272)	4% (20)	8% (38)	3% (13)	23% (112)	8% (38)	492
Ideo: Conservative (5-7)	57% (378)	3% (20)	5% (31)	2% (14)	27% (180)	5% (34)	657
Educ: < College	56% (873)	6% (92)	8% (118)	3% (52)	20% (310)	8% (121)	1567
Educ: Bachelors degree	53% (219)	5% (21)	7% (27)	5% (20)	27% (114)	4% (15)	416
Educ: Post-grad	52% (113)	6% (12)	5% (12)	2% (5)	29% (64)	6% (14)	219
Income: Under 50k	56% (754)	6% (76)	6% (84)	4% (51)	20% (275)	8% (104)	1344
Income: 50k-100k	54% (334)	5% (29)	9% (55)	4% (23)	23% (144)	6% (36)	621
Income: 100k+	50% (118)	9% (20)	7% (17)	1% (3)	29% (69)	4% (10)	237

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Table BRD3_5: Which of the following social media platforms do you prefer to use for the following features?
Private messaging

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	55% (1205)	6% (126)	7% (156)	3% (76)	22% (488)	7% (149)	2201
Ethnicity: White	59% (1025)	4% (69)	6% (108)	3% (49)	22% (391)	6% (109)	1750
Ethnicity: Hispanic	47% (156)	14% (45)	14% (44)	6% (20)	13% (42)	7% (23)	329
Ethnicity: Afr. Am.	41% (110)	13% (36)	8% (22)	6% (16)	22% (59)	10% (27)	269
Ethnicity: Other	39% (71)	11% (21)	15% (27)	6% (11)	21% (39)	7% (14)	182
Relig: Protestant	56% (297)	3% (15)	3% (15)	3% (14)	31% (165)	4% (21)	528
Relig: Roman Catholic	47% (203)	10% (41)	9% (39)	4% (17)	25% (108)	5% (22)	431
Relig: Ath./Agn./None	54% (334)	6% (38)	8% (48)	3% (17)	21% (126)	8% (51)	614
Relig: Something Else	56% (211)	6% (23)	10% (36)	5% (20)	13% (50)	9% (33)	374
Relig: Evangelical	58% (375)	7% (42)	6% (42)	3% (21)	21% (134)	6% (36)	650
Relig: Non-Evang. Catholics	51% (285)	4% (22)	5% (30)	3% (19)	32% (177)	5% (29)	562
Relig: All Christian	54% (659)	5% (64)	6% (72)	3% (40)	26% (312)	5% (65)	1213
Relig: All Non-Christian	55% (545)	6% (61)	9% (84)	4% (37)	18% (177)	9% (84)	988
Community: Urban	53% (302)	6% (33)	8% (45)	4% (22)	21% (123)	9% (49)	573
Community: Suburban	52% (510)	6% (62)	7% (72)	3% (34)	25% (239)	6% (57)	973
Community: Rural	60% (393)	5% (31)	6% (39)	3% (21)	19% (126)	7% (44)	654
Employ: Private Sector	55% (369)	8% (56)	7% (49)	4% (28)	22% (145)	4% (26)	673
Employ: Government	52% (79)	6% (9)	12% (18)	8% (12)	21% (32)	2% (3)	153
Employ: Self-Employed	56% (136)	8% (19)	7% (17)	4% (9)	18% (44)	7% (17)	242
Employ: Homemaker	65% (122)	4% (8)	6% (12)	2% (5)	13% (25)	9% (17)	189
Employ: Student	40% (42)	12% (13)	28% (29)	6% (6)	11% (11)	3% (3)	105
Employ: Retired	54% (250)	2% (8)	1% (4)	1% (7)	33% (154)	9% (40)	462
Employ: Unemployed	61% (114)	4% (7)	6% (11)	2% (4)	21% (40)	6% (12)	189
Employ: Other	49% (93)	3% (6)	9% (17)	3% (6)	19% (36)	16% (30)	188
Military HH: Yes	53% (235)	5% (24)	8% (37)	5% (23)	24% (108)	5% (22)	448
Military HH: No	55% (970)	6% (102)	7% (120)	3% (54)	22% (381)	7% (128)	1753
RD/WT: Right Direction	54% (503)	7% (67)	7% (67)	4% (39)	21% (200)	7% (62)	939
RD/WT: Wrong Track	56% (702)	5% (59)	7% (90)	3% (37)	23% (288)	7% (87)	1262

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Table BRD3_5: Which of the following social media platforms do you prefer to use for the following features?

Private messaging

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	55% (1205)	6% (126)	7% (156)	3% (76)	22% (488)	7% (149)	2201
Strongly Approve	54% (260)	6% (28)	7% (32)	4% (21)	25% (119)	5% (22)	482
Somewhat Approve	55% (262)	6% (29)	7% (32)	3% (14)	21% (100)	8% (36)	473
Somewhat Disapprove	60% (169)	4% (12)	10% (27)	3% (8)	19% (55)	4% (12)	283
Strongly Disapprove	55% (449)	6% (50)	7% (57)	4% (30)	23% (191)	6% (47)	823
Dont Know / No Opinion	47% (65)	6% (8)	6% (8)	2% (2)	18% (25)	23% (32)	140
#1 Issue: Economy	57% (380)	6% (43)	8% (51)	3% (22)	21% (143)	5% (32)	671
#1 Issue: Security	53% (211)	5% (20)	7% (26)	4% (15)	26% (103)	5% (20)	396
#1 Issue: Health Care	62% (234)	5% (19)	4% (14)	4% (14)	18% (70)	7% (27)	378
#1 Issue: Medicare / Social Security	50% (139)	3% (9)	4% (11)	1% (4)	31% (87)	10% (28)	278
#1 Issue: Women's Issues	49% (57)	10% (12)	12% (14)	7% (8)	12% (14)	9% (10)	115
#1 Issue: Education	52% (84)	5% (8)	13% (20)	4% (6)	17% (28)	9% (14)	161
#1 Issue: Energy	50% (45)	9% (8)	15% (13)	5% (4)	17% (15)	5% (5)	91
#1 Issue: Other	49% (55)	5% (5)	6% (7)	3% (3)	25% (28)	12% (13)	111
2016 Vote: Democrat Hillary Clinton	56% (367)	8% (55)	4% (24)	4% (25)	22% (144)	6% (42)	657
2016 Vote: Republican Donald Trump	56% (411)	4% (30)	5% (36)	3% (24)	25% (185)	6% (44)	729
2016 Vote: Someone else	59% (109)	3% (6)	6% (10)	4% (7)	25% (46)	4% (7)	185
2012 Vote: Barack Obama	58% (481)	6% (53)	4% (37)	4% (31)	22% (181)	6% (51)	834
2012 Vote: Mitt Romney	55% (300)	4% (23)	5% (29)	3% (16)	28% (152)	5% (27)	547
2012 Vote: Other	57% (49)	2% (2)	2% (1)	3% (3)	27% (23)	9% (8)	86
2012 Vote: Didn't Vote	51% (372)	7% (48)	12% (89)	4% (27)	18% (131)	9% (63)	729
4-Region: Northeast	50% (202)	5% (22)	6% (24)	3% (12)	27% (107)	9% (34)	402
4-Region: Midwest	57% (270)	5% (24)	6% (27)	3% (14)	23% (109)	6% (30)	474
4-Region: South	57% (462)	7% (54)	7% (61)	4% (31)	19% (151)	7% (56)	815
4-Region: West	53% (271)	5% (26)	9% (44)	4% (19)	24% (121)	6% (30)	511
All Investors	52% (508)	8% (82)	7% (66)	5% (51)	24% (239)	4% (35)	980
Investments >= \$50k	50% (293)	7% (44)	6% (36)	5% (28)	29% (167)	3% (20)	587
Investments < \$50k	55% (215)	10% (38)	8% (31)	6% (23)	18% (71)	4% (14)	393
Facebook User	64% (1184)	5% (93)	7% (122)	3% (64)	16% (298)	5% (94)	1856
Instagram User	59% (592)	11% (112)	12% (123)	5% (54)	9% (89)	3% (34)	1005
Snapchat User	55% (412)	12% (88)	19% (143)	5% (40)	6% (44)	2% (18)	745

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Table BRD3_5: Which of the following social media platforms do you prefer to use for the following features?*Private messaging*

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	55% (1205)	6% (126)	7% (156)	3% (76)	22% (488)	7% (149)	2201
Twitter User	58% (491)	9% (73)	11% (94)	7% (62)	13% (108)	3% (23)	850

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

Table BRD3_6: Which of the following social media platforms do you prefer to use for the following features?
Stories / Disappearing posts

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	29% (634)	6% (135)	15% (332)	4% (82)	36% (785)	11% (232)	2201
Gender: Male	29% (304)	7% (71)	13% (141)	5% (51)	37% (394)	9% (99)	1060
Gender: Female	29% (330)	6% (64)	17% (192)	3% (31)	34% (391)	12% (134)	1141
Age: 18-29	20% (96)	11% (53)	43% (203)	6% (31)	14% (68)	5% (25)	476
Age: 30-44	37% (209)	10% (57)	15% (82)	4% (23)	25% (137)	9% (51)	559
Age: 45-54	31% (131)	4% (15)	7% (31)	4% (16)	41% (172)	14% (57)	423
Age: 55-64	28% (97)	2% (7)	3% (10)	2% (7)	52% (179)	13% (45)	345
Age: 65+	26% (102)	1% (3)	1% (5)	1% (6)	57% (228)	14% (55)	398
PID: Dem (no lean)	29% (212)	7% (50)	16% (114)	4% (31)	35% (257)	9% (64)	728
PID: Ind (no lean)	29% (239)	5% (39)	16% (131)	4% (31)	34% (276)	12% (98)	815
PID: Rep (no lean)	28% (183)	7% (46)	13% (87)	3% (20)	38% (252)	11% (70)	658
PID/Gender: Dem Men	30% (98)	8% (25)	14% (47)	6% (20)	36% (116)	7% (23)	328
PID/Gender: Dem Women	29% (115)	6% (25)	17% (67)	3% (12)	35% (140)	10% (41)	400
PID/Gender: Ind Men	30% (116)	4% (17)	12% (47)	4% (15)	38% (145)	11% (43)	382
PID/Gender: Ind Women	29% (124)	5% (23)	20% (85)	4% (17)	30% (131)	13% (55)	433
PID/Gender: Rep Men	26% (91)	8% (29)	14% (47)	5% (17)	38% (132)	9% (33)	350
PID/Gender: Rep Women	30% (92)	5% (17)	13% (40)	1% (3)	39% (120)	12% (38)	308
Tea Party: Supporter	31% (184)	9% (52)	18% (110)	6% (37)	31% (184)	6% (36)	603
Tea Party: Not Supporter	28% (445)	5% (83)	14% (220)	3% (45)	37% (593)	12% (196)	1583
Ideo: Liberal (1-3)	30% (225)	9% (67)	18% (134)	6% (46)	29% (215)	7% (54)	741
Ideo: Moderate (4)	29% (143)	5% (26)	13% (65)	3% (14)	39% (192)	11% (52)	492
Ideo: Conservative (5-7)	27% (179)	4% (24)	11% (71)	2% (16)	45% (296)	11% (69)	657
Educ: < College	32% (494)	6% (87)	16% (254)	3% (53)	32% (498)	11% (180)	1567
Educ: Bachelors degree	22% (90)	7% (31)	14% (60)	5% (20)	44% (184)	8% (31)	416
Educ: Post-grad	23% (50)	8% (18)	8% (18)	4% (9)	47% (103)	10% (21)	219
Income: Under 50k	31% (417)	6% (76)	15% (204)	5% (61)	32% (431)	12% (155)	1344
Income: 50k-100k	27% (165)	7% (42)	16% (99)	3% (17)	38% (235)	10% (63)	621
Income: 100k+	22% (52)	7% (17)	12% (30)	2% (5)	50% (118)	6% (14)	237

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Table BRD3_6: Which of the following social media platforms do you prefer to use for the following features?
 Stories / Disappearing posts

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	29% (634)	6% (135)	15% (332)	4% (82)	36% (785)	11% (232)	2201
Ethnicity: White	29% (509)	5% (95)	14% (241)	4% (62)	38% (659)	11% (185)	1750
Ethnicity: Hispanic	27% (90)	9% (28)	26% (85)	6% (20)	27% (88)	6% (19)	329
Ethnicity: Afr. Am.	31% (82)	9% (23)	16% (44)	5% (14)	28% (75)	11% (30)	269
Ethnicity: Other	24% (44)	9% (17)	26% (47)	3% (6)	28% (51)	10% (17)	182
Relig: Protestant	26% (136)	5% (24)	8% (43)	2% (11)	49% (260)	10% (54)	528
Relig: Roman Catholic	25% (108)	8% (36)	15% (65)	4% (16)	39% (169)	9% (37)	431
Relig: Ath./Agn./None	26% (157)	7% (42)	18% (109)	4% (25)	35% (215)	11% (66)	614
Relig: Something Else	34% (127)	7% (25)	21% (77)	5% (19)	21% (79)	12% (46)	374
Relig: Evangelical	33% (214)	5% (35)	14% (92)	4% (25)	34% (221)	10% (63)	650
Relig: Non-Evang. Catholics	24% (136)	6% (33)	10% (54)	2% (13)	48% (269)	10% (57)	562
Relig: All Christian	29% (349)	6% (68)	12% (147)	3% (38)	40% (490)	10% (120)	1213
Relig: All Non-Christian	29% (285)	7% (67)	19% (186)	4% (44)	30% (294)	11% (112)	988
Community: Urban	30% (174)	7% (39)	16% (94)	3% (19)	31% (175)	13% (72)	573
Community: Suburban	27% (261)	7% (67)	15% (143)	3% (33)	39% (384)	9% (85)	973
Community: Rural	30% (198)	4% (29)	15% (95)	5% (30)	35% (226)	12% (76)	654
Employ: Private Sector	29% (198)	9% (57)	15% (101)	4% (27)	37% (249)	6% (42)	673
Employ: Government	26% (40)	8% (12)	24% (36)	6% (9)	31% (48)	5% (8)	153
Employ: Self-Employed	32% (76)	6% (15)	17% (42)	7% (18)	28% (67)	10% (24)	242
Employ: Homemaker	30% (57)	4% (8)	14% (27)	4% (8)	32% (61)	15% (28)	189
Employ: Student	14% (15)	11% (11)	54% (56)	3% (3)	13% (14)	5% (5)	105
Employ: Retired	29% (136)	2% (7)	2% (10)	2% (8)	51% (234)	14% (67)	462
Employ: Unemployed	29% (55)	5% (10)	16% (30)	2% (4)	35% (66)	12% (23)	189
Employ: Other	30% (57)	8% (15)	16% (30)	3% (6)	24% (46)	18% (35)	188
Military HH: Yes	30% (135)	6% (28)	12% (55)	6% (26)	36% (162)	9% (42)	448
Military HH: No	28% (500)	6% (107)	16% (277)	3% (57)	36% (623)	11% (190)	1753
RD/WT: Right Direction	30% (283)	7% (63)	12% (113)	4% (41)	36% (340)	11% (99)	939
RD/WT: Wrong Track	28% (351)	6% (72)	17% (219)	3% (42)	35% (445)	11% (133)	1262

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Table BRD3_6: Which of the following social media platforms do you prefer to use for the following features?
Stories / Disappearing posts

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	29% (634)	6% (135)	15% (332)	4% (82)	36% (785)	11% (232)	2201
Strongly Approve	31% (148)	7% (33)	11% (54)	5% (24)	37% (176)	10% (46)	482
Somewhat Approve	30% (143)	5% (25)	12% (56)	3% (14)	40% (188)	10% (47)	473
Somewhat Disapprove	31% (87)	8% (22)	21% (59)	2% (7)	28% (81)	10% (28)	283
Strongly Disapprove	28% (227)	5% (41)	17% (143)	4% (34)	37% (302)	9% (76)	823
Dont Know / No Opinion	20% (28)	11% (15)	15% (20)	2% (3)	27% (38)	25% (35)	140
#1 Issue: Economy	29% (193)	6% (41)	17% (116)	2% (16)	37% (249)	8% (55)	671
#1 Issue: Security	31% (121)	5% (19)	11% (44)	4% (16)	40% (158)	9% (37)	396
#1 Issue: Health Care	31% (118)	10% (37)	11% (43)	2% (9)	35% (133)	10% (39)	378
#1 Issue: Medicare / Social Security	30% (83)	2% (4)	5% (15)	3% (10)	45% (124)	15% (42)	278
#1 Issue: Women's Issues	25% (29)	10% (11)	26% (30)	7% (8)	21% (24)	11% (12)	115
#1 Issue: Education	27% (43)	7% (11)	30% (48)	5% (8)	22% (36)	9% (14)	161
#1 Issue: Energy	23% (21)	9% (8)	25% (22)	12% (10)	24% (22)	8% (7)	91
#1 Issue: Other	23% (26)	2% (2)	12% (13)	4% (5)	36% (40)	23% (25)	111
2016 Vote: Democrat Hillary Clinton	31% (202)	7% (49)	12% (76)	5% (35)	35% (232)	10% (64)	657
2016 Vote: Republican Donald Trump	29% (211)	5% (35)	10% (72)	3% (20)	42% (304)	12% (87)	729
2016 Vote: Someone else	23% (43)	8% (16)	18% (33)	1% (2)	41% (77)	8% (15)	185
2012 Vote: Barack Obama	33% (274)	7% (61)	10% (85)	5% (39)	36% (302)	9% (74)	834
2012 Vote: Mitt Romney	29% (158)	5% (26)	10% (54)	3% (16)	44% (243)	9% (50)	547
2012 Vote: Other	23% (19)	5% (4)	6% (5)	2% (2)	45% (39)	19% (17)	86
2012 Vote: Didn't Vote	25% (180)	6% (42)	26% (188)	4% (26)	27% (200)	13% (93)	729
4-Region: Northeast	26% (103)	8% (31)	13% (51)	4% (15)	38% (152)	13% (50)	402
4-Region: Midwest	28% (131)	5% (23)	14% (69)	4% (18)	38% (182)	11% (52)	474
4-Region: South	32% (260)	6% (48)	15% (123)	4% (29)	33% (272)	10% (82)	815
4-Region: West	27% (140)	6% (33)	18% (90)	4% (20)	35% (180)	9% (48)	511
All Investors	28% (271)	8% (74)	14% (141)	5% (50)	38% (371)	7% (73)	980
Investments >= \$50k	26% (151)	7% (40)	11% (67)	5% (32)	42% (249)	8% (50)	587
Investments < \$50k	31% (120)	9% (35)	19% (74)	5% (18)	31% (122)	6% (23)	393
Facebook User	33% (619)	6% (114)	16% (291)	4% (69)	32% (589)	9% (174)	1856
Instagram User	28% (279)	13% (128)	28% (280)	6% (60)	20% (206)	5% (52)	1005
Snapchat User	26% (197)	12% (88)	42% (309)	6% (42)	11% (80)	4% (28)	745

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Table BRD3_6: Which of the following social media platforms do you prefer to use for the following features?
 Stories / Disappearing posts

Demographic	Facebook	Instagram	Snapchat	Twitter	I do not use this feature	Don't Know / No Opinion	Total N
Adults	29% (634)	6% (135)	15% (332)	4% (82)	36% (785)	11% (232)	2201
Twitter User	28% (239)	9% (80)	23% (195)	8% (69)	26% (219)	6% (47)	850

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

Table BRD4: Which of the following social media platforms do you typically use to keep up with family and friends?

Demographic	Facebook	Twitter	Instagram	Snapchat	LinkedIn	Other (please specify)	Total N
Adults	77% (1697)	2% (33)	5% (117)	5% (99)	1% (26)	10% (229)	2201
Gender: Male	71% (749)	2% (22)	7% (75)	6% (61)	2% (16)	13% (136)	1060
Gender: Female	83% (948)	1% (11)	4% (41)	3% (38)	1% (10)	8% (93)	1141
Age: 18-29	68% (323)	1% (7)	13% (60)	14% (68)	1% (5)	3% (13)	476
Age: 30-44	82% (456)	1% (8)	5% (28)	3% (19)	2% (9)	7% (40)	559
Age: 45-54	82% (346)	2% (10)	4% (17)	2% (8)	1% (5)	9% (37)	423
Age: 55-64	82% (282)	2% (5)	2% (7)	1% (3)	1% (3)	13% (45)	345
Age: 65+	73% (291)	1% (3)	1% (4)	— (1)	1% (4)	24% (95)	398
PID: Dem (no lean)	77% (563)	1% (11)	5% (37)	5% (33)	2% (12)	10% (73)	728
PID: Ind (no lean)	76% (619)	2% (15)	5% (37)	5% (41)	1% (6)	12% (96)	815
PID: Rep (no lean)	78% (514)	1% (8)	7% (43)	4% (25)	1% (8)	9% (60)	658
PID/Gender: Dem Men	72% (235)	2% (6)	8% (26)	6% (21)	2% (8)	10% (32)	328
PID/Gender: Dem Women	82% (328)	1% (5)	3% (10)	3% (13)	1% (4)	10% (41)	400
PID/Gender: Ind Men	69% (265)	3% (10)	6% (23)	6% (21)	1% (3)	16% (61)	382
PID/Gender: Ind Women	82% (354)	1% (5)	3% (14)	5% (20)	1% (3)	8% (36)	433
PID/Gender: Rep Men	71% (249)	2% (7)	8% (26)	5% (19)	2% (6)	12% (43)	350
PID/Gender: Rep Women	86% (266)	— (1)	5% (17)	2% (6)	1% (2)	5% (17)	308
Tea Party: Supporter	77% (466)	1% (7)	6% (37)	5% (29)	2% (10)	9% (55)	603
Tea Party: Not Supporter	77% (1221)	2% (25)	5% (79)	4% (69)	1% (16)	11% (173)	1583
Ideo: Liberal (1-3)	73% (543)	2% (16)	7% (55)	7% (54)	2% (12)	8% (62)	741
Ideo: Moderate (4)	79% (387)	1% (7)	4% (20)	4% (20)	1% (3)	11% (56)	492
Ideo: Conservative (5-7)	76% (501)	2% (10)	4% (26)	3% (18)	2% (12)	14% (91)	657
Educ: < College	79% (1242)	1% (14)	5% (82)	5% (78)	1% (9)	9% (142)	1567
Educ: Bachelors degree	72% (298)	4% (17)	5% (20)	4% (16)	2% (9)	13% (55)	416
Educ: Post-grad	72% (157)	1% (3)	6% (14)	2% (4)	4% (9)	14% (32)	219
Income: Under 50k	79% (1060)	2% (26)	5% (68)	4% (52)	1% (8)	10% (129)	1344
Income: 50k-100k	77% (476)	1% (7)	5% (33)	5% (32)	2% (11)	10% (61)	621
Income: 100k+	68% (160)	— (0)	7% (16)	6% (15)	3% (7)	16% (39)	237
Ethnicity: White	80% (1393)	2% (28)	4% (72)	3% (57)	1% (17)	11% (184)	1750
Ethnicity: Hispanic	69% (227)	2% (6)	11% (36)	10% (34)	2% (5)	6% (20)	329

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Table BRD4: Which of the following social media platforms do you typically use to keep up with family and friends?

Demographic	Facebook	Twitter	Instagram	Snapchat	LinkedIn	Other (please specify)	Total N
Adults	77% (1697)	2% (33)	5% (117)	5% (99)	1% (26)	10% (229)	2201
Ethnicity: Afr. Am.	71% (192)	1% (2)	9% (25)	6% (16)	2% (6)	10% (27)	269
Ethnicity: Other	61% (112)	2% (3)	11% (20)	14% (26)	2% (4)	10% (18)	182
Relig: Protestant	78% (410)	2% (9)	3% (17)	2% (12)	1% (8)	14% (71)	528
Relig: Roman Catholic	70% (303)	1% (6)	8% (36)	5% (22)	1% (5)	14% (59)	431
Relig: Ath./Agn./None	77% (474)	2% (10)	5% (33)	5% (31)	1% (7)	9% (58)	614
Relig: Something Else	79% (296)	— (2)	7% (25)	5% (18)	1% (5)	7% (28)	374
Relig: Evangelical	78% (508)	2% (15)	4% (28)	5% (30)	1% (7)	9% (61)	650
Relig: Non-Evang. Catholics	74% (418)	1% (6)	5% (31)	4% (20)	1% (7)	14% (81)	562
Relig: All Christian	76% (926)	2% (21)	5% (59)	4% (50)	1% (14)	12% (143)	1213
Relig: All Non-Christian	78% (771)	1% (12)	6% (58)	5% (49)	1% (13)	9% (86)	988
Community: Urban	80% (459)	2% (9)	6% (35)	2% (13)	2% (10)	8% (47)	573
Community: Suburban	74% (717)	2% (18)	6% (56)	5% (50)	1% (13)	12% (119)	973
Community: Rural	79% (520)	1% (6)	4% (26)	6% (36)	1% (4)	10% (63)	654
Employ: Private Sector	76% (509)	2% (10)	6% (42)	6% (40)	2% (10)	9% (61)	673
Employ: Government	79% (120)	3% (4)	4% (6)	6% (9)	1% (2)	7% (11)	153
Employ: Self-Employed	75% (182)	2% (4)	8% (18)	5% (11)	4% (9)	7% (18)	242
Employ: Homemaker	86% (163)	— (0)	4% (8)	5% (9)	— (1)	5% (9)	189
Employ: Student	63% (66)	2% (2)	15% (15)	15% (16)	1% (1)	4% (5)	105
Employ: Retired	76% (351)	1% (6)	2% (8)	1% (3)	— (1)	20% (94)	462
Employ: Unemployed	87% (164)	1% (3)	2% (4)	3% (6)	— (1)	6% (11)	189
Employ: Other	75% (141)	3% (5)	8% (15)	3% (5)	1% (2)	10% (20)	188
Military HH: Yes	75% (335)	1% (6)	5% (21)	6% (27)	1% (6)	12% (52)	448
Military HH: No	78% (1361)	2% (27)	5% (96)	4% (72)	1% (20)	10% (177)	1753
RD/WT: Right Direction	75% (708)	1% (9)	7% (63)	5% (44)	1% (12)	11% (102)	939
RD/WT: Wrong Track	78% (988)	2% (24)	4% (53)	4% (55)	1% (14)	10% (127)	1262
Strongly Approve	78% (375)	1% (5)	5% (25)	4% (18)	1% (5)	11% (54)	482
Somewhat Approve	77% (362)	1% (7)	4% (21)	4% (21)	1% (4)	12% (58)	473
Somewhat Disapprove	79% (223)	1% (3)	6% (17)	5% (13)	2% (4)	8% (23)	283
Strongly Disapprove	77% (631)	2% (17)	5% (43)	5% (39)	1% (11)	10% (83)	823
Dont Know / No Opinion	76% (106)	1% (2)	7% (10)	6% (8)	1% (1)	9% (13)	140

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Table BRD4: Which of the following social media platforms do you typically use to keep up with family and friends?

Demographic	Facebook	Twitter	Instagram	Snapchat	LinkedIn	Other (please specify)	Total N
Adults	77% (1697)	2% (33)	5% (117)	5% (99)	1% (26)	10% (229)	2201
#1 Issue: Economy	77% (515)	1% (4)	6% (38)	5% (30)	1% (9)	11% (76)	671
#1 Issue: Security	78% (310)	1% (4)	4% (14)	3% (12)	1% (5)	13% (51)	396
#1 Issue: Health Care	81% (306)	3% (10)	5% (18)	3% (13)	1% (4)	7% (26)	378
#1 Issue: Medicare / Social Security	80% (223)	1% (4)	1% (4)	2% (5)	1% (3)	14% (40)	278
#1 Issue: Women's Issues	66% (76)	4% (5)	9% (10)	15% (17)	1% (1)	5% (6)	115
#1 Issue: Education	75% (122)	2% (3)	11% (18)	6% (9)	1% (1)	5% (8)	161
#1 Issue: Energy	72% (65)	3% (2)	9% (8)	10% (9)	3% (3)	4% (4)	91
#1 Issue: Other	72% (79)	1% (1)	6% (7)	3% (4)	1% (1)	17% (19)	111
2016 Vote: Democrat Hillary Clinton	76% (500)	2% (14)	5% (36)	4% (26)	2% (12)	10% (69)	657
2016 Vote: Republican Donald Trump	78% (567)	1% (10)	4% (32)	3% (20)	1% (8)	13% (91)	729
2016 Vote: Someone else	77% (143)	1% (1)	8% (16)	4% (7)	1% (2)	8% (16)	185
2012 Vote: Barack Obama	79% (655)	2% (17)	6% (49)	2% (19)	1% (9)	10% (85)	834
2012 Vote: Mitt Romney	75% (411)	1% (8)	5% (26)	4% (21)	1% (7)	14% (74)	547
2012 Vote: Other	81% (70)	2% (2)	1% (1)	1% (1)	1% (1)	14% (12)	86
2012 Vote: Didn't Vote	76% (557)	1% (7)	6% (42)	8% (57)	1% (8)	8% (58)	729
4-Region: Northeast	75% (300)	1% (5)	6% (26)	4% (16)	2% (6)	12% (49)	402
4-Region: Midwest	79% (372)	2% (8)	3% (16)	5% (23)	2% (11)	9% (45)	474
4-Region: South	81% (664)	1% (11)	4% (35)	4% (33)	1% (5)	8% (67)	815
4-Region: West	71% (360)	2% (10)	8% (40)	5% (27)	1% (4)	13% (68)	511
All Investors	74% (729)	2% (16)	6% (62)	5% (48)	2% (20)	11% (104)	980
Investments >= \$50k	73% (431)	2% (10)	6% (35)	4% (24)	2% (11)	13% (76)	587
Investments < \$50k	76% (297)	2% (6)	7% (28)	6% (24)	2% (9)	7% (28)	393
Facebook User	87% (1623)	1% (23)	4% (72)	3% (63)	1% (10)	3% (65)	1856
Instagram User	79% (795)	2% (19)	10% (102)	7% (67)	— (5)	2% (17)	1005
Snapchat User	76% (566)	1% (11)	9% (65)	12% (90)	— (3)	1% (11)	745
Twitter User	79% (671)	3% (30)	7% (61)	7% (56)	1% (7)	3% (26)	850

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

Table BRD5: Which of the following social media platforms do you use to keep up with businesses and brands you like?

Demographic	Facebook	Twitter	Instagram	Snapchat	Other (please specify)	LinkedIn	Total N
Adults	57% (1259)	7% (158)	11% (250)	2% (36)	16% (351)	7% (148)	2201
Gender: Male	53% (560)	9% (91)	11% (114)	2% (23)	18% (191)	8% (81)	1060
Gender: Female	61% (699)	6% (67)	12% (136)	1% (13)	14% (161)	6% (66)	1141
Age: 18-29	45% (215)	10% (47)	30% (143)	5% (24)	3% (16)	6% (31)	476
Age: 30-44	64% (361)	7% (41)	13% (73)	1% (5)	8% (46)	6% (34)	559
Age: 45-54	61% (260)	8% (35)	3% (14)	2% (7)	16% (69)	9% (38)	423
Age: 55-64	61% (211)	6% (20)	4% (15)	— (0)	24% (81)	5% (18)	345
Age: 65+	53% (213)	3% (14)	1% (5)	— (0)	35% (139)	7% (28)	398
PID: Dem (no lean)	57% (412)	9% (65)	13% (93)	1% (10)	14% (99)	7% (48)	728
PID: Ind (no lean)	57% (462)	5% (40)	12% (94)	1% (10)	19% (153)	7% (55)	815
PID: Rep (no lean)	59% (385)	8% (52)	9% (62)	2% (15)	15% (99)	7% (44)	658
PID/Gender: Dem Men	55% (179)	9% (28)	13% (41)	2% (7)	15% (50)	7% (22)	328
PID/Gender: Dem Women	58% (233)	9% (37)	13% (52)	1% (3)	12% (49)	7% (27)	400
PID/Gender: Ind Men	52% (198)	8% (29)	10% (37)	2% (6)	22% (82)	8% (30)	382
PID/Gender: Ind Women	61% (265)	3% (11)	13% (57)	1% (5)	16% (71)	6% (25)	433
PID/Gender: Rep Men	52% (183)	10% (33)	10% (36)	3% (10)	17% (58)	8% (30)	350
PID/Gender: Rep Women	66% (202)	6% (19)	9% (27)	2% (5)	13% (41)	5% (15)	308
Tea Party: Supporter	58% (348)	8% (45)	13% (76)	3% (16)	13% (81)	6% (37)	603
Tea Party: Not Supporter	57% (906)	7% (110)	11% (172)	1% (18)	17% (266)	7% (111)	1583
Ideo: Liberal (1-3)	56% (415)	9% (64)	15% (109)	2% (17)	11% (85)	7% (51)	741
Ideo: Moderate (4)	57% (279)	7% (36)	9% (43)	1% (7)	19% (95)	7% (33)	492
Ideo: Conservative (5-7)	57% (374)	7% (47)	8% (50)	1% (10)	20% (129)	7% (47)	657
Educ: < College	60% (941)	7% (102)	12% (189)	2% (30)	15% (235)	4% (69)	1567
Educ: Bachelors degree	51% (211)	10% (41)	10% (42)	1% (4)	17% (69)	12% (49)	416
Educ: Post-grad	49% (107)	6% (14)	9% (19)	1% (2)	22% (47)	13% (29)	219
Income: Under 50k	59% (794)	7% (101)	12% (160)	2% (22)	15% (206)	4% (60)	1344
Income: 50k-100k	58% (358)	7% (44)	10% (61)	2% (10)	15% (95)	9% (53)	621
Income: 100k+	45% (107)	6% (13)	12% (28)	2% (4)	21% (49)	15% (34)	237
Ethnicity: White	60% (1050)	7% (125)	9% (161)	1% (19)	16% (284)	6% (110)	1750
Ethnicity: Hispanic	54% (178)	7% (23)	23% (75)	3% (11)	8% (27)	5% (16)	329

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Table BRD5: Which of the following social media platforms do you use to keep up with businesses and brands you like?

Demographic	Facebook	Twitter	Instagram	Snapchat	Other (please specify)	LinkedIn	Total N
Adults	57% (1259)	7% (158)	11% (250)	2% (36)	16% (351)	7% (148)	2201
Ethnicity: Afr. Am.	49% (133)	7% (20)	18% (48)	3% (8)	15% (40)	7% (19)	269
Ethnicity: Other	42% (76)	7% (13)	22% (40)	4% (8)	15% (27)	10% (18)	182
Relig: Protestant	56% (297)	7% (39)	6% (31)	1% (5)	21% (113)	8% (43)	528
Relig: Roman Catholic	55% (238)	8% (34)	11% (49)	2% (10)	16% (69)	7% (31)	431
Relig: Ath./Agn./None	55% (340)	8% (46)	14% (85)	1% (8)	16% (96)	6% (38)	614
Relig: Something Else	59% (222)	7% (26)	17% (63)	1% (5)	10% (38)	5% (20)	374
Relig: Evangelical	59% (386)	7% (46)	9% (60)	2% (12)	15% (100)	7% (46)	650
Relig: Non-Evang. Catholics	55% (311)	7% (40)	7% (41)	2% (11)	21% (117)	8% (44)	562
Relig: All Christian	57% (697)	7% (86)	8% (101)	2% (23)	18% (217)	7% (90)	1213
Relig: All Non-Christian	57% (562)	7% (72)	15% (149)	1% (13)	14% (134)	6% (58)	988
Community: Urban	56% (323)	7% (40)	13% (73)	2% (12)	15% (88)	7% (38)	573
Community: Suburban	53% (516)	8% (81)	12% (112)	2% (17)	17% (162)	9% (86)	973
Community: Rural	64% (420)	6% (37)	10% (65)	1% (7)	15% (101)	4% (24)	654
Employ: Private Sector	57% (384)	8% (55)	11% (74)	2% (11)	11% (77)	11% (71)	673
Employ: Government	53% (81)	13% (20)	12% (19)	3% (5)	13% (20)	5% (7)	153
Employ: Self-Employed	56% (136)	9% (21)	13% (32)	3% (6)	10% (25)	8% (20)	242
Employ: Homemaker	72% (137)	2% (4)	11% (21)	2% (5)	9% (17)	3% (6)	189
Employ: Student	35% (37)	11% (11)	37% (39)	5% (6)	6% (6)	6% (6)	105
Employ: Retired	56% (258)	5% (22)	1% (7)	— (1)	33% (155)	4% (20)	462
Employ: Unemployed	59% (111)	9% (18)	12% (22)	1% (2)	13% (25)	5% (10)	189
Employ: Other	61% (114)	4% (7)	19% (35)	— (0)	13% (25)	4% (7)	188
Military HH: Yes	60% (267)	7% (31)	10% (43)	2% (7)	16% (73)	6% (27)	448
Military HH: No	57% (992)	7% (127)	12% (207)	2% (28)	16% (278)	7% (121)	1753
RD/WT: Right Direction	61% (570)	6% (60)	9% (83)	2% (19)	16% (149)	6% (58)	939
RD/WT: Wrong Track	55% (689)	8% (98)	13% (167)	1% (17)	16% (202)	7% (89)	1262
Strongly Approve	61% (295)	6% (31)	7% (33)	2% (9)	17% (82)	7% (32)	482
Somewhat Approve	58% (273)	6% (30)	10% (49)	2% (9)	18% (85)	6% (27)	473
Somewhat Disapprove	56% (158)	10% (27)	12% (33)	2% (4)	13% (36)	8% (24)	283
Strongly Disapprove	55% (449)	8% (63)	14% (115)	1% (11)	16% (128)	7% (57)	823
Dont Know / No Opinion	60% (83)	4% (6)	14% (20)	2% (3)	14% (19)	6% (8)	140

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Table BRD5: Which of the following social media platforms do you use to keep up with businesses and brands you like?

Demographic	Facebook	Twitter	Instagram	Snapchat	Other (please specify)	LinkedIn	Total N
Adults	57% (1259)	7% (158)	11% (250)	2% (36)	16% (351)	7% (148)	2201
#1 Issue: Economy	56% (377)	8% (51)	12% (80)	3% (17)	14% (92)	8% (54)	671
#1 Issue: Security	62% (244)	5% (20)	7% (28)	— (1)	20% (79)	6% (24)	396
#1 Issue: Health Care	61% (230)	6% (24)	13% (50)	— (1)	12% (45)	7% (28)	378
#1 Issue: Medicare / Social Security	56% (156)	6% (17)	4% (11)	— (0)	26% (73)	7% (21)	278
#1 Issue: Women's Issues	55% (63)	13% (14)	20% (23)	5% (6)	4% (5)	4% (4)	115
#1 Issue: Education	57% (91)	11% (17)	18% (28)	2% (3)	11% (17)	3% (4)	161
#1 Issue: Energy	45% (41)	12% (11)	19% (17)	6% (5)	8% (7)	10% (9)	91
#1 Issue: Other	51% (57)	2% (3)	11% (12)	3% (3)	30% (33)	3% (3)	111
2016 Vote: Democrat Hillary Clinton	57% (372)	8% (51)	10% (67)	1% (9)	16% (102)	8% (55)	657
2016 Vote: Republican Donald Trump	59% (434)	7% (49)	6% (46)	1% (9)	19% (140)	7% (50)	729
2016 Vote: Someone else	50% (92)	10% (18)	14% (25)	1% (2)	18% (34)	7% (14)	185
2012 Vote: Barack Obama	58% (485)	8% (63)	10% (83)	1% (8)	16% (137)	7% (58)	834
2012 Vote: Mitt Romney	57% (311)	8% (43)	5% (29)	2% (9)	19% (104)	9% (49)	547
2012 Vote: Other	58% (49)	8% (7)	3% (2)	— (0)	24% (21)	7% (6)	86
2012 Vote: Didn't Vote	56% (410)	6% (43)	18% (135)	3% (19)	12% (88)	5% (34)	729
4-Region: Northeast	54% (216)	8% (33)	10% (41)	2% (9)	18% (73)	7% (29)	402
4-Region: Midwest	62% (292)	6% (29)	9% (44)	1% (4)	15% (72)	7% (33)	474
4-Region: South	61% (497)	7% (56)	11% (90)	1% (12)	13% (105)	7% (54)	815
4-Region: West	50% (254)	8% (39)	15% (74)	2% (11)	20% (101)	6% (32)	511
All Investors	54% (532)	8% (78)	11% (106)	2% (21)	15% (149)	10% (95)	980
Investments >= \$50k	53% (314)	8% (45)	9% (53)	1% (9)	17% (100)	11% (66)	587
Investments < \$50k	55% (218)	8% (33)	13% (53)	3% (12)	12% (48)	7% (29)	393
Facebook User	65% (1202)	7% (131)	11% (196)	1% (22)	10% (184)	7% (121)	1856
Instagram User	54% (539)	10% (104)	23% (230)	2% (17)	5% (49)	7% (65)	1005
Snapchat User	52% (386)	9% (66)	24% (177)	4% (32)	4% (29)	7% (55)	745
Twitter User	51% (432)	18% (149)	16% (135)	2% (18)	5% (44)	8% (72)	850

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

Table BRD6: Which of the following social media apps has the best interactive filters?

Demographic	Instagram	Snapchat	Total N
Adults	56% (1241)	44% (960)	2201
Gender: Male	60% (634)	40% (425)	1060
Gender: Female	53% (607)	47% (535)	1141
Age: 18-29	36% (169)	64% (306)	476
Age: 30-44	52% (288)	48% (271)	559
Age: 45-54	58% (247)	42% (176)	423
Age: 55-64	67% (232)	33% (113)	345
Age: 65+	76% (304)	24% (94)	398
PID: Dem (no lean)	58% (420)	42% (308)	728
PID: Ind (no lean)	54% (442)	46% (373)	815
PID: Rep (no lean)	58% (379)	42% (279)	658
PID/Gender: Dem Men	60% (197)	40% (130)	328
PID/Gender: Dem Women	56% (223)	44% (178)	400
PID/Gender: Ind Men	59% (225)	41% (157)	382
PID/Gender: Ind Women	50% (217)	50% (216)	433
PID/Gender: Rep Men	60% (211)	40% (138)	350
PID/Gender: Rep Women	54% (168)	46% (141)	308
Tea Party: Supporter	56% (335)	44% (268)	603
Tea Party: Not Supporter	57% (902)	43% (682)	1583
Ideo: Liberal (1-3)	54% (403)	46% (338)	741
Ideo: Moderate (4)	59% (289)	41% (203)	492
Ideo: Conservative (5-7)	60% (393)	40% (264)	657
Educ: < College	55% (863)	45% (703)	1567
Educ: Bachelors degree	56% (235)	44% (181)	416
Educ: Post-grad	65% (143)	35% (76)	219
Income: Under 50k	57% (766)	43% (578)	1344
Income: 50k-100k	55% (341)	45% (280)	621
Income: 100k+	57% (135)	43% (102)	237
Ethnicity: White	56% (983)	44% (768)	1750
Ethnicity: Hispanic	51% (169)	49% (160)	329
Ethnicity: Afr. Am.	59% (158)	41% (111)	269

Continued on next page

Table BRD6: Which of the following social media apps has the best interactive filters?

Demographic	Instagram		Snapchat		Total N
Adults	56%	(1241)	44%	(960)	2201
Ethnicity: Other	55%	(101)	45%	(81)	182
Relig: Protestant	64%	(335)	36%	(193)	528
Relig: Roman Catholic	55%	(235)	45%	(196)	431
Relig: Ath./Agn./None	52%	(322)	48%	(292)	614
Relig: Something Else	53%	(198)	47%	(176)	374
Relig: Evangelical	61%	(394)	39%	(256)	650
Relig: Non-Evang. Catholics	58%	(327)	42%	(236)	562
Relig: All Christian	59%	(721)	41%	(492)	1213
Relig: All Non-Christian	53%	(520)	47%	(468)	988
Community: Urban	60%	(345)	40%	(228)	573
Community: Suburban	56%	(541)	44%	(432)	973
Community: Rural	54%	(355)	46%	(300)	654
Employ: Private Sector	54%	(361)	46%	(312)	673
Employ: Government	52%	(80)	48%	(73)	153
Employ: Self-Employed	56%	(135)	44%	(107)	242
Employ: Homemaker	48%	(90)	52%	(99)	189
Employ: Student	27%	(29)	73%	(76)	105
Employ: Retired	75%	(345)	25%	(118)	462
Employ: Unemployed	51%	(97)	49%	(92)	189
Employ: Other	56%	(105)	44%	(83)	188
Military HH: Yes	57%	(257)	43%	(191)	448
Military HH: No	56%	(984)	44%	(769)	1753
RD/WT: Right Direction	59%	(551)	41%	(388)	939
RD/WT: Wrong Track	55%	(690)	45%	(572)	1262
Strongly Approve	61%	(292)	39%	(190)	482
Somewhat Approve	57%	(268)	43%	(205)	473
Somewhat Disapprove	50%	(143)	50%	(141)	283
Strongly Disapprove	58%	(474)	42%	(349)	823
Dont Know / No Opinion	47%	(65)	53%	(75)	140

Continued on next page

Table BRD6: Which of the following social media apps has the best interactive filters?

Demographic	Instagram		Snapchat		Total N
Adults	56%	(1241)	44%	(960)	2201
#1 Issue: Economy	54%	(364)	46%	(306)	671
#1 Issue: Security	58%	(228)	42%	(168)	396
#1 Issue: Health Care	58%	(220)	42%	(158)	378
#1 Issue: Medicare / Social Security	72%	(200)	28%	(78)	278
#1 Issue: Women's Issues	39%	(45)	61%	(70)	115
#1 Issue: Education	46%	(75)	54%	(87)	161
#1 Issue: Energy	45%	(41)	55%	(50)	91
#1 Issue: Other	62%	(68)	38%	(43)	111
2016 Vote: Democrat Hillary Clinton	61%	(398)	39%	(258)	657
2016 Vote: Republican Donald Trump	60%	(439)	40%	(290)	729
2016 Vote: Someone else	55%	(102)	45%	(84)	185
2012 Vote: Barack Obama	61%	(506)	39%	(329)	834
2012 Vote: Mitt Romney	60%	(327)	40%	(219)	547
2012 Vote: Other	57%	(49)	43%	(37)	86
2012 Vote: Didn't Vote	49%	(354)	51%	(375)	729
4-Region: Northeast	59%	(236)	41%	(166)	402
4-Region: Midwest	52%	(244)	48%	(229)	474
4-Region: South	56%	(456)	44%	(359)	815
4-Region: West	60%	(305)	40%	(206)	511
All Investors	59%	(582)	41%	(398)	980
Investments >= \$50k	66%	(386)	34%	(201)	587
Investments < \$50k	50%	(195)	50%	(198)	393
Facebook User	55%	(1027)	45%	(829)	1856
Instagram User	53%	(534)	47%	(471)	1005
Snapchat User	29%	(215)	71%	(529)	745
Twitter User	53%	(451)	47%	(399)	850

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

Table BRD7_1: Does your child have an account on any of the following social media platforms, or not?

Facebook

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	52%	(609)	38%	(446)	10%	(111)	1166
Gender: Male	53%	(269)	36%	(180)	11%	(56)	505
Gender: Female	51%	(340)	40%	(266)	8%	(55)	661
Age: 18-29	30%	(49)	66%	(109)	4%	(6)	164
Age: 30-44	48%	(178)	46%	(170)	6%	(24)	372
Age: 45-54	59%	(149)	32%	(81)	8%	(21)	250
Age: 55-64	65%	(117)	23%	(41)	13%	(23)	180
Age: 65+	58%	(117)	23%	(46)	19%	(38)	200
PID: Dem (no lean)	54%	(198)	36%	(133)	10%	(35)	366
PID: Ind (no lean)	49%	(210)	42%	(179)	9%	(40)	428
PID: Rep (no lean)	54%	(202)	36%	(135)	10%	(36)	372
PID/Gender: Dem Men	52%	(81)	35%	(55)	13%	(20)	157
PID/Gender: Dem Women	56%	(117)	37%	(77)	7%	(15)	209
PID/Gender: Ind Men	55%	(90)	34%	(55)	11%	(18)	163
PID/Gender: Ind Women	45%	(120)	46%	(123)	9%	(23)	266
PID/Gender: Rep Men	53%	(98)	37%	(69)	10%	(18)	186
PID/Gender: Rep Women	56%	(104)	35%	(65)	9%	(17)	186
Tea Party: Supporter	62%	(201)	31%	(101)	7%	(23)	325
Tea Party: Not Supporter	48%	(402)	41%	(342)	11%	(88)	831
Ideo: Liberal (1-3)	57%	(206)	34%	(124)	9%	(31)	361
Ideo: Moderate (4)	54%	(135)	38%	(95)	9%	(22)	251
Ideo: Conservative (5-7)	54%	(207)	36%	(138)	9%	(35)	380
Educ: < College	52%	(431)	38%	(315)	10%	(83)	829
Educ: Bachelors degree	51%	(107)	41%	(86)	8%	(17)	210
Educ: Post-grad	55%	(70)	36%	(46)	9%	(12)	128
Income: Under 50k	47%	(308)	42%	(279)	11%	(71)	657
Income: 50k-100k	61%	(228)	31%	(115)	8%	(29)	371
Income: 100k+	54%	(74)	38%	(53)	8%	(11)	137

Continued on next page

Table BRD7_1: Does your child have an account on any of the following social media platforms, or not?

Facebook

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	52% (609)	38% (446)	10% (111)	1166
Ethnicity: White	53% (495)	38% (359)	9% (88)	942
Ethnicity: Hispanic	49% (93)	43% (82)	8% (16)	191
Ethnicity: Afr. Am.	48% (63)	40% (52)	12% (15)	130
Ethnicity: Other	54% (51)	37% (35)	9% (8)	95
Relig: Protestant	58% (160)	30% (82)	12% (32)	275
Relig: Roman Catholic	52% (124)	37% (88)	11% (26)	239
Relig: Ath./Agn./None	41% (123)	48% (145)	11% (32)	300
Relig: Something Else	58% (110)	36% (67)	6% (12)	188
Relig: Evangelical	59% (226)	34% (129)	7% (27)	381
Relig: Non-Evang. Catholics	51% (151)	35% (104)	14% (41)	296
Relig: All Christian	56% (376)	34% (233)	10% (68)	677
Relig: All Non-Christian	48% (233)	43% (212)	9% (43)	488
Community: Urban	56% (169)	35% (106)	9% (28)	303
Community: Suburban	50% (264)	40% (213)	10% (52)	528
Community: Rural	53% (177)	38% (128)	9% (31)	335
Employ: Private Sector	59% (220)	35% (130)	6% (22)	372
Employ: Government	47% (44)	47% (45)	6% (6)	95
Employ: Self-Employed	49% (66)	44% (59)	7% (10)	135
Employ: Homemaker	45% (62)	50% (70)	6% (8)	140
Employ: Retired	60% (137)	22% (49)	18% (41)	226
Employ: Unemployed	46% (38)	49% (41)	6% (5)	84
Employ: Other	35% (34)	44% (42)	22% (21)	96
Military HH: Yes	60% (147)	29% (72)	10% (25)	244
Military HH: No	50% (462)	41% (374)	9% (86)	922
RD/WT: Right Direction	56% (292)	34% (181)	10% (52)	525
RD/WT: Wrong Track	49% (317)	41% (265)	9% (60)	642

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Table BRD7_1: Does your child have an account on any of the following social media platforms, or not?
Facebook

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	52% (609)	38% (446)	10% (111)	1166
Strongly Approve	61% (165)	32% (86)	8% (20)	271
Somewhat Approve	50% (140)	39% (109)	11% (29)	279
Somewhat Disapprove	56% (80)	34% (49)	10% (14)	144
Strongly Disapprove	49% (198)	43% (173)	8% (31)	402
Dont Know / No Opinion	36% (25)	42% (30)	22% (16)	71
#1 Issue: Economy	51% (187)	42% (154)	8% (28)	369
#1 Issue: Security	56% (121)	36% (79)	8% (18)	218
#1 Issue: Health Care	58% (124)	36% (77)	6% (12)	212
#1 Issue: Medicare / Social Security	58% (76)	29% (38)	13% (18)	131
#1 Issue: Women's Issues	50% (27)	43% (23)	7% (4)	55
#1 Issue: Education	44% (39)	49% (43)	7% (6)	88
#1 Issue: Other	37% (22)	28% (17)	34% (20)	60
2016 Vote: Democrat Hillary Clinton	57% (196)	35% (118)	8% (27)	342
2016 Vote: Republican Donald Trump	57% (243)	32% (137)	11% (47)	427
2016 Vote: Someone else	46% (42)	49% (45)	4% (4)	91
2012 Vote: Barack Obama	55% (250)	36% (163)	9% (42)	455
2012 Vote: Mitt Romney	59% (184)	29% (91)	11% (35)	309
2012 Vote: Other	59% (31)	31% (16)	10% (5)	52
2012 Vote: Didn't Vote	41% (142)	51% (176)	8% (29)	347
4-Region: Northeast	48% (99)	37% (76)	16% (32)	208
4-Region: Midwest	54% (140)	37% (98)	9% (24)	262
4-Region: South	55% (245)	37% (164)	8% (35)	444
4-Region: West	50% (125)	43% (108)	8% (20)	253
All Investors	59% (331)	33% (186)	8% (43)	559
Investments >= \$50k	62% (210)	29% (96)	9% (31)	337
Investments < \$50k	54% (121)	40% (90)	6% (12)	223
Facebook User	56% (559)	39% (395)	5% (53)	1007
Instagram User	53% (285)	43% (230)	4% (20)	535
Snapchat User	53% (199)	45% (169)	2% (9)	376
Twitter User	58% (246)	39% (165)	3% (12)	423

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

Table BRD7_4: Does your child have an account on any of the following social media platforms, or not?

Instagram

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	34%	(391)	48%	(563)	18%	(212)	1166
Gender: Male	34%	(173)	45%	(230)	20%	(103)	505
Gender: Female	33%	(218)	50%	(333)	17%	(110)	661
Age: 18-29	25%	(41)	70%	(114)	5%	(9)	164
Age: 30-44	41%	(153)	51%	(188)	8%	(30)	372
Age: 45-54	39%	(97)	43%	(108)	18%	(45)	250
Age: 55-64	35%	(63)	38%	(68)	27%	(49)	180
Age: 65+	18%	(37)	42%	(85)	39%	(79)	200
PID: Dem (no lean)	35%	(128)	46%	(168)	19%	(70)	366
PID: Ind (no lean)	28%	(122)	52%	(222)	20%	(85)	428
PID: Rep (no lean)	38%	(141)	46%	(173)	16%	(58)	372
PID/Gender: Dem Men	31%	(49)	47%	(74)	21%	(33)	157
PID/Gender: Dem Women	38%	(79)	45%	(94)	17%	(36)	209
PID/Gender: Ind Men	30%	(49)	45%	(73)	25%	(41)	163
PID/Gender: Ind Women	27%	(73)	56%	(149)	16%	(44)	266
PID/Gender: Rep Men	40%	(75)	44%	(83)	15%	(28)	186
PID/Gender: Rep Women	36%	(66)	48%	(90)	16%	(29)	186
Tea Party: Supporter	45%	(145)	42%	(137)	13%	(42)	325
Tea Party: Not Supporter	29%	(244)	51%	(422)	20%	(165)	831
Ideo: Liberal (1-3)	41%	(147)	45%	(161)	15%	(53)	361
Ideo: Moderate (4)	30%	(75)	50%	(126)	20%	(50)	251
Ideo: Conservative (5-7)	34%	(129)	47%	(178)	19%	(73)	380
Educ: < College	32%	(265)	48%	(398)	20%	(166)	829
Educ: Bachelors degree	37%	(78)	53%	(112)	9%	(20)	210
Educ: Post-grad	38%	(48)	42%	(54)	20%	(26)	128
Income: Under 50k	29%	(190)	52%	(341)	19%	(127)	657
Income: 50k-100k	38%	(140)	45%	(166)	18%	(65)	371
Income: 100k+	44%	(61)	41%	(56)	15%	(20)	137

Continued on next page

Table BRD7_4: Does your child have an account on any of the following social media platforms, or not?
 Instagram

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	34% (391)	48% (563)	18% (212)	1166
Ethnicity: White	32% (304)	49% (466)	18% (173)	942
Ethnicity: Hispanic	38% (72)	47% (90)	15% (29)	191
Ethnicity: Afr. Am.	37% (47)	45% (58)	19% (24)	130
Ethnicity: Other	42% (40)	42% (39)	16% (16)	95
Relig: Protestant	31% (86)	45% (123)	24% (65)	275
Relig: Roman Catholic	35% (84)	47% (112)	18% (43)	239
Relig: Ath./Agn./None	27% (81)	55% (164)	18% (55)	300
Relig: Something Else	40% (76)	47% (88)	13% (24)	188
Relig: Evangelical	40% (151)	42% (162)	18% (69)	381
Relig: Non-Evang. Catholics	28% (83)	50% (148)	22% (64)	296
Relig: All Christian	35% (234)	46% (310)	20% (133)	677
Relig: All Non-Christian	32% (157)	52% (252)	16% (79)	488
Community: Urban	35% (105)	47% (143)	18% (55)	303
Community: Suburban	35% (184)	47% (248)	18% (97)	528
Community: Rural	31% (103)	51% (172)	18% (61)	335
Employ: Private Sector	42% (156)	45% (168)	13% (48)	372
Employ: Government	32% (30)	57% (54)	11% (10)	95
Employ: Self-Employed	36% (48)	54% (73)	10% (14)	135
Employ: Homemaker	30% (42)	58% (81)	12% (17)	140
Employ: Retired	24% (54)	40% (90)	37% (83)	226
Employ: Unemployed	30% (25)	55% (46)	15% (13)	84
Employ: Other	29% (28)	42% (41)	29% (28)	96
Military HH: Yes	35% (86)	41% (101)	23% (57)	244
Military HH: No	33% (305)	50% (462)	17% (155)	922
RD/WT: Right Direction	38% (199)	44% (229)	18% (96)	525
RD/WT: Wrong Track	30% (192)	52% (334)	18% (116)	642

Continued on next page

Table BRD7_4: Does your child have an account on any of the following social media platforms, or not?

Instagram

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	34% (391)	48% (563)	18% (212)	1166
Strongly Approve	41% (111)	44% (118)	15% (42)	271
Somewhat Approve	32% (89)	48% (133)	20% (57)	279
Somewhat Disapprove	29% (42)	50% (73)	20% (29)	144
Strongly Disapprove	33% (133)	51% (205)	16% (64)	402
Dont Know / No Opinion	23% (16)	48% (34)	29% (20)	71
#1 Issue: Economy	33% (122)	52% (191)	15% (56)	369
#1 Issue: Security	32% (70)	51% (111)	17% (37)	218
#1 Issue: Health Care	42% (89)	45% (95)	13% (28)	212
#1 Issue: Medicare / Social Security	22% (29)	47% (61)	31% (41)	131
#1 Issue: Women's Issues	48% (26)	44% (24)	7% (4)	55
#1 Issue: Education	34% (30)	52% (46)	13% (12)	88
#1 Issue: Other	21% (12)	35% (21)	45% (27)	60
2016 Vote: Democrat Hillary Clinton	36% (123)	47% (161)	17% (58)	342
2016 Vote: Republican Donald Trump	37% (160)	42% (180)	20% (86)	427
2016 Vote: Someone else	27% (25)	59% (54)	14% (13)	91
2012 Vote: Barack Obama	36% (162)	46% (209)	18% (84)	455
2012 Vote: Mitt Romney	40% (123)	40% (124)	20% (62)	309
2012 Vote: Other	37% (19)	42% (22)	22% (11)	52
2012 Vote: Didn't Vote	25% (85)	60% (208)	16% (54)	347
4-Region: Northeast	34% (70)	45% (92)	22% (45)	208
4-Region: Midwest	26% (68)	53% (138)	21% (56)	262
4-Region: South	38% (171)	45% (200)	17% (73)	444
4-Region: West	32% (82)	53% (133)	15% (38)	253
All Investors	41% (227)	45% (251)	14% (81)	559
Investments >= \$50k	46% (154)	37% (126)	17% (57)	337
Investments < \$50k	33% (73)	56% (125)	11% (24)	223
Facebook User	36% (360)	50% (501)	15% (147)	1007
Instagram User	48% (255)	46% (247)	6% (33)	535
Snapchat User	48% (179)	47% (178)	5% (20)	376
Twitter User	48% (203)	44% (187)	8% (32)	423

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

Table BRD7_5: Does your child have an account on any of the following social media platforms, or not?
Snapchat

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	32%	(375)	49%	(576)	19%	(216)	1166
Gender: Male	29%	(149)	49%	(248)	21%	(108)	505
Gender: Female	34%	(226)	50%	(328)	16%	(108)	661
Age: 18-29	25%	(42)	69%	(114)	5%	(9)	164
Age: 30-44	36%	(135)	54%	(202)	9%	(34)	372
Age: 45-54	47%	(118)	39%	(97)	14%	(35)	250
Age: 55-64	30%	(55)	40%	(73)	29%	(53)	180
Age: 65+	13%	(25)	45%	(89)	43%	(86)	200
PID: Dem (no lean)	34%	(123)	48%	(176)	18%	(67)	366
PID: Ind (no lean)	29%	(125)	50%	(216)	20%	(87)	428
PID: Rep (no lean)	34%	(126)	49%	(184)	17%	(62)	372
PID/Gender: Dem Men	29%	(45)	50%	(78)	21%	(33)	157
PID/Gender: Dem Women	37%	(78)	47%	(98)	16%	(34)	209
PID/Gender: Ind Men	25%	(41)	47%	(76)	28%	(46)	163
PID/Gender: Ind Women	32%	(84)	53%	(140)	15%	(41)	266
PID/Gender: Rep Men	34%	(63)	51%	(94)	16%	(29)	186
PID/Gender: Rep Women	34%	(64)	48%	(90)	18%	(33)	186
Tea Party: Supporter	41%	(133)	46%	(148)	14%	(44)	325
Tea Party: Not Supporter	29%	(238)	51%	(426)	20%	(168)	831
Ideo: Liberal (1-3)	38%	(138)	46%	(168)	15%	(56)	361
Ideo: Moderate (4)	31%	(77)	49%	(123)	20%	(51)	251
Ideo: Conservative (5-7)	30%	(115)	50%	(190)	20%	(75)	380
Educ: < College	32%	(263)	48%	(401)	20%	(165)	829
Educ: Bachelors degree	34%	(71)	56%	(117)	10%	(22)	210
Educ: Post-grad	31%	(40)	46%	(58)	23%	(29)	128
Income: Under 50k	28%	(185)	52%	(344)	20%	(129)	657
Income: 50k-100k	37%	(136)	46%	(170)	18%	(65)	371
Income: 100k+	39%	(53)	45%	(62)	16%	(22)	137

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Table BRD7_5: Does your child have an account on any of the following social media platforms, or not?

Snapchat

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	32% (375)	49% (576)	19% (216)	1166
Ethnicity: White	31% (294)	50% (474)	18% (174)	942
Ethnicity: Hispanic	33% (63)	52% (100)	15% (28)	191
Ethnicity: Afr. Am.	31% (40)	48% (62)	21% (27)	130
Ethnicity: Other	42% (40)	41% (39)	16% (15)	95
Relig: Protestant	29% (80)	47% (128)	24% (67)	275
Relig: Roman Catholic	30% (71)	51% (121)	20% (47)	239
Relig: Ath./Agn./None	28% (84)	55% (165)	17% (51)	300
Relig: Something Else	38% (71)	48% (91)	14% (26)	188
Relig: Evangelical	36% (138)	45% (173)	19% (71)	381
Relig: Non-Evang. Catholics	28% (81)	49% (146)	23% (68)	296
Relig: All Christian	32% (219)	47% (319)	21% (139)	677
Relig: All Non-Christian	32% (155)	52% (256)	16% (77)	488
Community: Urban	30% (91)	50% (152)	20% (59)	303
Community: Suburban	34% (177)	48% (252)	19% (99)	528
Community: Rural	32% (106)	51% (171)	17% (58)	335
Employ: Private Sector	39% (146)	47% (176)	14% (51)	372
Employ: Government	30% (28)	61% (57)	10% (9)	95
Employ: Self-Employed	36% (49)	54% (73)	10% (14)	135
Employ: Homemaker	36% (50)	57% (79)	7% (10)	140
Employ: Retired	18% (41)	42% (94)	40% (92)	226
Employ: Unemployed	33% (27)	51% (42)	17% (14)	84
Employ: Other	30% (29)	44% (42)	27% (26)	96
Military HH: Yes	30% (73)	47% (115)	23% (56)	244
Military HH: No	33% (301)	50% (461)	17% (160)	922
RD/WT: Right Direction	35% (184)	46% (243)	19% (97)	525
RD/WT: Wrong Track	30% (191)	52% (333)	18% (119)	642

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Table BRD7_5: Does your child have an account on any of the following social media platforms, or not?
Snapchat

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	32% (375)	49% (576)	19% (216)	1166
Strongly Approve	37% (99)	47% (128)	16% (44)	271
Somewhat Approve	30% (83)	50% (140)	20% (55)	279
Somewhat Disapprove	28% (41)	51% (73)	21% (30)	144
Strongly Disapprove	32% (128)	52% (208)	16% (66)	402
Dont Know / No Opinion	33% (23)	37% (27)	30% (21)	71
#1 Issue: Economy	34% (124)	52% (191)	15% (54)	369
#1 Issue: Security	35% (76)	48% (105)	17% (37)	218
#1 Issue: Health Care	38% (80)	48% (101)	15% (31)	212
#1 Issue: Medicare / Social Security	16% (21)	50% (65)	34% (45)	131
#1 Issue: Women's Issues	38% (21)	53% (29)	9% (5)	55
#1 Issue: Education	38% (34)	49% (43)	13% (11)	88
#1 Issue: Other	16% (10)	41% (24)	43% (26)	60
2016 Vote: Democrat Hillary Clinton	36% (124)	47% (161)	16% (56)	342
2016 Vote: Republican Donald Trump	34% (147)	45% (192)	21% (88)	427
2016 Vote: Someone else	25% (23)	60% (55)	14% (13)	91
2012 Vote: Barack Obama	34% (156)	48% (219)	18% (81)	455
2012 Vote: Mitt Romney	37% (113)	42% (129)	22% (67)	309
2012 Vote: Other	36% (19)	39% (20)	24% (13)	52
2012 Vote: Didn't Vote	25% (87)	60% (207)	15% (53)	347
4-Region: Northeast	29% (60)	48% (100)	23% (47)	208
4-Region: Midwest	30% (79)	48% (126)	21% (56)	262
4-Region: South	34% (152)	48% (213)	18% (78)	444
4-Region: West	33% (83)	54% (136)	14% (35)	253
All Investors	37% (209)	48% (266)	15% (84)	559
Investments >= \$50k	37% (126)	44% (149)	18% (62)	337
Investments < \$50k	38% (84)	52% (117)	10% (22)	223
Facebook User	34% (346)	51% (510)	15% (152)	1007
Instagram User	42% (223)	51% (271)	8% (41)	535
Snapchat User	53% (198)	43% (161)	5% (17)	376
Twitter User	44% (184)	47% (199)	9% (39)	423

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

Table BRD7_6: Does your child have an account on any of the following social media platforms, or not?
Twitter

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	22%	(255)	57%	(663)	21%	(249)	1166
Gender: Male	24%	(121)	54%	(273)	22%	(112)	505
Gender: Female	20%	(134)	59%	(390)	21%	(137)	661
Age: 18-29	21%	(34)	73%	(120)	6%	(10)	164
Age: 30-44	21%	(79)	66%	(245)	13%	(47)	372
Age: 45-54	28%	(70)	53%	(132)	19%	(48)	250
Age: 55-64	24%	(43)	45%	(81)	31%	(56)	180
Age: 65+	14%	(28)	42%	(85)	44%	(87)	200
PID: Dem (no lean)	21%	(78)	56%	(205)	22%	(82)	366
PID: Ind (no lean)	18%	(78)	60%	(256)	22%	(95)	428
PID: Rep (no lean)	27%	(99)	54%	(201)	19%	(72)	372
PID/Gender: Dem Men	22%	(34)	56%	(87)	22%	(35)	157
PID/Gender: Dem Women	21%	(44)	56%	(118)	22%	(47)	209
PID/Gender: Ind Men	16%	(25)	58%	(95)	26%	(42)	163
PID/Gender: Ind Women	20%	(52)	61%	(161)	20%	(52)	266
PID/Gender: Rep Men	33%	(61)	49%	(90)	18%	(34)	186
PID/Gender: Rep Women	20%	(37)	60%	(111)	20%	(37)	186
Tea Party: Supporter	29%	(96)	54%	(176)	16%	(53)	325
Tea Party: Not Supporter	19%	(158)	58%	(482)	23%	(191)	831
Ideo: Liberal (1-3)	28%	(100)	52%	(189)	20%	(72)	361
Ideo: Moderate (4)	20%	(50)	60%	(151)	20%	(51)	251
Ideo: Conservative (5-7)	24%	(89)	55%	(208)	22%	(83)	380
Educ: < College	20%	(167)	56%	(468)	23%	(194)	829
Educ: Bachelors degree	28%	(59)	59%	(124)	13%	(26)	210
Educ: Post-grad	23%	(29)	55%	(71)	22%	(28)	128
Income: Under 50k	18%	(115)	59%	(390)	23%	(152)	657
Income: 50k-100k	28%	(103)	52%	(194)	20%	(75)	371
Income: 100k+	27%	(37)	57%	(79)	16%	(22)	137

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Table BRD7_6: Does your child have an account on any of the following social media platforms, or not?
Twitter

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	22% (255)	57% (663)	21% (249)	1166
Ethnicity: White	22% (203)	58% (543)	21% (195)	942
Ethnicity: Hispanic	20% (37)	61% (117)	19% (36)	191
Ethnicity: Afr. Am.	21% (27)	54% (70)	25% (32)	130
Ethnicity: Other	26% (25)	52% (49)	22% (21)	95
Relig: Protestant	24% (66)	49% (136)	27% (73)	275
Relig: Roman Catholic	23% (54)	56% (134)	21% (51)	239
Relig: Ath./Agn./None	13% (40)	66% (197)	21% (63)	300
Relig: Something Else	28% (52)	57% (107)	16% (29)	188
Relig: Evangelical	27% (102)	52% (197)	22% (82)	381
Relig: Non-Evang. Catholics	21% (61)	54% (161)	25% (74)	296
Relig: All Christian	24% (163)	53% (358)	23% (156)	677
Relig: All Non-Christian	19% (92)	62% (304)	19% (92)	488
Community: Urban	22% (68)	54% (164)	23% (71)	303
Community: Suburban	22% (114)	58% (305)	21% (110)	528
Community: Rural	22% (73)	58% (194)	20% (68)	335
Employ: Private Sector	30% (112)	54% (200)	16% (59)	372
Employ: Government	19% (18)	69% (66)	12% (11)	95
Employ: Self-Employed	23% (32)	64% (87)	12% (17)	135
Employ: Homemaker	16% (23)	68% (95)	15% (22)	140
Employ: Retired	18% (41)	42% (95)	40% (91)	226
Employ: Unemployed	13% (11)	64% (54)	23% (19)	84
Employ: Other	14% (14)	55% (53)	31% (30)	96
Military HH: Yes	23% (55)	51% (126)	26% (64)	244
Military HH: No	22% (200)	58% (537)	20% (185)	922
RD/WT: Right Direction	25% (129)	55% (287)	21% (108)	525
RD/WT: Wrong Track	20% (126)	59% (376)	22% (140)	642

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Table BRD7_6: Does your child have an account on any of the following social media platforms, or not?

Twitter

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	22% (255)	57% (663)	21% (249)	1166
Strongly Approve	30% (81)	52% (141)	18% (48)	271
Somewhat Approve	20% (55)	58% (163)	22% (61)	279
Somewhat Disapprove	21% (31)	57% (82)	22% (31)	144
Strongly Disapprove	20% (80)	59% (236)	22% (87)	402
Dont Know / No Opinion	12% (9)	58% (41)	30% (21)	71
#1 Issue: Economy	20% (74)	62% (229)	18% (67)	369
#1 Issue: Security	24% (53)	58% (125)	18% (40)	218
#1 Issue: Health Care	27% (57)	55% (117)	18% (38)	212
#1 Issue: Medicare / Social Security	16% (22)	50% (65)	34% (44)	131
#1 Issue: Women's Issues	33% (18)	54% (30)	13% (7)	55
#1 Issue: Education	23% (20)	62% (54)	16% (14)	88
#1 Issue: Other	11% (7)	41% (24)	48% (29)	60
2016 Vote: Democrat Hillary Clinton	24% (81)	57% (194)	20% (67)	342
2016 Vote: Republican Donald Trump	26% (109)	52% (220)	23% (98)	427
2016 Vote: Someone else	21% (19)	64% (58)	15% (14)	91
2012 Vote: Barack Obama	23% (104)	56% (253)	22% (99)	455
2012 Vote: Mitt Romney	29% (91)	49% (151)	22% (67)	309
2012 Vote: Other	36% (19)	41% (21)	23% (12)	52
2012 Vote: Didn't Vote	12% (42)	68% (236)	20% (69)	347
4-Region: Northeast	19% (40)	53% (111)	27% (57)	208
4-Region: Midwest	18% (48)	59% (153)	23% (60)	262
4-Region: South	24% (107)	56% (247)	20% (90)	444
4-Region: West	24% (60)	60% (152)	16% (41)	253
All Investors	30% (165)	54% (300)	17% (94)	559
Investments >= \$50k	33% (111)	47% (159)	20% (66)	337
Investments < \$50k	24% (54)	64% (141)	12% (27)	223
Facebook User	23% (230)	59% (598)	18% (179)	1007
Instagram User	29% (154)	60% (323)	11% (59)	535
Snapchat User	33% (126)	57% (216)	9% (35)	376
Twitter User	39% (166)	50% (213)	10% (44)	423

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

Table BRD8: Do you plan to buy stock in Snap, Inc., also known as Snapchat, when it becomes public?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	17%	(162)	66%	(644)	18%	(175)	980
Gender: Male	22%	(122)	62%	(349)	17%	(94)	564
Gender: Female	10%	(40)	71%	(295)	19%	(80)	416
Age: 18-29	39%	(70)	46%	(83)	15%	(27)	180
Age: 30-44	27%	(68)	57%	(140)	16%	(40)	248
Age: 45-54	7%	(13)	70%	(137)	23%	(45)	195
Age: 55-64	6%	(9)	78%	(122)	16%	(25)	157
Age: 65+	1%	(2)	81%	(161)	19%	(37)	200
PID: Dem (no lean)	18%	(57)	64%	(205)	18%	(59)	321
PID: Ind (no lean)	12%	(38)	70%	(215)	18%	(56)	309
PID: Rep (no lean)	19%	(67)	64%	(223)	17%	(60)	350
PID/Gender: Dem Men	25%	(42)	62%	(104)	13%	(21)	167
PID/Gender: Dem Women	10%	(15)	66%	(101)	25%	(38)	154
PID/Gender: Ind Men	13%	(25)	65%	(121)	21%	(39)	185
PID/Gender: Ind Women	10%	(13)	76%	(94)	14%	(17)	124
PID/Gender: Rep Men	26%	(55)	58%	(123)	16%	(34)	212
PID/Gender: Rep Women	9%	(12)	73%	(100)	18%	(25)	138
Tea Party: Supporter	31%	(102)	54%	(177)	15%	(49)	328
Tea Party: Not Supporter	9%	(60)	72%	(462)	19%	(123)	645
Ideo: Liberal (1-3)	26%	(96)	59%	(217)	16%	(58)	371
Ideo: Moderate (4)	14%	(31)	68%	(154)	17%	(39)	225
Ideo: Conservative (5-7)	9%	(29)	73%	(243)	19%	(63)	335
Educ: < College	18%	(99)	62%	(336)	19%	(105)	540
Educ: Bachelors degree	16%	(43)	69%	(190)	16%	(43)	277
Educ: Post-grad	12%	(20)	72%	(118)	16%	(26)	164
Income: Under 50k	20%	(74)	64%	(243)	16%	(60)	377
Income: 50k-100k	16%	(66)	65%	(267)	19%	(80)	413
Income: 100k+	11%	(21)	71%	(134)	18%	(35)	190
Ethnicity: White	12%	(92)	70%	(552)	19%	(148)	792
Ethnicity: Hispanic	39%	(54)	49%	(67)	12%	(17)	138

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Table BRD8: Do you plan to buy stock in Snap, Inc., also known as Snapchat, when it becomes public?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	17%	(162)	66%	(644)	18%	(175)	980
Ethnicity: Afr. Am.	44%	(43)	44%	(43)	12%	(12)	97
Ethnicity: Other	30%	(27)	54%	(49)	16%	(15)	90
Relig: Protestant	11%	(31)	72%	(199)	17%	(46)	276
Relig: Roman Catholic	18%	(42)	64%	(151)	19%	(44)	238
Relig: Ath./Agn./None	14%	(31)	67%	(149)	20%	(44)	224
Relig: Something Else	25%	(41)	60%	(100)	15%	(25)	166
Relig: Evangelical	23%	(63)	61%	(164)	16%	(42)	270
Relig: Non-Evang. Catholics	8%	(26)	72%	(230)	20%	(63)	320
Relig: All Christian	15%	(90)	67%	(394)	18%	(105)	589
Relig: All Non-Christian	18%	(72)	64%	(249)	18%	(69)	390
Community: Urban	23%	(54)	58%	(135)	19%	(45)	234
Community: Suburban	11%	(57)	71%	(356)	17%	(87)	500
Community: Rural	21%	(51)	62%	(153)	17%	(42)	246
Employ: Private Sector	19%	(82)	64%	(270)	17%	(70)	422
Employ: Government	18%	(19)	69%	(72)	13%	(13)	104
Employ: Self-Employed	28%	(30)	56%	(61)	16%	(18)	109
Employ: Retired	2%	(4)	78%	(156)	20%	(41)	201
Military HH: Yes	25%	(56)	63%	(138)	12%	(27)	221
Military HH: No	14%	(106)	67%	(506)	19%	(148)	759
RD/WT: Right Direction	21%	(104)	62%	(301)	16%	(80)	485
RD/WT: Wrong Track	12%	(58)	69%	(342)	19%	(95)	496
Strongly Approve	26%	(64)	58%	(142)	16%	(40)	246
Somewhat Approve	15%	(36)	67%	(156)	17%	(40)	232
Somewhat Disapprove	12%	(15)	64%	(83)	24%	(30)	129
Strongly Disapprove	13%	(44)	71%	(248)	17%	(59)	351

Continued on next page

Table BRD8: Do you plan to buy stock in Snap, Inc., also known as Snapchat, when it becomes public?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	17%	(162)	66%	(644)	18%	(175)	980
#1 Issue: Economy	14%	(42)	71%	(220)	16%	(50)	312
#1 Issue: Security	15%	(27)	62%	(116)	24%	(45)	188
#1 Issue: Health Care	18%	(31)	64%	(112)	18%	(32)	175
#1 Issue: Medicare / Social Security	9%	(9)	74%	(80)	17%	(19)	108
#1 Issue: Women's Issues	26%	(13)	57%	(29)	17%	(9)	51
#1 Issue: Education	28%	(18)	54%	(34)	18%	(12)	63
#1 Issue: Energy	33%	(17)	56%	(30)	11%	(6)	53
2016 Vote: Democrat Hillary Clinton	17%	(54)	66%	(215)	17%	(57)	326
2016 Vote: Republican Donald Trump	14%	(57)	68%	(277)	18%	(73)	407
2016 Vote: Someone else	17%	(16)	62%	(59)	21%	(20)	94
2012 Vote: Barack Obama	18%	(73)	66%	(274)	17%	(70)	417
2012 Vote: Mitt Romney	14%	(50)	68%	(237)	17%	(59)	347
2012 Vote: Didn't Vote	20%	(35)	58%	(100)	22%	(38)	173
4-Region: Northeast	13%	(24)	69%	(127)	19%	(34)	185
4-Region: Midwest	10%	(22)	71%	(153)	18%	(39)	215
4-Region: South	20%	(70)	63%	(221)	16%	(57)	348
4-Region: West	20%	(45)	61%	(143)	19%	(44)	232
All Investors	17%	(162)	66%	(644)	18%	(175)	980
Investments >= \$50k	17%	(100)	66%	(388)	17%	(98)	587
Investments < \$50k	16%	(61)	65%	(255)	19%	(76)	393
Facebook User	17%	(139)	65%	(541)	18%	(147)	828
Instagram User	27%	(127)	57%	(264)	16%	(74)	465
Snapchat User	32%	(110)	50%	(170)	18%	(62)	342
Twitter User	24%	(101)	59%	(250)	18%	(75)	427

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

Table BRD9_1: Do you think investing in the following would be a good investment or a bad investment?
Snap, Inc. (Snapchat)

Demographic	Good investment		Bad investment		Don't Know / No Opinion		Total N
Adults	36%	(353)	21%	(201)	43%	(426)	980
Gender: Male	39%	(218)	23%	(127)	39%	(220)	564
Gender: Female	33%	(136)	18%	(74)	50%	(206)	416
Age: 18-29	61%	(109)	23%	(41)	17%	(30)	180
Age: 30-44	46%	(114)	22%	(55)	32%	(79)	248
Age: 45-54	32%	(63)	20%	(38)	48%	(94)	195
Age: 55-64	23%	(36)	20%	(31)	58%	(90)	157
Age: 65+	16%	(32)	18%	(36)	66%	(132)	200
PID: Dem (no lean)	39%	(127)	19%	(60)	42%	(134)	321
PID: Ind (no lean)	33%	(103)	22%	(67)	45%	(139)	309
PID: Rep (no lean)	35%	(124)	21%	(74)	44%	(153)	350
PID/Gender: Dem Men	44%	(73)	23%	(38)	34%	(56)	167
PID/Gender: Dem Women	35%	(54)	14%	(22)	50%	(78)	154
PID/Gender: Ind Men	33%	(60)	22%	(40)	46%	(85)	185
PID/Gender: Ind Women	34%	(42)	22%	(27)	44%	(54)	124
PID/Gender: Rep Men	40%	(85)	23%	(49)	37%	(78)	212
PID/Gender: Rep Women	29%	(39)	18%	(24)	54%	(74)	138
Tea Party: Supporter	45%	(148)	23%	(76)	31%	(103)	328
Tea Party: Not Supporter	31%	(202)	19%	(124)	50%	(320)	645
Ideo: Liberal (1-3)	46%	(171)	22%	(84)	32%	(117)	371
Ideo: Moderate (4)	33%	(75)	18%	(41)	48%	(108)	225
Ideo: Conservative (5-7)	28%	(95)	21%	(70)	51%	(170)	335
Educ: < College	42%	(225)	16%	(85)	43%	(230)	540
Educ: Bachelors degree	32%	(87)	27%	(74)	42%	(116)	277
Educ: Post-grad	25%	(41)	26%	(42)	49%	(80)	164
Income: Under 50k	42%	(160)	17%	(63)	41%	(154)	377
Income: 50k-100k	34%	(141)	22%	(90)	44%	(182)	413
Income: 100k+	28%	(52)	26%	(48)	47%	(89)	190

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Table BRD9_1: Do you think investing in the following would be a good investment or a bad investment?
 Snap, Inc. (Snapchat)

Demographic	Good investment		Bad investment		Don't Know / No Opinion		Total N
Adults	36%	(353)	21%	(201)	43%	(426)	980
Ethnicity: White	32%	(253)	20%	(162)	48%	(377)	792
Ethnicity: Hispanic	55%	(76)	26%	(35)	19%	(26)	138
Ethnicity: Afr. Am.	61%	(60)	17%	(16)	22%	(22)	97
Ethnicity: Other	45%	(41)	25%	(23)	30%	(27)	90
Relig: Protestant	29%	(81)	20%	(56)	50%	(139)	276
Relig: Roman Catholic	35%	(84)	21%	(49)	44%	(105)	238
Relig: Ath./Agn./None	40%	(91)	17%	(38)	43%	(96)	224
Relig: Something Else	34%	(56)	28%	(47)	38%	(63)	166
Relig: Evangelical	43%	(115)	21%	(56)	37%	(99)	270
Relig: Non-Evang. Catholics	29%	(92)	19%	(61)	52%	(167)	320
Relig: All Christian	35%	(207)	20%	(117)	45%	(266)	589
Relig: All Non-Christian	38%	(147)	22%	(84)	41%	(159)	390
Community: Urban	40%	(93)	20%	(46)	40%	(94)	234
Community: Suburban	33%	(165)	22%	(110)	45%	(226)	500
Community: Rural	39%	(96)	18%	(45)	43%	(105)	246
Employ: Private Sector	37%	(158)	23%	(97)	40%	(167)	422
Employ: Government	42%	(44)	20%	(21)	38%	(39)	104
Employ: Self-Employed	43%	(47)	19%	(21)	38%	(41)	109
Employ: Retired	19%	(38)	14%	(28)	67%	(135)	201
Military HH: Yes	42%	(92)	21%	(46)	37%	(83)	221
Military HH: No	34%	(261)	20%	(155)	45%	(343)	759
RD/WT: Right Direction	39%	(187)	21%	(101)	40%	(196)	485
RD/WT: Wrong Track	34%	(167)	20%	(100)	46%	(229)	496
Strongly Approve	42%	(103)	23%	(56)	36%	(88)	246
Somewhat Approve	36%	(84)	21%	(49)	43%	(100)	232
Somewhat Disapprove	31%	(41)	20%	(26)	48%	(62)	129
Strongly Disapprove	34%	(119)	20%	(69)	46%	(162)	351

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Table BRD9_1: Do you think investing in the following would be a good investment or a bad investment?
Snap, Inc. (Snapchat)

Demographic	Good investment	Bad investment	Don't Know / No Opinion	Total N
Adults	36% (353)	21% (201)	43% (426)	980
#1 Issue: Economy	36% (113)	20% (62)	44% (137)	312
#1 Issue: Security	32% (60)	21% (39)	47% (89)	188
#1 Issue: Health Care	33% (57)	23% (41)	44% (78)	175
#1 Issue: Medicare / Social Security	32% (34)	17% (18)	52% (56)	108
#1 Issue: Women's Issues	64% (32)	7% (4)	29% (15)	51
#1 Issue: Education	48% (31)	21% (13)	31% (19)	63
#1 Issue: Energy	38% (20)	32% (17)	30% (16)	53
2016 Vote: Democrat Hillary Clinton	36% (117)	21% (67)	43% (142)	326
2016 Vote: Republican Donald Trump	33% (135)	20% (83)	47% (189)	407
2016 Vote: Someone else	30% (28)	27% (25)	43% (41)	94
2012 Vote: Barack Obama	38% (160)	19% (79)	43% (179)	417
2012 Vote: Mitt Romney	29% (100)	21% (74)	50% (172)	347
2012 Vote: Didn't Vote	50% (86)	21% (36)	29% (51)	173
4-Region: Northeast	28% (51)	23% (42)	50% (92)	185
4-Region: Midwest	35% (74)	16% (34)	50% (107)	215
4-Region: South	39% (135)	23% (79)	38% (134)	348
4-Region: West	40% (93)	20% (46)	40% (93)	232
All Investors	36% (353)	21% (201)	43% (426)	980
Investments >= \$50k	33% (194)	21% (122)	46% (272)	587
Investments < \$50k	41% (160)	20% (79)	39% (154)	393
Facebook User	38% (315)	20% (162)	42% (351)	828
Instagram User	50% (233)	21% (96)	29% (136)	465
Snapchat User	61% (210)	20% (67)	19% (65)	342
Twitter User	48% (207)	21% (88)	31% (132)	427

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

Table BRD9_4: Do you think investing in the following would be a good investment or a bad investment?
Facebook, Inc. (Facebook, Instagram, Messenger, WhatsApp)

Demographic	Good investment		Bad investment		Don't Know / No Opinion		Total N
Adults	56%	(549)	16%	(156)	28%	(276)	980
Gender: Male	58%	(327)	18%	(104)	24%	(134)	564
Gender: Female	53%	(222)	12%	(52)	34%	(142)	416
Age: 18-29	69%	(125)	18%	(32)	13%	(24)	180
Age: 30-44	62%	(154)	17%	(43)	21%	(51)	248
Age: 45-54	55%	(107)	17%	(34)	28%	(55)	195
Age: 55-64	44%	(70)	18%	(28)	38%	(59)	157
Age: 65+	47%	(93)	10%	(20)	44%	(87)	200
PID: Dem (no lean)	58%	(187)	16%	(51)	26%	(82)	321
PID: Ind (no lean)	52%	(162)	17%	(52)	31%	(94)	309
PID: Rep (no lean)	57%	(199)	15%	(52)	28%	(99)	350
PID/Gender: Dem Men	57%	(95)	22%	(36)	21%	(36)	167
PID/Gender: Dem Women	60%	(92)	10%	(15)	30%	(47)	154
PID/Gender: Ind Men	55%	(102)	17%	(31)	28%	(52)	185
PID/Gender: Ind Women	49%	(60)	17%	(21)	34%	(42)	124
PID/Gender: Rep Men	61%	(130)	17%	(37)	22%	(46)	212
PID/Gender: Rep Women	50%	(69)	11%	(15)	39%	(53)	138
Tea Party: Supporter	65%	(213)	15%	(48)	20%	(67)	328
Tea Party: Not Supporter	51%	(332)	17%	(107)	32%	(207)	645
Ideo: Liberal (1-3)	60%	(223)	19%	(72)	21%	(77)	371
Ideo: Moderate (4)	57%	(128)	14%	(33)	28%	(64)	225
Ideo: Conservative (5-7)	53%	(176)	15%	(51)	32%	(108)	335
Educ: < College	60%	(324)	13%	(70)	27%	(146)	540
Educ: Bachelors degree	52%	(145)	20%	(56)	27%	(76)	277
Educ: Post-grad	49%	(80)	18%	(30)	33%	(54)	164
Income: Under 50k	62%	(234)	13%	(49)	25%	(94)	377
Income: 50k-100k	53%	(217)	19%	(77)	29%	(119)	413
Income: 100k+	51%	(98)	16%	(30)	33%	(63)	190

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Table BRD9_4: Do you think investing in the following would be a good investment or a bad investment?
Facebook, Inc. (Facebook, Instagram, Messenger, WhatsApp)

Demographic	Good investment		Bad investment		Don't Know / No Opinion		Total N
Adults	56%	(549)	16%	(156)	28%	(276)	980
Ethnicity: White	53%	(418)	16%	(125)	31%	(249)	792
Ethnicity: Hispanic	60%	(83)	25%	(34)	15%	(21)	138
Ethnicity: Afr. Am.	76%	(74)	14%	(13)	10%	(10)	97
Ethnicity: Other	62%	(56)	19%	(17)	19%	(17)	90
Relig: Protestant	57%	(157)	15%	(40)	29%	(79)	276
Relig: Roman Catholic	51%	(122)	17%	(41)	31%	(75)	238
Relig: Ath./Agn./None	49%	(110)	18%	(40)	33%	(74)	224
Relig: Something Else	64%	(105)	15%	(25)	22%	(36)	166
Relig: Evangelical	62%	(168)	17%	(47)	21%	(56)	270
Relig: Non-Evang. Catholics	52%	(165)	14%	(44)	35%	(110)	320
Relig: All Christian	56%	(333)	15%	(91)	28%	(166)	589
Relig: All Non-Christian	55%	(215)	17%	(65)	28%	(110)	390
Community: Urban	61%	(144)	17%	(40)	22%	(51)	234
Community: Suburban	53%	(265)	14%	(72)	33%	(163)	500
Community: Rural	57%	(140)	18%	(44)	25%	(62)	246
Employ: Private Sector	57%	(242)	20%	(83)	23%	(97)	422
Employ: Government	54%	(56)	19%	(19)	27%	(28)	104
Employ: Self-Employed	63%	(69)	13%	(14)	24%	(26)	109
Employ: Retired	48%	(95)	9%	(17)	44%	(88)	201
Military HH: Yes	61%	(135)	14%	(32)	25%	(55)	221
Military HH: No	55%	(414)	16%	(124)	29%	(221)	759
RD/WT: Right Direction	59%	(284)	14%	(68)	27%	(133)	485
RD/WT: Wrong Track	53%	(264)	18%	(88)	29%	(143)	496
Strongly Approve	60%	(147)	18%	(45)	22%	(54)	246
Somewhat Approve	55%	(127)	16%	(37)	29%	(68)	232
Somewhat Disapprove	59%	(76)	16%	(20)	25%	(32)	129
Strongly Disapprove	54%	(191)	15%	(52)	31%	(109)	351

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Table BRD9_4: Do you think investing in the following would be a good investment or a bad investment?
Facebook, Inc. (Facebook, Instagram, Messenger, WhatsApp)

Demographic	Good investment	Bad investment	Don't Know / No Opinion	Total N
Adults	56% (549)	16% (156)	28% (276)	980
#1 Issue: Economy	57% (179)	15% (47)	28% (86)	312
#1 Issue: Security	53% (100)	15% (28)	32% (60)	188
#1 Issue: Health Care	61% (108)	12% (21)	26% (46)	175
#1 Issue: Medicare / Social Security	52% (56)	18% (20)	30% (32)	108
#1 Issue: Women's Issues	69% (35)	13% (6)	19% (9)	51
#1 Issue: Education	55% (35)	18% (11)	27% (17)	63
#1 Issue: Energy	46% (24)	27% (14)	27% (14)	53
2016 Vote: Democrat Hillary Clinton	58% (189)	17% (55)	25% (82)	326
2016 Vote: Republican Donald Trump	56% (228)	15% (60)	29% (119)	407
2016 Vote: Someone else	55% (52)	11% (10)	34% (32)	94
2012 Vote: Barack Obama	60% (249)	15% (63)	25% (105)	417
2012 Vote: Mitt Romney	52% (180)	15% (52)	33% (115)	347
2012 Vote: Didn't Vote	57% (98)	18% (31)	25% (44)	173
4-Region: Northeast	51% (94)	18% (33)	31% (58)	185
4-Region: Midwest	54% (115)	13% (27)	34% (73)	215
4-Region: South	60% (209)	15% (53)	25% (86)	348
4-Region: West	56% (130)	18% (43)	26% (59)	232
All Investors	56% (549)	16% (156)	28% (276)	980
Investments >= \$50k	55% (324)	15% (88)	30% (175)	587
Investments < \$50k	57% (225)	17% (67)	26% (101)	393
Facebook User	60% (499)	14% (119)	25% (209)	828
Instagram User	65% (304)	17% (80)	17% (81)	465
Snapchat User	67% (228)	18% (61)	15% (52)	342
Twitter User	64% (273)	16% (69)	20% (84)	427

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

Table BRD9_5: Do you think investing in the following would be a good investment or a bad investment?
Twitter, Inc. (Twitter)

Demographic	Good investment		Bad investment		Don't Know / No Opinion		Total N
Adults	38%	(375)	22%	(214)	40%	(392)	980
Gender: Male	39%	(219)	24%	(137)	37%	(209)	564
Gender: Female	37%	(156)	18%	(77)	44%	(183)	416
Age: 18-29	55%	(99)	23%	(42)	22%	(39)	180
Age: 30-44	41%	(102)	26%	(64)	33%	(82)	248
Age: 45-54	42%	(81)	23%	(45)	35%	(69)	195
Age: 55-64	27%	(42)	19%	(30)	54%	(85)	157
Age: 65+	25%	(50)	16%	(32)	59%	(118)	200
PID: Dem (no lean)	42%	(136)	23%	(75)	34%	(110)	321
PID: Ind (no lean)	34%	(105)	23%	(70)	43%	(134)	309
PID: Rep (no lean)	38%	(133)	20%	(69)	42%	(148)	350
PID/Gender: Dem Men	42%	(71)	29%	(48)	29%	(48)	167
PID/Gender: Dem Women	42%	(65)	17%	(26)	41%	(63)	154
PID/Gender: Ind Men	35%	(65)	21%	(39)	44%	(81)	185
PID/Gender: Ind Women	32%	(40)	25%	(31)	43%	(53)	124
PID/Gender: Rep Men	39%	(83)	23%	(49)	38%	(81)	212
PID/Gender: Rep Women	37%	(50)	14%	(20)	49%	(68)	138
Tea Party: Supporter	45%	(148)	23%	(76)	32%	(104)	328
Tea Party: Not Supporter	35%	(223)	21%	(137)	44%	(286)	645
Ideo: Liberal (1-3)	48%	(177)	23%	(84)	30%	(111)	371
Ideo: Moderate (4)	33%	(75)	22%	(49)	45%	(100)	225
Ideo: Conservative (5-7)	32%	(108)	22%	(75)	45%	(152)	335
Educ: < College	43%	(230)	17%	(92)	40%	(217)	540
Educ: Bachelors degree	35%	(97)	27%	(76)	38%	(104)	277
Educ: Post-grad	29%	(47)	28%	(46)	43%	(71)	164
Income: Under 50k	44%	(166)	17%	(62)	40%	(149)	377
Income: 50k-100k	37%	(154)	23%	(96)	40%	(163)	413
Income: 100k+	29%	(55)	29%	(55)	42%	(79)	190

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Table BRD9_5: Do you think investing in the following would be a good investment or a bad investment?
 Twitter, Inc. (Twitter)

Demographic	Good investment		Bad investment		Don't Know / No Opinion		Total N
Adults	38%	(375)	22%	(214)	40%	(392)	980
Ethnicity: White	35%	(274)	22%	(171)	44%	(347)	792
Ethnicity: Hispanic	49%	(68)	26%	(36)	24%	(33)	138
Ethnicity: Afr. Am.	61%	(60)	18%	(17)	21%	(20)	97
Ethnicity: Other	45%	(41)	28%	(25)	27%	(25)	90
Relig: Protestant	37%	(101)	21%	(57)	43%	(118)	276
Relig: Roman Catholic	37%	(89)	22%	(54)	40%	(95)	238
Relig: Ath./Agn./None	41%	(92)	19%	(43)	40%	(89)	224
Relig: Something Else	36%	(60)	26%	(43)	38%	(63)	166
Relig: Evangelical	43%	(115)	24%	(64)	34%	(91)	270
Relig: Non-Evang. Catholics	33%	(107)	20%	(64)	47%	(149)	320
Relig: All Christian	38%	(222)	22%	(128)	41%	(240)	589
Relig: All Non-Christian	39%	(153)	22%	(86)	39%	(151)	390
Community: Urban	44%	(103)	21%	(48)	35%	(83)	234
Community: Suburban	36%	(179)	21%	(107)	43%	(214)	500
Community: Rural	38%	(93)	24%	(59)	39%	(95)	246
Employ: Private Sector	43%	(181)	25%	(104)	33%	(137)	422
Employ: Government	36%	(38)	23%	(24)	41%	(42)	104
Employ: Self-Employed	45%	(49)	18%	(19)	37%	(40)	109
Employ: Retired	24%	(48)	16%	(31)	61%	(122)	201
Military HH: Yes	42%	(93)	20%	(43)	38%	(85)	221
Military HH: No	37%	(282)	22%	(170)	40%	(307)	759
RD/WT: Right Direction	39%	(189)	22%	(106)	39%	(190)	485
RD/WT: Wrong Track	37%	(185)	22%	(108)	41%	(202)	496
Strongly Approve	41%	(101)	25%	(62)	34%	(83)	246
Somewhat Approve	37%	(86)	19%	(44)	44%	(102)	232
Somewhat Disapprove	34%	(44)	18%	(24)	48%	(61)	129
Strongly Disapprove	39%	(138)	23%	(79)	38%	(133)	351

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Table BRD9_5: Do you think investing in the following would be a good investment or a bad investment?

Twitter, Inc. (Twitter)

Demographic	Good investment		Bad investment		Don't Know / No Opinion		Total N
Adults	38%	(375)	22%	(214)	40%	(392)	980
#1 Issue: Economy	40%	(124)	24%	(76)	36%	(112)	312
#1 Issue: Security	40%	(74)	17%	(32)	43%	(81)	188
#1 Issue: Health Care	29%	(51)	22%	(39)	49%	(86)	175
#1 Issue: Medicare / Social Security	30%	(33)	17%	(19)	53%	(57)	108
#1 Issue: Women's Issues	65%	(33)	13%	(6)	22%	(11)	51
#1 Issue: Education	55%	(35)	13%	(8)	32%	(20)	63
#1 Issue: Energy	33%	(17)	40%	(21)	28%	(15)	53
2016 Vote: Democrat Hillary Clinton	43%	(139)	21%	(70)	36%	(117)	326
2016 Vote: Republican Donald Trump	36%	(148)	20%	(82)	43%	(177)	407
2016 Vote: Someone else	30%	(28)	26%	(25)	43%	(41)	94
2012 Vote: Barack Obama	44%	(183)	19%	(81)	37%	(153)	417
2012 Vote: Mitt Romney	33%	(115)	21%	(72)	46%	(159)	347
2012 Vote: Didn't Vote	38%	(66)	30%	(51)	32%	(55)	173
4-Region: Northeast	36%	(68)	25%	(47)	38%	(71)	185
4-Region: Midwest	36%	(78)	17%	(37)	46%	(100)	215
4-Region: South	39%	(137)	22%	(77)	39%	(134)	348
4-Region: West	40%	(92)	23%	(52)	38%	(88)	232
All Investors	38%	(375)	22%	(214)	40%	(392)	980
Investments >= \$50k	36%	(214)	21%	(126)	42%	(247)	587
Investments < \$50k	41%	(160)	22%	(88)	37%	(145)	393
Facebook User	39%	(327)	22%	(180)	39%	(321)	828
Instagram User	50%	(235)	22%	(104)	27%	(126)	465
Snapchat User	52%	(179)	24%	(81)	24%	(82)	342
Twitter User	52%	(224)	23%	(97)	25%	(106)	427

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

Table BRD9_6: Do you think investing in the following would be a good investment or a bad investment?
 Yahoo, Inc. (Flickr, Tumblr)

Demographic	Good investment		Bad investment		Don't Know / No Opinion		Total N
Adults	37%	(362)	27%	(260)	36%	(358)	980
Gender: Male	39%	(219)	31%	(177)	30%	(168)	564
Gender: Female	34%	(143)	20%	(83)	46%	(190)	416
Age: 18-29	50%	(91)	32%	(58)	17%	(31)	180
Age: 30-44	40%	(100)	30%	(75)	29%	(73)	248
Age: 45-54	37%	(73)	25%	(48)	38%	(74)	195
Age: 55-64	29%	(46)	25%	(39)	46%	(72)	157
Age: 65+	26%	(53)	20%	(39)	54%	(108)	200
PID: Dem (no lean)	37%	(118)	27%	(88)	36%	(115)	321
PID: Ind (no lean)	36%	(110)	27%	(84)	37%	(115)	309
PID: Rep (no lean)	38%	(135)	25%	(88)	36%	(127)	350
PID/Gender: Dem Men	37%	(62)	32%	(53)	31%	(52)	167
PID/Gender: Dem Women	36%	(56)	23%	(35)	41%	(64)	154
PID/Gender: Ind Men	38%	(70)	31%	(58)	31%	(58)	185
PID/Gender: Ind Women	32%	(40)	21%	(26)	47%	(58)	124
PID/Gender: Rep Men	41%	(87)	31%	(66)	28%	(59)	212
PID/Gender: Rep Women	34%	(48)	16%	(22)	50%	(68)	138
Tea Party: Supporter	49%	(161)	23%	(74)	28%	(93)	328
Tea Party: Not Supporter	31%	(198)	29%	(185)	41%	(262)	645
Ideo: Liberal (1-3)	40%	(147)	30%	(112)	30%	(113)	371
Ideo: Moderate (4)	35%	(79)	28%	(62)	37%	(84)	225
Ideo: Conservative (5-7)	36%	(121)	25%	(83)	39%	(131)	335
Educ: < College	43%	(230)	21%	(113)	36%	(197)	540
Educ: Bachelors degree	33%	(90)	35%	(96)	33%	(91)	277
Educ: Post-grad	26%	(42)	32%	(52)	43%	(70)	164
Income: Under 50k	42%	(159)	24%	(92)	33%	(126)	377
Income: 50k-100k	37%	(153)	25%	(105)	38%	(155)	413
Income: 100k+	26%	(50)	33%	(63)	40%	(77)	190

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Table BRD9_6: Do you think investing in the following would be a good investment or a bad investment?

Yahoo, Inc. (Flickr, Tumblr)

Demographic	Good investment		Bad investment		Don't Know / No Opinion		Total N
Adults	37%	(362)	27%	(260)	36%	(358)	980
Ethnicity: White	33%	(262)	27%	(216)	40%	(314)	792
Ethnicity: Hispanic	41%	(57)	38%	(52)	21%	(29)	138
Ethnicity: Afr. Am.	66%	(64)	19%	(18)	15%	(15)	97
Ethnicity: Other	40%	(36)	29%	(26)	32%	(29)	90
Relig: Protestant	36%	(100)	27%	(75)	36%	(100)	276
Relig: Roman Catholic	36%	(85)	25%	(59)	39%	(93)	238
Relig: Ath./Agn./None	30%	(68)	29%	(64)	41%	(92)	224
Relig: Something Else	41%	(69)	26%	(43)	33%	(55)	166
Relig: Evangelical	47%	(127)	28%	(75)	25%	(68)	270
Relig: Non-Evang. Catholics	31%	(98)	24%	(78)	45%	(144)	320
Relig: All Christian	38%	(225)	26%	(153)	36%	(211)	589
Relig: All Non-Christian	35%	(137)	27%	(107)	37%	(146)	390
Community: Urban	41%	(95)	26%	(62)	33%	(77)	234
Community: Suburban	32%	(162)	28%	(142)	39%	(196)	500
Community: Rural	43%	(105)	23%	(56)	34%	(85)	246
Employ: Private Sector	39%	(166)	32%	(135)	29%	(121)	422
Employ: Government	32%	(33)	28%	(29)	40%	(42)	104
Employ: Self-Employed	43%	(47)	26%	(28)	31%	(34)	109
Employ: Retired	27%	(55)	16%	(32)	57%	(114)	201
Military HH: Yes	40%	(89)	26%	(58)	33%	(74)	221
Military HH: No	36%	(274)	27%	(202)	37%	(284)	759
RD/WT: Right Direction	41%	(201)	23%	(113)	35%	(171)	485
RD/WT: Wrong Track	33%	(162)	30%	(147)	38%	(187)	496
Strongly Approve	44%	(108)	27%	(67)	29%	(70)	246
Somewhat Approve	38%	(88)	26%	(60)	36%	(83)	232
Somewhat Disapprove	37%	(47)	23%	(30)	40%	(52)	129
Strongly Disapprove	32%	(113)	29%	(101)	39%	(137)	351

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Table BRD9_6: Do you think investing in the following would be a good investment or a bad investment?
Yahoo, Inc. (Flickr, Tumblr)

Demographic	Good investment	Bad investment	Don't Know / No Opinion	Total N
Adults	37% (362)	27% (260)	36% (358)	980
#1 Issue: Economy	37% (116)	27% (83)	36% (113)	312
#1 Issue: Security	41% (77)	22% (41)	38% (71)	188
#1 Issue: Health Care	34% (60)	31% (53)	35% (62)	175
#1 Issue: Medicare / Social Security	32% (34)	26% (28)	43% (46)	108
#1 Issue: Women's Issues	51% (26)	22% (11)	27% (14)	51
#1 Issue: Education	43% (27)	22% (14)	35% (22)	63
#1 Issue: Energy	32% (17)	36% (19)	32% (17)	53
2016 Vote: Democrat Hillary Clinton	38% (124)	29% (93)	34% (110)	326
2016 Vote: Republican Donald Trump	38% (155)	25% (103)	37% (149)	407
2016 Vote: Someone else	29% (27)	26% (24)	46% (43)	94
2012 Vote: Barack Obama	39% (164)	26% (108)	35% (145)	417
2012 Vote: Mitt Romney	32% (112)	27% (95)	40% (140)	347
2012 Vote: Didn't Vote	42% (72)	27% (46)	32% (55)	173
4-Region: Northeast	36% (66)	27% (51)	37% (68)	185
4-Region: Midwest	33% (70)	23% (49)	45% (96)	215
4-Region: South	41% (143)	26% (91)	33% (113)	348
4-Region: West	36% (83)	30% (70)	35% (80)	232
All Investors	37% (362)	27% (260)	36% (358)	980
Investments >= \$50k	37% (215)	24% (143)	39% (229)	587
Investments < \$50k	37% (147)	30% (117)	33% (129)	393
Facebook User	39% (325)	26% (217)	35% (286)	828
Instagram User	45% (212)	29% (136)	25% (117)	465
Snapchat User	50% (172)	29% (100)	20% (69)	342
Twitter User	42% (178)	32% (138)	26% (110)	427

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

Table BRD9_7: Do you think investing in the following would be a good investment or a bad investment?
Alphabet, Inc. (Google)

Demographic	Good investment		Bad investment		Don't Know / No Opinion		Total N
Adults	48%	(473)	13%	(132)	38%	(375)	980
Gender: Male	50%	(282)	16%	(91)	34%	(191)	564
Gender: Female	46%	(192)	10%	(40)	44%	(184)	416
Age: 18-29	65%	(117)	20%	(36)	15%	(27)	180
Age: 30-44	57%	(142)	13%	(31)	30%	(75)	248
Age: 45-54	45%	(88)	12%	(23)	43%	(84)	195
Age: 55-64	37%	(58)	14%	(22)	49%	(77)	157
Age: 65+	35%	(69)	10%	(19)	56%	(112)	200
PID: Dem (no lean)	53%	(170)	13%	(42)	34%	(109)	321
PID: Ind (no lean)	48%	(148)	12%	(38)	40%	(123)	309
PID: Rep (no lean)	44%	(156)	15%	(51)	41%	(144)	350
PID/Gender: Dem Men	55%	(91)	17%	(29)	28%	(47)	167
PID/Gender: Dem Women	51%	(79)	9%	(13)	40%	(62)	154
PID/Gender: Ind Men	51%	(94)	12%	(21)	38%	(70)	185
PID/Gender: Ind Women	43%	(54)	14%	(17)	43%	(53)	124
PID/Gender: Rep Men	45%	(97)	19%	(41)	35%	(75)	212
PID/Gender: Rep Women	43%	(59)	7%	(10)	50%	(69)	138
Tea Party: Supporter	52%	(171)	18%	(58)	30%	(99)	328
Tea Party: Not Supporter	46%	(300)	11%	(72)	42%	(274)	645
Ideo: Liberal (1-3)	50%	(187)	18%	(68)	31%	(117)	371
Ideo: Moderate (4)	52%	(118)	9%	(19)	39%	(88)	225
Ideo: Conservative (5-7)	44%	(148)	13%	(44)	43%	(144)	335
Educ: < College	48%	(259)	11%	(60)	41%	(221)	540
Educ: Bachelors degree	47%	(130)	17%	(47)	36%	(100)	277
Educ: Post-grad	52%	(85)	15%	(24)	33%	(55)	164
Income: Under 50k	51%	(192)	13%	(49)	36%	(136)	377
Income: 50k-100k	47%	(193)	13%	(53)	41%	(167)	413
Income: 100k+	47%	(89)	15%	(29)	38%	(72)	190

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Table BRD9_7: Do you think investing in the following would be a good investment or a bad investment?
 Alphabet, Inc. (Google)

Demographic	Good investment		Bad investment		Don't Know / No Opinion		Total N
Adults	48%	(473)	13%	(132)	38%	(375)	980
Ethnicity: White	46%	(364)	13%	(102)	41%	(327)	792
Ethnicity: Hispanic	52%	(72)	27%	(37)	21%	(29)	138
Ethnicity: Afr. Am.	66%	(64)	15%	(14)	19%	(19)	97
Ethnicity: Other	50%	(46)	17%	(15)	33%	(29)	90
Relig: Protestant	45%	(123)	14%	(39)	41%	(114)	276
Relig: Roman Catholic	48%	(115)	13%	(31)	39%	(92)	238
Relig: Ath./Agn./None	50%	(111)	14%	(30)	37%	(82)	224
Relig: Something Else	49%	(81)	15%	(25)	36%	(59)	166
Relig: Evangelical	50%	(136)	17%	(45)	33%	(88)	270
Relig: Non-Evang. Catholics	45%	(144)	9%	(30)	45%	(145)	320
Relig: All Christian	48%	(280)	13%	(76)	40%	(233)	589
Relig: All Non-Christian	49%	(192)	14%	(56)	36%	(142)	390
Community: Urban	53%	(124)	17%	(39)	30%	(71)	234
Community: Suburban	47%	(235)	11%	(57)	42%	(208)	500
Community: Rural	46%	(114)	15%	(36)	39%	(97)	246
Employ: Private Sector	54%	(229)	14%	(58)	32%	(135)	422
Employ: Government	42%	(43)	19%	(20)	39%	(41)	104
Employ: Self-Employed	53%	(58)	10%	(11)	37%	(40)	109
Employ: Retired	36%	(72)	9%	(19)	54%	(109)	201
Military HH: Yes	44%	(98)	18%	(39)	38%	(84)	221
Military HH: No	49%	(375)	12%	(93)	38%	(291)	759
RD/WT: Right Direction	48%	(233)	16%	(76)	36%	(176)	485
RD/WT: Wrong Track	48%	(240)	11%	(56)	40%	(200)	496
Strongly Approve	43%	(105)	22%	(54)	35%	(87)	246
Somewhat Approve	51%	(119)	10%	(23)	39%	(90)	232
Somewhat Disapprove	46%	(59)	11%	(14)	44%	(56)	129
Strongly Disapprove	51%	(181)	11%	(40)	37%	(131)	351

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Table BRD9_7: Do you think investing in the following would be a good investment or a bad investment?
Alphabet, Inc. (Google)

Demographic	Good investment	Bad investment	Don't Know / No Opinion	Total N
Adults	48% (473)	13% (132)	38% (375)	980
#1 Issue: Economy	53% (164)	12% (37)	36% (111)	312
#1 Issue: Security	45% (84)	13% (25)	42% (80)	188
#1 Issue: Health Care	47% (83)	15% (25)	38% (67)	175
#1 Issue: Medicare / Social Security	37% (40)	13% (14)	51% (55)	108
#1 Issue: Women's Issues	56% (28)	18% (9)	26% (13)	51
#1 Issue: Education	64% (40)	9% (6)	28% (17)	63
#1 Issue: Energy	48% (26)	19% (10)	33% (18)	53
2016 Vote: Democrat Hillary Clinton	54% (176)	11% (35)	35% (115)	326
2016 Vote: Republican Donald Trump	44% (178)	15% (60)	41% (169)	407
2016 Vote: Someone else	51% (48)	13% (12)	36% (34)	94
2012 Vote: Barack Obama	53% (222)	12% (50)	35% (145)	417
2012 Vote: Mitt Romney	44% (153)	14% (48)	42% (146)	347
2012 Vote: Didn't Vote	48% (83)	16% (28)	36% (62)	173
4-Region: Northeast	48% (89)	12% (23)	39% (73)	185
4-Region: Midwest	43% (91)	13% (27)	45% (96)	215
4-Region: South	49% (172)	14% (49)	36% (127)	348
4-Region: West	52% (121)	14% (32)	34% (79)	232
All Investors	48% (473)	13% (132)	38% (375)	980
Investments >= \$50k	45% (267)	15% (88)	40% (232)	587
Investments < \$50k	53% (206)	11% (43)	36% (143)	393
Facebook User	50% (413)	13% (105)	37% (310)	828
Instagram User	58% (270)	15% (70)	27% (126)	465
Snapchat User	61% (210)	16% (54)	23% (78)	342
Twitter User	58% (249)	15% (62)	27% (115)	427

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

Table BRD10: Which of the following would you most prefer to invest in?

Demographic	Snap, Inc. (Snapchat)	Facebook, Inc. (Facebook, Instagram, Messenger, WhatsApp)	Twitter, Inc. (Twitter)	Yahoo, Inc. (Flickr, Tumblr)	Alphabet, Inc. (Google)	Don't Know / No Opinion	Total N
Adults	8% (74)	38% (377)	5% (47)	5% (51)	23% (227)	21% (204)	980
Gender: Male	8% (45)	38% (214)	6% (32)	5% (29)	25% (138)	19% (106)	564
Gender: Female	7% (29)	39% (163)	4% (15)	5% (22)	21% (89)	24% (98)	416
Age: 18-29	19% (34)	45% (81)	5% (10)	4% (7)	21% (37)	6% (11)	180
Age: 30-44	9% (23)	49% (121)	3% (7)	6% (14)	24% (60)	9% (23)	248
Age: 45-54	5% (10)	32% (63)	10% (20)	5% (10)	27% (53)	20% (39)	195
Age: 55-64	2% (4)	29% (46)	2% (4)	6% (9)	25% (38)	36% (56)	157
Age: 65+	2% (4)	33% (65)	4% (7)	6% (11)	19% (38)	37% (75)	200
PID: Dem (no lean)	8% (26)	39% (126)	4% (14)	6% (20)	23% (75)	19% (60)	321
PID: Ind (no lean)	5% (15)	35% (109)	5% (14)	4% (14)	28% (87)	23% (70)	309
PID: Rep (no lean)	9% (33)	41% (143)	5% (19)	5% (17)	19% (65)	21% (74)	350
PID/Gender: Dem Men	9% (15)	36% (61)	6% (9)	6% (9)	24% (40)	19% (32)	167
PID/Gender: Dem Women	7% (11)	42% (65)	3% (5)	7% (10)	22% (34)	19% (29)	154
PID/Gender: Ind Men	3% (5)	38% (70)	5% (9)	5% (8)	30% (56)	20% (37)	185
PID/Gender: Ind Women	8% (10)	31% (39)	4% (6)	4% (5)	25% (31)	26% (33)	124
PID/Gender: Rep Men	11% (24)	39% (84)	7% (14)	5% (11)	20% (42)	17% (37)	212
PID/Gender: Rep Women	6% (9)	43% (59)	3% (5)	4% (6)	17% (23)	27% (37)	138
Tea Party: Supporter	10% (32)	45% (146)	7% (22)	5% (17)	19% (62)	15% (48)	328
Tea Party: Not Supporter	6% (42)	35% (227)	4% (26)	5% (33)	26% (165)	24% (152)	645
Ideo: Liberal (1-3)	8% (30)	45% (168)	7% (26)	5% (19)	19% (72)	15% (57)	371
Ideo: Moderate (4)	7% (16)	38% (85)	3% (6)	5% (11)	28% (62)	20% (45)	225
Ideo: Conservative (5-7)	8% (25)	33% (109)	4% (15)	5% (17)	25% (85)	25% (85)	335
Educ: < College	10% (53)	44% (235)	4% (24)	5% (27)	19% (102)	18% (99)	540
Educ: Bachelors degree	6% (17)	32% (89)	5% (15)	6% (16)	28% (76)	23% (64)	277
Educ: Post-grad	2% (4)	33% (53)	5% (9)	5% (8)	30% (49)	25% (41)	164

Continued on next page

Table BRD10: Which of the following would you most prefer to invest in?

Demographic	Snap, Inc. (Snapchat)		Facebook, Inc. (Facebook, Instagram, Messenger, WhatsApp)		Twitter, Inc. (Twitter)		Yahoo, Inc. (Flickr, Tumblr)		Alphabet, Inc. (Google)		Don't Know / No Opinion	Total N	
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%		(N)
Adults	8%	(74)	38%	(377)	5%	(47)	5%	(51)	23%	(227)	21%	(204)	980
Income: Under 50k	9%	(36)	41%	(156)	7%	(26)	6%	(21)	19%	(71)	18%	(67)	377
Income: 50k-100k	7%	(30)	38%	(158)	3%	(14)	4%	(18)	25%	(101)	22%	(92)	413
Income: 100k+	4%	(8)	33%	(63)	4%	(7)	6%	(11)	29%	(55)	24%	(45)	190
Ethnicity: White	5%	(42)	37%	(292)	5%	(37)	5%	(40)	24%	(193)	24%	(188)	792
Ethnicity: Hispanic	16%	(22)	45%	(62)	7%	(9)	4%	(6)	20%	(27)	8%	(11)	138
Ethnicity: Afr. Am.	18%	(17)	51%	(49)	4%	(4)	6%	(6)	17%	(16)	5%	(5)	97
Ethnicity: Other	17%	(15)	39%	(35)	8%	(7)	5%	(5)	20%	(18)	12%	(11)	90
Relig: Protestant	5%	(13)	37%	(101)	4%	(10)	5%	(13)	24%	(65)	27%	(74)	276
Relig: Roman Catholic	10%	(23)	37%	(88)	8%	(18)	5%	(11)	20%	(47)	21%	(51)	238
Relig: Ath./Agn./None	7%	(16)	37%	(82)	3%	(7)	6%	(12)	27%	(62)	20%	(44)	224
Relig: Something Else	9%	(15)	45%	(74)	5%	(8)	7%	(12)	21%	(35)	13%	(22)	166
Relig: Evangelical	9%	(23)	42%	(114)	6%	(15)	4%	(10)	22%	(58)	18%	(49)	270
Relig: Non-Evang. Catholics	6%	(19)	33%	(107)	5%	(17)	5%	(16)	22%	(71)	28%	(89)	320
Relig: All Christian	7%	(42)	38%	(221)	6%	(33)	4%	(26)	22%	(130)	23%	(138)	589
Relig: All Non-Christian	8%	(32)	40%	(156)	4%	(15)	6%	(25)	25%	(97)	17%	(66)	390
Community: Urban	6%	(14)	46%	(108)	6%	(14)	6%	(14)	23%	(53)	14%	(32)	234
Community: Suburban	7%	(37)	35%	(175)	3%	(14)	6%	(30)	25%	(125)	24%	(120)	500
Community: Rural	10%	(24)	38%	(95)	8%	(19)	3%	(6)	20%	(49)	21%	(53)	246
Employ: Private Sector	8%	(32)	38%	(160)	6%	(27)	5%	(21)	29%	(123)	14%	(59)	422
Employ: Government	11%	(12)	36%	(37)	5%	(5)	5%	(5)	18%	(19)	25%	(26)	104
Employ: Self-Employed	8%	(9)	46%	(50)	2%	(2)	7%	(7)	25%	(27)	13%	(14)	109
Employ: Retired	3%	(6)	33%	(67)	2%	(5)	5%	(11)	18%	(37)	38%	(75)	201
Military HH: Yes	10%	(22)	42%	(93)	5%	(10)	7%	(15)	18%	(39)	19%	(43)	221
Military HH: No	7%	(52)	37%	(284)	5%	(37)	5%	(36)	25%	(188)	21%	(161)	759
RD/WT: Right Direction	8%	(41)	41%	(201)	5%	(26)	5%	(26)	21%	(100)	19%	(91)	485
RD/WT: Wrong Track	7%	(33)	35%	(176)	4%	(21)	5%	(25)	26%	(128)	23%	(113)	496

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Table BRD10: Which of the following would you most prefer to invest in?

Demographic	Snap, Inc. (Snapchat)		Facebook, Inc. (Facebook, Instagram, Messenger, WhatsApp)		Twitter, Inc. (Twitter)		Yahoo, Inc. (Flickr, Tumblr)		Alphabet, Inc. (Google)		Don't Know / No Opinion	Total N	
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%		(N)
Adults	8%	(74)	38%	(377)	5%	(47)	5%	(51)	23%	(227)	21%	(204)	980
Strongly Approve	7%	(17)	46%	(113)	7%	(16)	5%	(13)	15%	(38)	20%	(49)	246
Somewhat Approve	8%	(19)	39%	(90)	5%	(11)	5%	(11)	26%	(61)	17%	(40)	232
Somewhat Disapprove	6%	(7)	39%	(51)	2%	(3)	8%	(10)	25%	(33)	20%	(25)	129
Strongly Disapprove	8%	(27)	34%	(120)	5%	(18)	5%	(16)	26%	(90)	23%	(80)	351
#1 Issue: Economy	8%	(24)	34%	(105)	6%	(18)	6%	(18)	27%	(85)	20%	(62)	312
#1 Issue: Security	8%	(14)	37%	(70)	4%	(8)	5%	(8)	25%	(46)	22%	(41)	188
#1 Issue: Health Care	5%	(8)	49%	(87)	2%	(4)	4%	(7)	22%	(38)	18%	(31)	175
#1 Issue: Medicare / Social Security	6%	(6)	35%	(38)	6%	(6)	10%	(11)	14%	(15)	28%	(31)	108
#1 Issue: Women's Issues	13%	(7)	40%	(20)	10%	(5)	3%	(2)	19%	(10)	14%	(7)	51
#1 Issue: Education	11%	(7)	49%	(31)	3%	(2)	2%	(1)	20%	(13)	15%	(10)	63
#1 Issue: Energy	11%	(6)	37%	(20)	7%	(4)	4%	(2)	25%	(14)	15%	(8)	53
2016 Vote: Democrat Hillary Clinton	7%	(22)	40%	(129)	4%	(14)	5%	(17)	24%	(78)	20%	(65)	326
2016 Vote: Republican Donald Trump	6%	(23)	41%	(166)	5%	(21)	4%	(18)	20%	(82)	24%	(96)	407
2016 Vote: Someone else	14%	(13)	29%	(27)	2%	(2)	5%	(4)	29%	(27)	22%	(21)	94
2012 Vote: Barack Obama	9%	(36)	39%	(163)	4%	(18)	5%	(22)	24%	(99)	19%	(80)	417
2012 Vote: Mitt Romney	6%	(22)	35%	(121)	6%	(20)	5%	(17)	24%	(83)	24%	(84)	347
2012 Vote: Didn't Vote	9%	(16)	44%	(75)	5%	(9)	6%	(10)	20%	(35)	15%	(27)	173
4-Region: Northeast	3%	(6)	35%	(65)	7%	(13)	4%	(7)	27%	(50)	24%	(44)	185
4-Region: Midwest	8%	(16)	33%	(72)	4%	(8)	6%	(12)	22%	(48)	27%	(58)	215
4-Region: South	8%	(29)	43%	(149)	4%	(15)	7%	(23)	20%	(71)	18%	(61)	348
4-Region: West	10%	(23)	39%	(91)	5%	(11)	3%	(8)	25%	(58)	18%	(41)	232
All Investors	8%	(74)	38%	(377)	5%	(47)	5%	(51)	23%	(227)	21%	(204)	980
Investments >= \$50k	7%	(40)	38%	(226)	5%	(30)	5%	(29)	21%	(123)	24%	(139)	587
Investments < \$50k	9%	(34)	38%	(151)	4%	(17)	5%	(21)	26%	(104)	17%	(65)	393
Facebook User	7%	(55)	43%	(354)	5%	(40)	5%	(45)	22%	(184)	18%	(149)	828
Instagram User	11%	(52)	47%	(220)	6%	(27)	5%	(23)	22%	(104)	8%	(38)	465
Snapchat User	16%	(53)	45%	(153)	6%	(21)	6%	(20)	21%	(70)	7%	(25)	342

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Table BRD10: Which of the following would you most prefer to invest in?

Demographic	Snap, Inc. (Snapchat)	Facebook, Inc. (Facebook, Instagram, Messenger, WhatsApp)	Twitter, Inc. (Twitter)	Yahoo, Inc. (Flickr, Tumblr)	Alphabet, Inc. (Google)	Don't Know / No Opinion	Total N
Adults	8% (74)	38% (377)	5% (47)	5% (51)	23% (227)	21% (204)	980
Twitter User	10% (41)	44% (189)	8% (34)	5% (19)	23% (99)	10% (44)	427

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	476	22%
	Age: 30-44	559	25%
	Age: 45-54	423	19%
	Age: 55-64	345	16%
	Age: 65+	398	18%
	N	2201	
xpid3	PID: Dem (no lean)	728	33%
	PID: Ind (no lean)	815	37%
	PID: Rep (no lean)	658	30%
	N	2201	
xpidGender	PID/Gender: Dem Men	328	15%
	PID/Gender: Dem Women	400	18%
	PID/Gender: Ind Men	382	17%
	PID/Gender: Ind Women	433	20%
	PID/Gender: Rep Men	350	16%
	PID/Gender: Rep Women	308	14%
	N	2201	
xdemTea	Tea Party: Supporter	603	27%
	Tea Party: Not Supporter	1583	72%
	N	2186	
xdemIdeo3	Ideo: Liberal (1-3)	741	34%
	Ideo: Moderate (4)	492	22%
	Ideo: Conservative (5-7)	657	30%
	N	1890	
xeduc3	Educ: < College	1567	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2201	
xdemInc3	Income: Under 50k	1344	61%
	Income: 50k-100k	621	28%
	Income: 100k+	237	11%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1750	80%
xdemHispBin	Ethnicity: Hispanic	329	15%
demBlackBin	Ethnicity: Afr. Am.	269	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	528	24%
	Relig: Roman Catholic	431	20%
	Relig: Ath./Agn./None	614	28%
	Relig: Something Else	374	17%
	N	1947	
xreligion1	Relig: Jewish	46	2%
xreligion2	Relig: Evangelical	650	30%
	Relig: Non-Evang. Catholics	562	26%
	N	1213	
xreligion3	Relig: All Christian	1213	55%
	Relig: All Non-Christian	988	45%
	N	2200	
xdemUsr	Community: Urban	573	26%
	Community: Suburban	973	44%
	Community: Rural	654	30%
	N	2201	
xdemEmploy	Employ: Private Sector	673	31%
	Employ: Government	153	7%
	Employ: Self-Employed	242	11%
	Employ: Homemaker	189	9%
	Employ: Student	105	5%
	Employ: Retired	462	21%
	Employ: Unemployed	189	9%
	Employ: Other	188	9%
	N	2201	
xdemMilHH1	Military HH: Yes	448	20%
	Military HH: No	1753	80%
	N	2201	
xnr1	RD/WT: Right Direction	939	43%
	RD/WT: Wrong Track	1262	57%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	482	22%
	Somewhat Approve	473	21%
	Somewhat Disapprove	283	13%
	Strongly Disapprove	823	37%
	Dont Know / No Opinion	140	6%
	N	2201	
xnr3	#1 Issue: Economy	671	30%
	#1 Issue: Security	396	18%
	#1 Issue: Health Care	378	17%
	#1 Issue: Medicare / Social Security	278	13%
	#1 Issue: Women's Issues	115	5%
	#1 Issue: Education	161	7%
	#1 Issue: Energy	91	4%
	#1 Issue: Other	111	5%
	N	2201	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	657	30%
	2016 Vote: Republican Donald Trump	729	33%
	2016 Vote: Someone else	185	8%
	N	1571	
xsubVote12O	2012 Vote: Barack Obama	834	38%
	2012 Vote: Mitt Romney	547	25%
	2012 Vote: Other	86	4%
	2012 Vote: Didn't Vote	729	33%
	N	2196	
xreg4	4-Region: Northeast	402	18%
	4-Region: Midwest	474	22%
	4-Region: South	815	37%
	4-Region: West	511	23%
	N	2201	
demBRD1	All Investors	980	45%
demBRD2	Investments >= \$50k	587	27%
demBRD3	Investments < \$50k	393	18%
demBRD4	Facebook User	1856	84%
demBRD5	Instagram User	1005	46%
demBRD6	Snapchat User	745	34%
demBRD7	Twitter User	850	39%

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

