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Morning Consult
National Tracking Poll #180211
February 15-19, 2018

Crosstabulation Results

Methodology:

This poll was conducted from February 15-19, 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 BRD17: Do you have an account on Snapchat?

Demographic	Yes	No	Total N
Adults	27% (599)	73% (1602)	2201
Gender: Male	25% (265)	75% (794)	1060
Gender: Female	29% (334)	71% (808)	1141
Age: 18-29	58% (263)	42% (190)	453
Age: 30-44	37% (216)	63% (366)	582
Age: 45-54	19% (73)	81% (304)	377
Age: 55-64	9% (37)	91% (354)	391
Age: 65+	2% (10)	98% (388)	398
PID: Dem (no lean)	30% (214)	70% (504)	718
PID: Ind (no lean)	26% (207)	74% (587)	794
PID: Rep (no lean)	26% (178)	74% (511)	689
PID/Gender: Dem Men	28% (91)	72% (238)	329
PID/Gender: Dem Women	32% (123)	68% (266)	389
PID/Gender: Ind Men	20% (72)	80% (284)	356
PID/Gender: Ind Women	31% (135)	69% (303)	437
PID/Gender: Rep Men	27% (102)	73% (272)	374
PID/Gender: Rep Women	24% (75)	76% (239)	315
Tea Party: Supporter	39% (214)	61% (338)	552
Tea Party: Not Supporter	23% (383)	77% (1258)	1641
Ideo: Liberal (1-3)	35% (249)	65% (471)	720
Ideo: Moderate (4)	25% (125)	75% (383)	508
Ideo: Conservative (5-7)	19% (129)	81% (545)	674
Educ: < College	27% (429)	73% (1137)	1567
Educ: Bachelors degree	26% (109)	74% (307)	416
Educ: Post-grad	28% (61)	72% (158)	219
Income: Under 50k	27% (348)	73% (943)	1292
Income: 50k-100k	27% (168)	73% (465)	634
Income: 100k+	30% (82)	70% (193)	276
Ethnicity: White	25% (435)	75% (1315)	1750

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Table BRD17: Do you have an account on Snapchat?

Demographic	Yes	No	Total N
Adults	27% (599)	73% (1602)	2201
Ethnicity: Hispanic	48% (157)	52% (172)	329
Ethnicity: Afr. Am.	36% (96)	64% (172)	269
Ethnicity: Other	37% (68)	63% (114)	182
Relig: Protestant	20% (102)	80% (417)	520
Relig: Roman Catholic	31% (141)	69% (315)	456
Relig: Ath./Agn./None	28% (178)	72% (455)	634
Relig: Something Else	32% (108)	68% (230)	338
Relig: Evangelical	29% (177)	71% (439)	617
Relig: Non-Evang. Catholics	22% (135)	78% (474)	609
Relig: All Christian	25% (312)	75% (913)	1226
Relig: All Non-Christian	29% (286)	71% (685)	971
Community: Urban	35% (214)	65% (397)	611
Community: Suburban	24% (227)	76% (702)	929
Community: Rural	24% (158)	76% (503)	661
Employ: Private Sector	36% (239)	64% (421)	660
Employ: Government	34% (51)	66% (101)	153
Employ: Self-Employed	25% (50)	75% (155)	205
Employ: Homemaker	30% (63)	70% (146)	209
Employ: Student	70% (64)	30% (28)	92
Employ: Retired	6% (32)	94% (480)	512
Employ: Unemployed	27% (51)	73% (140)	191
Employ: Other	27% (49)	73% (131)	180
Military HH: Yes	28% (118)	72% (309)	427
Military HH: No	27% (481)	73% (1293)	1774
RD/WT: Right Direction	28% (247)	72% (648)	895
RD/WT: Wrong Track	27% (352)	73% (954)	1306
Strongly Approve	23% (111)	77% (372)	483
Somewhat Approve	23% (114)	77% (372)	486
Somewhat Disapprove	32% (100)	68% (211)	311
Strongly Disapprove	30% (238)	70% (567)	805
Dont Know / No Opinion	31% (36)	69% (79)	116

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Table BRD17: Do you have an account on Snapchat?

Demographic	Yes	No	Total N
Adults	27% (599)	73% (1602)	2201
#1 Issue: Economy	26% (162)	74% (460)	623
#1 Issue: Security	25% (102)	75% (311)	413
#1 Issue: Health Care	32% (118)	68% (250)	368
#1 Issue: Medicare / Social Security	14% (46)	86% (290)	336
#1 Issue: Women's Issues	42% (42)	58% (59)	102
#1 Issue: Education	49% (78)	51% (80)	158
#1 Issue: Energy	31% (23)	69% (50)	73
#1 Issue: Other	21% (27)	79% (101)	128
2016 Vote: Democrat Hillary Clinton	29% (197)	71% (488)	685
2016 Vote: Republican Donald Trump	23% (168)	77% (579)	747
2016 Vote: Someone else	30% (60)	70% (138)	198
2012 Vote: Barack Obama	28% (238)	72% (626)	863
2012 Vote: Mitt Romney	19% (102)	81% (437)	539
2012 Vote: Other	18% (18)	82% (82)	100
2012 Vote: Didn't Vote	35% (239)	65% (452)	691
4-Region: Northeast	23% (92)	77% (310)	402
4-Region: Midwest	28% (132)	72% (341)	474
4-Region: South	28% (225)	72% (590)	815
4-Region: West	29% (149)	71% (362)	511
Yes	67% (118)	33% (59)	177
Yes	100% (599)	— (0)	599

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

Table BRD18: Do you like Snapchat's recent redesign?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	36%	(214)	42%	(254)	22%	(131)	599
Gender: Male	45%	(119)	38%	(101)	17%	(46)	265
Gender: Female	28%	(95)	46%	(154)	26%	(85)	334
Age: 18-29	36%	(94)	54%	(143)	10%	(26)	263
Age: 30-44	42%	(90)	35%	(76)	23%	(50)	216
Age: 45-54	29%	(21)	35%	(26)	36%	(26)	73
PID: Dem (no lean)	34%	(73)	42%	(90)	24%	(51)	214
PID: Ind (no lean)	32%	(65)	45%	(94)	23%	(48)	207
PID: Rep (no lean)	42%	(75)	40%	(70)	18%	(33)	178
PID/Gender: Dem Men	43%	(39)	38%	(35)	19%	(17)	91
PID/Gender: Dem Women	28%	(34)	45%	(55)	27%	(34)	123
PID/Gender: Ind Men	43%	(31)	37%	(27)	20%	(15)	72
PID/Gender: Ind Women	26%	(34)	50%	(67)	25%	(33)	135
PID/Gender: Rep Men	48%	(49)	38%	(39)	14%	(14)	102
PID/Gender: Rep Women	34%	(26)	42%	(31)	25%	(19)	75
Tea Party: Supporter	51%	(109)	34%	(73)	15%	(31)	214
Tea Party: Not Supporter	27%	(104)	47%	(179)	26%	(100)	383
Ideo: Liberal (1-3)	44%	(109)	41%	(103)	15%	(36)	249
Ideo: Moderate (4)	27%	(34)	44%	(55)	28%	(36)	125
Ideo: Conservative (5-7)	32%	(41)	42%	(55)	25%	(33)	129
Educ: < College	35%	(149)	42%	(182)	23%	(98)	429
Educ: Bachelors degree	32%	(34)	48%	(52)	20%	(22)	109
Educ: Post-grad	49%	(30)	32%	(20)	19%	(11)	61
Income: Under 50k	39%	(135)	43%	(150)	18%	(64)	348
Income: 50k-100k	29%	(49)	43%	(73)	28%	(46)	168
Income: 100k+	36%	(30)	38%	(31)	25%	(21)	82
Ethnicity: White	34%	(146)	41%	(179)	25%	(109)	435
Ethnicity: Hispanic	47%	(74)	42%	(66)	11%	(17)	157
Ethnicity: Afr. Am.	44%	(43)	42%	(40)	14%	(13)	96
Ethnicity: Other	36%	(24)	52%	(35)	12%	(8)	68

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Table BRD18: Do you like Snapchat's recent redesign?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	36%	(214)	42%	(254)	22%	(131)	599
Relig: Protestant	26%	(27)	42%	(43)	32%	(32)	102
Relig: Roman Catholic	47%	(66)	39%	(55)	15%	(21)	141
Relig: Ath./Agn./None	27%	(49)	48%	(85)	25%	(45)	178
Relig: Something Else	38%	(41)	43%	(47)	19%	(20)	108
Relig: Evangelical	46%	(82)	35%	(62)	19%	(34)	177
Relig: Non-Evang. Catholics	31%	(42)	45%	(61)	24%	(33)	135
Relig: All Christian	39%	(123)	39%	(123)	21%	(66)	312
Relig: All Non-Christian	32%	(90)	46%	(131)	23%	(65)	286
Community: Urban	42%	(91)	42%	(91)	15%	(32)	214
Community: Suburban	35%	(79)	37%	(84)	28%	(64)	227
Community: Rural	28%	(44)	50%	(80)	22%	(35)	158
Employ: Private Sector	37%	(88)	43%	(102)	21%	(50)	239
Employ: Government	41%	(21)	41%	(21)	19%	(9)	51
Employ: Self-Employed	32%	(16)	46%	(23)	22%	(11)	50
Employ: Homemaker	28%	(17)	35%	(22)	37%	(23)	63
Employ: Student	31%	(20)	54%	(35)	15%	(9)	64
Employ: Unemployed	46%	(23)	34%	(17)	21%	(10)	51
Military HH: Yes	50%	(59)	27%	(32)	23%	(27)	118
Military HH: No	32%	(154)	46%	(223)	22%	(104)	481
RD/WT: Right Direction	48%	(118)	35%	(86)	17%	(43)	247
RD/WT: Wrong Track	27%	(95)	48%	(168)	25%	(88)	352
Strongly Approve	59%	(65)	31%	(34)	11%	(12)	111
Somewhat Approve	31%	(35)	44%	(50)	25%	(28)	114
Somewhat Disapprove	38%	(39)	40%	(40)	22%	(22)	100
Strongly Disapprove	27%	(65)	49%	(116)	24%	(56)	238
#1 Issue: Economy	29%	(48)	48%	(78)	23%	(37)	162
#1 Issue: Security	41%	(42)	37%	(38)	22%	(22)	102
#1 Issue: Health Care	35%	(41)	44%	(52)	21%	(25)	118
#1 Issue: Education	29%	(22)	47%	(36)	24%	(19)	78

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Table BRD18: Do you like Snapchat's recent redesign?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	36%	(214)	42%	(254)	22%	(131)	599
2016 Vote: Democrat Hillary Clinton	33%	(66)	43%	(85)	24%	(46)	197
2016 Vote: Republican Donald Trump	44%	(73)	35%	(59)	21%	(36)	168
2016 Vote: Someone else	27%	(16)	47%	(28)	26%	(16)	60
2012 Vote: Barack Obama	39%	(92)	35%	(84)	26%	(61)	238
2012 Vote: Mitt Romney	38%	(39)	35%	(36)	26%	(27)	102
2012 Vote: Didn't Vote	32%	(77)	53%	(126)	15%	(36)	239
4-Region: Northeast	36%	(33)	45%	(41)	19%	(18)	92
4-Region: Midwest	29%	(39)	42%	(55)	29%	(38)	132
4-Region: South	38%	(85)	42%	(94)	20%	(45)	225
4-Region: West	38%	(57)	42%	(63)	20%	(29)	149
Yes	67%	(78)	27%	(32)	7%	(8)	118
Yes	36%	(214)	42%	(254)	22%	(131)	599

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

Table BRD19: Which of the following do you prefer?

Demographic	Snapchat's new user interface		Snapchat's previous user interface		Don't Know / No Opinion		Total N
Adults	27%	(162)	51%	(303)	22%	(134)	599
Gender: Male	34%	(91)	49%	(130)	17%	(45)	265
Gender: Female	21%	(71)	52%	(173)	27%	(89)	334
Age: 18-29	26%	(67)	63%	(165)	12%	(31)	263
Age: 30-44	32%	(70)	46%	(99)	22%	(47)	216
Age: 45-54	23%	(17)	38%	(28)	38%	(28)	73
PID: Dem (no lean)	26%	(55)	48%	(103)	26%	(56)	214
PID: Ind (no lean)	23%	(48)	54%	(112)	22%	(47)	207
PID: Rep (no lean)	33%	(58)	50%	(88)	18%	(31)	178
PID/Gender: Dem Men	28%	(26)	47%	(43)	25%	(22)	91
PID/Gender: Dem Women	24%	(30)	49%	(60)	27%	(33)	123
PID/Gender: Ind Men	36%	(26)	48%	(35)	16%	(12)	72
PID/Gender: Ind Women	17%	(23)	57%	(77)	26%	(35)	135
PID/Gender: Rep Men	38%	(39)	51%	(52)	11%	(11)	102
PID/Gender: Rep Women	25%	(19)	48%	(36)	27%	(21)	75
Tea Party: Supporter	39%	(83)	45%	(97)	16%	(34)	214
Tea Party: Not Supporter	20%	(79)	53%	(205)	26%	(100)	383
Ideo: Liberal (1-3)	31%	(76)	55%	(138)	14%	(35)	249
Ideo: Moderate (4)	26%	(33)	40%	(50)	34%	(42)	125
Ideo: Conservative (5-7)	27%	(35)	52%	(67)	21%	(28)	129
Educ: < College	26%	(111)	50%	(215)	24%	(104)	429
Educ: Bachelors degree	22%	(24)	60%	(65)	18%	(19)	109
Educ: Post-grad	44%	(27)	38%	(23)	18%	(11)	61
Income: Under 50k	31%	(107)	50%	(175)	19%	(66)	348
Income: 50k-100k	19%	(33)	53%	(89)	28%	(47)	168
Income: 100k+	26%	(22)	48%	(40)	26%	(21)	82
Ethnicity: White	27%	(115)	50%	(217)	24%	(103)	435
Ethnicity: Hispanic	38%	(59)	50%	(79)	12%	(19)	157
Ethnicity: Afr. Am.	30%	(29)	45%	(44)	25%	(24)	96
Ethnicity: Other	26%	(18)	64%	(43)	10%	(7)	68

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Table BRD19: Which of the following do you prefer?

Demographic	Snapchat's new user interface		Snapchat's previous user interface		Don't Know / No Opinion		Total N
Adults	27%	(162)	51%	(303)	22%	(134)	599
Relig: Protestant	16%	(16)	50%	(51)	35%	(35)	102
Relig: Roman Catholic	40%	(56)	46%	(65)	14%	(20)	141
Relig: Ath./Agn./None	20%	(36)	53%	(94)	27%	(48)	178
Relig: Something Else	34%	(36)	52%	(56)	15%	(16)	108
Relig: Evangelical	32%	(56)	48%	(85)	20%	(36)	177
Relig: Non-Evang. Catholics	24%	(33)	51%	(68)	25%	(34)	135
Relig: All Christian	29%	(89)	49%	(153)	22%	(70)	312
Relig: All Non-Christian	25%	(72)	52%	(149)	22%	(64)	286
Community: Urban	34%	(72)	49%	(105)	17%	(37)	214
Community: Suburban	25%	(56)	48%	(110)	27%	(61)	227
Community: Rural	22%	(34)	56%	(88)	23%	(36)	158
Employ: Private Sector	29%	(70)	51%	(123)	19%	(46)	239
Employ: Government	32%	(16)	51%	(26)	18%	(9)	51
Employ: Self-Employed	28%	(14)	53%	(27)	19%	(9)	50
Employ: Homemaker	19%	(12)	43%	(27)	38%	(24)	63
Employ: Student	23%	(15)	68%	(44)	9%	(6)	64
Employ: Unemployed	30%	(15)	45%	(23)	24%	(12)	51
Military HH: Yes	35%	(41)	42%	(50)	23%	(27)	118
Military HH: No	25%	(121)	53%	(254)	22%	(107)	481
RD/WT: Right Direction	34%	(85)	47%	(117)	19%	(46)	247
RD/WT: Wrong Track	22%	(77)	53%	(186)	25%	(88)	352
Strongly Approve	47%	(52)	41%	(45)	12%	(13)	111
Somewhat Approve	21%	(24)	54%	(62)	25%	(28)	114
Somewhat Disapprove	31%	(31)	46%	(46)	23%	(23)	100
Strongly Disapprove	21%	(51)	54%	(129)	24%	(57)	238
#1 Issue: Economy	25%	(41)	56%	(90)	19%	(31)	162
#1 Issue: Security	36%	(37)	46%	(47)	19%	(19)	102
#1 Issue: Health Care	22%	(27)	52%	(61)	26%	(30)	118
#1 Issue: Education	27%	(21)	47%	(36)	27%	(21)	78

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Table BRD19: Which of the following do you prefer?

Demographic	Snapchat's new user interface		Snapchat's previous user interface		Don't Know / No Opinion		Total N
Adults	27%	(162)	51%	(303)	22%	(134)	599
2016 Vote: Democrat Hillary Clinton	25%	(49)	50%	(99)	25%	(49)	197
2016 Vote: Republican Donald Trump	34%	(57)	48%	(81)	18%	(30)	168
2016 Vote: Someone else	18%	(11)	50%	(30)	31%	(19)	60
2012 Vote: Barack Obama	27%	(64)	46%	(109)	27%	(64)	238
2012 Vote: Mitt Romney	29%	(30)	45%	(46)	25%	(26)	102
2012 Vote: Didn't Vote	26%	(62)	59%	(141)	15%	(36)	239
4-Region: Northeast	29%	(27)	53%	(49)	18%	(17)	92
4-Region: Midwest	22%	(30)	47%	(62)	31%	(41)	132
4-Region: South	25%	(56)	54%	(122)	21%	(47)	225
4-Region: West	33%	(49)	47%	(70)	20%	(30)	149
Yes	41%	(49)	53%	(63)	5%	(6)	118
Yes	27%	(162)	51%	(303)	22%	(134)	599

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

Table BRD20: Does Snapchat's recent redesign make you more or less likely to use Snapchat?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	20% (122)	11% (65)	12% (69)	25% (149)	24% (144)	8% (49)	599
Gender: Male	33% (89)	15% (40)	10% (27)	17% (44)	18% (49)	6% (17)	265
Gender: Female	10% (34)	7% (25)	13% (42)	31% (105)	28% (95)	10% (33)	334
Age: 18-29	22% (58)	10% (26)	13% (34)	34% (89)	17% (45)	5% (13)	263
Age: 30-44	24% (51)	11% (23)	11% (25)	20% (44)	26% (56)	8% (17)	216
Age: 45-54	10% (7)	16% (12)	11% (8)	22% (16)	27% (20)	14% (10)	73
PID: Dem (no lean)	15% (32)	12% (26)	13% (27)	24% (52)	26% (56)	10% (21)	214
PID: Ind (no lean)	16% (34)	8% (17)	12% (24)	29% (59)	27% (56)	8% (17)	207
PID: Rep (no lean)	32% (57)	12% (22)	10% (18)	21% (38)	18% (31)	7% (12)	178
PID/Gender: Dem Men	22% (20)	18% (16)	9% (8)	19% (17)	22% (20)	10% (9)	91
PID/Gender: Dem Women	10% (12)	8% (10)	16% (20)	28% (35)	29% (36)	9% (11)	123
PID/Gender: Ind Men	31% (22)	14% (10)	15% (11)	14% (10)	21% (15)	5% (4)	72
PID/Gender: Ind Women	9% (11)	5% (7)	10% (13)	36% (49)	31% (41)	10% (13)	135
PID/Gender: Rep Men	45% (46)	14% (14)	8% (8)	16% (16)	13% (14)	4% (4)	102
PID/Gender: Rep Women	14% (11)	10% (8)	13% (10)	28% (21)	23% (18)	11% (8)	75
Tea Party: Supporter	36% (78)	15% (33)	8% (18)	18% (39)	16% (34)	6% (13)	214
Tea Party: Not Supporter	12% (44)	8% (32)	14% (52)	28% (109)	28% (109)	10% (37)	383
Ideo: Liberal (1-3)	31% (78)	11% (28)	9% (23)	27% (66)	17% (42)	5% (12)	249
Ideo: Moderate (4)	12% (15)	13% (16)	11% (14)	21% (26)	27% (34)	15% (19)	125
Ideo: Conservative (5-7)	15% (19)	13% (16)	14% (18)	25% (32)	25% (32)	8% (10)	129
Educ: < College	19% (80)	10% (44)	10% (44)	27% (117)	25% (107)	9% (37)	429
Educ: Bachelors degree	18% (19)	10% (11)	17% (18)	22% (24)	24% (26)	9% (10)	109
Educ: Post-grad	38% (23)	16% (10)	11% (7)	13% (8)	17% (11)	5% (3)	61
Income: Under 50k	24% (83)	10% (36)	9% (32)	26% (90)	22% (76)	9% (31)	348
Income: 50k-100k	12% (20)	13% (21)	15% (24)	26% (44)	28% (47)	7% (13)	168
Income: 100k+	23% (19)	10% (8)	15% (13)	19% (16)	26% (21)	7% (6)	82
Ethnicity: White	20% (86)	10% (44)	12% (52)	25% (110)	25% (109)	8% (34)	435
Ethnicity: Hispanic	39% (62)	8% (12)	14% (22)	24% (37)	12% (18)	4% (6)	157
Ethnicity: Afr. Am.	20% (19)	15% (15)	9% (8)	19% (18)	27% (26)	11% (10)	96
Ethnicity: Other	26% (17)	8% (6)	14% (9)	31% (21)	14% (9)	8% (5)	68

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Table BRD20: Does Snapchat's recent redesign make you more or less likely to use Snapchat?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way		Don't Know / No Opinion		Total N
Adults	20%	(122)	11%	(65)	12%	(69)	25%	(149)	24%	(144)	8%	(49)	599
Relig: Protestant	18%	(18)	10%	(10)	12%	(12)	19%	(19)	32%	(33)	10%	(10)	102
Relig: Roman Catholic	32%	(46)	17%	(23)	13%	(19)	16%	(22)	18%	(26)	4%	(5)	141
Relig: Ath./Agn./None	14%	(24)	6%	(10)	7%	(13)	34%	(60)	30%	(53)	10%	(18)	178
Relig: Something Else	24%	(26)	10%	(11)	12%	(13)	31%	(34)	12%	(13)	10%	(11)	108
Relig: Evangelical	28%	(50)	15%	(27)	13%	(23)	16%	(28)	21%	(38)	7%	(12)	177
Relig: Non-Evang. Catholics	16%	(22)	13%	(17)	14%	(19)	20%	(28)	29%	(40)	7%	(9)	135
Relig: All Christian	23%	(72)	14%	(44)	14%	(42)	18%	(56)	25%	(78)	7%	(21)	312
Relig: All Non-Christian	18%	(50)	7%	(21)	9%	(26)	33%	(94)	23%	(66)	10%	(29)	286
Community: Urban	27%	(58)	14%	(30)	9%	(19)	23%	(48)	23%	(50)	4%	(9)	214
Community: Suburban	21%	(48)	8%	(18)	14%	(32)	22%	(49)	26%	(59)	9%	(21)	227
Community: Rural	10%	(17)	11%	(18)	12%	(18)	33%	(52)	22%	(35)	12%	(19)	158
Employ: Private Sector	23%	(55)	12%	(30)	13%	(32)	21%	(51)	25%	(59)	5%	(13)	239
Employ: Government	12%	(6)	16%	(8)	20%	(10)	32%	(16)	17%	(9)	4%	(2)	51
Employ: Self-Employed	27%	(14)	8%	(4)	9%	(5)	32%	(16)	13%	(6)	11%	(6)	50
Employ: Homemaker	7%	(4)	11%	(7)	4%	(3)	27%	(17)	36%	(23)	15%	(9)	63
Employ: Student	20%	(13)	10%	(6)	16%	(10)	31%	(20)	22%	(14)	1%	(1)	64
Employ: Unemployed	28%	(14)	10%	(5)	6%	(3)	27%	(13)	17%	(9)	13%	(7)	51
Military HH: Yes	39%	(46)	14%	(16)	8%	(9)	13%	(16)	20%	(24)	6%	(7)	118
Military HH: No	16%	(77)	10%	(49)	13%	(60)	28%	(134)	25%	(120)	9%	(42)	481
RD/WT: Right Direction	32%	(78)	15%	(37)	10%	(24)	19%	(48)	15%	(37)	9%	(23)	247
RD/WT: Wrong Track	13%	(44)	8%	(28)	13%	(45)	29%	(101)	30%	(107)	7%	(26)	352
Strongly Approve	48%	(53)	16%	(18)	8%	(9)	13%	(14)	8%	(9)	8%	(9)	111
Somewhat Approve	10%	(11)	16%	(18)	12%	(14)	26%	(29)	25%	(29)	11%	(12)	114
Somewhat Disapprove	15%	(15)	10%	(10)	13%	(13)	27%	(27)	28%	(29)	7%	(7)	100
Strongly Disapprove	17%	(40)	7%	(18)	13%	(31)	30%	(71)	27%	(64)	6%	(14)	238
#1 Issue: Economy	15%	(24)	11%	(18)	14%	(24)	30%	(48)	26%	(42)	4%	(7)	162
#1 Issue: Security	25%	(25)	12%	(12)	13%	(14)	20%	(20)	23%	(23)	7%	(7)	102
#1 Issue: Health Care	22%	(26)	9%	(11)	10%	(12)	24%	(28)	22%	(26)	12%	(15)	118
#1 Issue: Education	18%	(14)	9%	(7)	8%	(6)	31%	(24)	24%	(19)	10%	(8)	78

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Table BRD20: Does Snapchat's recent redesign make you more or less likely to use Snapchat?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way		Don't Know / No Opinion		Total N
Adults	20%	(122)	11%	(65)	12%	(69)	25%	(149)	24%	(144)	8%	(49)	599
2016 Vote: Democrat Hillary Clinton	17%	(34)	11%	(22)	13%	(26)	25%	(49)	28%	(55)	5%	(11)	197
2016 Vote: Republican Donald Trump	33%	(55)	12%	(21)	11%	(19)	19%	(31)	18%	(30)	7%	(12)	168
2016 Vote: Someone else	8%	(5)	11%	(7)	10%	(6)	36%	(22)	24%	(14)	11%	(7)	60
2012 Vote: Barack Obama	22%	(51)	11%	(26)	12%	(27)	22%	(51)	25%	(60)	9%	(22)	238
2012 Vote: Mitt Romney	29%	(29)	9%	(9)	12%	(13)	20%	(20)	21%	(22)	9%	(9)	102
2012 Vote: Didn't Vote	16%	(38)	12%	(30)	11%	(26)	30%	(72)	24%	(56)	7%	(17)	239
4-Region: Northeast	21%	(19)	16%	(15)	14%	(12)	21%	(20)	22%	(20)	6%	(6)	92
4-Region: Midwest	16%	(21)	7%	(9)	9%	(12)	26%	(34)	32%	(43)	10%	(14)	132
4-Region: South	20%	(45)	12%	(26)	13%	(29)	28%	(62)	21%	(47)	7%	(16)	225
4-Region: West	25%	(38)	10%	(15)	10%	(16)	23%	(34)	22%	(33)	9%	(14)	149
Yes	47%	(55)	24%	(28)	7%	(9)	13%	(15)	6%	(7)	3%	(4)	118
Yes	20%	(122)	11%	(65)	12%	(69)	25%	(149)	24%	(144)	8%	(49)	599

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	453	21%
	Age: 30-44	582	26%
	Age: 45-54	377	17%
	Age: 55-64	391	18%
	Age: 65+	398	18%
	N	2201	
xpid3	PID: Dem (no lean)	718	33%
	PID: Ind (no lean)	794	36%
	PID: Rep (no lean)	689	31%
	N	2201	
xpidGender	PID/Gender: Dem Men	329	15%
	PID/Gender: Dem Women	389	18%
	PID/Gender: Ind Men	356	16%
	PID/Gender: Ind Women	437	20%
	PID/Gender: Rep Men	374	17%
	PID/Gender: Rep Women	315	14%
	N	2201	
xdemTea	Tea Party: Supporter	552	25%
	Tea Party: Not Supporter	1641	75%
	N	2193	
xdemIdeo3	Ideo: Liberal (1-3)	720	33%
	Ideo: Moderate (4)	508	23%
	Ideo: Conservative (5-7)	674	31%
	N	1902	
xeduc3	Educ: < College	1567	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2201	
xdemInc3	Income: Under 50k	1292	59%
	Income: 50k-100k	634	29%
	Income: 100k+	276	13%
	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	520	24%
	Relig: Roman Catholic	456	21%
	Relig: Ath./Agn./None	634	29%
	Relig: Something Else	338	15%
	N	1947	
xreligion1	Relig: Jewish	33	1%
xreligion2	Relig: Evangelical	617	28%
	Relig: Non-Evang. Catholics	609	28%
	N	1226	
xreligion3	Relig: All Christian	1226	56%
	Relig: All Non-Christian	971	44%
	N	2197	
xdemUsr	Community: Urban	611	28%
	Community: Suburban	929	42%
	Community: Rural	661	30%
	N	2201	
xdemEmploy	Employ: Private Sector	660	30%
	Employ: Government	153	7%
	Employ: Self-Employed	205	9%
	Employ: Homemaker	209	9%
	Employ: Student	92	4%
	Employ: Retired	512	23%
	Employ: Unemployed	191	9%
	Employ: Other	180	8%
	N	2201	
xdemMilHH1	Military HH: Yes	427	19%
	Military HH: No	1774	81%
	N	2201	
xnr1	RD/WT: Right Direction	895	41%
	RD/WT: Wrong Track	1306	59%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	483	22%
	Somewhat Approve	486	22%
	Somewhat Disapprove	311	14%
	Strongly Disapprove	805	37%
	Dont Know / No Opinion	116	5%
	N	2201	
xnr3	#1 Issue: Economy	623	28%
	#1 Issue: Security	413	19%
	#1 Issue: Health Care	368	17%
	#1 Issue: Medicare / Social Security	336	15%
	#1 Issue: Women's Issues	102	5%
	#1 Issue: Education	158	7%
	#1 Issue: Energy	73	3%
	#1 Issue: Other	128	6%
	N	2201	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	685	31%
	2016 Vote: Republican Donald Trump	747	34%
	2016 Vote: Someone else	198	9%
	N	1631	
xsubVote12O	2012 Vote: Barack Obama	863	39%
	2012 Vote: Mitt Romney	539	24%
	2012 Vote: Other	100	5%
	2012 Vote: Didn't Vote	691	31%
	N	2193	
xreg4	4-Region: Northeast	402	18%
	4-Region: Midwest	474	22%
	4-Region: South	815	37%
	4-Region: West	511	23%
	N	2201	
BRDdem1	Yes	177	8%
BRDdem2	Yes	599	27%

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

