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Morning Consult
National Tracking Poll #180218
February 23-25, 2018

Crosstabulation Results

Methodology:

This poll was conducted from February 23-25, 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 demFIR1: *Do you or anyone else in your household possess a firearm (such as a shotgun, a rifle, or a pistol)?*

Demographic	Yes		No		Total N
Adults	42%	(915)	58%	(1286)	2201
Gender: Male	42%	(450)	58%	(610)	1060
Gender: Female	41%	(466)	59%	(676)	1141
Age: 18-29	43%	(202)	57%	(273)	475
Age: 30-44	38%	(214)	62%	(346)	560
Age: 45-54	43%	(171)	57%	(229)	400
Age: 55-64	44%	(163)	56%	(204)	368
Age: 65+	41%	(164)	59%	(234)	398
PID: Dem (no lean)	28%	(197)	72%	(501)	698
PID: Ind (no lean)	42%	(346)	58%	(484)	830
PID: Rep (no lean)	55%	(373)	45%	(300)	673
PID/Gender: Dem Men	28%	(92)	72%	(237)	329
PID/Gender: Dem Women	28%	(105)	72%	(264)	369
PID/Gender: Ind Men	44%	(172)	56%	(223)	394
PID/Gender: Ind Women	40%	(174)	60%	(261)	435
PID/Gender: Rep Men	55%	(187)	45%	(150)	337
PID/Gender: Rep Women	55%	(186)	45%	(150)	337
Ideo: Liberal (1-3)	35%	(277)	65%	(523)	800
Ideo: Moderate (4)	39%	(169)	61%	(266)	435
Ideo: Conservative (5-7)	54%	(360)	46%	(308)	667
Educ: < College	42%	(664)	58%	(903)	1567
Educ: Bachelors degree	42%	(175)	58%	(241)	416
Educ: Post-grad	35%	(77)	65%	(141)	219
Income: Under 50k	38%	(511)	62%	(828)	1339
Income: 50k-100k	48%	(298)	52%	(326)	624
Income: 100k+	45%	(107)	55%	(132)	239
Ethnicity: White	45%	(781)	55%	(969)	1750
Ethnicity: Hispanic	37%	(123)	63%	(207)	329
Ethnicity: Afr. Am.	27%	(73)	73%	(196)	269

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Table demFIR1: Do you or anyone else in your household possess a firearm (such as a shotgun, a rifle, or a pistol)?

Demographic	Yes		No		Total N
Adults	42%	(915)	58%	(1286)	2201
Ethnicity: Other	34%	(61)	66%	(121)	182
Relig: Protestant	49%	(246)	51%	(253)	499
Relig: Roman Catholic	39%	(160)	61%	(252)	413
Relig: Ath./Agn./None	36%	(231)	64%	(415)	647
Relig: Something Else	43%	(161)	57%	(212)	373
Relig: Jewish	33%	(19)	67%	(39)	59
Relig: Evangelical	48%	(313)	52%	(338)	650
Relig: Non-Evang. Catholics	40%	(208)	60%	(315)	523
Relig: All Christian	44%	(521)	56%	(653)	1173
Relig: All Non-Christian	38%	(392)	62%	(627)	1020
Community: Urban	31%	(166)	69%	(372)	538
Community: Suburban	39%	(376)	61%	(578)	955
Community: Rural	53%	(373)	47%	(335)	708
Employ: Private Sector	45%	(304)	55%	(372)	676
Employ: Government	48%	(83)	52%	(92)	175
Employ: Self-Employed	43%	(89)	57%	(117)	207
Employ: Homemaker	41%	(72)	59%	(103)	175
Employ: Student	42%	(41)	58%	(57)	98
Employ: Retired	42%	(190)	58%	(267)	457
Employ: Unemployed	28%	(60)	72%	(157)	216
Employ: Other	39%	(76)	61%	(119)	195
Military HH: Yes	57%	(252)	43%	(188)	440
Military HH: No	38%	(663)	62%	(1097)	1761
RD/WT: Right Direction	50%	(427)	50%	(428)	855
RD/WT: Wrong Track	36%	(489)	64%	(857)	1346
Strongly Approve	56%	(271)	44%	(215)	486
Somewhat Approve	53%	(242)	47%	(218)	460
Somewhat Disapprove	39%	(114)	61%	(176)	289
Strongly Disapprove	30%	(250)	70%	(591)	841
Dont Know / No Opinion	31%	(39)	69%	(85)	124

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Table demFIR1: Do you or anyone else in your household possess a firearm (such as a shotgun, a rifle, or a pistol)?

Demographic	Yes		No		Total N
Adults	42%	(915)	58%	(1286)	2201
#1 Issue: Economy	47%	(281)	53%	(318)	599
#1 Issue: Security	46%	(191)	54%	(225)	416
#1 Issue: Health Care	36%	(134)	64%	(243)	377
#1 Issue: Medicare / Social Security	41%	(132)	59%	(188)	319
#1 Issue: Women's Issues	29%	(32)	71%	(79)	111
#1 Issue: Education	44%	(74)	56%	(94)	168
#1 Issue: Energy	40%	(34)	60%	(50)	83
#1 Issue: Other	30%	(38)	70%	(89)	127
2016 Vote: Democrat Hillary Clinton	29%	(196)	71%	(477)	673
2016 Vote: Republican Donald Trump	57%	(427)	43%	(328)	755
2016 Vote: Someone else	47%	(85)	53%	(95)	180
2012 Vote: Barack Obama	32%	(263)	68%	(559)	821
2012 Vote: Mitt Romney	58%	(315)	42%	(227)	542
2012 Vote: Other	60%	(76)	40%	(52)	128
2012 Vote: Didn't Vote	37%	(261)	63%	(446)	707
4-Region: Northeast	33%	(134)	67%	(268)	402
4-Region: Midwest	40%	(191)	60%	(283)	474
4-Region: South	48%	(389)	52%	(426)	815
4-Region: West	40%	(202)	60%	(309)	511
Supports Gun Control	37%	(507)	63%	(879)	1386
Does Not Support Gun Control	56%	(363)	44%	(288)	652
NRA Member in HH: Yes	79%	(245)	21%	(67)	312
NRA Member in HH: No	35%	(670)	65%	(1219)	1889
Gun Owning HH: Yes	100%	(915)	—	(0)	915
Gun Owning HH: No	—	(0)	100%	(1286)	1286
Single Gun HH	100%	(250)	—	(0)	250
Multi Gun HH	100%	(542)	—	(0)	542
Likely to buy gun next 12 mnths	62%	(411)	38%	(255)	666
Likely to buy gun next month	65%	(231)	35%	(124)	355

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

Table demFIR2: *To the best of your knowledge, how many firearms are there in your household in total?*

Demographic	One firearm		Two firearms		Three firearms		More than three firearms		Don't know		Total N
Adults	27%	(250)	19%	(172)	10%	(93)	30%	(277)	14%	(124)	915
Gender: Male	29%	(131)	19%	(85)	10%	(44)	33%	(149)	9%	(40)	450
Gender: Female	25%	(118)	19%	(86)	11%	(49)	28%	(128)	18%	(83)	466
Age: 18-29	31%	(62)	20%	(41)	11%	(22)	24%	(48)	15%	(30)	202
Age: 30-44	26%	(56)	20%	(43)	11%	(23)	28%	(60)	15%	(33)	214
Age: 45-54	29%	(50)	16%	(28)	8%	(15)	34%	(58)	12%	(20)	171
Age: 55-64	28%	(46)	14%	(23)	11%	(17)	38%	(61)	10%	(16)	163
Age: 65+	22%	(36)	23%	(38)	10%	(17)	30%	(49)	15%	(24)	164
PID: Dem (no lean)	36%	(71)	20%	(40)	9%	(18)	21%	(41)	13%	(26)	197
PID: Ind (no lean)	29%	(100)	19%	(66)	9%	(30)	28%	(98)	15%	(51)	346
PID: Rep (no lean)	21%	(78)	18%	(65)	12%	(46)	37%	(138)	12%	(47)	373
PID/Gender: Dem Men	39%	(36)	22%	(21)	9%	(8)	17%	(16)	12%	(11)	92
PID/Gender: Dem Women	34%	(35)	19%	(20)	10%	(10)	24%	(25)	14%	(15)	105
PID/Gender: Ind Men	31%	(53)	18%	(30)	9%	(15)	34%	(59)	8%	(14)	172
PID/Gender: Ind Women	27%	(47)	21%	(36)	8%	(14)	23%	(39)	21%	(37)	174
PID/Gender: Rep Men	23%	(42)	19%	(35)	11%	(21)	40%	(74)	8%	(15)	187
PID/Gender: Rep Women	19%	(36)	16%	(31)	13%	(25)	34%	(64)	17%	(32)	186
Ideo: Liberal (1-3)	32%	(88)	20%	(54)	10%	(29)	23%	(64)	15%	(41)	277
Ideo: Moderate (4)	29%	(49)	23%	(39)	10%	(17)	25%	(43)	12%	(21)	169
Ideo: Conservative (5-7)	21%	(75)	18%	(64)	9%	(31)	41%	(148)	12%	(42)	360
Educ: < College	25%	(166)	19%	(129)	11%	(72)	31%	(204)	14%	(93)	664
Educ: Bachelors degree	31%	(54)	18%	(31)	9%	(16)	30%	(53)	12%	(20)	175
Educ: Post-grad	39%	(30)	15%	(11)	6%	(5)	27%	(21)	14%	(11)	77
Income: Under 50k	29%	(150)	19%	(97)	11%	(57)	24%	(122)	17%	(86)	511
Income: 50k-100k	26%	(78)	18%	(55)	10%	(30)	36%	(107)	9%	(27)	298
Income: 100k+	20%	(21)	19%	(20)	7%	(7)	45%	(48)	10%	(11)	107
Ethnicity: White	27%	(208)	18%	(141)	10%	(77)	32%	(253)	13%	(102)	781
Ethnicity: Hispanic	35%	(43)	23%	(28)	6%	(7)	18%	(22)	19%	(23)	123
Ethnicity: Afr. Am.	40%	(29)	23%	(17)	8%	(6)	16%	(12)	14%	(10)	73
Ethnicity: Other	20%	(12)	23%	(14)	17%	(10)	21%	(13)	20%	(12)	61

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Table demFIR2: *To the best of your knowledge, how many firearms are there in your household in total?*

Demographic	One firearm		Two firearms		Three firearms		More than three firearms		Don't know		Total N
Adults	27%	(250)	19%	(172)	10%	(93)	30%	(277)	14%	(124)	915
Relig: Protestant	24%	(58)	20%	(48)	13%	(31)	35%	(86)	9%	(22)	246
Relig: Roman Catholic	31%	(50)	21%	(34)	6%	(9)	25%	(40)	17%	(28)	160
Relig: Ath./Agn./None	30%	(70)	16%	(36)	10%	(24)	29%	(68)	14%	(33)	231
Relig: Something Else	24%	(38)	23%	(36)	15%	(23)	24%	(38)	15%	(25)	161
Relig: Evangelical	31%	(95)	17%	(53)	9%	(29)	31%	(98)	12%	(37)	313
Relig: Non-Evang. Catholics	22%	(45)	22%	(46)	8%	(17)	34%	(71)	14%	(28)	208
Relig: All Christian	27%	(141)	19%	(99)	9%	(46)	32%	(169)	13%	(66)	521
Relig: All Non-Christian	28%	(108)	18%	(73)	12%	(47)	27%	(106)	15%	(58)	392
Community: Urban	39%	(65)	26%	(44)	11%	(19)	15%	(26)	8%	(13)	166
Community: Suburban	30%	(112)	19%	(71)	10%	(38)	26%	(99)	15%	(56)	376
Community: Rural	19%	(73)	15%	(57)	10%	(37)	41%	(152)	15%	(55)	373
Employ: Private Sector	33%	(100)	17%	(52)	12%	(38)	29%	(89)	8%	(25)	304
Employ: Government	27%	(23)	20%	(17)	6%	(5)	36%	(30)	10%	(9)	83
Employ: Self-Employed	19%	(17)	25%	(22)	19%	(17)	28%	(25)	10%	(9)	89
Employ: Homemaker	32%	(23)	9%	(6)	5%	(4)	34%	(24)	21%	(15)	72
Employ: Retired	24%	(46)	22%	(41)	10%	(19)	33%	(62)	12%	(22)	190
Employ: Unemployed	12%	(7)	9%	(6)	8%	(5)	39%	(23)	32%	(19)	60
Employ: Other	37%	(28)	19%	(14)	6%	(5)	20%	(15)	18%	(14)	76
Military HH: Yes	32%	(82)	15%	(39)	11%	(28)	30%	(75)	11%	(29)	252
Military HH: No	25%	(168)	20%	(133)	10%	(66)	30%	(202)	14%	(95)	663
RD/WT: Right Direction	25%	(106)	18%	(79)	12%	(51)	33%	(139)	12%	(51)	427
RD/WT: Wrong Track	29%	(144)	19%	(93)	9%	(42)	28%	(138)	15%	(73)	489
Strongly Approve	22%	(60)	19%	(51)	12%	(33)	39%	(105)	8%	(23)	271
Somewhat Approve	22%	(53)	18%	(43)	12%	(29)	35%	(85)	13%	(32)	242
Somewhat Disapprove	32%	(36)	24%	(28)	8%	(10)	24%	(27)	12%	(13)	114
Strongly Disapprove	34%	(85)	19%	(47)	8%	(20)	21%	(53)	18%	(44)	250
#1 Issue: Economy	28%	(78)	19%	(54)	9%	(24)	36%	(102)	8%	(22)	281
#1 Issue: Security	23%	(44)	18%	(34)	7%	(14)	36%	(68)	17%	(32)	191
#1 Issue: Health Care	28%	(38)	17%	(22)	12%	(16)	25%	(34)	19%	(25)	134
#1 Issue: Medicare / Social Security	27%	(36)	19%	(25)	14%	(18)	26%	(35)	13%	(18)	132
#1 Issue: Education	35%	(26)	21%	(15)	13%	(10)	21%	(16)	10%	(7)	74

Continued on next page

Table demFIR2: *To the best of your knowledge, how many firearms are there in your household in total?*

Demographic	One firearm		Two firearms		Three firearms		More than three firearms		Don't know		Total N
Adults	27%	(250)	19%	(172)	10%	(93)	30%	(277)	14%	(124)	915
2016 Vote: Democrat Hillary Clinton	39%	(77)	24%	(46)	7%	(13)	20%	(39)	10%	(20)	196
2016 Vote: Republican Donald Trump	21%	(90)	19%	(80)	13%	(54)	36%	(154)	12%	(50)	427
2016 Vote: Someone else	25%	(21)	21%	(18)	11%	(9)	32%	(27)	11%	(9)	85
2012 Vote: Barack Obama	35%	(92)	23%	(59)	8%	(22)	22%	(56)	12%	(32)	263
2012 Vote: Mitt Romney	21%	(68)	17%	(55)	10%	(32)	40%	(125)	11%	(36)	315
2012 Vote: Other	16%	(12)	20%	(16)	16%	(12)	35%	(27)	13%	(10)	76
2012 Vote: Didn't Vote	30%	(78)	16%	(41)	11%	(27)	26%	(69)	17%	(45)	261
4-Region: Northeast	27%	(36)	17%	(23)	10%	(13)	28%	(38)	17%	(23)	134
4-Region: Midwest	23%	(43)	19%	(36)	12%	(23)	32%	(61)	14%	(28)	191
4-Region: South	30%	(118)	16%	(64)	9%	(35)	33%	(127)	12%	(45)	389
4-Region: West	26%	(52)	24%	(49)	11%	(23)	25%	(50)	14%	(28)	202
Supports Gun Control	35%	(179)	22%	(110)	11%	(53)	22%	(111)	10%	(53)	507
Does Not Support Gun Control	18%	(65)	15%	(56)	10%	(36)	42%	(153)	14%	(52)	363
NRA Member in HH: Yes	18%	(44)	18%	(43)	15%	(37)	37%	(90)	13%	(32)	245
NRA Member in HH: No	31%	(206)	19%	(129)	8%	(57)	28%	(187)	14%	(92)	670
Gun Owning HH: Yes	27%	(250)	19%	(172)	10%	(93)	30%	(277)	14%	(124)	915
Single Gun HH	100%	(250)	—	(0)	—	(0)	—	(0)	—	(0)	250
Multi Gun HH	—	(0)	32%	(172)	17%	(93)	51%	(277)	—	(0)	542
Likely to buy gun next 12 mnths	27%	(110)	17%	(70)	12%	(48)	36%	(149)	8%	(34)	411
Likely to buy gun next month	28%	(65)	17%	(40)	8%	(18)	39%	(90)	8%	(18)	231

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

Table demFIR3: *Are you or is anyone in your household a member of the National Rifle Association (NRA)?*

Demographic	Yes		No		Total N
Adults	14%	(312)	86%	(1889)	2201
Gender: Male	17%	(184)	83%	(876)	1060
Gender: Female	11%	(128)	89%	(1013)	1141
Age: 18-29	21%	(98)	79%	(377)	475
Age: 30-44	13%	(73)	87%	(487)	560
Age: 45-54	10%	(41)	90%	(360)	400
Age: 55-64	13%	(49)	87%	(319)	368
Age: 65+	13%	(51)	87%	(347)	398
PID: Dem (no lean)	8%	(57)	92%	(641)	698
PID: Ind (no lean)	12%	(100)	88%	(729)	830
PID: Rep (no lean)	23%	(155)	77%	(519)	673
PID/Gender: Dem Men	13%	(44)	87%	(285)	329
PID/Gender: Dem Women	4%	(13)	96%	(356)	369
PID/Gender: Ind Men	13%	(52)	87%	(342)	394
PID/Gender: Ind Women	11%	(48)	89%	(387)	435
PID/Gender: Rep Men	26%	(88)	74%	(249)	337
PID/Gender: Rep Women	20%	(67)	80%	(270)	337
Ideo: Liberal (1-3)	15%	(123)	85%	(677)	800
Ideo: Moderate (4)	9%	(37)	91%	(398)	435
Ideo: Conservative (5-7)	20%	(131)	80%	(536)	667
Educ: < College	14%	(223)	86%	(1344)	1567
Educ: Bachelors degree	14%	(57)	86%	(359)	416
Educ: Post-grad	15%	(32)	85%	(186)	219
Income: Under 50k	14%	(193)	86%	(1146)	1339
Income: 50k-100k	15%	(90)	85%	(533)	624
Income: 100k+	12%	(29)	88%	(210)	239
Ethnicity: White	14%	(252)	86%	(1499)	1750
Ethnicity: Hispanic	21%	(68)	79%	(261)	329
Ethnicity: Afr. Am.	9%	(24)	91%	(244)	269
Ethnicity: Other	20%	(36)	80%	(146)	182

Continued on next page

Table demFIR3: Are you or is anyone in your household a member of the National Rifle Association (NRA)?

Demographic	Yes		No		Total N
Adults	14%	(312)	86%	(1889)	2201
Relig: Protestant	18%	(91)	82%	(408)	499
Relig: Roman Catholic	18%	(73)	82%	(339)	413
Relig: Ath./Agn./None	11%	(68)	89%	(578)	647
Relig: Something Else	13%	(47)	87%	(326)	373
Relig: Jewish	11%	(6)	89%	(52)	59
Relig: Evangelical	19%	(124)	81%	(526)	650
Relig: Non-Evang. Catholics	14%	(72)	86%	(452)	523
Relig: All Christian	17%	(196)	83%	(978)	1173
Relig: All Non-Christian	11%	(116)	89%	(904)	1020
Community: Urban	13%	(70)	87%	(468)	538
Community: Suburban	12%	(114)	88%	(840)	955
Community: Rural	18%	(128)	82%	(581)	708
Employ: Private Sector	17%	(112)	83%	(564)	676
Employ: Government	20%	(35)	80%	(141)	175
Employ: Self-Employed	15%	(31)	85%	(175)	207
Employ: Homemaker	8%	(14)	92%	(161)	175
Employ: Student	19%	(19)	81%	(80)	98
Employ: Retired	13%	(58)	87%	(399)	457
Employ: Unemployed	13%	(29)	87%	(188)	216
Employ: Other	7%	(13)	93%	(181)	195
Military HH: Yes	22%	(98)	78%	(342)	440
Military HH: No	12%	(213)	88%	(1547)	1761
RD/WT: Right Direction	24%	(202)	76%	(652)	855
RD/WT: Wrong Track	8%	(109)	92%	(1237)	1346
Strongly Approve	30%	(146)	70%	(340)	486
Somewhat Approve	16%	(74)	84%	(386)	460
Somewhat Disapprove	9%	(27)	91%	(262)	289
Strongly Disapprove	7%	(59)	93%	(783)	841
Dont Know / No Opinion	5%	(6)	95%	(118)	124

Continued on next page

Table demFIR3: Are you or is anyone in your household a member of the National Rifle Association (NRA)?

Demographic	Yes		No		Total N
Adults	14%	(312)	86%	(1889)	2201
#1 Issue: Economy	11%	(67)	89%	(532)	599
#1 Issue: Security	22%	(92)	78%	(325)	416
#1 Issue: Health Care	12%	(44)	88%	(334)	377
#1 Issue: Medicare / Social Security	14%	(44)	86%	(275)	319
#1 Issue: Women's Issues	9%	(10)	91%	(101)	111
#1 Issue: Education	23%	(38)	77%	(130)	168
#1 Issue: Energy	12%	(10)	88%	(73)	83
#1 Issue: Other	7%	(8)	93%	(119)	127
2016 Vote: Democrat Hillary Clinton	8%	(53)	92%	(620)	673
2016 Vote: Republican Donald Trump	24%	(178)	76%	(577)	755
2016 Vote: Someone else	12%	(22)	88%	(158)	180
2012 Vote: Barack Obama	9%	(70)	91%	(751)	821
2012 Vote: Mitt Romney	23%	(127)	77%	(415)	542
2012 Vote: Other	20%	(26)	80%	(102)	128
2012 Vote: Didn't Vote	13%	(88)	87%	(618)	707
4-Region: Northeast	13%	(51)	87%	(351)	402
4-Region: Midwest	13%	(61)	87%	(413)	474
4-Region: South	15%	(124)	85%	(690)	815
4-Region: West	15%	(76)	85%	(435)	511
Supports Gun Control	11%	(158)	89%	(1228)	1386
Does Not Support Gun Control	22%	(143)	78%	(509)	652
NRA Member in HH: Yes	100%	(312)	—	(0)	312
NRA Member in HH: No	—	(0)	100%	(1889)	1889
Gun Owning HH: Yes	27%	(245)	73%	(670)	915
Gun Owning HH: No	5%	(67)	95%	(1219)	1286
Single Gun HH	18%	(44)	82%	(206)	250
Multi Gun HH	31%	(169)	69%	(373)	542
Likely to buy gun next 12 mnths	30%	(197)	70%	(469)	666
Likely to buy gun next month	36%	(127)	64%	(228)	355

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

Table Q1_1: Do you have a favorable or unfavorable impression of each of the following companies?

Enterprise Rent-a-Car

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (486)	39% (862)	7% (153)	5% (107)	22% (484)	5% (109)	2201
Gender: Male	23% (247)	41% (432)	7% (78)	6% (68)	17% (184)	5% (51)	1060
Gender: Female	21% (239)	38% (430)	7% (75)	3% (39)	26% (300)	5% (59)	1141
Age: 18-29	21% (99)	32% (151)	9% (45)	7% (33)	20% (94)	11% (53)	475
Age: 30-44	22% (125)	35% (194)	8% (45)	6% (33)	23% (131)	6% (33)	560
Age: 45-54	20% (81)	41% (166)	6% (26)	4% (15)	24% (97)	4% (16)	400
Age: 55-64	24% (88)	49% (180)	5% (17)	4% (13)	18% (66)	1% (4)	368
Age: 65+	23% (93)	43% (171)	5% (21)	3% (13)	24% (96)	1% (3)	398
PID: Dem (no lean)	28% (197)	39% (273)	5% (34)	3% (22)	20% (141)	4% (31)	698
PID: Ind (no lean)	17% (138)	37% (310)	8% (64)	8% (64)	23% (193)	7% (60)	830
PID: Rep (no lean)	22% (151)	41% (279)	8% (54)	3% (21)	22% (149)	3% (18)	673
PID/Gender: Dem Men	29% (95)	38% (125)	6% (20)	4% (14)	19% (62)	4% (13)	329
PID/Gender: Dem Women	28% (102)	40% (149)	4% (14)	2% (8)	21% (79)	5% (18)	369
PID/Gender: Ind Men	18% (72)	42% (167)	8% (31)	9% (36)	16% (63)	7% (26)	394
PID/Gender: Ind Women	15% (66)	33% (143)	8% (33)	7% (28)	30% (130)	8% (34)	435
PID/Gender: Rep Men	24% (81)	42% (140)	8% (27)	5% (18)	18% (59)	3% (11)	337
PID/Gender: Rep Women	21% (71)	41% (138)	8% (28)	1% (3)	27% (90)	2% (7)	337
Ideo: Liberal (1-3)	24% (194)	38% (303)	8% (63)	5% (44)	18% (146)	6% (50)	800
Ideo: Moderate (4)	23% (101)	44% (190)	6% (26)	4% (17)	20% (86)	3% (15)	435
Ideo: Conservative (5-7)	21% (143)	42% (278)	7% (49)	5% (34)	23% (152)	2% (11)	667
Educ: < College	22% (350)	36% (561)	7% (111)	4% (70)	24% (379)	6% (96)	1567
Educ: Bachelors degree	21% (86)	48% (201)	6% (26)	6% (25)	17% (69)	2% (9)	416
Educ: Post-grad	23% (50)	46% (100)	7% (16)	6% (12)	16% (36)	2% (5)	219
Income: Under 50k	23% (310)	35% (469)	7% (98)	5% (70)	23% (302)	7% (90)	1339
Income: 50k-100k	20% (126)	44% (277)	6% (37)	4% (27)	23% (143)	2% (13)	624
Income: 100k+	21% (50)	48% (116)	7% (18)	4% (10)	16% (39)	3% (7)	239
Ethnicity: White	20% (350)	41% (711)	7% (123)	5% (82)	23% (410)	4% (74)	1750
Ethnicity: Hispanic	24% (79)	34% (112)	8% (26)	10% (32)	19% (62)	5% (18)	329

Continued on next page

Table Q1_1: Do you have a favorable or unfavorable impression of each of the following companies?
Enterprise Rent-a-Car

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (486)	39% (862)	7% (153)	5% (107)	22% (484)	5% (109)	2201
Ethnicity: Afr. Am.	33% (90)	33% (87)	5% (14)	3% (9)	19% (50)	7% (19)	269
Ethnicity: Other	26% (46)	35% (63)	9% (16)	9% (16)	13% (23)	9% (17)	182
Relig: Protestant	24% (119)	41% (207)	7% (37)	5% (25)	21% (107)	1% (6)	499
Relig: Roman Catholic	25% (102)	42% (175)	7% (29)	5% (19)	19% (77)	2% (9)	413
Relig: Ath./Agn./None	15% (99)	36% (233)	7% (44)	6% (38)	25% (164)	11% (69)	647
Relig: Something Else	24% (89)	39% (146)	6% (23)	3% (13)	24% (89)	4% (14)	373
Relig: Jewish	18% (11)	43% (25)	6% (4)	5% (3)	27% (16)	— (0)	59
Relig: Evangelical	26% (169)	41% (268)	7% (45)	6% (38)	18% (117)	2% (14)	650
Relig: Non-Evang. Catholics	24% (125)	41% (213)	8% (41)	4% (20)	22% (114)	2% (11)	523
Relig: All Christian	25% (293)	41% (481)	7% (86)	5% (57)	20% (231)	2% (25)	1173
Relig: All Non-Christian	18% (188)	37% (379)	7% (67)	5% (50)	25% (253)	8% (82)	1020
Community: Urban	24% (128)	39% (209)	8% (43)	5% (26)	20% (105)	5% (27)	538
Community: Suburban	23% (218)	41% (395)	5% (52)	4% (43)	21% (205)	4% (41)	955
Community: Rural	20% (139)	36% (258)	8% (58)	5% (39)	24% (173)	6% (41)	708
Employ: Private Sector	21% (145)	43% (294)	8% (54)	5% (33)	19% (127)	3% (23)	676
Employ: Government	22% (39)	42% (73)	7% (12)	7% (12)	18% (32)	4% (7)	175
Employ: Self-Employed	21% (44)	35% (72)	7% (15)	9% (18)	24% (49)	4% (9)	207
Employ: Homemaker	26% (45)	30% (52)	7% (12)	4% (7)	30% (53)	4% (7)	175
Employ: Student	19% (18)	38% (37)	10% (10)	1% (1)	16% (15)	16% (16)	98
Employ: Retired	23% (106)	44% (199)	5% (25)	3% (12)	23% (106)	2% (8)	457
Employ: Unemployed	22% (47)	29% (63)	6% (12)	6% (13)	25% (54)	12% (27)	216
Employ: Other	21% (41)	36% (71)	6% (12)	5% (10)	24% (48)	7% (13)	195
Military HH: Yes	21% (92)	42% (184)	7% (32)	6% (28)	22% (98)	1% (6)	440
Military HH: No	22% (394)	38% (678)	7% (121)	5% (79)	22% (386)	6% (103)	1761
RD/WT: Right Direction	25% (210)	38% (326)	8% (65)	5% (46)	20% (173)	4% (36)	855
RD/WT: Wrong Track	21% (276)	40% (536)	7% (88)	5% (61)	23% (311)	5% (74)	1346

Continued on next page

Table Q1_1: Do you have a favorable or unfavorable impression of each of the following companies?

Enterprise Rent-a-Car

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (486)	39% (862)	7% (153)	5% (107)	22% (484)	5% (109)	2201
Strongly Approve	24% (116)	37% (178)	8% (41)	7% (33)	22% (108)	2% (9)	486
Somewhat Approve	21% (96)	43% (199)	9% (40)	4% (18)	21% (95)	3% (12)	460
Somewhat Disapprove	22% (63)	42% (122)	7% (22)	5% (14)	20% (57)	4% (12)	289
Strongly Disapprove	23% (193)	39% (327)	6% (47)	4% (33)	23% (190)	6% (52)	841
Dont Know / No Opinion	14% (17)	29% (36)	3% (4)	8% (9)	27% (33)	20% (25)	124
#1 Issue: Economy	19% (114)	45% (270)	5% (32)	5% (28)	21% (128)	4% (26)	599
#1 Issue: Security	21% (87)	42% (174)	8% (32)	4% (18)	22% (91)	3% (13)	416
#1 Issue: Health Care	23% (88)	37% (140)	8% (30)	4% (15)	22% (85)	5% (21)	377
#1 Issue: Medicare / Social Security	27% (87)	38% (121)	7% (21)	3% (9)	23% (74)	2% (7)	319
#1 Issue: Women's Issues	19% (22)	37% (41)	9% (10)	4% (5)	21% (24)	9% (10)	111
#1 Issue: Education	24% (41)	28% (48)	8% (14)	5% (8)	25% (43)	9% (15)	168
#1 Issue: Energy	26% (21)	29% (24)	9% (7)	16% (13)	18% (15)	3% (3)	83
#1 Issue: Other	21% (27)	34% (43)	5% (7)	9% (12)	18% (23)	12% (15)	127
2016 Vote: Democrat Hillary Clinton	26% (174)	41% (277)	6% (43)	4% (27)	20% (135)	2% (17)	673
2016 Vote: Republican Donald Trump	24% (181)	42% (317)	6% (48)	5% (36)	21% (160)	2% (14)	755
2016 Vote: Someone else	16% (28)	43% (77)	10% (19)	4% (7)	23% (42)	4% (8)	180
2012 Vote: Barack Obama	26% (215)	41% (338)	7% (58)	3% (28)	20% (163)	2% (19)	821
2012 Vote: Mitt Romney	22% (119)	44% (236)	6% (35)	6% (32)	21% (112)	1% (8)	542
2012 Vote: Other	16% (21)	47% (61)	9% (12)	3% (4)	22% (28)	2% (3)	128
2012 Vote: Didn't Vote	18% (130)	32% (225)	7% (48)	6% (43)	26% (181)	11% (79)	707
4-Region: Northeast	25% (100)	33% (134)	8% (32)	4% (14)	24% (95)	7% (27)	402
4-Region: Midwest	16% (75)	39% (186)	9% (43)	4% (21)	26% (122)	6% (27)	474
4-Region: South	25% (203)	41% (331)	5% (43)	5% (41)	21% (167)	4% (29)	815
4-Region: West	21% (107)	41% (211)	7% (35)	6% (32)	19% (99)	5% (27)	511
Supports Gun Control	25% (352)	41% (565)	6% (84)	4% (54)	21% (285)	3% (46)	1386
Does Not Support Gun Control	19% (123)	41% (264)	9% (58)	7% (44)	22% (145)	3% (18)	652
NRA Member in HH: Yes	23% (71)	40% (126)	12% (38)	8% (26)	15% (46)	2% (5)	312
NRA Member in HH: No	22% (415)	39% (736)	6% (114)	4% (82)	23% (437)	6% (104)	1889
Gun Owning HH: Yes	22% (197)	40% (366)	9% (80)	6% (53)	20% (184)	4% (36)	915
Gun Owning HH: No	22% (289)	39% (496)	6% (73)	4% (55)	23% (299)	6% (74)	1286

Continued on next page

Table Q1_1: Do you have a favorable or unfavorable impression of each of the following companies?*Enterprise Rent-a-Car*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (486)	39% (862)	7% (153)	5% (107)	22% (484)	5% (109)	2201
Single Gun HH	26% (65)	37% (92)	10% (25)	6% (16)	18% (46)	2% (6)	250
Multi Gun HH	20% (107)	43% (234)	9% (47)	6% (32)	20% (110)	2% (11)	542
Likely to buy gun next 12 mnths	27% (179)	38% (256)	8% (51)	8% (56)	15% (103)	3% (22)	666
Likely to buy gun next month	31% (110)	37% (131)	7% (25)	8% (28)	14% (51)	3% (10)	355

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

Table Q1_4: Do you have a favorable or unfavorable impression of each of the following companies?
Alamo Rent a Car

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(226)	30%	(657)	7%	(160)	3%	(64)	33%	(731)	16%	(363)	2201
Gender: Male	12%	(131)	34%	(362)	9%	(95)	4%	(40)	27%	(285)	14%	(146)	1060
Gender: Female	8%	(95)	26%	(295)	6%	(65)	2%	(24)	39%	(446)	19%	(217)	1141
Age: 18-29	12%	(56)	20%	(93)	9%	(42)	4%	(18)	23%	(107)	34%	(159)	475
Age: 30-44	12%	(67)	23%	(129)	10%	(56)	3%	(19)	32%	(177)	20%	(113)	560
Age: 45-54	8%	(34)	33%	(131)	6%	(25)	4%	(16)	39%	(154)	10%	(41)	400
Age: 55-64	10%	(36)	39%	(143)	5%	(19)	1%	(5)	36%	(131)	9%	(33)	368
Age: 65+	8%	(33)	40%	(161)	4%	(18)	2%	(7)	41%	(162)	5%	(18)	398
PID: Dem (no lean)	14%	(98)	29%	(201)	7%	(51)	2%	(16)	35%	(242)	13%	(90)	698
PID: Ind (no lean)	7%	(55)	29%	(240)	7%	(55)	5%	(38)	32%	(264)	21%	(177)	830
PID: Rep (no lean)	11%	(73)	32%	(216)	8%	(54)	1%	(9)	34%	(226)	14%	(96)	673
PID/Gender: Dem Men	16%	(52)	31%	(102)	9%	(31)	3%	(10)	30%	(98)	11%	(36)	329
PID/Gender: Dem Women	13%	(46)	27%	(99)	5%	(20)	2%	(6)	39%	(144)	15%	(54)	369
PID/Gender: Ind Men	9%	(36)	34%	(133)	9%	(34)	6%	(25)	25%	(99)	17%	(68)	394
PID/Gender: Ind Women	4%	(19)	25%	(108)	5%	(22)	3%	(13)	38%	(164)	25%	(109)	435
PID/Gender: Rep Men	13%	(43)	38%	(127)	9%	(31)	2%	(5)	26%	(88)	13%	(42)	337
PID/Gender: Rep Women	9%	(29)	26%	(88)	7%	(23)	1%	(4)	41%	(138)	16%	(54)	337
Ideo: Liberal (1-3)	15%	(120)	29%	(234)	9%	(74)	2%	(19)	29%	(235)	15%	(118)	800
Ideo: Moderate (4)	9%	(38)	33%	(142)	7%	(28)	3%	(11)	34%	(147)	16%	(69)	435
Ideo: Conservative (5-7)	8%	(51)	34%	(225)	7%	(44)	4%	(24)	37%	(244)	12%	(79)	667
Educ: < College	9%	(147)	26%	(404)	8%	(118)	3%	(43)	35%	(546)	20%	(308)	1567
Educ: Bachelors degree	11%	(48)	43%	(177)	6%	(27)	2%	(9)	28%	(116)	9%	(39)	416
Educ: Post-grad	14%	(32)	35%	(76)	7%	(15)	5%	(11)	32%	(69)	7%	(16)	219
Income: Under 50k	11%	(146)	24%	(324)	7%	(98)	3%	(40)	34%	(460)	20%	(270)	1339
Income: 50k-100k	9%	(54)	36%	(226)	6%	(38)	3%	(18)	34%	(212)	12%	(75)	624
Income: 100k+	11%	(26)	45%	(106)	10%	(24)	2%	(5)	25%	(59)	8%	(18)	239
Ethnicity: White	10%	(168)	31%	(542)	6%	(113)	3%	(47)	35%	(609)	15%	(271)	1750
Ethnicity: Hispanic	17%	(55)	26%	(86)	10%	(32)	6%	(19)	22%	(71)	20%	(66)	329

Continued on next page

Table Q1_4: Do you have a favorable or unfavorable impression of each of the following companies?
Alamo Rent a Car

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	10% (226)	30% (657)	7% (160)	3% (64)	33% (731)	16% (363)	2201
Ethnicity: Afr. Am.	13% (35)	27% (74)	9% (25)	2% (6)	29% (79)	19% (50)	269
Ethnicity: Other	12% (22)	23% (42)	12% (23)	6% (11)	24% (43)	23% (42)	182
Relig: Protestant	8% (40)	38% (189)	7% (35)	2% (8)	36% (180)	10% (48)	499
Relig: Roman Catholic	15% (61)	34% (139)	7% (29)	2% (8)	29% (121)	13% (55)	413
Relig: Ath./Agn./None	8% (55)	23% (146)	8% (53)	4% (29)	32% (209)	24% (155)	647
Relig: Something Else	10% (36)	32% (119)	7% (26)	3% (13)	35% (132)	13% (47)	373
Relig: Jewish	5% (3)	47% (28)	5% (3)	5% (3)	36% (21)	2% (1)	59
Relig: Evangelical	12% (81)	31% (199)	7% (46)	2% (12)	32% (210)	16% (103)	650
Relig: Non-Evang. Catholics	10% (53)	36% (191)	6% (34)	2% (10)	34% (179)	11% (57)	523
Relig: All Christian	11% (135)	33% (389)	7% (80)	2% (22)	33% (388)	14% (159)	1173
Relig: All Non-Christian	9% (90)	26% (265)	8% (79)	4% (42)	33% (341)	20% (203)	1020
Community: Urban	13% (70)	29% (157)	9% (47)	3% (17)	29% (156)	17% (91)	538
Community: Suburban	9% (90)	33% (318)	8% (75)	2% (19)	33% (318)	14% (134)	955
Community: Rural	9% (66)	26% (182)	5% (37)	4% (28)	36% (256)	19% (138)	708
Employ: Private Sector	11% (76)	33% (224)	10% (67)	2% (17)	31% (208)	13% (85)	676
Employ: Government	12% (21)	32% (57)	11% (19)	2% (4)	25% (43)	18% (31)	175
Employ: Self-Employed	13% (27)	32% (66)	7% (15)	5% (10)	31% (63)	12% (24)	207
Employ: Homemaker	9% (17)	17% (30)	5% (9)	4% (7)	41% (72)	24% (42)	175
Employ: Student	10% (10)	30% (30)	3% (3)	1% (1)	19% (19)	37% (36)	98
Employ: Retired	9% (40)	38% (172)	5% (22)	2% (7)	40% (185)	7% (32)	457
Employ: Unemployed	11% (23)	19% (42)	5% (12)	5% (11)	29% (63)	31% (66)	216
Employ: Other	6% (12)	19% (37)	7% (13)	3% (7)	40% (79)	24% (47)	195
Military HH: Yes	13% (56)	33% (144)	6% (28)	3% (12)	32% (140)	13% (59)	440
Military HH: No	10% (169)	29% (513)	7% (132)	3% (52)	34% (591)	17% (304)	1761
RD/WT: Right Direction	14% (120)	32% (274)	8% (69)	2% (19)	29% (251)	14% (123)	855
RD/WT: Wrong Track	8% (106)	28% (383)	7% (91)	3% (45)	36% (481)	18% (240)	1346

Continued on next page

Table Q1_4: Do you have a favorable or unfavorable impression of each of the following companies?

Alamo Rent a Car

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	10% (226)	30% (657)	7% (160)	3% (64)	33% (731)	16% (363)	2201
Strongly Approve	14% (67)	34% (165)	5% (26)	3% (15)	30% (148)	13% (65)	486
Somewhat Approve	9% (44)	32% (146)	10% (48)	3% (13)	31% (145)	14% (65)	460
Somewhat Disapprove	8% (23)	28% (81)	9% (25)	4% (12)	37% (109)	14% (40)	289
Strongly Disapprove	10% (84)	29% (242)	6% (54)	2% (19)	36% (300)	17% (142)	841
Dont Know / No Opinion	6% (8)	19% (23)	5% (6)	5% (6)	24% (30)	41% (51)	124
#1 Issue: Economy	6% (35)	30% (180)	9% (56)	1% (7)	36% (215)	18% (105)	599
#1 Issue: Security	10% (40)	35% (147)	7% (27)	3% (14)	33% (137)	12% (51)	416
#1 Issue: Health Care	13% (48)	32% (121)	8% (30)	2% (7)	30% (113)	15% (57)	377
#1 Issue: Medicare / Social Security	14% (44)	31% (99)	4% (14)	2% (6)	38% (121)	11% (36)	319
#1 Issue: Women's Issues	13% (14)	21% (23)	5% (5)	1% (1)	34% (38)	27% (30)	111
#1 Issue: Education	15% (26)	22% (37)	9% (15)	6% (9)	22% (38)	26% (43)	168
#1 Issue: Energy	12% (10)	20% (16)	11% (9)	11% (9)	33% (27)	14% (12)	83
#1 Issue: Other	6% (8)	26% (33)	3% (4)	8% (11)	33% (42)	23% (29)	127
2016 Vote: Democrat Hillary Clinton	13% (85)	33% (222)	7% (45)	3% (17)	34% (230)	11% (75)	673
2016 Vote: Republican Donald Trump	11% (86)	35% (266)	7% (55)	2% (18)	32% (245)	11% (85)	755
2016 Vote: Someone else	5% (8)	30% (53)	13% (23)	4% (7)	37% (66)	12% (22)	180
2012 Vote: Barack Obama	12% (100)	33% (270)	9% (72)	2% (19)	34% (282)	10% (79)	821
2012 Vote: Mitt Romney	9% (49)	38% (206)	6% (35)	2% (11)	35% (187)	10% (54)	542
2012 Vote: Other	5% (7)	40% (51)	4% (5)	4% (5)	37% (47)	11% (14)	128
2012 Vote: Didn't Vote	10% (70)	18% (127)	7% (49)	4% (30)	30% (215)	31% (216)	707
4-Region: Northeast	10% (42)	30% (120)	6% (23)	2% (10)	33% (132)	19% (75)	402
4-Region: Midwest	7% (35)	27% (128)	7% (33)	3% (14)	37% (177)	18% (87)	474
4-Region: South	11% (93)	31% (255)	6% (48)	3% (24)	33% (269)	15% (125)	815
4-Region: West	11% (56)	30% (154)	11% (56)	3% (16)	30% (154)	15% (76)	511
Supports Gun Control	13% (175)	31% (434)	7% (98)	2% (31)	33% (453)	14% (194)	1386
Does Not Support Gun Control	6% (39)	32% (206)	8% (53)	4% (28)	33% (216)	17% (110)	652
NRA Member in HH: Yes	17% (54)	31% (96)	11% (35)	5% (17)	24% (73)	12% (36)	312
NRA Member in HH: No	9% (172)	30% (561)	7% (125)	2% (47)	35% (658)	17% (327)	1889
Gun Owning HH: Yes	10% (89)	31% (283)	9% (80)	4% (33)	32% (296)	15% (134)	915
Gun Owning HH: No	11% (137)	29% (374)	6% (80)	2% (31)	34% (435)	18% (229)	1286

Continued on next page

Table Q1_4: Do you have a favorable or unfavorable impression of each of the following companies?*Alamo Rent a Car*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	10% (226)	30% (657)	7% (160)	3% (64)	33% (731)	16% (363)	2201
Single Gun HH	12% (31)	27% (68)	12% (30)	3% (8)	30% (75)	15% (38)	250
Multi Gun HH	8% (45)	35% (192)	8% (45)	4% (21)	33% (177)	12% (63)	542
Likely to buy gun next 12 mnths	15% (100)	32% (216)	10% (68)	5% (32)	22% (148)	15% (102)	666
Likely to buy gun next month	22% (78)	30% (108)	12% (42)	6% (23)	18% (64)	11% (40)	355

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

Table Q1_5: Do you have a favorable or unfavorable impression of each of the following companies?
National Car Rental

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(229)	30%	(655)	7%	(155)	4%	(83)	33%	(723)	16%	(356)	2201
Gender: Male	13%	(140)	35%	(374)	8%	(82)	5%	(49)	27%	(283)	12%	(132)	1060
Gender: Female	8%	(89)	25%	(281)	6%	(73)	3%	(33)	39%	(440)	20%	(225)	1141
Age: 18-29	13%	(62)	17%	(80)	8%	(39)	7%	(34)	23%	(110)	32%	(150)	475
Age: 30-44	11%	(60)	22%	(126)	7%	(39)	4%	(21)	34%	(189)	22%	(125)	560
Age: 45-54	8%	(34)	34%	(136)	8%	(31)	3%	(13)	36%	(143)	11%	(44)	400
Age: 55-64	10%	(36)	40%	(147)	6%	(22)	2%	(8)	35%	(128)	7%	(26)	368
Age: 65+	9%	(37)	42%	(166)	6%	(24)	2%	(6)	38%	(152)	3%	(12)	398
PID: Dem (no lean)	13%	(93)	30%	(207)	6%	(42)	4%	(25)	32%	(224)	15%	(108)	698
PID: Ind (no lean)	8%	(64)	27%	(223)	9%	(75)	4%	(37)	33%	(274)	19%	(158)	830
PID: Rep (no lean)	11%	(73)	33%	(225)	6%	(39)	3%	(21)	34%	(226)	13%	(91)	673
PID/Gender: Dem Men	17%	(56)	31%	(103)	7%	(25)	5%	(15)	28%	(91)	12%	(39)	329
PID/Gender: Dem Women	10%	(37)	28%	(104)	5%	(17)	3%	(10)	36%	(133)	19%	(69)	369
PID/Gender: Ind Men	11%	(43)	34%	(134)	11%	(42)	5%	(18)	26%	(103)	14%	(54)	394
PID/Gender: Ind Women	5%	(21)	20%	(89)	7%	(32)	4%	(18)	39%	(170)	24%	(104)	435
PID/Gender: Rep Men	13%	(42)	41%	(137)	4%	(15)	5%	(16)	26%	(88)	11%	(39)	337
PID/Gender: Rep Women	9%	(30)	26%	(88)	7%	(24)	1%	(5)	41%	(137)	15%	(52)	337
Ideo: Liberal (1-3)	14%	(112)	29%	(235)	8%	(60)	6%	(45)	27%	(216)	17%	(132)	800
Ideo: Moderate (4)	10%	(42)	32%	(139)	9%	(41)	2%	(9)	32%	(140)	15%	(65)	435
Ideo: Conservative (5-7)	9%	(59)	35%	(232)	6%	(38)	3%	(18)	38%	(251)	10%	(70)	667
Educ: < College	10%	(161)	27%	(416)	7%	(105)	4%	(61)	35%	(545)	18%	(279)	1567
Educ: Bachelors degree	10%	(42)	37%	(154)	8%	(31)	3%	(13)	29%	(120)	13%	(55)	416
Educ: Post-grad	12%	(26)	39%	(85)	9%	(19)	4%	(8)	27%	(58)	10%	(23)	219
Income: Under 50k	11%	(147)	26%	(345)	8%	(102)	4%	(56)	32%	(435)	19%	(253)	1339
Income: 50k-100k	9%	(58)	32%	(202)	6%	(38)	3%	(19)	37%	(230)	12%	(77)	624
Income: 100k+	10%	(24)	45%	(108)	6%	(14)	3%	(8)	24%	(58)	11%	(27)	239
Ethnicity: White	9%	(160)	31%	(543)	7%	(121)	3%	(59)	34%	(590)	16%	(278)	1750
Ethnicity: Hispanic	15%	(51)	26%	(84)	7%	(22)	8%	(27)	21%	(71)	23%	(75)	329

Continued on next page

Table Q1_5: Do you have a favorable or unfavorable impression of each of the following companies?
National Car Rental

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	10% (229)	30% (655)	7% (155)	4% (83)	33% (723)	16% (356)	2201
Ethnicity: Afr. Am.	16% (43)	27% (71)	6% (15)	4% (12)	31% (84)	16% (43)	269
Ethnicity: Other	14% (26)	22% (41)	11% (19)	6% (12)	27% (49)	19% (35)	182
Relig: Protestant	8% (42)	36% (181)	6% (28)	4% (21)	35% (175)	11% (53)	499
Relig: Roman Catholic	13% (53)	34% (140)	8% (34)	3% (11)	28% (116)	14% (57)	413
Relig: Ath./Agn./None	9% (55)	22% (144)	7% (42)	5% (30)	34% (221)	24% (153)	647
Relig: Something Else	11% (39)	32% (121)	8% (29)	5% (17)	33% (124)	12% (44)	373
Relig: Jewish	4% (2)	51% (30)	6% (3)	5% (3)	29% (17)	5% (3)	59
Relig: Evangelical	13% (87)	32% (207)	7% (44)	4% (26)	31% (199)	14% (88)	650
Relig: Non-Evang. Catholics	9% (47)	35% (181)	7% (39)	2% (9)	34% (177)	13% (70)	523
Relig: All Christian	11% (134)	33% (388)	7% (83)	3% (35)	32% (376)	13% (158)	1173
Relig: All Non-Christian	9% (95)	26% (265)	7% (71)	5% (47)	34% (345)	19% (197)	1020
Community: Urban	13% (71)	29% (155)	8% (45)	6% (30)	27% (146)	17% (92)	538
Community: Suburban	10% (95)	32% (304)	7% (65)	2% (18)	34% (322)	16% (152)	955
Community: Rural	9% (63)	28% (197)	6% (46)	5% (35)	36% (255)	16% (113)	708
Employ: Private Sector	11% (75)	34% (231)	7% (48)	4% (29)	30% (201)	14% (92)	676
Employ: Government	12% (22)	28% (48)	9% (16)	5% (9)	31% (54)	15% (26)	175
Employ: Self-Employed	13% (26)	30% (61)	8% (16)	5% (11)	31% (64)	14% (28)	207
Employ: Homemaker	7% (11)	20% (35)	8% (15)	3% (6)	40% (70)	22% (39)	175
Employ: Student	14% (13)	22% (22)	6% (6)	4% (4)	27% (27)	27% (26)	98
Employ: Retired	10% (45)	39% (178)	6% (29)	2% (9)	37% (171)	5% (25)	457
Employ: Unemployed	10% (22)	18% (38)	5% (10)	4% (9)	32% (68)	32% (69)	216
Employ: Other	8% (15)	21% (42)	8% (15)	2% (4)	35% (68)	26% (50)	195
Military HH: Yes	15% (68)	30% (131)	8% (36)	4% (17)	34% (148)	9% (40)	440
Military HH: No	9% (162)	30% (524)	7% (119)	4% (65)	33% (575)	18% (316)	1761
RD/WT: Right Direction	13% (112)	33% (284)	6% (53)	4% (36)	29% (251)	14% (120)	855
RD/WT: Wrong Track	9% (117)	28% (371)	8% (102)	3% (46)	35% (472)	18% (237)	1346

Continued on next page

Table Q1_5: Do you have a favorable or unfavorable impression of each of the following companies?

National Car Rental

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	10% (229)	30% (655)	7% (155)	4% (83)	33% (723)	16% (356)	2201
Strongly Approve	13% (64)	34% (163)	5% (26)	3% (16)	34% (164)	11% (53)	486
Somewhat Approve	9% (41)	35% (159)	7% (34)	5% (22)	31% (145)	13% (59)	460
Somewhat Disapprove	9% (25)	27% (78)	9% (25)	5% (14)	33% (96)	18% (51)	289
Strongly Disapprove	11% (92)	28% (233)	7% (61)	3% (26)	33% (280)	18% (150)	841
Dont Know / No Opinion	5% (6)	17% (21)	6% (8)	5% (6)	31% (39)	35% (44)	124
#1 Issue: Economy	7% (39)	32% (195)	7% (43)	1% (8)	35% (208)	18% (105)	599
#1 Issue: Security	11% (46)	32% (132)	8% (34)	3% (15)	31% (130)	14% (59)	416
#1 Issue: Health Care	12% (45)	31% (116)	7% (27)	6% (21)	29% (111)	15% (58)	377
#1 Issue: Medicare / Social Security	12% (39)	34% (108)	7% (23)	2% (8)	35% (113)	9% (28)	319
#1 Issue: Women's Issues	8% (8)	22% (24)	7% (7)	2% (2)	35% (39)	27% (30)	111
#1 Issue: Education	19% (33)	18% (30)	4% (7)	7% (12)	30% (50)	22% (37)	168
#1 Issue: Energy	15% (12)	19% (16)	9% (8)	10% (8)	32% (26)	15% (13)	83
#1 Issue: Other	6% (7)	27% (34)	4% (5)	7% (9)	35% (45)	21% (27)	127
2016 Vote: Democrat Hillary Clinton	13% (90)	33% (224)	6% (44)	4% (27)	31% (205)	12% (82)	673
2016 Vote: Republican Donald Trump	11% (81)	35% (267)	6% (46)	4% (27)	33% (252)	11% (82)	755
2016 Vote: Someone else	5% (8)	30% (54)	14% (25)	1% (2)	36% (64)	15% (27)	180
2012 Vote: Barack Obama	13% (104)	33% (272)	8% (66)	3% (28)	32% (262)	11% (89)	821
2012 Vote: Mitt Romney	9% (46)	38% (207)	5% (28)	3% (17)	35% (189)	10% (55)	542
2012 Vote: Other	6% (8)	40% (51)	7% (9)	2% (3)	36% (46)	9% (11)	128
2012 Vote: Didn't Vote	10% (71)	18% (124)	8% (53)	5% (35)	32% (224)	28% (200)	707
4-Region: Northeast	6% (26)	30% (121)	5% (21)	5% (21)	32% (128)	21% (86)	402
4-Region: Midwest	9% (44)	28% (134)	8% (38)	3% (14)	36% (169)	16% (75)	474
4-Region: South	12% (99)	31% (252)	6% (51)	3% (25)	33% (271)	14% (116)	815
4-Region: West	12% (61)	29% (149)	9% (45)	4% (22)	30% (155)	15% (79)	511
Supports Gun Control	13% (180)	31% (435)	6% (83)	3% (47)	32% (439)	15% (202)	1386
Does Not Support Gun Control	6% (42)	32% (209)	9% (60)	5% (32)	33% (218)	14% (91)	652
NRA Member in HH: Yes	18% (56)	30% (94)	7% (21)	9% (29)	25% (78)	11% (34)	312
NRA Member in HH: No	9% (173)	30% (561)	7% (134)	3% (54)	34% (645)	17% (323)	1889
Gun Owning HH: Yes	10% (91)	31% (282)	8% (75)	4% (34)	34% (311)	13% (122)	915
Gun Owning HH: No	11% (138)	29% (373)	6% (80)	4% (49)	32% (411)	18% (234)	1286

Continued on next page

Table Q1_5: Do you have a favorable or unfavorable impression of each of the following companies?*National Car Rental*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	10% (229)	30% (655)	7% (155)	4% (83)	33% (723)	16% (356)	2201
Single Gun HH	16% (39)	26% (65)	11% (27)	4% (11)	32% (81)	11% (28)	250
Multi Gun HH	8% (43)	36% (193)	8% (43)	4% (20)	33% (177)	12% (65)	542
Likely to buy gun next 12 mnths	16% (106)	32% (215)	7% (45)	7% (44)	26% (172)	13% (83)	666
Likely to buy gun next month	20% (70)	33% (116)	8% (28)	8% (29)	21% (74)	11% (39)	355

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

Table Q1_6: Do you have a favorable or unfavorable impression of each of the following companies?

Lifelock

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	16%	(360)	31%	(674)	7%	(150)	5%	(100)	30%	(664)	11%	(252)	2201
Gender: Male	20%	(214)	35%	(369)	8%	(81)	6%	(64)	23%	(241)	9%	(92)	1060
Gender: Female	13%	(147)	27%	(305)	6%	(69)	3%	(36)	37%	(424)	14%	(161)	1141
Age: 18-29	17%	(81)	26%	(122)	9%	(45)	6%	(28)	25%	(117)	17%	(83)	475
Age: 30-44	18%	(101)	26%	(147)	6%	(31)	5%	(30)	32%	(177)	13%	(73)	560
Age: 45-54	14%	(55)	34%	(137)	7%	(29)	5%	(19)	32%	(130)	8%	(31)	400
Age: 55-64	16%	(58)	34%	(125)	7%	(27)	4%	(14)	30%	(111)	9%	(32)	368
Age: 65+	16%	(64)	36%	(144)	5%	(18)	2%	(10)	32%	(129)	8%	(33)	398
PID: Dem (no lean)	19%	(131)	29%	(205)	7%	(47)	4%	(31)	29%	(203)	12%	(81)	698
PID: Ind (no lean)	12%	(98)	29%	(244)	7%	(60)	6%	(47)	32%	(268)	14%	(112)	830
PID: Rep (no lean)	20%	(131)	33%	(225)	6%	(43)	3%	(22)	29%	(193)	9%	(59)	673
PID/Gender: Dem Men	22%	(71)	33%	(109)	5%	(16)	8%	(25)	22%	(73)	10%	(34)	329
PID/Gender: Dem Women	16%	(59)	26%	(97)	8%	(31)	1%	(6)	35%	(130)	13%	(46)	369
PID/Gender: Ind Men	14%	(55)	36%	(141)	11%	(44)	6%	(24)	24%	(93)	9%	(37)	394
PID/Gender: Ind Women	10%	(44)	24%	(103)	4%	(16)	5%	(23)	40%	(175)	17%	(75)	435
PID/Gender: Rep Men	26%	(88)	35%	(119)	6%	(21)	4%	(14)	22%	(75)	6%	(20)	337
PID/Gender: Rep Women	13%	(44)	31%	(105)	7%	(22)	2%	(8)	35%	(118)	12%	(39)	337
Ideo: Liberal (1-3)	19%	(149)	26%	(210)	9%	(74)	7%	(52)	28%	(221)	12%	(93)	800
Ideo: Moderate (4)	16%	(70)	35%	(153)	6%	(27)	3%	(14)	27%	(119)	12%	(52)	435
Ideo: Conservative (5-7)	17%	(116)	36%	(240)	6%	(37)	4%	(27)	31%	(207)	6%	(40)	667
Educ: < College	17%	(260)	29%	(461)	6%	(98)	5%	(73)	31%	(483)	12%	(192)	1567
Educ: Bachelors degree	16%	(67)	34%	(140)	8%	(33)	4%	(17)	28%	(116)	10%	(42)	416
Educ: Post-grad	15%	(33)	33%	(72)	9%	(20)	5%	(10)	30%	(65)	8%	(18)	219
Income: Under 50k	17%	(229)	29%	(384)	6%	(83)	4%	(60)	31%	(409)	13%	(173)	1339
Income: 50k-100k	16%	(99)	33%	(204)	7%	(43)	4%	(25)	31%	(191)	10%	(61)	624
Income: 100k+	13%	(32)	36%	(86)	10%	(23)	7%	(16)	27%	(64)	8%	(18)	239
Ethnicity: White	15%	(267)	31%	(550)	6%	(111)	4%	(73)	31%	(550)	11%	(199)	1750
Ethnicity: Hispanic	18%	(58)	25%	(82)	8%	(27)	7%	(24)	26%	(85)	16%	(53)	329

Continued on next page

Table Q1_6: Do you have a favorable or unfavorable impression of each of the following companies?

Lifelock

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (360)	31% (674)	7% (150)	5% (100)	30% (664)	11% (252)	2201
Ethnicity: Afr. Am.	21% (58)	30% (81)	8% (21)	4% (12)	28% (74)	9% (23)	269
Ethnicity: Other	20% (36)	24% (43)	10% (18)	8% (15)	22% (39)	17% (30)	182
Relig: Protestant	17% (85)	39% (196)	7% (34)	4% (18)	27% (135)	6% (31)	499
Relig: Roman Catholic	20% (82)	30% (126)	8% (33)	4% (14)	28% (117)	10% (40)	413
Relig: Ath./Agn./None	11% (73)	26% (168)	6% (38)	7% (45)	34% (221)	16% (102)	647
Relig: Something Else	17% (64)	27% (100)	8% (29)	5% (18)	32% (121)	11% (42)	373
Relig: Jewish	5% (3)	38% (22)	5% (3)	14% (8)	26% (15)	13% (8)	59
Relig: Evangelical	22% (142)	36% (237)	6% (41)	3% (18)	24% (159)	8% (52)	650
Relig: Non-Evang. Catholics	15% (80)	32% (167)	8% (42)	4% (20)	31% (162)	10% (51)	523
Relig: All Christian	19% (223)	34% (405)	7% (83)	3% (38)	27% (322)	9% (104)	1173
Relig: All Non-Christian	13% (138)	26% (268)	7% (67)	6% (62)	34% (342)	14% (143)	1020
Community: Urban	18% (97)	32% (170)	8% (41)	6% (31)	26% (139)	11% (61)	538
Community: Suburban	16% (153)	32% (304)	7% (64)	4% (40)	29% (281)	12% (113)	955
Community: Rural	16% (111)	28% (201)	6% (46)	4% (29)	34% (244)	11% (78)	708
Employ: Private Sector	18% (123)	30% (201)	9% (60)	5% (33)	29% (195)	9% (64)	676
Employ: Government	19% (33)	29% (50)	9% (16)	5% (9)	24% (42)	15% (26)	175
Employ: Self-Employed	17% (35)	35% (73)	6% (12)	5% (10)	28% (57)	9% (20)	207
Employ: Homemaker	10% (18)	30% (53)	6% (10)	3% (6)	41% (72)	10% (17)	175
Employ: Student	16% (16)	23% (23)	5% (5)	7% (7)	25% (25)	24% (23)	98
Employ: Retired	17% (79)	37% (168)	5% (23)	3% (16)	29% (133)	8% (38)	457
Employ: Unemployed	17% (37)	26% (55)	5% (10)	7% (16)	31% (67)	14% (31)	216
Employ: Other	10% (20)	26% (51)	7% (14)	2% (4)	37% (72)	17% (33)	195
Military HH: Yes	21% (94)	35% (152)	8% (37)	5% (22)	23% (101)	8% (34)	440
Military HH: No	15% (266)	30% (522)	6% (113)	4% (78)	32% (563)	12% (218)	1761
RD/WT: Right Direction	21% (182)	36% (309)	6% (51)	3% (25)	24% (208)	10% (81)	855
RD/WT: Wrong Track	13% (179)	27% (365)	7% (99)	6% (75)	34% (456)	13% (171)	1346

Continued on next page

Table Q1_6: Do you have a favorable or unfavorable impression of each of the following companies?

Lifelock

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (360)	31% (674)	7% (150)	5% (100)	30% (664)	11% (252)	2201
Strongly Approve	22% (106)	34% (167)	6% (30)	3% (17)	27% (134)	7% (32)	486
Somewhat Approve	16% (75)	36% (165)	8% (38)	4% (16)	27% (125)	9% (41)	460
Somewhat Disapprove	12% (34)	35% (101)	8% (23)	5% (16)	28% (82)	12% (34)	289
Strongly Disapprove	16% (134)	26% (219)	7% (58)	5% (46)	34% (283)	12% (101)	841
Dont Know / No Opinion	9% (11)	18% (22)	1% (1)	4% (5)	34% (42)	35% (43)	124
#1 Issue: Economy	15% (87)	34% (206)	7% (39)	3% (20)	30% (179)	11% (67)	599
#1 Issue: Security	19% (78)	30% (123)	9% (39)	6% (23)	27% (113)	10% (40)	416
#1 Issue: Health Care	20% (75)	30% (112)	7% (27)	5% (18)	27% (101)	12% (44)	377
#1 Issue: Medicare / Social Security	17% (55)	35% (111)	4% (13)	2% (7)	33% (104)	9% (29)	319
#1 Issue: Women's Issues	19% (21)	18% (20)	11% (12)	2% (3)	33% (37)	17% (18)	111
#1 Issue: Education	15% (25)	28% (48)	8% (14)	3% (5)	31% (52)	15% (25)	168
#1 Issue: Energy	12% (10)	31% (26)	3% (3)	14% (12)	32% (26)	9% (7)	83
#1 Issue: Other	8% (10)	22% (28)	2% (3)	10% (12)	41% (52)	18% (23)	127
2016 Vote: Democrat Hillary Clinton	18% (121)	30% (205)	8% (55)	5% (34)	30% (203)	8% (54)	673
2016 Vote: Republican Donald Trump	18% (138)	38% (284)	7% (50)	4% (27)	27% (200)	7% (56)	755
2016 Vote: Someone else	7% (13)	30% (54)	9% (17)	6% (10)	37% (66)	11% (21)	180
2012 Vote: Barack Obama	17% (139)	31% (253)	9% (71)	4% (34)	32% (260)	8% (64)	821
2012 Vote: Mitt Romney	18% (97)	40% (216)	6% (35)	3% (17)	27% (144)	6% (33)	542
2012 Vote: Other	8% (10)	30% (38)	7% (9)	6% (8)	36% (47)	13% (17)	128
2012 Vote: Didn't Vote	16% (114)	23% (165)	5% (36)	6% (41)	30% (214)	19% (137)	707
4-Region: Northeast	19% (75)	29% (116)	4% (17)	4% (15)	31% (125)	13% (53)	402
4-Region: Midwest	14% (66)	32% (153)	7% (35)	3% (15)	31% (147)	12% (58)	474
4-Region: South	17% (139)	32% (261)	7% (56)	5% (38)	29% (239)	10% (82)	815
4-Region: West	16% (81)	28% (144)	8% (42)	6% (32)	30% (154)	11% (58)	511
Supports Gun Control	19% (259)	30% (417)	7% (102)	4% (60)	30% (411)	10% (136)	1386
Does Not Support Gun Control	14% (92)	37% (239)	6% (42)	5% (31)	28% (186)	10% (63)	652
NRA Member in HH: Yes	24% (76)	32% (98)	8% (26)	7% (23)	22% (70)	6% (19)	312
NRA Member in HH: No	15% (284)	30% (575)	7% (125)	4% (77)	31% (595)	12% (233)	1889
Gun Owning HH: Yes	17% (154)	34% (308)	8% (70)	5% (42)	29% (267)	8% (73)	915
Gun Owning HH: No	16% (206)	28% (365)	6% (80)	5% (58)	31% (397)	14% (179)	1286

Continued on next page

Table Q1_6: Do you have a favorable or unfavorable impression of each of the following companies?*Lifelock*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (360)	31% (674)	7% (150)	5% (100)	30% (664)	11% (252)	2201
Single Gun HH	22% (55)	35% (86)	10% (25)	3% (8)	24% (60)	6% (15)	250
Multi Gun HH	16% (87)	37% (199)	7% (37)	6% (32)	28% (153)	6% (35)	542
Likely to buy gun next 12 mnths	23% (151)	36% (237)	6% (42)	7% (44)	22% (145)	7% (48)	666
Likely to buy gun next month	31% (108)	30% (106)	8% (28)	7% (23)	20% (72)	5% (18)	355

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

Table Q1_7: Do you have a favorable or unfavorable impression of each of the following companies?
Norton Antivirus

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (444)	34% (753)	10% (229)	6% (138)	18% (386)	11% (252)	2201
Gender: Male	22% (230)	35% (368)	12% (128)	8% (80)	14% (150)	10% (104)	1060
Gender: Female	19% (214)	34% (385)	9% (101)	5% (58)	21% (236)	13% (148)	1141
Age: 18-29	20% (94)	24% (114)	14% (67)	7% (36)	16% (75)	19% (89)	475
Age: 30-44	22% (120)	32% (178)	11% (59)	7% (42)	16% (91)	12% (70)	560
Age: 45-54	14% (58)	38% (151)	12% (47)	7% (27)	22% (89)	7% (30)	400
Age: 55-64	22% (82)	44% (160)	7% (26)	4% (13)	15% (55)	9% (32)	368
Age: 65+	23% (90)	38% (150)	8% (30)	5% (21)	19% (76)	8% (32)	398
PID: Dem (no lean)	22% (150)	36% (248)	9% (61)	5% (37)	17% (115)	12% (87)	698
PID: Ind (no lean)	18% (152)	29% (242)	12% (103)	8% (67)	19% (161)	13% (105)	830
PID: Rep (no lean)	21% (141)	39% (262)	10% (65)	5% (34)	16% (110)	9% (60)	673
PID/Gender: Dem Men	24% (78)	34% (111)	9% (30)	7% (22)	15% (48)	12% (39)	329
PID/Gender: Dem Women	20% (72)	37% (137)	8% (30)	4% (15)	18% (67)	13% (47)	369
PID/Gender: Ind Men	21% (84)	31% (122)	16% (62)	8% (32)	14% (56)	10% (38)	394
PID/Gender: Ind Women	16% (68)	28% (120)	9% (41)	8% (34)	24% (104)	15% (67)	435
PID/Gender: Rep Men	20% (68)	40% (135)	11% (36)	7% (25)	14% (46)	8% (27)	337
PID/Gender: Rep Women	22% (73)	38% (127)	9% (29)	3% (9)	19% (65)	10% (33)	337
Ideo: Liberal (1-3)	21% (172)	33% (263)	12% (94)	8% (65)	15% (120)	11% (86)	800
Ideo: Moderate (4)	19% (82)	37% (161)	10% (45)	4% (17)	19% (81)	11% (48)	435
Ideo: Conservative (5-7)	21% (140)	39% (259)	9% (62)	6% (42)	17% (112)	8% (52)	667
Educ: < College	20% (308)	31% (490)	10% (164)	6% (97)	19% (297)	13% (211)	1567
Educ: Bachelors degree	21% (86)	44% (182)	10% (43)	7% (27)	12% (51)	6% (27)	416
Educ: Post-grad	23% (50)	37% (81)	10% (23)	6% (14)	17% (38)	6% (14)	219
Income: Under 50k	21% (279)	29% (389)	10% (139)	7% (88)	20% (263)	13% (180)	1339
Income: 50k-100k	19% (120)	41% (257)	11% (68)	5% (32)	14% (88)	9% (58)	624
Income: 100k+	19% (45)	45% (107)	9% (22)	7% (17)	15% (35)	6% (13)	239
Ethnicity: White	19% (339)	36% (626)	11% (187)	6% (103)	18% (316)	10% (180)	1750
Ethnicity: Hispanic	22% (72)	30% (99)	10% (34)	7% (22)	15% (49)	16% (54)	329

Continued on next page

Table Q1_7: Do you have a favorable or unfavorable impression of each of the following companies?
Norton Antivirus

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (444)	34% (753)	10% (229)	6% (138)	18% (386)	11% (252)	2201
Ethnicity: Afr. Am.	26% (69)	28% (75)	6% (16)	10% (27)	17% (46)	14% (36)	269
Ethnicity: Other	20% (36)	29% (52)	14% (26)	4% (8)	13% (24)	19% (35)	182
Relig: Protestant	22% (109)	43% (214)	10% (49)	4% (22)	17% (84)	4% (21)	499
Relig: Roman Catholic	21% (88)	33% (137)	11% (46)	7% (30)	14% (59)	13% (52)	413
Relig: Ath./Agn./None	17% (113)	27% (172)	11% (74)	8% (52)	21% (136)	15% (100)	647
Relig: Something Else	20% (76)	35% (130)	11% (41)	5% (21)	18% (68)	10% (37)	373
Relig: Jewish	12% (7)	45% (26)	14% (8)	5% (3)	14% (8)	10% (6)	59
Relig: Evangelical	24% (155)	38% (247)	9% (56)	4% (27)	15% (100)	10% (65)	650
Relig: Non-Evang. Catholics	19% (100)	39% (202)	11% (58)	7% (35)	16% (82)	9% (48)	523
Relig: All Christian	22% (255)	38% (449)	10% (113)	5% (61)	15% (182)	10% (113)	1173
Relig: All Non-Christian	18% (189)	30% (302)	11% (115)	7% (73)	20% (204)	13% (138)	1020
Community: Urban	21% (113)	34% (182)	10% (54)	7% (37)	16% (87)	12% (65)	538
Community: Suburban	20% (188)	35% (336)	11% (104)	6% (56)	18% (170)	11% (101)	955
Community: Rural	20% (142)	33% (235)	10% (71)	6% (46)	18% (129)	12% (86)	708
Employ: Private Sector	19% (131)	39% (263)	11% (77)	7% (48)	17% (117)	6% (41)	676
Employ: Government	25% (45)	31% (55)	14% (24)	7% (13)	11% (20)	11% (19)	175
Employ: Self-Employed	20% (41)	33% (68)	11% (23)	6% (13)	17% (36)	13% (26)	207
Employ: Homemaker	17% (30)	34% (60)	13% (23)	5% (9)	16% (28)	14% (25)	175
Employ: Student	16% (16)	31% (30)	11% (11)	7% (7)	15% (15)	20% (20)	98
Employ: Retired	23% (106)	36% (167)	7% (31)	5% (24)	18% (84)	10% (45)	457
Employ: Unemployed	20% (43)	24% (51)	11% (24)	8% (18)	20% (43)	17% (37)	216
Employ: Other	16% (32)	30% (59)	8% (16)	3% (6)	22% (43)	21% (40)	195
Military HH: Yes	21% (91)	35% (154)	10% (46)	7% (31)	18% (79)	9% (39)	440
Military HH: No	20% (353)	34% (599)	10% (183)	6% (107)	17% (307)	12% (213)	1761
RD/WT: Right Direction	24% (206)	34% (289)	11% (96)	6% (48)	16% (137)	9% (81)	855
RD/WT: Wrong Track	18% (238)	34% (464)	10% (133)	7% (90)	19% (249)	13% (171)	1346

Continued on next page

Table Q1_7: Do you have a favorable or unfavorable impression of each of the following companies?

Norton Antivirus

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (444)	34% (753)	10% (229)	6% (138)	18% (386)	11% (252)	2201
Strongly Approve	25% (120)	36% (173)	11% (51)	5% (24)	16% (78)	8% (41)	486
Somewhat Approve	19% (87)	37% (170)	11% (51)	8% (37)	16% (72)	9% (43)	460
Somewhat Disapprove	20% (57)	39% (114)	12% (35)	3% (9)	19% (56)	6% (18)	289
Strongly Disapprove	19% (161)	33% (278)	10% (82)	7% (56)	17% (146)	14% (118)	841
Dont Know / No Opinion	15% (19)	14% (18)	8% (10)	9% (12)	28% (34)	26% (32)	124
#1 Issue: Economy	17% (105)	39% (233)	11% (64)	6% (36)	16% (98)	10% (62)	599
#1 Issue: Security	21% (88)	37% (155)	9% (36)	5% (22)	18% (73)	10% (43)	416
#1 Issue: Health Care	24% (91)	30% (111)	12% (44)	6% (24)	19% (71)	10% (37)	377
#1 Issue: Medicare / Social Security	22% (71)	35% (112)	10% (31)	6% (20)	17% (56)	9% (30)	319
#1 Issue: Women's Issues	15% (16)	37% (41)	11% (12)	4% (5)	20% (22)	12% (14)	111
#1 Issue: Education	18% (30)	26% (43)	12% (21)	4% (6)	24% (40)	17% (28)	168
#1 Issue: Energy	26% (22)	29% (24)	13% (11)	11% (9)	11% (9)	11% (9)	83
#1 Issue: Other	17% (21)	27% (34)	8% (10)	13% (16)	13% (17)	23% (29)	127
2016 Vote: Democrat Hillary Clinton	22% (151)	36% (239)	11% (71)	6% (41)	17% (113)	9% (59)	673
2016 Vote: Republican Donald Trump	21% (161)	40% (300)	10% (76)	6% (47)	15% (116)	7% (55)	755
2016 Vote: Someone else	15% (27)	34% (62)	12% (22)	7% (13)	26% (47)	6% (11)	180
2012 Vote: Barack Obama	23% (186)	36% (299)	10% (80)	6% (52)	16% (135)	8% (69)	821
2012 Vote: Mitt Romney	21% (116)	42% (226)	11% (57)	5% (26)	15% (84)	6% (33)	542
2012 Vote: Other	14% (18)	34% (43)	13% (17)	10% (13)	20% (26)	9% (12)	128
2012 Vote: Didn't Vote	18% (124)	26% (185)	10% (74)	7% (48)	20% (141)	19% (135)	707
4-Region: Northeast	20% (80)	33% (134)	10% (41)	7% (26)	17% (68)	13% (52)	402
4-Region: Midwest	19% (89)	36% (169)	12% (57)	6% (26)	16% (77)	12% (56)	474
4-Region: South	22% (179)	34% (275)	10% (81)	6% (50)	19% (154)	9% (76)	815
4-Region: West	19% (96)	34% (175)	10% (50)	7% (36)	17% (86)	13% (67)	511
Supports Gun Control	23% (317)	36% (496)	10% (134)	6% (80)	16% (225)	10% (135)	1386
Does Not Support Gun Control	17% (114)	37% (238)	13% (86)	7% (49)	17% (109)	9% (57)	652
NRA Member in HH: Yes	24% (75)	33% (104)	18% (55)	9% (28)	11% (33)	6% (17)	312
NRA Member in HH: No	20% (369)	34% (649)	9% (174)	6% (110)	19% (353)	12% (234)	1889
Gun Owning HH: Yes	20% (182)	35% (324)	11% (104)	8% (72)	16% (144)	10% (88)	915
Gun Owning HH: No	20% (262)	33% (429)	10% (124)	5% (66)	19% (241)	13% (163)	1286

Continued on next page

Table Q1_7: Do you have a favorable or unfavorable impression of each of the following companies?*Norton Antivirus*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (444)	34% (753)	10% (229)	6% (138)	18% (386)	11% (252)	2201
Single Gun HH	24% (61)	35% (86)	11% (27)	6% (15)	15% (38)	9% (23)	250
Multi Gun HH	19% (105)	39% (211)	11% (62)	9% (47)	16% (84)	6% (33)	542
Likely to buy gun next 12 mnths	24% (163)	36% (241)	13% (84)	6% (40)	14% (95)	6% (43)	666
Likely to buy gun next month	27% (97)	35% (126)	11% (40)	5% (19)	14% (51)	6% (22)	355

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

Table Q1_8: Do you have a favorable or unfavorable impression of each of the following companies?
SimpliSafe

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(170)	13%	(296)	4%	(98)	2%	(53)	22%	(483)	50%	(1101)	2201
Gender: Male	10%	(111)	18%	(189)	6%	(58)	4%	(40)	21%	(219)	42%	(441)	1060
Gender: Female	5%	(59)	9%	(107)	4%	(40)	1%	(13)	23%	(263)	58%	(660)	1141
Age: 18-29	12%	(59)	15%	(70)	8%	(39)	4%	(19)	18%	(86)	43%	(203)	475
Age: 30-44	8%	(46)	12%	(67)	6%	(31)	3%	(16)	21%	(117)	50%	(282)	560
Age: 45-54	7%	(27)	14%	(57)	4%	(14)	3%	(10)	23%	(92)	50%	(199)	400
Age: 55-64	4%	(16)	12%	(43)	2%	(9)	1%	(3)	25%	(91)	56%	(205)	368
Age: 65+	5%	(21)	15%	(59)	1%	(6)	1%	(5)	24%	(96)	53%	(211)	398
PID: Dem (no lean)	9%	(62)	12%	(84)	4%	(28)	3%	(18)	24%	(166)	49%	(339)	698
PID: Ind (no lean)	6%	(48)	14%	(116)	5%	(45)	3%	(23)	20%	(168)	52%	(430)	830
PID: Rep (no lean)	9%	(60)	14%	(96)	4%	(26)	2%	(12)	22%	(148)	49%	(332)	673
PID/Gender: Dem Men	11%	(37)	16%	(53)	4%	(15)	4%	(14)	25%	(81)	39%	(128)	329
PID/Gender: Dem Women	7%	(25)	8%	(31)	4%	(14)	1%	(4)	23%	(85)	57%	(211)	369
PID/Gender: Ind Men	8%	(33)	18%	(72)	7%	(27)	5%	(18)	20%	(78)	42%	(166)	394
PID/Gender: Ind Women	3%	(14)	10%	(44)	4%	(18)	1%	(5)	21%	(90)	61%	(264)	435
PID/Gender: Rep Men	12%	(40)	19%	(64)	5%	(17)	2%	(8)	18%	(60)	44%	(147)	337
PID/Gender: Rep Women	6%	(20)	9%	(32)	3%	(9)	1%	(4)	26%	(88)	55%	(185)	337
Ideo: Liberal (1-3)	12%	(100)	13%	(107)	7%	(54)	4%	(34)	20%	(156)	44%	(348)	800
Ideo: Moderate (4)	5%	(21)	15%	(63)	4%	(19)	2%	(7)	20%	(89)	54%	(236)	435
Ideo: Conservative (5-7)	6%	(41)	15%	(99)	3%	(19)	2%	(11)	24%	(159)	51%	(339)	667
Educ: < College	8%	(120)	13%	(198)	5%	(71)	2%	(35)	23%	(353)	50%	(791)	1567
Educ: Bachelors degree	7%	(28)	16%	(65)	4%	(18)	3%	(12)	20%	(84)	50%	(209)	416
Educ: Post-grad	10%	(22)	15%	(33)	5%	(10)	3%	(6)	21%	(46)	46%	(101)	219
Income: Under 50k	8%	(108)	14%	(185)	5%	(69)	2%	(33)	22%	(297)	48%	(647)	1339
Income: 50k-100k	7%	(44)	13%	(81)	3%	(22)	2%	(14)	20%	(127)	54%	(336)	624
Income: 100k+	8%	(18)	13%	(31)	3%	(8)	3%	(6)	24%	(58)	49%	(118)	239
Ethnicity: White	7%	(124)	12%	(218)	4%	(66)	2%	(39)	22%	(389)	52%	(913)	1750
Ethnicity: Hispanic	14%	(47)	17%	(55)	10%	(34)	4%	(12)	17%	(54)	39%	(127)	329

Continued on next page

Table Q1_8: Do you have a favorable or unfavorable impression of each of the following companies?
SimpliSafe

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	8% (170)	13% (296)	4% (98)	2% (53)	22% (483)	50% (1101)	2201
Ethnicity: Afr. Am.	11% (29)	16% (43)	4% (12)	2% (6)	23% (63)	43% (117)	269
Ethnicity: Other	9% (17)	20% (36)	11% (20)	4% (8)	17% (30)	39% (71)	182
Relig: Protestant	5% (27)	17% (87)	4% (18)	2% (10)	24% (118)	48% (239)	499
Relig: Roman Catholic	13% (53)	11% (44)	5% (21)	3% (11)	20% (82)	49% (200)	413
Relig: Ath./Agn./None	6% (36)	13% (83)	6% (36)	2% (11)	22% (145)	52% (336)	647
Relig: Something Else	7% (28)	15% (57)	4% (15)	4% (14)	21% (80)	48% (179)	373
Relig: Jewish	5% (3)	11% (7)	2% (1)	2% (1)	14% (8)	66% (39)	59
Relig: Evangelical	12% (76)	15% (97)	3% (22)	2% (16)	21% (134)	47% (305)	650
Relig: Non-Evang. Catholics	6% (30)	11% (58)	5% (25)	2% (11)	24% (124)	53% (275)	523
Relig: All Christian	9% (106)	13% (155)	4% (47)	2% (27)	22% (258)	49% (580)	1173
Relig: All Non-Christian	6% (64)	14% (140)	5% (51)	2% (25)	22% (225)	51% (515)	1020
Community: Urban	11% (57)	15% (78)	6% (30)	3% (15)	23% (123)	44% (234)	538
Community: Suburban	7% (63)	13% (123)	4% (36)	2% (19)	21% (200)	54% (513)	955
Community: Rural	7% (50)	13% (95)	5% (32)	3% (19)	22% (159)	50% (354)	708
Employ: Private Sector	8% (57)	16% (105)	6% (41)	2% (16)	21% (141)	47% (316)	676
Employ: Government	10% (17)	15% (26)	8% (14)	4% (7)	16% (27)	48% (84)	175
Employ: Self-Employed	8% (17)	16% (32)	6% (12)	7% (14)	25% (52)	38% (79)	207
Employ: Homemaker	7% (13)	8% (13)	2% (4)	1% (2)	23% (40)	59% (104)	175
Employ: Student	10% (10)	15% (15)	7% (7)	4% (4)	16% (16)	48% (47)	98
Employ: Retired	6% (28)	14% (66)	2% (10)	1% (4)	23% (107)	53% (243)	457
Employ: Unemployed	8% (18)	10% (21)	3% (6)	2% (4)	23% (50)	54% (117)	216
Employ: Other	6% (11)	9% (18)	3% (5)	1% (2)	25% (48)	57% (111)	195
Military HH: Yes	14% (62)	14% (63)	4% (17)	3% (12)	22% (97)	43% (189)	440
Military HH: No	6% (108)	13% (233)	5% (81)	2% (41)	22% (386)	52% (912)	1761
RD/WT: Right Direction	12% (103)	17% (144)	4% (34)	2% (20)	21% (181)	44% (372)	855
RD/WT: Wrong Track	5% (67)	11% (153)	5% (64)	2% (33)	22% (301)	54% (729)	1346

Continued on next page

Table Q1_8: Do you have a favorable or unfavorable impression of each of the following companies?
SimpliSafe

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	8% (170)	13% (296)	4% (98)	2% (53)	22% (483)	50% (1101)	2201
Strongly Approve	12% (60)	16% (77)	5% (22)	1% (5)	21% (101)	45% (221)	486
Somewhat Approve	6% (27)	15% (71)	6% (29)	3% (13)	21% (96)	49% (225)	460
Somewhat Disapprove	6% (16)	16% (46)	6% (16)	3% (8)	25% (71)	46% (133)	289
Strongly Disapprove	7% (63)	11% (91)	3% (29)	3% (24)	22% (183)	54% (451)	841
Dont Know / No Opinion	3% (4)	10% (12)	2% (3)	2% (3)	26% (32)	57% (71)	124
#1 Issue: Economy	5% (28)	15% (89)	4% (26)	1% (6)	23% (137)	52% (312)	599
#1 Issue: Security	6% (25)	15% (60)	6% (27)	3% (12)	21% (86)	49% (206)	416
#1 Issue: Health Care	11% (40)	13% (49)	6% (22)	2% (8)	22% (83)	46% (175)	377
#1 Issue: Medicare / Social Security	6% (20)	15% (48)	2% (6)	2% (6)	23% (73)	53% (168)	319
#1 Issue: Women's Issues	15% (17)	6% (6)	4% (4)	1% (2)	18% (21)	55% (61)	111
#1 Issue: Education	14% (24)	16% (27)	3% (5)	5% (9)	22% (37)	40% (67)	168
#1 Issue: Energy	13% (11)	7% (6)	8% (7)	5% (4)	20% (17)	46% (39)	83
#1 Issue: Other	4% (5)	8% (11)	2% (2)	5% (6)	23% (29)	58% (73)	127
2016 Vote: Democrat Hillary Clinton	11% (76)	13% (89)	4% (29)	3% (20)	23% (153)	45% (306)	673
2016 Vote: Republican Donald Trump	7% (56)	16% (118)	4% (32)	2% (12)	22% (165)	49% (371)	755
2016 Vote: Someone else	1% (2)	17% (30)	4% (6)	2% (4)	22% (40)	54% (98)	180
2012 Vote: Barack Obama	9% (76)	14% (116)	4% (35)	3% (21)	21% (176)	49% (399)	821
2012 Vote: Mitt Romney	8% (41)	15% (79)	4% (21)	2% (9)	22% (120)	50% (271)	542
2012 Vote: Other	4% (5)	14% (18)	3% (4)	2% (2)	19% (24)	58% (75)	128
2012 Vote: Didn't Vote	7% (48)	12% (83)	6% (39)	3% (21)	23% (163)	50% (353)	707
4-Region: Northeast	8% (31)	13% (51)	2% (10)	2% (7)	23% (94)	52% (210)	402
4-Region: Midwest	5% (25)	13% (63)	4% (21)	2% (11)	22% (104)	53% (251)	474
4-Region: South	10% (79)	14% (115)	5% (38)	3% (20)	22% (176)	48% (387)	815
4-Region: West	7% (36)	13% (68)	6% (30)	3% (15)	21% (109)	50% (253)	511
Supports Gun Control	9% (127)	14% (194)	4% (52)	2% (32)	21% (298)	49% (683)	1386
Does Not Support Gun Control	6% (38)	14% (92)	6% (38)	3% (20)	22% (144)	49% (320)	652
NRA Member in HH: Yes	14% (45)	20% (63)	8% (24)	5% (16)	18% (57)	35% (108)	312
NRA Member in HH: No	7% (125)	12% (234)	4% (74)	2% (37)	23% (426)	53% (993)	1889
Gun Owning HH: Yes	8% (76)	14% (132)	5% (46)	3% (27)	21% (192)	48% (441)	915
Gun Owning HH: No	7% (94)	13% (164)	4% (52)	2% (26)	23% (290)	51% (660)	1286

Continued on next page

Table Q1_8: Do you have a favorable or unfavorable impression of each of the following companies?
SimpliSafe

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	8% (170)	13% (296)	4% (98)	2% (53)	22% (483)	50% (1101)	2201
Single Gun HH	10% (24)	17% (43)	6% (14)	3% (7)	23% (56)	42% (104)	250
Multi Gun HH	8% (45)	15% (81)	5% (25)	3% (16)	21% (115)	48% (260)	542
Likely to buy gun next 12 mnths	15% (100)	18% (118)	6% (40)	5% (31)	20% (134)	36% (243)	666
Likely to buy gun next month	21% (76)	17% (61)	8% (29)	7% (24)	19% (68)	27% (97)	355

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

Table Q1_9: Do you have a favorable or unfavorable impression of each of the following companies?
MetLife

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	14%	(315)	31%	(675)	8%	(176)	4%	(86)	36%	(788)	7%	(161)	2201
Gender: Male	16%	(170)	34%	(360)	10%	(101)	5%	(53)	29%	(310)	6%	(64)	1060
Gender: Female	13%	(145)	28%	(314)	7%	(75)	3%	(33)	42%	(478)	8%	(97)	1141
Age: 18-29	14%	(68)	23%	(107)	11%	(51)	4%	(18)	31%	(147)	18%	(84)	475
Age: 30-44	15%	(82)	27%	(149)	8%	(44)	5%	(27)	38%	(210)	9%	(48)	560
Age: 45-54	11%	(43)	31%	(126)	9%	(35)	5%	(20)	41%	(162)	4%	(15)	400
Age: 55-64	17%	(63)	37%	(135)	6%	(22)	4%	(14)	34%	(126)	2%	(8)	368
Age: 65+	15%	(60)	40%	(157)	6%	(24)	2%	(7)	36%	(144)	1%	(5)	398
PID: Dem (no lean)	18%	(125)	31%	(216)	8%	(56)	4%	(28)	33%	(231)	6%	(42)	698
PID: Ind (no lean)	10%	(82)	28%	(230)	9%	(71)	4%	(37)	39%	(322)	11%	(87)	830
PID: Rep (no lean)	16%	(108)	34%	(229)	7%	(49)	3%	(21)	35%	(235)	5%	(32)	673
PID/Gender: Dem Men	19%	(63)	32%	(104)	9%	(28)	6%	(21)	29%	(97)	5%	(16)	329
PID/Gender: Dem Women	17%	(62)	30%	(113)	7%	(28)	2%	(7)	36%	(135)	7%	(26)	369
PID/Gender: Ind Men	12%	(46)	32%	(128)	11%	(45)	5%	(18)	31%	(123)	9%	(35)	394
PID/Gender: Ind Women	8%	(37)	23%	(102)	6%	(26)	4%	(19)	46%	(200)	12%	(52)	435
PID/Gender: Rep Men	18%	(61)	38%	(129)	8%	(28)	4%	(14)	27%	(91)	4%	(13)	337
PID/Gender: Rep Women	14%	(47)	30%	(100)	6%	(21)	2%	(7)	43%	(144)	5%	(18)	337
Ideo: Liberal (1-3)	19%	(152)	28%	(223)	9%	(74)	4%	(35)	31%	(250)	8%	(65)	800
Ideo: Moderate (4)	12%	(51)	36%	(157)	7%	(32)	5%	(21)	34%	(148)	6%	(25)	435
Ideo: Conservative (5-7)	15%	(100)	34%	(225)	7%	(47)	4%	(26)	38%	(251)	3%	(18)	667
Educ: < College	13%	(209)	28%	(439)	8%	(121)	4%	(67)	38%	(590)	9%	(141)	1567
Educ: Bachelors degree	16%	(65)	39%	(160)	8%	(35)	3%	(12)	31%	(131)	3%	(13)	416
Educ: Post-grad	19%	(42)	35%	(76)	9%	(20)	3%	(6)	31%	(67)	3%	(7)	219
Income: Under 50k	14%	(192)	28%	(372)	9%	(119)	4%	(53)	35%	(474)	10%	(129)	1339
Income: 50k-100k	13%	(82)	34%	(214)	6%	(40)	4%	(27)	38%	(235)	4%	(25)	624
Income: 100k+	17%	(42)	37%	(89)	7%	(17)	2%	(6)	33%	(79)	2%	(6)	239
Ethnicity: White	14%	(237)	31%	(548)	7%	(128)	4%	(67)	37%	(653)	7%	(119)	1750
Ethnicity: Hispanic	21%	(70)	24%	(79)	12%	(38)	8%	(27)	25%	(81)	10%	(34)	329

Continued on next page

Table Q1_9: Do you have a favorable or unfavorable impression of each of the following companies?

MetLife

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	14%	(315)	31%	(675)	8%	(176)	4%	(86)	36%	(788)	7%	(161)	2201
Ethnicity: Afr. Am.	19%	(51)	29%	(78)	9%	(24)	4%	(10)	33%	(87)	7%	(19)	269
Ethnicity: Other	15%	(28)	27%	(49)	14%	(25)	5%	(9)	26%	(48)	12%	(22)	182
Relig: Protestant	14%	(71)	35%	(175)	7%	(37)	4%	(21)	37%	(186)	2%	(10)	499
Relig: Roman Catholic	20%	(82)	36%	(148)	6%	(26)	3%	(11)	29%	(122)	6%	(25)	413
Relig: Ath./Agn./None	9%	(60)	25%	(164)	10%	(64)	5%	(29)	39%	(252)	12%	(77)	647
Relig: Something Else	15%	(57)	30%	(111)	7%	(27)	4%	(14)	37%	(137)	7%	(27)	373
Relig: Jewish	24%	(14)	24%	(14)	11%	(6)	3%	(2)	35%	(21)	2%	(1)	59
Relig: Evangelical	17%	(113)	33%	(212)	7%	(49)	4%	(28)	34%	(220)	4%	(29)	650
Relig: Non-Evang. Catholics	16%	(86)	35%	(185)	7%	(35)	3%	(14)	34%	(178)	5%	(25)	523
Relig: All Christian	17%	(199)	34%	(397)	7%	(84)	4%	(42)	34%	(398)	5%	(54)	1173
Relig: All Non-Christian	11%	(117)	27%	(276)	9%	(91)	4%	(44)	38%	(389)	10%	(104)	1020
Community: Urban	17%	(93)	30%	(161)	12%	(64)	4%	(19)	30%	(162)	7%	(40)	538
Community: Suburban	15%	(140)	34%	(326)	7%	(66)	2%	(23)	36%	(342)	6%	(57)	955
Community: Rural	12%	(82)	27%	(188)	7%	(46)	6%	(43)	40%	(284)	9%	(64)	708
Employ: Private Sector	16%	(111)	32%	(219)	10%	(68)	4%	(27)	33%	(225)	4%	(26)	676
Employ: Government	16%	(28)	33%	(58)	8%	(13)	5%	(9)	28%	(50)	10%	(17)	175
Employ: Self-Employed	15%	(31)	32%	(66)	8%	(17)	8%	(16)	30%	(63)	7%	(14)	207
Employ: Homemaker	13%	(22)	22%	(38)	6%	(10)	2%	(4)	48%	(83)	10%	(17)	175
Employ: Student	12%	(12)	28%	(28)	11%	(11)	3%	(3)	30%	(29)	17%	(16)	98
Employ: Retired	15%	(71)	37%	(169)	6%	(27)	3%	(13)	36%	(166)	3%	(12)	457
Employ: Unemployed	12%	(25)	21%	(46)	8%	(17)	4%	(8)	39%	(85)	16%	(35)	216
Employ: Other	8%	(15)	26%	(51)	6%	(12)	3%	(6)	44%	(86)	12%	(24)	195
Military HH: Yes	18%	(78)	31%	(136)	8%	(36)	6%	(25)	35%	(155)	2%	(10)	440
Military HH: No	13%	(237)	31%	(539)	8%	(139)	3%	(61)	36%	(633)	9%	(151)	1761
RD/WT: Right Direction	19%	(166)	31%	(265)	7%	(64)	4%	(33)	33%	(279)	6%	(49)	855
RD/WT: Wrong Track	11%	(150)	30%	(410)	8%	(112)	4%	(53)	38%	(509)	8%	(112)	1346

Continued on next page

Table Q1_9: Do you have a favorable or unfavorable impression of each of the following companies?

MetLife

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	14%	(315)	31%	(675)	8%	(176)	4%	(86)	36%	(788)	7%	(161)	2201
Strongly Approve	18%	(89)	32%	(155)	7%	(32)	5%	(23)	34%	(167)	4%	(20)	486
Somewhat Approve	16%	(71)	33%	(154)	10%	(44)	3%	(12)	35%	(160)	4%	(19)	460
Somewhat Disapprove	12%	(36)	31%	(89)	11%	(32)	4%	(11)	35%	(102)	7%	(19)	289
Strongly Disapprove	13%	(112)	30%	(251)	7%	(61)	4%	(36)	37%	(310)	9%	(72)	841
Dont Know / No Opinion	6%	(7)	21%	(26)	5%	(6)	3%	(4)	40%	(49)	25%	(31)	124
#1 Issue: Economy	12%	(73)	33%	(199)	7%	(40)	4%	(22)	37%	(220)	7%	(45)	599
#1 Issue: Security	14%	(58)	30%	(123)	8%	(34)	3%	(14)	39%	(164)	5%	(22)	416
#1 Issue: Health Care	16%	(60)	32%	(120)	10%	(39)	5%	(17)	31%	(117)	6%	(25)	377
#1 Issue: Medicare / Social Security	18%	(57)	36%	(114)	5%	(17)	3%	(9)	35%	(112)	3%	(11)	319
#1 Issue: Women's Issues	12%	(13)	25%	(28)	14%	(16)	—	(1)	38%	(42)	10%	(11)	111
#1 Issue: Education	20%	(34)	22%	(37)	7%	(12)	6%	(10)	35%	(59)	10%	(17)	168
#1 Issue: Energy	14%	(12)	27%	(22)	14%	(12)	9%	(7)	29%	(24)	7%	(6)	83
#1 Issue: Other	6%	(8)	25%	(32)	4%	(6)	4%	(6)	40%	(51)	19%	(25)	127
2016 Vote: Democrat Hillary Clinton	17%	(117)	34%	(230)	8%	(55)	5%	(30)	32%	(215)	4%	(25)	673
2016 Vote: Republican Donald Trump	17%	(130)	35%	(262)	7%	(54)	4%	(33)	33%	(249)	4%	(28)	755
2016 Vote: Someone else	6%	(10)	30%	(54)	12%	(21)	3%	(6)	43%	(77)	6%	(11)	180
2012 Vote: Barack Obama	17%	(143)	34%	(282)	8%	(69)	4%	(32)	32%	(266)	4%	(30)	821
2012 Vote: Mitt Romney	15%	(82)	36%	(194)	6%	(34)	4%	(21)	36%	(198)	2%	(12)	542
2012 Vote: Other	10%	(12)	31%	(40)	10%	(13)	5%	(6)	39%	(50)	6%	(7)	128
2012 Vote: Didn't Vote	11%	(78)	22%	(156)	9%	(60)	4%	(27)	39%	(274)	16%	(111)	707
4-Region: Northeast	16%	(66)	29%	(118)	7%	(30)	4%	(15)	35%	(142)	8%	(31)	402
4-Region: Midwest	13%	(61)	32%	(151)	6%	(30)	3%	(12)	37%	(177)	9%	(43)	474
4-Region: South	13%	(105)	33%	(266)	8%	(68)	4%	(36)	36%	(290)	6%	(49)	815
4-Region: West	16%	(84)	27%	(140)	10%	(49)	5%	(23)	35%	(180)	7%	(37)	511
Supports Gun Control	18%	(247)	32%	(444)	9%	(119)	3%	(45)	34%	(470)	4%	(62)	1386
Does Not Support Gun Control	9%	(60)	32%	(208)	8%	(54)	5%	(33)	38%	(245)	8%	(52)	652
NRA Member in HH: Yes	19%	(59)	31%	(97)	10%	(31)	7%	(22)	27%	(85)	5%	(17)	312
NRA Member in HH: No	14%	(256)	31%	(577)	8%	(145)	3%	(64)	37%	(703)	8%	(144)	1889
Gun Owning HH: Yes	14%	(126)	32%	(297)	8%	(76)	4%	(38)	36%	(327)	6%	(52)	915
Gun Owning HH: No	15%	(190)	29%	(377)	8%	(100)	4%	(48)	36%	(461)	8%	(109)	1286

Continued on next page

Table Q1_9: Do you have a favorable or unfavorable impression of each of the following companies?*MetLife*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (315)	31% (675)	8% (176)	4% (86)	36% (788)	7% (161)	2201
Single Gun HH	17% (41)	30% (75)	11% (27)	5% (12)	36% (90)	2% (4)	250
Multi Gun HH	14% (73)	37% (202)	8% (42)	4% (23)	32% (176)	5% (26)	542
Likely to buy gun next 12 mnths	17% (116)	30% (198)	12% (78)	7% (46)	29% (193)	5% (35)	666
Likely to buy gun next month	23% (82)	29% (103)	12% (42)	8% (29)	23% (83)	5% (17)	355

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

Table Q1_10: Do you have a favorable or unfavorable impression of each of the following companies?
Chubb

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(136)	9%	(205)	5%	(111)	3%	(60)	23%	(509)	54%	(1180)	2201
Gender: Male	8%	(88)	13%	(139)	6%	(65)	4%	(43)	23%	(249)	45%	(477)	1060
Gender: Female	4%	(48)	6%	(67)	4%	(45)	2%	(17)	23%	(261)	62%	(703)	1141
Age: 18-29	12%	(57)	11%	(51)	6%	(30)	4%	(19)	19%	(92)	48%	(227)	475
Age: 30-44	8%	(43)	9%	(53)	5%	(28)	3%	(18)	16%	(91)	59%	(328)	560
Age: 45-54	2%	(9)	9%	(38)	6%	(23)	3%	(14)	26%	(105)	53%	(212)	400
Age: 55-64	4%	(14)	9%	(33)	4%	(13)	2%	(7)	27%	(99)	55%	(202)	368
Age: 65+	3%	(13)	8%	(31)	4%	(16)	1%	(3)	31%	(123)	53%	(212)	398
PID: Dem (no lean)	7%	(48)	11%	(74)	5%	(33)	3%	(23)	24%	(170)	50%	(350)	698
PID: Ind (no lean)	5%	(40)	9%	(72)	5%	(43)	3%	(27)	22%	(185)	56%	(462)	830
PID: Rep (no lean)	7%	(48)	9%	(59)	5%	(35)	2%	(11)	23%	(154)	55%	(367)	673
PID/Gender: Dem Men	8%	(26)	17%	(55)	6%	(21)	5%	(17)	26%	(86)	38%	(124)	329
PID/Gender: Dem Women	6%	(22)	5%	(19)	3%	(11)	1%	(5)	23%	(85)	61%	(227)	369
PID/Gender: Ind Men	7%	(28)	9%	(35)	7%	(26)	5%	(19)	23%	(91)	50%	(196)	394
PID/Gender: Ind Women	3%	(13)	9%	(37)	4%	(17)	2%	(8)	22%	(94)	61%	(267)	435
PID/Gender: Rep Men	10%	(34)	14%	(49)	5%	(18)	2%	(7)	21%	(72)	47%	(157)	337
PID/Gender: Rep Women	4%	(14)	3%	(10)	5%	(17)	1%	(4)	24%	(82)	62%	(210)	337
Ideo: Liberal (1-3)	10%	(78)	13%	(104)	5%	(41)	5%	(36)	23%	(180)	45%	(361)	800
Ideo: Moderate (4)	3%	(14)	9%	(41)	7%	(32)	2%	(7)	23%	(100)	55%	(241)	435
Ideo: Conservative (5-7)	5%	(36)	7%	(46)	5%	(30)	2%	(16)	24%	(160)	57%	(379)	667
Educ: < College	6%	(92)	8%	(132)	5%	(82)	3%	(45)	22%	(350)	55%	(865)	1567
Educ: Bachelors degree	7%	(28)	10%	(43)	5%	(20)	2%	(9)	25%	(102)	52%	(214)	416
Educ: Post-grad	8%	(17)	14%	(30)	4%	(9)	3%	(6)	26%	(57)	46%	(100)	219
Income: Under 50k	7%	(93)	9%	(118)	5%	(71)	3%	(39)	23%	(311)	53%	(706)	1339
Income: 50k-100k	5%	(31)	9%	(58)	4%	(27)	3%	(17)	22%	(137)	57%	(353)	624
Income: 100k+	5%	(12)	12%	(29)	5%	(13)	1%	(4)	25%	(61)	51%	(121)	239
Ethnicity: White	5%	(93)	8%	(144)	5%	(85)	2%	(38)	23%	(404)	56%	(988)	1750
Ethnicity: Hispanic	13%	(43)	15%	(50)	6%	(18)	6%	(21)	20%	(65)	40%	(133)	329

Continued on next page

Table Q1_10: Do you have a favorable or unfavorable impression of each of the following companies?
Chubb

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion	Never heard of	Total N
Adults	6%	(136)	9%	(205)	5%	(111)	3%	(60)	23% (509)	54% (1180)	2201
Ethnicity: Afr. Am.	9%	(25)	16%	(43)	4%	(11)	3%	(8)	24% (64)	43% (116)	269
Ethnicity: Other	10%	(18)	10%	(19)	8%	(15)	8%	(14)	22% (41)	42% (76)	182
Relig: Protestant	5%	(27)	10%	(48)	4%	(22)	3%	(14)	23% (114)	55% (273)	499
Relig: Roman Catholic	7%	(29)	11%	(43)	8%	(31)	2%	(9)	23% (95)	50% (206)	413
Relig: Ath./Agn./None	5%	(30)	8%	(51)	5%	(34)	3%	(20)	21% (139)	58% (372)	647
Relig: Something Else	8%	(30)	14%	(52)	3%	(10)	2%	(9)	24% (89)	49% (182)	373
Relig: Jewish	—	(0)	26%	(15)	4%	(2)	1%	(0)	36% (21)	33% (19)	59
Relig: Evangelical	8%	(51)	9%	(58)	6%	(38)	3%	(16)	24% (155)	51% (332)	650
Relig: Non-Evang. Catholics	5%	(25)	8%	(44)	5%	(28)	3%	(14)	24% (126)	55% (287)	523
Relig: All Christian	6%	(76)	9%	(103)	6%	(66)	3%	(30)	24% (280)	53% (618)	1173
Relig: All Non-Christian	6%	(60)	10%	(103)	4%	(44)	3%	(30)	22% (228)	54% (554)	1020
Community: Urban	7%	(36)	15%	(83)	5%	(25)	4%	(19)	22% (119)	48% (256)	538
Community: Suburban	7%	(62)	8%	(79)	5%	(51)	2%	(20)	24% (224)	54% (517)	955
Community: Rural	5%	(38)	6%	(43)	5%	(34)	3%	(20)	23% (166)	57% (407)	708
Employ: Private Sector	7%	(49)	12%	(81)	6%	(41)	2%	(16)	24% (160)	48% (328)	676
Employ: Government	8%	(13)	13%	(23)	7%	(12)	4%	(6)	14% (24)	55% (96)	175
Employ: Self-Employed	7%	(14)	8%	(16)	4%	(9)	6%	(11)	37% (76)	39% (80)	207
Employ: Homemaker	5%	(8)	6%	(11)	5%	(10)	2%	(3)	20% (35)	62% (108)	175
Employ: Student	11%	(10)	13%	(12)	3%	(3)	7%	(7)	14% (14)	53% (52)	98
Employ: Retired	4%	(17)	8%	(38)	4%	(20)	1%	(6)	25% (116)	57% (260)	457
Employ: Unemployed	7%	(16)	5%	(12)	4%	(9)	3%	(7)	22% (47)	59% (127)	216
Employ: Other	4%	(8)	6%	(11)	4%	(7)	1%	(3)	19% (37)	66% (129)	195
Military HH: Yes	11%	(47)	10%	(43)	4%	(17)	3%	(13)	23% (102)	50% (218)	440
Military HH: No	5%	(89)	9%	(163)	5%	(93)	3%	(47)	23% (408)	55% (962)	1761
RD/WT: Right Direction	10%	(83)	11%	(96)	6%	(53)	3%	(23)	21% (182)	49% (418)	855
RD/WT: Wrong Track	4%	(53)	8%	(110)	4%	(58)	3%	(36)	24% (327)	57% (762)	1346

Continued on next page

Table Q1_10: Do you have a favorable or unfavorable impression of each of the following companies?

Chubb

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(136)	9%	(205)	5%	(111)	3%	(60)	23%	(509)	54%	(1180)	2201
Strongly Approve	10%	(47)	10%	(48)	8%	(37)	3%	(14)	23%	(113)	47%	(227)	486
Somewhat Approve	4%	(19)	12%	(53)	6%	(26)	2%	(9)	21%	(98)	55%	(254)	460
Somewhat Disapprove	5%	(14)	9%	(27)	6%	(17)	4%	(13)	22%	(64)	54%	(155)	289
Strongly Disapprove	6%	(53)	8%	(65)	3%	(26)	3%	(23)	25%	(212)	55%	(462)	841
Dont Know / No Opinion	3%	(3)	10%	(13)	3%	(4)	—	(0)	18%	(22)	66%	(82)	124
#1 Issue: Economy	3%	(17)	10%	(59)	6%	(33)	1%	(7)	26%	(154)	55%	(328)	599
#1 Issue: Security	6%	(23)	8%	(33)	6%	(26)	3%	(11)	24%	(100)	53%	(222)	416
#1 Issue: Health Care	8%	(31)	12%	(47)	5%	(21)	3%	(12)	18%	(69)	52%	(198)	377
#1 Issue: Medicare / Social Security	6%	(19)	9%	(29)	3%	(9)	2%	(8)	24%	(78)	55%	(177)	319
#1 Issue: Women's Issues	11%	(12)	5%	(5)	4%	(4)	3%	(4)	19%	(21)	58%	(64)	111
#1 Issue: Education	13%	(22)	11%	(18)	5%	(8)	4%	(6)	20%	(34)	47%	(79)	168
#1 Issue: Energy	5%	(4)	6%	(5)	9%	(8)	6%	(5)	26%	(22)	48%	(40)	83
#1 Issue: Other	6%	(7)	7%	(8)	1%	(1)	5%	(6)	25%	(32)	56%	(72)	127
2016 Vote: Democrat Hillary Clinton	8%	(57)	13%	(87)	4%	(25)	4%	(25)	25%	(165)	47%	(313)	673
2016 Vote: Republican Donald Trump	5%	(40)	9%	(70)	6%	(45)	2%	(18)	23%	(170)	54%	(411)	755
2016 Vote: Someone else	4%	(7)	9%	(16)	5%	(9)	1%	(2)	26%	(48)	55%	(99)	180
2012 Vote: Barack Obama	7%	(60)	12%	(98)	5%	(40)	3%	(22)	23%	(190)	50%	(411)	821
2012 Vote: Mitt Romney	5%	(26)	8%	(41)	5%	(26)	2%	(12)	24%	(130)	56%	(306)	542
2012 Vote: Other	4%	(5)	11%	(14)	4%	(6)	2%	(2)	26%	(34)	54%	(69)	128
2012 Vote: Didn't Vote	6%	(45)	7%	(52)	5%	(39)	3%	(23)	22%	(156)	55%	(392)	707
4-Region: Northeast	5%	(19)	15%	(60)	5%	(19)	2%	(8)	24%	(97)	49%	(198)	402
4-Region: Midwest	3%	(16)	7%	(35)	5%	(23)	2%	(11)	21%	(100)	61%	(287)	474
4-Region: South	8%	(61)	8%	(65)	5%	(43)	4%	(30)	24%	(196)	51%	(419)	815
4-Region: West	8%	(39)	9%	(45)	5%	(25)	2%	(11)	23%	(116)	54%	(276)	511
Supports Gun Control	8%	(110)	10%	(134)	5%	(67)	2%	(32)	23%	(322)	52%	(720)	1386
Does Not Support Gun Control	3%	(20)	10%	(62)	6%	(40)	4%	(24)	21%	(135)	57%	(370)	652
NRA Member in HH: Yes	15%	(48)	13%	(41)	8%	(26)	5%	(16)	19%	(59)	39%	(122)	312
NRA Member in HH: No	5%	(88)	9%	(165)	4%	(85)	2%	(44)	24%	(450)	56%	(1058)	1889
Gun Owning HH: Yes	7%	(64)	8%	(76)	6%	(57)	3%	(28)	23%	(215)	52%	(475)	915
Gun Owning HH: No	6%	(72)	10%	(129)	4%	(53)	2%	(32)	23%	(294)	55%	(705)	1286

Continued on next page

Table Q1_10: Do you have a favorable or unfavorable impression of each of the following companies?*Chubb*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion	Never heard of	Total N
Adults	6%	(136)	9%	(205)	5%	(111)	3%	(60)	23% (509)	54% (1180)	2201
Single Gun HH	11%	(27)	12%	(30)	7%	(17)	2%	(5)	21% (53)	47% (117)	250
Multi Gun HH	5%	(29)	8%	(44)	6%	(33)	4%	(21)	26% (139)	51% (277)	542
Likely to buy gun next 12 mnths	13%	(86)	13%	(86)	7%	(47)	5%	(34)	20% (134)	42% (279)	666
Likely to buy gun next month	20%	(72)	14%	(48)	9%	(33)	6%	(23)	19% (67)	32% (112)	355

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

Table Q1_11: Do you have a favorable or unfavorable impression of each of the following companies?
First National Bank of Omaha

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(171)	13%	(277)	5%	(115)	4%	(87)	39%	(851)	32%	(700)	2201
Gender: Male	10%	(109)	16%	(174)	6%	(63)	5%	(53)	34%	(361)	28%	(300)	1060
Gender: Female	5%	(62)	9%	(103)	5%	(52)	3%	(34)	43%	(490)	35%	(400)	1141
Age: 18-29	10%	(49)	13%	(62)	8%	(36)	6%	(26)	30%	(142)	34%	(159)	475
Age: 30-44	10%	(57)	12%	(68)	6%	(31)	5%	(28)	37%	(208)	30%	(168)	560
Age: 45-54	5%	(22)	13%	(53)	4%	(17)	4%	(14)	47%	(187)	27%	(107)	400
Age: 55-64	5%	(19)	14%	(53)	3%	(11)	3%	(11)	42%	(155)	33%	(120)	368
Age: 65+	6%	(24)	10%	(42)	5%	(20)	2%	(8)	40%	(159)	37%	(146)	398
PID: Dem (no lean)	10%	(72)	14%	(98)	4%	(29)	4%	(25)	39%	(271)	29%	(204)	698
PID: Ind (no lean)	6%	(50)	11%	(90)	6%	(47)	5%	(41)	39%	(321)	34%	(280)	830
PID: Rep (no lean)	7%	(49)	13%	(90)	6%	(39)	3%	(20)	38%	(259)	32%	(216)	673
PID/Gender: Dem Men	13%	(44)	18%	(59)	5%	(16)	6%	(19)	35%	(115)	23%	(76)	329
PID/Gender: Dem Women	8%	(28)	11%	(39)	3%	(13)	2%	(6)	42%	(156)	34%	(127)	369
PID/Gender: Ind Men	9%	(34)	14%	(54)	6%	(25)	6%	(23)	35%	(138)	30%	(119)	394
PID/Gender: Ind Women	4%	(16)	8%	(36)	5%	(21)	4%	(18)	42%	(182)	37%	(161)	435
PID/Gender: Rep Men	9%	(31)	18%	(61)	6%	(21)	3%	(11)	32%	(108)	31%	(105)	337
PID/Gender: Rep Women	5%	(18)	9%	(29)	5%	(18)	3%	(9)	45%	(151)	33%	(111)	337
Ideo: Liberal (1-3)	12%	(99)	16%	(129)	6%	(46)	6%	(45)	34%	(274)	26%	(207)	800
Ideo: Moderate (4)	5%	(21)	12%	(50)	6%	(25)	3%	(14)	39%	(170)	36%	(154)	435
Ideo: Conservative (5-7)	6%	(42)	10%	(69)	6%	(40)	4%	(25)	42%	(282)	32%	(210)	667
Educ: < College	7%	(116)	12%	(187)	6%	(88)	4%	(66)	38%	(596)	33%	(514)	1567
Educ: Bachelors degree	8%	(33)	15%	(62)	4%	(16)	3%	(13)	41%	(169)	30%	(123)	416
Educ: Post-grad	10%	(22)	13%	(29)	5%	(11)	3%	(7)	39%	(86)	29%	(63)	219
Income: Under 50k	9%	(115)	12%	(167)	6%	(78)	4%	(57)	37%	(495)	32%	(428)	1339
Income: 50k-100k	6%	(39)	12%	(77)	5%	(28)	4%	(24)	41%	(253)	32%	(201)	624
Income: 100k+	7%	(17)	14%	(34)	4%	(9)	2%	(6)	43%	(103)	30%	(71)	239
Ethnicity: White	7%	(117)	12%	(216)	5%	(89)	3%	(54)	40%	(695)	33%	(579)	1750
Ethnicity: Hispanic	13%	(42)	17%	(56)	9%	(29)	7%	(24)	23%	(77)	31%	(101)	329

Continued on next page

Table Q1_11: Do you have a favorable or unfavorable impression of each of the following companies?

First National Bank of Omaha

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(171)	13%	(277)	5%	(115)	4%	(87)	39%	(851)	32%	(700)	2201
Ethnicity: Afr. Am.	13%	(34)	12%	(33)	5%	(14)	5%	(14)	40%	(108)	24%	(65)	269
Ethnicity: Other	11%	(21)	15%	(28)	6%	(11)	11%	(20)	26%	(47)	30%	(55)	182
Relig: Protestant	5%	(27)	11%	(55)	7%	(33)	3%	(14)	39%	(195)	35%	(176)	499
Relig: Roman Catholic	11%	(46)	15%	(62)	5%	(20)	3%	(13)	36%	(148)	30%	(124)	413
Relig: Ath./Agn./None	7%	(43)	10%	(67)	5%	(34)	5%	(33)	37%	(239)	36%	(230)	647
Relig: Something Else	8%	(31)	16%	(59)	3%	(13)	5%	(20)	42%	(157)	25%	(94)	373
Relig: Jewish	2%	(1)	18%	(10)	10%	(6)	1%	(0)	44%	(26)	25%	(15)	59
Relig: Evangelical	9%	(60)	15%	(98)	6%	(39)	3%	(23)	38%	(246)	28%	(185)	650
Relig: Non-Evang. Catholics	7%	(36)	10%	(54)	5%	(27)	2%	(12)	39%	(204)	37%	(191)	523
Relig: All Christian	8%	(96)	13%	(151)	6%	(66)	3%	(34)	38%	(450)	32%	(376)	1173
Relig: All Non-Christian	7%	(75)	12%	(126)	5%	(47)	5%	(52)	39%	(396)	32%	(324)	1020
Community: Urban	10%	(56)	15%	(79)	6%	(31)	4%	(20)	37%	(198)	29%	(154)	538
Community: Suburban	7%	(69)	12%	(111)	5%	(45)	4%	(34)	41%	(392)	32%	(302)	955
Community: Rural	6%	(46)	12%	(88)	5%	(38)	5%	(33)	37%	(261)	34%	(243)	708
Employ: Private Sector	10%	(67)	14%	(96)	5%	(36)	4%	(29)	39%	(262)	27%	(186)	676
Employ: Government	9%	(15)	17%	(30)	6%	(11)	4%	(7)	32%	(57)	32%	(56)	175
Employ: Self-Employed	7%	(15)	16%	(34)	5%	(10)	7%	(14)	39%	(81)	26%	(53)	207
Employ: Homemaker	7%	(12)	7%	(13)	5%	(8)	2%	(4)	41%	(72)	38%	(66)	175
Employ: Student	9%	(9)	12%	(12)	8%	(7)	6%	(5)	29%	(29)	37%	(36)	98
Employ: Retired	6%	(26)	11%	(52)	5%	(22)	3%	(13)	40%	(181)	36%	(164)	457
Employ: Unemployed	9%	(19)	11%	(25)	5%	(12)	4%	(9)	36%	(77)	35%	(75)	216
Employ: Other	4%	(9)	8%	(16)	4%	(8)	3%	(6)	47%	(92)	33%	(64)	195
Military HH: Yes	10%	(44)	11%	(50)	6%	(26)	5%	(21)	42%	(184)	26%	(115)	440
Military HH: No	7%	(127)	13%	(228)	5%	(89)	4%	(66)	38%	(666)	33%	(585)	1761
RD/WT: Right Direction	10%	(85)	15%	(128)	6%	(55)	4%	(36)	33%	(286)	31%	(264)	855
RD/WT: Wrong Track	6%	(86)	11%	(149)	4%	(59)	4%	(50)	42%	(565)	32%	(436)	1346

Continued on next page

Table Q1_11: Do you have a favorable or unfavorable impression of each of the following companies?
First National Bank of Omaha

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(171)	13%	(277)	5%	(115)	4%	(87)	39%	(851)	32%	(700)	2201
Strongly Approve	11%	(52)	11%	(52)	6%	(31)	6%	(28)	37%	(178)	30%	(146)	486
Somewhat Approve	6%	(26)	16%	(72)	6%	(27)	2%	(10)	39%	(182)	31%	(144)	460
Somewhat Disapprove	5%	(14)	15%	(44)	4%	(11)	7%	(21)	42%	(122)	27%	(78)	289
Strongly Disapprove	9%	(74)	11%	(92)	5%	(42)	3%	(25)	40%	(336)	32%	(273)	841
Dont Know / No Opinion	5%	(6)	14%	(18)	3%	(4)	2%	(3)	27%	(34)	48%	(60)	124
#1 Issue: Economy	4%	(25)	13%	(79)	5%	(30)	4%	(24)	42%	(250)	32%	(191)	599
#1 Issue: Security	8%	(34)	11%	(46)	7%	(28)	4%	(17)	38%	(159)	32%	(133)	416
#1 Issue: Health Care	11%	(41)	17%	(64)	5%	(19)	3%	(12)	38%	(144)	26%	(97)	377
#1 Issue: Medicare / Social Security	9%	(29)	12%	(39)	3%	(10)	3%	(8)	36%	(116)	37%	(117)	319
#1 Issue: Women's Issues	8%	(9)	9%	(10)	1%	(1)	6%	(7)	43%	(48)	33%	(36)	111
#1 Issue: Education	14%	(23)	9%	(15)	9%	(16)	4%	(6)	33%	(56)	31%	(52)	168
#1 Issue: Energy	3%	(2)	15%	(13)	7%	(6)	4%	(3)	37%	(31)	33%	(28)	83
#1 Issue: Other	7%	(8)	8%	(10)	5%	(6)	8%	(10)	37%	(47)	36%	(46)	127
2016 Vote: Democrat Hillary Clinton	11%	(76)	15%	(101)	4%	(26)	4%	(28)	39%	(261)	27%	(181)	673
2016 Vote: Republican Donald Trump	7%	(54)	13%	(101)	7%	(52)	4%	(29)	38%	(284)	31%	(235)	755
2016 Vote: Someone else	1%	(3)	10%	(18)	5%	(9)	3%	(6)	47%	(85)	33%	(60)	180
2012 Vote: Barack Obama	10%	(81)	16%	(128)	5%	(37)	4%	(30)	40%	(328)	27%	(218)	821
2012 Vote: Mitt Romney	6%	(32)	10%	(55)	7%	(37)	3%	(16)	41%	(223)	33%	(179)	542
2012 Vote: Other	2%	(3)	13%	(17)	6%	(8)	6%	(7)	36%	(46)	37%	(47)	128
2012 Vote: Didn't Vote	8%	(56)	11%	(77)	5%	(32)	5%	(34)	36%	(254)	36%	(253)	707
4-Region: Northeast	8%	(31)	14%	(57)	4%	(15)	4%	(15)	39%	(157)	32%	(127)	402
4-Region: Midwest	6%	(27)	11%	(54)	6%	(29)	4%	(18)	44%	(210)	29%	(137)	474
4-Region: South	9%	(71)	13%	(107)	5%	(42)	4%	(35)	38%	(306)	31%	(253)	815
4-Region: West	8%	(43)	12%	(59)	6%	(30)	4%	(19)	35%	(177)	36%	(183)	511
Supports Gun Control	10%	(139)	14%	(196)	5%	(71)	3%	(35)	38%	(532)	30%	(413)	1386
Does Not Support Gun Control	4%	(25)	12%	(76)	6%	(41)	7%	(46)	39%	(251)	33%	(213)	652
NRA Member in HH: Yes	14%	(44)	17%	(52)	10%	(31)	7%	(22)	29%	(91)	23%	(72)	312
NRA Member in HH: No	7%	(127)	12%	(226)	4%	(84)	3%	(65)	40%	(760)	33%	(628)	1889
Gun Owning HH: Yes	7%	(67)	12%	(112)	6%	(59)	5%	(43)	39%	(361)	30%	(274)	915
Gun Owning HH: No	8%	(104)	13%	(165)	4%	(56)	3%	(43)	38%	(490)	33%	(426)	1286

Continued on next page

Table Q1_11: Do you have a favorable or unfavorable impression of each of the following companies?*First National Bank of Omaha*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(171)	13%	(277)	5%	(115)	4%	(87)	39%	(851)	32%	(700)	2201
Single Gun HH	13%	(31)	14%	(35)	8%	(21)	4%	(9)	40%	(100)	21%	(53)	250
Multi Gun HH	5%	(26)	13%	(70)	6%	(32)	5%	(29)	40%	(215)	31%	(170)	542
Likely to buy gun next 12 mnths	13%	(86)	16%	(108)	9%	(57)	7%	(43)	32%	(213)	24%	(159)	666
Likely to buy gun next month	20%	(72)	20%	(70)	8%	(29)	8%	(28)	27%	(96)	17%	(60)	355

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

Table Q2_1: *How important or not important is it for companies to take a stance on each of the following?*
Social issues

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know / No opinion		Total N
Adults	37%	(824)	34%	(737)	12%	(268)	7%	(160)	10%	(211)	2201
Gender: Male	37%	(394)	33%	(354)	13%	(137)	9%	(97)	7%	(78)	1060
Gender: Female	38%	(431)	34%	(384)	11%	(131)	5%	(63)	12%	(134)	1141
Age: 18-29	43%	(206)	27%	(130)	13%	(62)	4%	(17)	13%	(60)	475
Age: 30-44	35%	(197)	36%	(201)	13%	(73)	6%	(35)	9%	(52)	560
Age: 45-54	36%	(144)	34%	(137)	13%	(53)	9%	(34)	8%	(33)	400
Age: 55-64	37%	(135)	35%	(127)	9%	(33)	11%	(39)	9%	(34)	368
Age: 65+	36%	(143)	36%	(142)	12%	(47)	9%	(35)	8%	(32)	398
PID: Dem (no lean)	51%	(356)	32%	(223)	8%	(54)	4%	(26)	6%	(39)	698
PID: Ind (no lean)	34%	(279)	33%	(272)	12%	(97)	7%	(61)	14%	(119)	830
PID: Rep (no lean)	28%	(189)	36%	(242)	17%	(117)	11%	(72)	8%	(53)	673
PID/Gender: Dem Men	52%	(173)	29%	(97)	9%	(30)	5%	(15)	4%	(14)	329
PID/Gender: Dem Women	50%	(183)	34%	(126)	6%	(23)	3%	(11)	7%	(26)	369
PID/Gender: Ind Men	32%	(126)	37%	(145)	13%	(50)	9%	(34)	10%	(38)	394
PID/Gender: Ind Women	35%	(153)	29%	(127)	11%	(47)	6%	(28)	19%	(81)	435
PID/Gender: Rep Men	28%	(95)	33%	(112)	17%	(56)	14%	(48)	8%	(26)	337
PID/Gender: Rep Women	28%	(95)	39%	(130)	18%	(60)	7%	(24)	8%	(27)	337
Ideo: Liberal (1-3)	47%	(378)	32%	(259)	9%	(73)	4%	(32)	7%	(58)	800
Ideo: Moderate (4)	40%	(175)	40%	(174)	10%	(45)	4%	(17)	5%	(24)	435
Ideo: Conservative (5-7)	28%	(184)	34%	(228)	17%	(116)	14%	(93)	7%	(46)	667
Educ: < College	38%	(602)	31%	(486)	12%	(182)	7%	(110)	12%	(187)	1567
Educ: Bachelors degree	34%	(143)	39%	(161)	14%	(60)	9%	(37)	4%	(16)	416
Educ: Post-grad	36%	(80)	42%	(91)	12%	(26)	6%	(14)	4%	(9)	219
Income: Under 50k	40%	(540)	31%	(411)	11%	(147)	6%	(81)	12%	(161)	1339
Income: 50k-100k	32%	(196)	39%	(241)	14%	(90)	9%	(57)	6%	(40)	624
Income: 100k+	37%	(88)	36%	(86)	13%	(31)	9%	(22)	4%	(11)	239
Ethnicity: White	34%	(593)	35%	(612)	13%	(232)	8%	(146)	10%	(167)	1750
Ethnicity: Hispanic	49%	(163)	26%	(86)	13%	(43)	4%	(12)	8%	(26)	329

Continued on next page

Table Q2_1: How important or not important is it for companies to take a stance on each of the following?
Social issues

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know / No opinion		Total N
Adults	37%	(824)	34%	(737)	12%	(268)	7%	(160)	10%	(211)	2201
Ethnicity: Afr. Am.	56%	(150)	25%	(67)	6%	(17)	2%	(6)	10%	(28)	269
Ethnicity: Other	45%	(81)	32%	(58)	10%	(18)	5%	(8)	9%	(16)	182
Relig: Protestant	31%	(155)	37%	(187)	14%	(70)	11%	(56)	6%	(31)	499
Relig: Roman Catholic	40%	(165)	34%	(142)	12%	(50)	7%	(30)	6%	(26)	413
Relig: Ath./Agn./None	36%	(231)	32%	(207)	11%	(70)	6%	(40)	15%	(98)	647
Relig: Something Else	41%	(152)	32%	(120)	14%	(52)	5%	(19)	8%	(31)	373
Relig: Jewish	49%	(29)	22%	(13)	16%	(9)	9%	(5)	4%	(2)	59
Relig: Evangelical	37%	(241)	36%	(233)	12%	(78)	8%	(53)	7%	(45)	650
Relig: Non-Evang. Catholics	38%	(197)	33%	(175)	13%	(67)	9%	(48)	7%	(36)	523
Relig: All Christian	37%	(438)	35%	(408)	12%	(146)	9%	(101)	7%	(81)	1173
Relig: All Non-Christian	38%	(383)	32%	(327)	12%	(122)	6%	(59)	13%	(129)	1020
Community: Urban	46%	(249)	30%	(162)	9%	(49)	7%	(36)	8%	(42)	538
Community: Suburban	38%	(360)	34%	(328)	13%	(119)	8%	(72)	8%	(75)	955
Community: Rural	30%	(215)	35%	(247)	14%	(100)	7%	(53)	13%	(94)	708
Employ: Private Sector	34%	(231)	39%	(264)	15%	(105)	6%	(40)	5%	(36)	676
Employ: Government	38%	(67)	36%	(63)	9%	(16)	8%	(14)	8%	(15)	175
Employ: Self-Employed	37%	(77)	31%	(63)	12%	(24)	9%	(19)	12%	(25)	207
Employ: Homemaker	38%	(67)	28%	(49)	12%	(22)	7%	(13)	14%	(24)	175
Employ: Student	41%	(41)	26%	(26)	14%	(14)	2%	(2)	16%	(16)	98
Employ: Retired	38%	(175)	33%	(150)	11%	(53)	10%	(44)	8%	(36)	457
Employ: Unemployed	42%	(91)	27%	(59)	9%	(20)	6%	(13)	15%	(33)	216
Employ: Other	39%	(76)	32%	(62)	7%	(14)	8%	(15)	14%	(27)	195
Military HH: Yes	37%	(163)	33%	(146)	14%	(62)	7%	(33)	8%	(36)	440
Military HH: No	38%	(662)	34%	(592)	12%	(206)	7%	(127)	10%	(175)	1761
RD/WT: Right Direction	33%	(280)	35%	(301)	14%	(117)	9%	(79)	9%	(77)	855
RD/WT: Wrong Track	40%	(544)	32%	(436)	11%	(151)	6%	(81)	10%	(134)	1346

Continued on next page

Table Q2_1: How important or not important is it for companies to take a stance on each of the following?
Social issues

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know / No opinion		Total N
Adults	37%	(824)	34%	(737)	12%	(268)	7%	(160)	10%	(211)	2201
Strongly Approve	35%	(172)	30%	(145)	15%	(72)	12%	(58)	8%	(39)	486
Somewhat Approve	25%	(114)	40%	(183)	17%	(80)	10%	(47)	8%	(37)	460
Somewhat Disapprove	33%	(96)	41%	(118)	16%	(46)	3%	(8)	7%	(21)	289
Strongly Disapprove	49%	(411)	31%	(260)	7%	(61)	5%	(41)	8%	(68)	841
Dont Know / No Opinion	26%	(32)	26%	(32)	7%	(9)	5%	(6)	37%	(46)	124
#1 Issue: Economy	34%	(202)	35%	(212)	14%	(81)	10%	(62)	7%	(42)	599
#1 Issue: Security	29%	(122)	36%	(149)	17%	(69)	9%	(38)	9%	(38)	416
#1 Issue: Health Care	36%	(137)	37%	(140)	10%	(37)	5%	(21)	12%	(44)	377
#1 Issue: Medicare / Social Security	45%	(144)	31%	(100)	10%	(33)	5%	(17)	8%	(25)	319
#1 Issue: Women's Issues	51%	(56)	28%	(31)	6%	(6)	3%	(4)	13%	(14)	111
#1 Issue: Education	41%	(68)	33%	(56)	11%	(18)	2%	(4)	13%	(21)	168
#1 Issue: Energy	56%	(46)	26%	(22)	13%	(11)	2%	(2)	3%	(3)	83
#1 Issue: Other	39%	(49)	22%	(27)	9%	(12)	11%	(13)	19%	(24)	127
2016 Vote: Democrat Hillary Clinton	50%	(336)	34%	(229)	8%	(56)	3%	(23)	4%	(29)	673
2016 Vote: Republican Donald Trump	28%	(211)	36%	(271)	17%	(126)	11%	(87)	8%	(61)	755
2016 Vote: Someone else	32%	(57)	37%	(66)	12%	(22)	8%	(14)	12%	(21)	180
2012 Vote: Barack Obama	47%	(384)	36%	(294)	9%	(75)	4%	(30)	5%	(39)	821
2012 Vote: Mitt Romney	25%	(134)	36%	(193)	19%	(103)	13%	(71)	8%	(42)	542
2012 Vote: Other	33%	(42)	31%	(40)	12%	(15)	14%	(18)	10%	(13)	128
2012 Vote: Didn't Vote	37%	(265)	29%	(207)	11%	(75)	6%	(42)	17%	(118)	707
4-Region: Northeast	38%	(153)	33%	(132)	11%	(44)	7%	(30)	11%	(43)	402
4-Region: Midwest	34%	(162)	35%	(167)	11%	(54)	10%	(48)	9%	(43)	474
4-Region: South	37%	(300)	35%	(285)	13%	(108)	6%	(50)	9%	(72)	815
4-Region: West	41%	(209)	30%	(154)	12%	(62)	6%	(32)	10%	(54)	511
Supports Gun Control	45%	(619)	36%	(505)	9%	(126)	4%	(62)	5%	(74)	1386
Does Not Support Gun Control	29%	(188)	32%	(211)	20%	(128)	13%	(85)	6%	(40)	652
NRA Member in HH: Yes	31%	(98)	34%	(107)	17%	(54)	10%	(31)	7%	(23)	312
NRA Member in HH: No	38%	(727)	33%	(630)	11%	(214)	7%	(129)	10%	(189)	1889
Gun Owning HH: Yes	31%	(288)	36%	(334)	16%	(144)	9%	(84)	7%	(67)	915
Gun Owning HH: No	42%	(537)	31%	(404)	10%	(124)	6%	(76)	11%	(145)	1286

Continued on next page

Table Q2_1: How important or not important is it for companies to take a stance on each of the following?*Social issues*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know / No opinion	Total N
Adults	37%	(824)	34%	(737)	12%	(268)	7%	(160)	10% (211)	2201
Single Gun HH	40%	(99)	38%	(95)	12%	(29)	7%	(17)	4% (10)	250
Multi Gun HH	27%	(145)	38%	(207)	17%	(91)	11%	(59)	7% (39)	542
Likely to buy gun next 12 mnths	38%	(254)	34%	(229)	12%	(83)	9%	(62)	6% (37)	666
Likely to buy gun next month	44%	(157)	32%	(115)	12%	(41)	7%	(26)	4% (15)	355

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

Table Q2_4: How important or not important is it for companies to take a stance on each of the following?
Political issues

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know / No opinion	Total N
Adults	26%	(578)	30%	(663)	19%	(424)	14%	(307)	10% (229)	2201
Gender: Male	28%	(295)	29%	(311)	20%	(210)	16%	(167)	7% (76)	1060
Gender: Female	25%	(284)	31%	(352)	19%	(214)	12%	(140)	13% (152)	1141
Age: 18-29	29%	(137)	30%	(142)	23%	(109)	7%	(32)	12% (55)	475
Age: 30-44	30%	(168)	29%	(162)	16%	(92)	13%	(73)	11% (64)	560
Age: 45-54	24%	(97)	35%	(139)	18%	(72)	15%	(59)	8% (34)	400
Age: 55-64	25%	(93)	27%	(101)	21%	(79)	15%	(56)	10% (38)	368
Age: 65+	21%	(83)	30%	(119)	18%	(71)	22%	(87)	9% (37)	398
PID: Dem (no lean)	34%	(235)	35%	(243)	16%	(114)	7%	(52)	8% (54)	698
PID: Ind (no lean)	22%	(184)	27%	(228)	20%	(163)	16%	(133)	15% (122)	830
PID: Rep (no lean)	24%	(159)	29%	(192)	22%	(147)	18%	(122)	8% (54)	673
PID/Gender: Dem Men	37%	(123)	32%	(105)	18%	(60)	6%	(21)	6% (20)	329
PID/Gender: Dem Women	30%	(112)	37%	(138)	15%	(54)	8%	(31)	9% (34)	369
PID/Gender: Ind Men	23%	(89)	28%	(111)	21%	(81)	20%	(78)	9% (34)	394
PID/Gender: Ind Women	22%	(95)	27%	(117)	19%	(82)	13%	(55)	20% (87)	435
PID/Gender: Rep Men	24%	(82)	28%	(95)	20%	(69)	20%	(68)	7% (22)	337
PID/Gender: Rep Women	23%	(77)	29%	(97)	23%	(78)	16%	(54)	9% (31)	337
Ideo: Liberal (1-3)	35%	(277)	30%	(243)	18%	(142)	9%	(72)	8% (67)	800
Ideo: Moderate (4)	25%	(107)	38%	(166)	19%	(84)	12%	(52)	6% (26)	435
Ideo: Conservative (5-7)	21%	(137)	26%	(176)	23%	(154)	23%	(153)	7% (47)	667
Educ: < College	27%	(428)	28%	(443)	18%	(281)	13%	(210)	13% (205)	1567
Educ: Bachelors degree	24%	(99)	35%	(144)	22%	(91)	16%	(65)	4% (17)	416
Educ: Post-grad	24%	(52)	35%	(76)	23%	(51)	15%	(32)	3% (8)	219
Income: Under 50k	28%	(381)	29%	(392)	17%	(227)	12%	(167)	13% (171)	1339
Income: 50k-100k	22%	(136)	31%	(196)	22%	(139)	17%	(106)	8% (48)	624
Income: 100k+	26%	(61)	32%	(75)	24%	(58)	15%	(35)	4% (10)	239
Ethnicity: White	22%	(389)	31%	(538)	21%	(360)	16%	(280)	10% (183)	1750
Ethnicity: Hispanic	39%	(128)	28%	(93)	16%	(54)	8%	(26)	8% (28)	329

Continued on next page

Table Q2_4: *How important or not important is it for companies to take a stance on each of the following?*
Political issues

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know / No opinion		Total N
Adults	26%	(578)	30%	(663)	19%	(424)	14%	(307)	10%	(229)	2201
Ethnicity: Afr. Am.	47%	(125)	26%	(70)	12%	(32)	5%	(13)	10%	(28)	269
Ethnicity: Other	35%	(64)	30%	(55)	18%	(32)	7%	(13)	10%	(18)	182
Relig: Protestant	22%	(110)	27%	(134)	25%	(125)	20%	(97)	7%	(34)	499
Relig: Roman Catholic	30%	(123)	34%	(138)	18%	(74)	12%	(49)	7%	(27)	413
Relig: Ath./Agn./None	24%	(155)	28%	(182)	17%	(110)	15%	(98)	16%	(102)	647
Relig: Something Else	28%	(103)	32%	(118)	20%	(74)	10%	(39)	10%	(39)	373
Relig: Jewish	29%	(17)	33%	(19)	23%	(13)	9%	(5)	7%	(4)	59
Relig: Evangelical	29%	(191)	31%	(203)	18%	(118)	13%	(86)	8%	(51)	650
Relig: Non-Evang. Catholics	24%	(128)	30%	(157)	23%	(120)	16%	(84)	7%	(34)	523
Relig: All Christian	27%	(319)	31%	(360)	20%	(237)	15%	(171)	7%	(86)	1173
Relig: All Non-Christian	25%	(258)	29%	(300)	18%	(185)	13%	(136)	14%	(141)	1020
Community: Urban	33%	(179)	31%	(169)	15%	(83)	12%	(65)	8%	(42)	538
Community: Suburban	26%	(249)	30%	(291)	21%	(197)	14%	(138)	8%	(80)	955
Community: Rural	21%	(150)	29%	(203)	20%	(144)	15%	(104)	15%	(107)	708
Employ: Private Sector	26%	(173)	32%	(216)	23%	(156)	14%	(92)	6%	(39)	676
Employ: Government	34%	(59)	27%	(48)	19%	(34)	13%	(22)	7%	(12)	175
Employ: Self-Employed	24%	(50)	33%	(69)	17%	(35)	14%	(29)	11%	(24)	207
Employ: Homemaker	30%	(52)	21%	(36)	21%	(37)	12%	(21)	17%	(29)	175
Employ: Student	35%	(35)	31%	(30)	14%	(13)	8%	(8)	12%	(12)	98
Employ: Retired	24%	(111)	28%	(126)	20%	(90)	20%	(90)	9%	(41)	457
Employ: Unemployed	25%	(54)	31%	(68)	17%	(37)	8%	(17)	18%	(40)	216
Employ: Other	23%	(44)	35%	(69)	11%	(21)	15%	(28)	17%	(32)	195
Military HH: Yes	26%	(115)	32%	(140)	18%	(78)	16%	(68)	9%	(39)	440
Military HH: No	26%	(463)	30%	(523)	20%	(346)	14%	(239)	11%	(190)	1761
RD/WT: Right Direction	28%	(236)	28%	(242)	18%	(158)	16%	(140)	9%	(79)	855
RD/WT: Wrong Track	25%	(342)	31%	(421)	20%	(266)	12%	(167)	11%	(150)	1346

Continued on next page

Table Q2_4: How important or not important is it for companies to take a stance on each of the following?

Political issues

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know / No opinion		Total N
Adults	26%	(578)	30%	(663)	19%	(424)	14%	(307)	10%	(229)	2201
Strongly Approve	33%	(162)	20%	(96)	17%	(84)	21%	(103)	8%	(40)	486
Somewhat Approve	16%	(73)	32%	(149)	26%	(119)	18%	(84)	7%	(34)	460
Somewhat Disapprove	18%	(53)	38%	(109)	24%	(68)	12%	(35)	8%	(24)	289
Strongly Disapprove	32%	(273)	33%	(278)	17%	(139)	9%	(75)	9%	(77)	841
Dont Know / No Opinion	14%	(17)	25%	(31)	10%	(12)	8%	(10)	43%	(53)	124
#1 Issue: Economy	26%	(157)	30%	(179)	19%	(114)	17%	(100)	8%	(48)	599
#1 Issue: Security	23%	(97)	25%	(102)	24%	(99)	20%	(83)	9%	(36)	416
#1 Issue: Health Care	24%	(89)	34%	(129)	23%	(85)	9%	(34)	11%	(40)	377
#1 Issue: Medicare / Social Security	30%	(95)	31%	(98)	17%	(53)	13%	(42)	10%	(31)	319
#1 Issue: Women's Issues	39%	(43)	31%	(34)	10%	(11)	6%	(7)	14%	(16)	111
#1 Issue: Education	26%	(44)	36%	(61)	16%	(27)	8%	(13)	14%	(24)	168
#1 Issue: Energy	26%	(22)	43%	(35)	20%	(17)	6%	(5)	5%	(4)	83
#1 Issue: Other	24%	(31)	20%	(25)	14%	(18)	18%	(23)	24%	(30)	127
2016 Vote: Democrat Hillary Clinton	34%	(228)	35%	(232)	18%	(119)	8%	(53)	6%	(40)	673
2016 Vote: Republican Donald Trump	23%	(171)	29%	(216)	20%	(154)	20%	(155)	8%	(60)	755
2016 Vote: Someone else	15%	(27)	33%	(59)	20%	(36)	20%	(35)	13%	(23)	180
2012 Vote: Barack Obama	31%	(255)	34%	(277)	19%	(156)	10%	(82)	6%	(51)	821
2012 Vote: Mitt Romney	20%	(109)	26%	(143)	22%	(117)	24%	(131)	8%	(42)	542
2012 Vote: Other	19%	(24)	30%	(39)	20%	(25)	20%	(25)	12%	(15)	128
2012 Vote: Didn't Vote	27%	(189)	29%	(202)	18%	(125)	10%	(68)	17%	(121)	707
4-Region: Northeast	25%	(101)	33%	(133)	18%	(74)	12%	(47)	12%	(47)	402
4-Region: Midwest	24%	(113)	30%	(141)	18%	(83)	19%	(88)	10%	(49)	474
4-Region: South	27%	(223)	30%	(242)	20%	(166)	12%	(101)	10%	(82)	815
4-Region: West	28%	(141)	29%	(147)	20%	(100)	14%	(72)	10%	(50)	511
Supports Gun Control	32%	(439)	33%	(461)	18%	(250)	11%	(153)	6%	(82)	1386
Does Not Support Gun Control	19%	(126)	28%	(179)	24%	(156)	22%	(144)	7%	(47)	652
NRA Member in HH: Yes	33%	(103)	27%	(83)	18%	(55)	17%	(52)	6%	(19)	312
NRA Member in HH: No	25%	(475)	31%	(580)	20%	(369)	13%	(255)	11%	(210)	1889
Gun Owning HH: Yes	24%	(223)	31%	(280)	20%	(184)	16%	(148)	9%	(80)	915
Gun Owning HH: No	28%	(356)	30%	(383)	19%	(239)	12%	(159)	12%	(148)	1286

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Table Q2_4: How important or not important is it for companies to take a stance on each of the following?*Political issues*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know / No opinion	Total N
Adults	26%	(578)	30%	(663)	19%	(424)	14%	(307)	10% (229)	2201
Single Gun HH	33%	(82)	29%	(73)	19%	(48)	13%	(32)	6% (16)	250
Multi Gun HH	20%	(107)	33%	(178)	21%	(116)	18%	(98)	8% (43)	542
Likely to buy gun next 12 mnths	31%	(205)	31%	(204)	16%	(105)	17%	(112)	6% (40)	666
Likely to buy gun next month	42%	(150)	26%	(93)	12%	(44)	14%	(51)	5% (18)	355

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

Table Q3: Do you actively try to avoid purchasing products or services from companies whose social or political stances you DISAGREE with?

Demographic	Yes, all of the time even if there is no substitute product or service available from a different company		Yes, when there is a substitute product or service available from a different company		No	Total N	
Adults	21%	(458)	40%	(876)	39%	(867)	2201
Gender: Male	23%	(246)	39%	(414)	38%	(400)	1060
Gender: Female	19%	(212)	40%	(462)	41%	(467)	1141
Age: 18-29	24%	(114)	40%	(191)	36%	(170)	475
Age: 30-44	22%	(124)	34%	(192)	43%	(243)	560
Age: 45-54	19%	(75)	44%	(177)	37%	(148)	400
Age: 55-64	21%	(76)	40%	(145)	40%	(146)	368
Age: 65+	17%	(68)	43%	(170)	40%	(160)	398
PID: Dem (no lean)	24%	(170)	44%	(304)	32%	(224)	698
PID: Ind (no lean)	19%	(154)	36%	(299)	45%	(377)	830
PID: Rep (no lean)	20%	(134)	41%	(273)	39%	(266)	673
PID/Gender: Dem Men	27%	(90)	41%	(134)	32%	(104)	329
PID/Gender: Dem Women	22%	(80)	46%	(170)	32%	(120)	369
PID/Gender: Ind Men	20%	(78)	38%	(151)	42%	(165)	394
PID/Gender: Ind Women	18%	(76)	34%	(148)	49%	(212)	435
PID/Gender: Rep Men	23%	(78)	38%	(129)	39%	(130)	337
PID/Gender: Rep Women	17%	(56)	43%	(145)	40%	(136)	337
Ideo: Liberal (1-3)	26%	(210)	46%	(367)	28%	(222)	800
Ideo: Moderate (4)	18%	(80)	36%	(156)	46%	(199)	435
Ideo: Conservative (5-7)	21%	(138)	42%	(284)	37%	(246)	667
Educ: < College	21%	(322)	36%	(569)	43%	(675)	1567
Educ: Bachelors degree	19%	(80)	49%	(203)	32%	(133)	416
Educ: Post-grad	26%	(56)	47%	(103)	27%	(59)	219
Income: Under 50k	22%	(296)	36%	(480)	42%	(563)	1339
Income: 50k-100k	18%	(112)	45%	(283)	37%	(228)	624
Income: 100k+	21%	(51)	47%	(113)	31%	(75)	239
Ethnicity: White	19%	(341)	40%	(697)	41%	(712)	1750

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Table Q3: Do you actively try to avoid purchasing products or services from companies whose social or political stances you DISAGREE with?

Demographic	Yes, all of the time even if there is no substitute product or service available from a different company		Yes, when there is a substitute product or service available from a different company		No		Total N
Adults	21%	(458)	40%	(876)	39%	(867)	2201
Ethnicity: Hispanic	30%	(98)	35%	(116)	35%	(116)	329
Ethnicity: Afr. Am.	23%	(62)	44%	(118)	33%	(88)	269
Ethnicity: Other	30%	(55)	33%	(60)	37%	(67)	182
Relig: Protestant	18%	(91)	46%	(230)	36%	(178)	499
Relig: Roman Catholic	25%	(103)	40%	(166)	35%	(144)	413
Relig: Ath./Agn./None	17%	(108)	39%	(250)	45%	(289)	647
Relig: Something Else	26%	(95)	37%	(138)	38%	(140)	373
Relig: Jewish	19%	(11)	57%	(34)	23%	(14)	59
Relig: Evangelical	23%	(149)	42%	(271)	35%	(230)	650
Relig: Non-Evang. Catholics	20%	(105)	41%	(216)	39%	(202)	523
Relig: All Christian	22%	(254)	42%	(487)	37%	(432)	1173
Relig: All Non-Christian	20%	(203)	38%	(388)	42%	(429)	1020
Community: Urban	23%	(126)	40%	(213)	37%	(199)	538
Community: Suburban	18%	(175)	44%	(423)	37%	(358)	955
Community: Rural	22%	(157)	34%	(241)	44%	(310)	708
Employ: Private Sector	24%	(164)	43%	(291)	33%	(222)	676
Employ: Government	30%	(53)	39%	(68)	31%	(54)	175
Employ: Self-Employed	20%	(41)	41%	(86)	39%	(80)	207
Employ: Homemaker	14%	(25)	41%	(72)	45%	(78)	175
Employ: Student	22%	(22)	44%	(43)	33%	(33)	98
Employ: Retired	18%	(83)	42%	(194)	39%	(180)	457
Employ: Unemployed	19%	(40)	31%	(66)	51%	(110)	216
Employ: Other	15%	(30)	29%	(56)	56%	(109)	195
Military HH: Yes	26%	(113)	40%	(176)	34%	(151)	440
Military HH: No	20%	(345)	40%	(700)	41%	(716)	1761
RD/WT: Right Direction	23%	(198)	38%	(324)	39%	(333)	855
RD/WT: Wrong Track	19%	(260)	41%	(552)	40%	(534)	1346

Continued on next page

Table Q3: Do you actively try to avoid purchasing products or services from companies whose social or political stances you DISAGREE with?

Demographic	Yes, all of the time even if there is no substitute product or service available from a different company		Yes, when there is a substitute product or service available from a different company		No		Total N
Adults	21%	(458)	40%	(876)	39%	(867)	2201
Strongly Approve	25%	(123)	39%	(189)	36%	(174)	486
Somewhat Approve	18%	(82)	40%	(184)	42%	(194)	460
Somewhat Disapprove	19%	(54)	31%	(89)	51%	(146)	289
Strongly Disapprove	23%	(190)	47%	(393)	31%	(259)	841
Dont Know / No Opinion	7%	(8)	17%	(21)	76%	(94)	124
#1 Issue: Economy	16%	(99)	41%	(247)	42%	(253)	599
#1 Issue: Security	23%	(94)	41%	(173)	36%	(149)	416
#1 Issue: Health Care	25%	(93)	37%	(139)	39%	(145)	377
#1 Issue: Medicare / Social Security	15%	(49)	40%	(128)	45%	(142)	319
#1 Issue: Women's Issues	27%	(29)	45%	(50)	28%	(31)	111
#1 Issue: Education	27%	(45)	31%	(53)	42%	(70)	168
#1 Issue: Energy	23%	(19)	50%	(42)	27%	(22)	83
#1 Issue: Other	22%	(28)	35%	(45)	42%	(54)	127
2016 Vote: Democrat Hillary Clinton	26%	(174)	49%	(328)	25%	(171)	673
2016 Vote: Republican Donald Trump	22%	(163)	39%	(292)	40%	(300)	755
2016 Vote: Someone else	14%	(26)	39%	(70)	47%	(84)	180
2012 Vote: Barack Obama	24%	(199)	44%	(358)	32%	(265)	821
2012 Vote: Mitt Romney	21%	(115)	43%	(234)	36%	(193)	542
2012 Vote: Other	18%	(23)	41%	(53)	41%	(52)	128
2012 Vote: Didn't Vote	17%	(121)	33%	(231)	50%	(355)	707
4-Region: Northeast	20%	(80)	41%	(166)	39%	(155)	402
4-Region: Midwest	18%	(86)	36%	(172)	46%	(216)	474
4-Region: South	22%	(181)	41%	(338)	36%	(296)	815
4-Region: West	22%	(111)	39%	(200)	39%	(200)	511
Supports Gun Control	22%	(311)	43%	(597)	34%	(478)	1386
Does Not Support Gun Control	21%	(137)	40%	(259)	39%	(256)	652
NRA Member in HH: Yes	36%	(113)	37%	(117)	26%	(82)	312
NRA Member in HH: No	18%	(345)	40%	(759)	42%	(785)	1889

Continued on next page

Table Q3: Do you actively try to avoid purchasing products or services from companies whose social or political stances you DISAGREE with?

Demographic	Yes, all of the time even if there is no substitute product or service available from a different company		Yes, when there is a substitute product or service available from a different company		No		Total N
Adults	21%	(458)	40%	(876)	39%	(867)	2201
Gun Owning HH: Yes	23%	(207)	40%	(368)	37%	(340)	915
Gun Owning HH: No	20%	(251)	40%	(508)	41%	(527)	1286
Single Gun HH	24%	(59)	42%	(106)	34%	(85)	250
Multi Gun HH	23%	(124)	40%	(216)	37%	(202)	542
Likely to buy gun next 12 mnths	31%	(208)	40%	(267)	29%	(191)	666
Likely to buy gun next month	36%	(128)	39%	(138)	25%	(89)	355

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

Table Q4_1: Do you, yourself, support or oppose each of the following?
Gun violence prevention

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	57%	(612)	21%	(223)	6%	(70)	5%	(58)	10%	(107)	1070
Gender: Male	57%	(291)	23%	(119)	8%	(39)	6%	(32)	7%	(34)	515
Gender: Female	58%	(321)	19%	(104)	6%	(31)	5%	(26)	13%	(72)	555
Age: 18-29	53%	(123)	22%	(50)	7%	(17)	4%	(9)	14%	(33)	233
Age: 30-44	51%	(133)	22%	(58)	8%	(20)	7%	(18)	13%	(33)	262
Age: 45-54	57%	(112)	19%	(38)	6%	(12)	9%	(17)	8%	(16)	195
Age: 55-64	58%	(101)	25%	(43)	5%	(9)	3%	(6)	9%	(15)	174
Age: 65+	69%	(143)	17%	(35)	5%	(11)	4%	(9)	5%	(10)	206
PID: Dem (no lean)	71%	(243)	16%	(56)	3%	(12)	4%	(14)	5%	(19)	343
PID: Ind (no lean)	51%	(207)	22%	(91)	7%	(27)	7%	(28)	13%	(51)	404
PID: Rep (no lean)	50%	(162)	24%	(76)	9%	(31)	5%	(17)	12%	(37)	322
PID/Gender: Dem Men	67%	(110)	21%	(34)	4%	(7)	3%	(5)	4%	(7)	165
PID/Gender: Dem Women	74%	(133)	12%	(22)	3%	(5)	5%	(8)	6%	(11)	179
PID/Gender: Ind Men	50%	(97)	26%	(51)	8%	(15)	10%	(18)	6%	(12)	194
PID/Gender: Ind Women	52%	(110)	19%	(40)	6%	(12)	5%	(10)	19%	(39)	211
PID/Gender: Rep Men	53%	(83)	21%	(34)	10%	(16)	5%	(8)	10%	(15)	156
PID/Gender: Rep Women	47%	(78)	26%	(42)	9%	(14)	5%	(9)	13%	(22)	166
Ideo: Liberal (1-3)	66%	(261)	15%	(59)	5%	(18)	6%	(24)	8%	(33)	395
Ideo: Moderate (4)	68%	(136)	21%	(41)	7%	(15)	2%	(3)	3%	(5)	201
Ideo: Conservative (5-7)	45%	(147)	29%	(94)	9%	(31)	6%	(21)	10%	(31)	323
Educ: < College	55%	(407)	20%	(150)	7%	(52)	6%	(42)	12%	(91)	742
Educ: Bachelors degree	62%	(136)	21%	(46)	6%	(13)	6%	(14)	5%	(11)	220
Educ: Post-grad	64%	(69)	25%	(27)	4%	(4)	2%	(3)	4%	(5)	108
Income: Under 50k	55%	(359)	20%	(134)	6%	(43)	6%	(38)	13%	(85)	659
Income: 50k-100k	60%	(184)	23%	(69)	7%	(23)	5%	(16)	5%	(14)	306
Income: 100k+	66%	(69)	19%	(20)	4%	(4)	4%	(4)	7%	(7)	104
Ethnicity: White	56%	(476)	22%	(191)	7%	(58)	5%	(44)	10%	(85)	854
Ethnicity: Hispanic	54%	(95)	21%	(37)	4%	(7)	7%	(12)	15%	(27)	178

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Table Q4_1: Do you, yourself, support or oppose each of the following?
Gun violence prevention

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	57%	(612)	21%	(223)	6%	(70)	5%	(58)	10%	(107)	1070
Ethnicity: Afr. Am.	68%	(90)	14%	(18)	4%	(5)	6%	(8)	9%	(12)	132
Ethnicity: Other	55%	(46)	17%	(14)	8%	(6)	9%	(7)	11%	(9)	83
Relig: Protestant	53%	(120)	25%	(57)	8%	(18)	5%	(11)	9%	(20)	226
Relig: Roman Catholic	60%	(124)	27%	(55)	4%	(7)	4%	(8)	6%	(11)	205
Relig: Ath./Agn./None	58%	(188)	17%	(53)	6%	(21)	6%	(18)	13%	(41)	321
Relig: Something Else	56%	(104)	20%	(37)	7%	(13)	6%	(10)	11%	(20)	185
Relig: Evangelical	51%	(157)	24%	(76)	7%	(22)	8%	(25)	10%	(31)	310
Relig: Non-Evang. Catholics	65%	(163)	22%	(56)	5%	(13)	2%	(5)	6%	(14)	252
Relig: All Christian	57%	(319)	24%	(132)	6%	(35)	5%	(30)	8%	(45)	562
Relig: All Non-Christian	58%	(292)	18%	(91)	7%	(34)	6%	(28)	12%	(62)	507
Community: Urban	71%	(180)	16%	(41)	4%	(10)	4%	(9)	6%	(15)	254
Community: Suburban	53%	(257)	23%	(114)	7%	(32)	6%	(27)	11%	(55)	484
Community: Rural	53%	(175)	21%	(69)	9%	(28)	7%	(22)	11%	(37)	331
Employ: Private Sector	57%	(180)	27%	(84)	5%	(17)	4%	(13)	7%	(21)	315
Employ: Government	39%	(32)	34%	(28)	10%	(9)	9%	(7)	8%	(7)	83
Employ: Self-Employed	55%	(57)	16%	(17)	3%	(3)	10%	(10)	16%	(16)	102
Employ: Homemaker	61%	(56)	16%	(14)	8%	(7)	5%	(5)	9%	(8)	91
Employ: Retired	64%	(157)	21%	(51)	5%	(13)	4%	(9)	6%	(14)	244
Employ: Unemployed	56%	(60)	11%	(12)	10%	(10)	6%	(7)	16%	(17)	106
Employ: Other	53%	(46)	13%	(11)	10%	(9)	4%	(3)	20%	(17)	87
Military HH: Yes	60%	(134)	17%	(38)	5%	(12)	8%	(19)	10%	(21)	223
Military HH: No	57%	(479)	22%	(185)	7%	(58)	5%	(40)	10%	(85)	847
RD/WT: Right Direction	48%	(194)	28%	(111)	7%	(28)	4%	(16)	13%	(55)	404
RD/WT: Wrong Track	63%	(418)	17%	(112)	6%	(41)	6%	(42)	8%	(52)	666
Strongly Approve	53%	(123)	23%	(53)	9%	(20)	5%	(12)	10%	(24)	233
Somewhat Approve	41%	(84)	32%	(66)	13%	(26)	5%	(11)	9%	(19)	207
Somewhat Disapprove	54%	(70)	31%	(41)	6%	(8)	4%	(5)	4%	(6)	130
Strongly Disapprove	69%	(301)	13%	(55)	3%	(15)	7%	(28)	8%	(35)	435
Dont Know / No Opinion	51%	(34)	11%	(7)	1%	(1)	4%	(3)	33%	(22)	66

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Table Q4_1: Do you, yourself, support or oppose each of the following?
Gun violence prevention

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion	Total N
Adults	57%	(612)	21%	(223)	6%	(70)	5%	(58)	10% (107)	1070
#1 Issue: Economy	54%	(157)	26%	(77)	7%	(19)	6%	(19)	7% (19)	291
#1 Issue: Security	52%	(99)	21%	(39)	13%	(25)	5%	(9)	9% (17)	189
#1 Issue: Health Care	63%	(114)	20%	(37)	4%	(8)	2%	(4)	11% (20)	182
#1 Issue: Medicare / Social Security	63%	(107)	19%	(33)	4%	(7)	5%	(8)	9% (15)	169
#1 Issue: Education	47%	(42)	23%	(21)	5%	(4)	7%	(6)	19% (17)	89
#1 Issue: Other	54%	(32)	10%	(6)	5%	(3)	16%	(9)	15% (9)	59
2016 Vote: Democrat Hillary Clinton	74%	(252)	17%	(58)	2%	(7)	4%	(15)	3% (10)	342
2016 Vote: Republican Donald Trump	47%	(171)	27%	(97)	10%	(37)	6%	(23)	9% (33)	361
2016 Vote: Someone else	55%	(49)	22%	(19)	7%	(6)	3%	(2)	13% (12)	88
2012 Vote: Barack Obama	69%	(282)	18%	(73)	4%	(16)	5%	(23)	4% (17)	411
2012 Vote: Mitt Romney	52%	(134)	25%	(66)	8%	(21)	7%	(19)	7% (18)	259
2012 Vote: Other	40%	(28)	26%	(18)	12%	(8)	2%	(1)	21% (15)	70
2012 Vote: Didn't Vote	51%	(167)	20%	(66)	7%	(23)	5%	(16)	17% (56)	328
4-Region: Northeast	63%	(132)	15%	(32)	5%	(12)	4%	(9)	12% (26)	211
4-Region: Midwest	58%	(133)	20%	(46)	10%	(23)	6%	(15)	6% (14)	230
4-Region: South	55%	(207)	25%	(92)	6%	(24)	6%	(21)	8% (30)	374
4-Region: West	55%	(140)	21%	(53)	4%	(11)	6%	(14)	14% (37)	254
Supports Gun Control	73%	(502)	19%	(134)	3%	(20)	2%	(14)	3% (22)	692
Does Not Support Gun Control	31%	(94)	27%	(81)	16%	(49)	13%	(37)	13% (38)	299
NRA Member in HH: Yes	47%	(72)	29%	(44)	9%	(14)	6%	(9)	9% (14)	154
NRA Member in HH: No	59%	(540)	20%	(179)	6%	(55)	5%	(49)	10% (93)	916
Gun Owning HH: Yes	51%	(225)	27%	(119)	8%	(35)	7%	(30)	8% (34)	443
Gun Owning HH: No	62%	(387)	17%	(104)	5%	(34)	5%	(29)	12% (73)	627
Single Gun HH	62%	(72)	28%	(33)	3%	(4)	5%	(6)	2% (3)	117
Multi Gun HH	48%	(129)	28%	(75)	8%	(22)	8%	(21)	7% (19)	266
Likely to buy gun next 12 mnths	45%	(155)	31%	(106)	8%	(29)	9%	(30)	6% (21)	342
Likely to buy gun next month	43%	(77)	30%	(53)	10%	(17)	11%	(20)	5% (10)	178

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

Table Q4_4: *Do you, yourself, support or oppose each of the following?*
Gun control

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	41%	(464)	19%	(209)	12%	(139)	20%	(223)	8%	(96)	1131
Gender: Male	38%	(207)	20%	(106)	13%	(70)	22%	(118)	8%	(44)	545
Gender: Female	44%	(257)	18%	(103)	12%	(69)	18%	(105)	9%	(52)	586
Age: 18-29	37%	(89)	19%	(46)	13%	(31)	22%	(53)	10%	(24)	243
Age: 30-44	38%	(114)	18%	(54)	13%	(38)	22%	(64)	9%	(27)	297
Age: 45-54	35%	(72)	23%	(48)	14%	(28)	17%	(35)	11%	(22)	206
Age: 55-64	43%	(83)	18%	(36)	13%	(26)	18%	(34)	8%	(15)	193
Age: 65+	56%	(107)	13%	(25)	8%	(16)	19%	(37)	4%	(7)	192
PID: Dem (no lean)	62%	(218)	15%	(54)	8%	(27)	9%	(32)	7%	(23)	355
PID: Ind (no lean)	35%	(148)	20%	(84)	11%	(48)	23%	(96)	12%	(49)	425
PID: Rep (no lean)	28%	(98)	20%	(71)	18%	(64)	27%	(95)	7%	(23)	351
PID/Gender: Dem Men	54%	(89)	14%	(23)	11%	(17)	11%	(18)	10%	(17)	164
PID/Gender: Dem Women	68%	(129)	16%	(31)	5%	(10)	7%	(14)	3%	(6)	191
PID/Gender: Ind Men	33%	(67)	25%	(51)	11%	(21)	23%	(46)	8%	(15)	200
PID/Gender: Ind Women	36%	(81)	15%	(33)	12%	(26)	22%	(50)	15%	(34)	225
PID/Gender: Rep Men	28%	(51)	18%	(32)	17%	(31)	30%	(54)	6%	(11)	180
PID/Gender: Rep Women	27%	(46)	23%	(39)	19%	(33)	24%	(41)	7%	(12)	171
Ideo: Liberal (1-3)	57%	(231)	14%	(58)	10%	(39)	11%	(44)	8%	(32)	404
Ideo: Moderate (4)	47%	(110)	23%	(54)	9%	(20)	16%	(38)	5%	(12)	234
Ideo: Conservative (5-7)	23%	(79)	22%	(77)	19%	(66)	31%	(107)	4%	(15)	344
Educ: < College	39%	(324)	17%	(143)	11%	(91)	22%	(184)	10%	(82)	824
Educ: Bachelors degree	43%	(85)	23%	(44)	17%	(33)	11%	(22)	6%	(11)	196
Educ: Post-grad	50%	(55)	20%	(22)	14%	(15)	15%	(17)	2%	(2)	111
Income: Under 50k	41%	(277)	18%	(119)	10%	(68)	21%	(143)	11%	(72)	679
Income: 50k-100k	42%	(134)	19%	(61)	16%	(50)	18%	(58)	4%	(14)	317
Income: 100k+	40%	(53)	21%	(29)	15%	(21)	16%	(22)	7%	(10)	134
Ethnicity: White	38%	(337)	20%	(180)	13%	(118)	21%	(185)	8%	(76)	896
Ethnicity: Hispanic	38%	(58)	16%	(24)	18%	(27)	21%	(32)	7%	(11)	152

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Table Q4_4: Do you, yourself, support or oppose each of the following?
Gun control

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion	Total N
Adults	41%	(464)	19%	(209)	12%	(139)	20%	(223)	8% (96)	1131
Ethnicity: Afr. Am.	61%	(83)	10%	(14)	7%	(10)	16%	(21)	6% (8)	136
Ethnicity: Other	44%	(44)	16%	(15)	11%	(11)	17%	(17)	12% (12)	99
Relig: Protestant	36%	(99)	17%	(48)	16%	(44)	26%	(71)	4% (12)	274
Relig: Roman Catholic	44%	(91)	24%	(50)	11%	(23)	16%	(32)	5% (11)	207
Relig: Ath./Agn./None	41%	(133)	16%	(54)	10%	(34)	18%	(59)	14% (46)	325
Relig: Something Else	47%	(88)	18%	(34)	12%	(23)	16%	(29)	7% (13)	188
Relig: Evangelical	38%	(128)	18%	(61)	16%	(54)	24%	(81)	5% (16)	340
Relig: Non-Evang. Catholics	41%	(112)	22%	(61)	10%	(27)	20%	(54)	7% (18)	271
Relig: All Christian	39%	(240)	20%	(121)	13%	(81)	22%	(135)	6% (34)	612
Relig: All Non-Christian	43%	(221)	17%	(88)	11%	(57)	17%	(88)	12% (59)	513
Community: Urban	48%	(137)	20%	(58)	9%	(26)	15%	(42)	8% (22)	284
Community: Suburban	44%	(208)	23%	(108)	12%	(54)	15%	(71)	6% (29)	471
Community: Rural	32%	(119)	12%	(44)	16%	(59)	29%	(110)	12% (45)	377
Employ: Private Sector	38%	(137)	23%	(83)	16%	(57)	20%	(73)	3% (12)	361
Employ: Government	38%	(35)	14%	(13)	16%	(15)	25%	(23)	8% (7)	92
Employ: Self-Employed	42%	(43)	19%	(19)	14%	(15)	14%	(15)	11% (12)	104
Employ: Homemaker	40%	(34)	20%	(17)	14%	(12)	10%	(8)	16% (14)	85
Employ: Student	44%	(25)	18%	(11)	12%	(7)	14%	(8)	12% (7)	57
Employ: Retired	49%	(105)	14%	(30)	9%	(19)	22%	(48)	6% (12)	214
Employ: Unemployed	39%	(43)	15%	(17)	6%	(7)	20%	(22)	20% (22)	110
Employ: Other	40%	(43)	18%	(20)	7%	(8)	25%	(27)	10% (11)	108
Military HH: Yes	41%	(90)	17%	(37)	8%	(18)	29%	(63)	4% (10)	217
Military HH: No	41%	(375)	19%	(173)	13%	(121)	18%	(160)	9% (86)	914
RD/WT: Right Direction	29%	(132)	19%	(86)	17%	(75)	26%	(117)	9% (41)	451
RD/WT: Wrong Track	49%	(332)	18%	(124)	9%	(64)	16%	(106)	8% (54)	680
Strongly Approve	29%	(74)	14%	(36)	14%	(35)	34%	(86)	9% (22)	253
Somewhat Approve	24%	(61)	26%	(65)	19%	(48)	25%	(63)	7% (17)	253
Somewhat Disapprove	43%	(69)	25%	(41)	12%	(19)	12%	(20)	7% (11)	160
Strongly Disapprove	61%	(250)	15%	(62)	8%	(34)	9%	(36)	6% (26)	407
Dont Know / No Opinion	19%	(11)	10%	(6)	5%	(3)	32%	(19)	35% (20)	58

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Table Q4_4: Do you, yourself, support or oppose each of the following?
Gun control

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion	Total N
Adults	41%	(464)	19%	(209)	12%	(139)	20%	(223)	8% (96)	1131
#1 Issue: Economy	35%	(107)	22%	(67)	15%	(46)	22%	(67)	7% (21)	308
#1 Issue: Security	32%	(73)	19%	(42)	14%	(32)	29%	(66)	6% (14)	227
#1 Issue: Health Care	41%	(80)	21%	(41)	12%	(23)	18%	(35)	9% (17)	195
#1 Issue: Medicare / Social Security	52%	(78)	17%	(26)	9%	(14)	15%	(22)	7% (10)	151
#1 Issue: Women's Issues	58%	(38)	14%	(9)	7%	(5)	8%	(5)	13% (8)	65
#1 Issue: Education	46%	(36)	15%	(12)	14%	(11)	16%	(12)	9% (7)	79
#1 Issue: Other	48%	(33)	11%	(7)	4%	(3)	14%	(10)	23% (16)	68
2016 Vote: Democrat Hillary Clinton	66%	(218)	16%	(52)	7%	(22)	7%	(25)	4% (14)	331
2016 Vote: Republican Donald Trump	28%	(109)	20%	(77)	16%	(63)	30%	(118)	7% (28)	394
2016 Vote: Someone else	34%	(32)	28%	(26)	17%	(16)	13%	(12)	7% (7)	92
2012 Vote: Barack Obama	58%	(237)	17%	(70)	11%	(44)	10%	(40)	5% (19)	410
2012 Vote: Mitt Romney	30%	(85)	20%	(57)	16%	(45)	27%	(77)	6% (18)	283
2012 Vote: Other	27%	(16)	18%	(10)	20%	(12)	25%	(14)	10% (6)	58
2012 Vote: Didn't Vote	33%	(126)	19%	(72)	10%	(38)	24%	(91)	13% (51)	378
4-Region: Northeast	43%	(82)	15%	(29)	13%	(24)	17%	(32)	12% (22)	190
4-Region: Midwest	39%	(95)	19%	(47)	13%	(32)	17%	(42)	11% (27)	243
4-Region: South	40%	(178)	18%	(81)	11%	(50)	21%	(93)	9% (40)	441
4-Region: West	43%	(109)	20%	(52)	13%	(33)	22%	(56)	3% (6)	257
Supports Gun Control	58%	(400)	25%	(170)	7%	(52)	7%	(50)	3% (22)	694
Does Not Support Gun Control	16%	(55)	9%	(33)	24%	(84)	46%	(163)	5% (18)	353
NRA Member in HH: Yes	31%	(49)	13%	(21)	14%	(21)	40%	(62)	3% (4)	158
NRA Member in HH: No	43%	(415)	19%	(189)	12%	(118)	16%	(160)	9% (92)	973
Gun Owning HH: Yes	33%	(155)	18%	(84)	16%	(77)	26%	(125)	6% (30)	472
Gun Owning HH: No	47%	(309)	19%	(125)	9%	(61)	15%	(98)	10% (65)	659
Single Gun HH	33%	(43)	27%	(36)	17%	(23)	16%	(22)	7% (9)	132
Multi Gun HH	33%	(90)	15%	(41)	18%	(49)	31%	(84)	4% (12)	275
Likely to buy gun next 12 mnths	33%	(108)	17%	(56)	15%	(49)	30%	(98)	4% (14)	324
Likely to buy gun next month	37%	(65)	12%	(22)	12%	(21)	36%	(63)	4% (7)	177

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

Table Q4_5: Do you, yourself, support or oppose each of the following?
LGBTQ rights and equality

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	36%	(788)	24%	(533)	9%	(200)	12%	(255)	19%	(425)	2201
Gender: Male	31%	(324)	27%	(283)	11%	(115)	14%	(145)	18%	(191)	1060
Gender: Female	41%	(463)	22%	(250)	7%	(85)	10%	(110)	20%	(234)	1141
Age: 18-29	42%	(202)	23%	(107)	9%	(43)	10%	(45)	16%	(78)	475
Age: 30-44	39%	(218)	23%	(126)	9%	(48)	9%	(49)	21%	(118)	560
Age: 45-54	33%	(134)	24%	(97)	9%	(38)	13%	(52)	20%	(79)	400
Age: 55-64	28%	(105)	26%	(96)	8%	(29)	14%	(53)	23%	(86)	368
Age: 65+	33%	(130)	27%	(106)	11%	(42)	14%	(56)	16%	(64)	398
PID: Dem (no lean)	51%	(354)	23%	(162)	7%	(48)	5%	(38)	14%	(97)	698
PID: Ind (no lean)	38%	(319)	22%	(181)	8%	(66)	11%	(90)	21%	(174)	830
PID: Rep (no lean)	17%	(115)	28%	(191)	13%	(86)	19%	(128)	23%	(154)	673
PID/Gender: Dem Men	40%	(133)	26%	(86)	11%	(36)	7%	(22)	16%	(51)	329
PID/Gender: Dem Women	60%	(221)	20%	(76)	3%	(12)	4%	(15)	12%	(45)	369
PID/Gender: Ind Men	35%	(137)	25%	(99)	10%	(39)	13%	(53)	17%	(66)	394
PID/Gender: Ind Women	42%	(182)	19%	(82)	6%	(27)	9%	(37)	25%	(108)	435
PID/Gender: Rep Men	16%	(55)	29%	(98)	12%	(40)	21%	(70)	22%	(74)	337
PID/Gender: Rep Women	18%	(61)	27%	(92)	14%	(47)	17%	(57)	24%	(80)	337
Ideo: Liberal (1-3)	53%	(426)	21%	(165)	7%	(57)	6%	(50)	13%	(102)	800
Ideo: Moderate (4)	39%	(169)	27%	(118)	9%	(40)	7%	(31)	18%	(78)	435
Ideo: Conservative (5-7)	16%	(109)	30%	(198)	13%	(86)	23%	(155)	18%	(120)	667
Educ: < College	33%	(520)	23%	(355)	9%	(136)	13%	(201)	23%	(355)	1567
Educ: Bachelors degree	41%	(169)	30%	(123)	11%	(46)	7%	(28)	12%	(51)	416
Educ: Post-grad	45%	(99)	25%	(55)	8%	(18)	12%	(27)	9%	(20)	219
Income: Under 50k	35%	(464)	22%	(299)	9%	(115)	12%	(159)	23%	(301)	1339
Income: 50k-100k	37%	(229)	26%	(160)	10%	(61)	13%	(80)	15%	(93)	624
Income: 100k+	40%	(95)	31%	(74)	10%	(23)	7%	(16)	13%	(30)	239
Ethnicity: White	36%	(624)	25%	(433)	9%	(159)	11%	(198)	19%	(336)	1750
Ethnicity: Hispanic	40%	(130)	27%	(90)	11%	(35)	7%	(24)	15%	(51)	329

Continued on next page

Table Q4_5: Do you, yourself, support or oppose each of the following?
LGBTQ rights and equality

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	36%	(788)	24%	(533)	9%	(200)	12%	(255)	19%	(425)	2201
Ethnicity: Afr. Am.	36%	(98)	21%	(57)	8%	(20)	14%	(36)	21%	(57)	269
Ethnicity: Other	36%	(65)	24%	(43)	11%	(21)	11%	(20)	18%	(33)	182
Relig: Protestant	21%	(106)	27%	(136)	16%	(80)	21%	(103)	15%	(74)	499
Relig: Roman Catholic	37%	(151)	30%	(126)	11%	(45)	4%	(18)	18%	(73)	413
Relig: Ath./Agn./None	48%	(309)	20%	(127)	5%	(32)	6%	(39)	21%	(139)	647
Relig: Something Else	42%	(158)	24%	(89)	7%	(27)	12%	(45)	14%	(54)	373
Relig: Jewish	54%	(32)	30%	(18)	2%	(1)	7%	(4)	6%	(4)	59
Relig: Evangelical	21%	(134)	26%	(170)	12%	(75)	20%	(132)	21%	(138)	650
Relig: Non-Evang. Catholics	36%	(186)	27%	(142)	12%	(65)	7%	(37)	18%	(93)	523
Relig: All Christian	27%	(321)	27%	(313)	12%	(140)	14%	(169)	20%	(230)	1173
Relig: All Non-Christian	46%	(467)	21%	(216)	6%	(60)	8%	(84)	19%	(193)	1020
Community: Urban	44%	(235)	24%	(132)	6%	(30)	9%	(50)	17%	(92)	538
Community: Suburban	38%	(364)	26%	(243)	9%	(90)	9%	(82)	18%	(175)	955
Community: Rural	27%	(188)	22%	(158)	11%	(80)	17%	(124)	22%	(158)	708
Employ: Private Sector	38%	(258)	28%	(190)	9%	(59)	11%	(71)	15%	(98)	676
Employ: Government	35%	(61)	27%	(47)	13%	(23)	8%	(14)	17%	(30)	175
Employ: Self-Employed	34%	(71)	19%	(39)	11%	(22)	16%	(34)	20%	(41)	207
Employ: Homemaker	38%	(67)	20%	(35)	10%	(18)	11%	(19)	21%	(38)	175
Employ: Student	47%	(46)	24%	(24)	7%	(7)	10%	(10)	12%	(12)	98
Employ: Retired	29%	(135)	27%	(126)	9%	(41)	16%	(72)	19%	(85)	457
Employ: Unemployed	41%	(88)	15%	(33)	9%	(20)	7%	(16)	28%	(60)	216
Employ: Other	32%	(63)	20%	(40)	5%	(10)	10%	(20)	32%	(62)	195
Military HH: Yes	33%	(144)	27%	(118)	12%	(53)	15%	(66)	13%	(59)	440
Military HH: No	37%	(644)	24%	(415)	8%	(147)	11%	(190)	21%	(366)	1761
RD/WT: Right Direction	24%	(202)	28%	(237)	11%	(97)	16%	(134)	22%	(184)	855
RD/WT: Wrong Track	43%	(585)	22%	(296)	8%	(103)	9%	(122)	18%	(241)	1346

Continued on next page

Table Q4_5: Do you, yourself, support or oppose each of the following?
LGBTQ rights and equality

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	36%	(788)	24%	(533)	9%	(200)	12%	(255)	19%	(425)	2201
Strongly Approve	22%	(107)	23%	(114)	11%	(55)	22%	(108)	21%	(101)	486
Somewhat Approve	19%	(89)	30%	(140)	15%	(69)	14%	(66)	21%	(96)	460
Somewhat Disapprove	31%	(91)	31%	(89)	12%	(35)	8%	(23)	18%	(52)	289
Strongly Disapprove	56%	(469)	21%	(176)	4%	(32)	6%	(49)	14%	(115)	841
Dont Know / No Opinion	25%	(31)	11%	(14)	7%	(9)	7%	(9)	49%	(61)	124
#1 Issue: Economy	34%	(204)	29%	(172)	8%	(46)	10%	(62)	19%	(115)	599
#1 Issue: Security	24%	(102)	26%	(106)	13%	(52)	18%	(76)	19%	(81)	416
#1 Issue: Health Care	41%	(154)	23%	(86)	9%	(35)	7%	(25)	20%	(77)	377
#1 Issue: Medicare / Social Security	29%	(92)	24%	(77)	9%	(29)	16%	(52)	21%	(68)	319
#1 Issue: Women's Issues	64%	(71)	7%	(8)	7%	(8)	9%	(10)	12%	(14)	111
#1 Issue: Education	40%	(67)	25%	(43)	12%	(19)	7%	(12)	17%	(28)	168
#1 Issue: Energy	51%	(42)	30%	(25)	7%	(6)	4%	(3)	8%	(6)	83
#1 Issue: Other	44%	(56)	13%	(17)	3%	(4)	12%	(15)	28%	(35)	127
2016 Vote: Democrat Hillary Clinton	56%	(377)	23%	(153)	7%	(46)	4%	(28)	10%	(69)	673
2016 Vote: Republican Donald Trump	19%	(146)	27%	(203)	12%	(94)	21%	(159)	20%	(155)	755
2016 Vote: Someone else	32%	(58)	29%	(53)	11%	(19)	6%	(11)	21%	(39)	180
2012 Vote: Barack Obama	51%	(419)	24%	(200)	7%	(55)	6%	(47)	12%	(101)	821
2012 Vote: Mitt Romney	17%	(91)	28%	(154)	14%	(75)	24%	(128)	17%	(93)	542
2012 Vote: Other	24%	(30)	24%	(31)	16%	(20)	11%	(14)	26%	(33)	128
2012 Vote: Didn't Vote	35%	(248)	21%	(149)	7%	(50)	9%	(65)	28%	(195)	707
4-Region: Northeast	42%	(167)	23%	(94)	9%	(34)	6%	(24)	20%	(82)	402
4-Region: Midwest	35%	(166)	23%	(110)	10%	(49)	14%	(64)	18%	(85)	474
4-Region: South	30%	(248)	25%	(201)	10%	(80)	14%	(115)	21%	(171)	815
4-Region: West	40%	(207)	25%	(128)	7%	(37)	10%	(52)	17%	(87)	511
Supports Gun Control	46%	(636)	27%	(367)	7%	(97)	7%	(98)	14%	(187)	1386
Does Not Support Gun Control	21%	(134)	23%	(149)	15%	(99)	22%	(145)	19%	(124)	652
NRA Member in HH: Yes	24%	(74)	32%	(99)	11%	(35)	20%	(62)	13%	(42)	312
NRA Member in HH: No	38%	(714)	23%	(434)	9%	(165)	10%	(193)	20%	(383)	1889
Gun Owning HH: Yes	31%	(283)	26%	(238)	12%	(105)	13%	(118)	19%	(171)	915
Gun Owning HH: No	39%	(505)	23%	(295)	7%	(95)	11%	(137)	20%	(254)	1286

Continued on next page

Table Q4_5: Do you, yourself, support or oppose each of the following?
LGBTQ rights and equality

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	36%	(788)	24%	(533)	9%	(200)	12%	(255)	19%	(425)	2201
Single Gun HH	38%	(94)	32%	(79)	8%	(20)	8%	(19)	15%	(37)	250
Multi Gun HH	28%	(152)	26%	(139)	13%	(72)	15%	(82)	18%	(97)	542
Likely to buy gun next 12 mnths	30%	(199)	26%	(173)	12%	(81)	18%	(119)	14%	(94)	666
Likely to buy gun next month	31%	(111)	23%	(80)	16%	(56)	17%	(60)	13%	(47)	355

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

Table Q4_6: *Do you, yourself, support or oppose each of the following?*
Gender equality

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	52%	(1153)	23%	(510)	7%	(149)	6%	(136)	12%	(254)	2201
Gender: Male	48%	(512)	26%	(275)	8%	(85)	8%	(83)	10%	(104)	1060
Gender: Female	56%	(640)	21%	(234)	6%	(64)	5%	(52)	13%	(151)	1141
Age: 18-29	53%	(254)	18%	(86)	9%	(42)	8%	(38)	11%	(54)	475
Age: 30-44	54%	(305)	23%	(129)	6%	(31)	4%	(20)	13%	(75)	560
Age: 45-54	46%	(185)	24%	(98)	9%	(36)	7%	(29)	13%	(54)	400
Age: 55-64	48%	(176)	26%	(97)	6%	(23)	8%	(30)	12%	(42)	368
Age: 65+	59%	(234)	25%	(100)	4%	(16)	5%	(19)	7%	(29)	398
PID: Dem (no lean)	65%	(452)	20%	(138)	3%	(24)	4%	(24)	8%	(59)	698
PID: Ind (no lean)	51%	(426)	22%	(179)	8%	(68)	6%	(46)	13%	(110)	830
PID: Rep (no lean)	41%	(275)	29%	(193)	8%	(56)	10%	(65)	13%	(85)	673
PID/Gender: Dem Men	56%	(184)	26%	(84)	6%	(20)	4%	(14)	8%	(26)	329
PID/Gender: Dem Women	73%	(269)	14%	(53)	1%	(4)	3%	(10)	9%	(33)	369
PID/Gender: Ind Men	48%	(188)	26%	(102)	9%	(35)	8%	(31)	10%	(39)	394
PID/Gender: Ind Women	55%	(238)	18%	(77)	8%	(33)	4%	(15)	16%	(71)	435
PID/Gender: Rep Men	42%	(141)	27%	(89)	9%	(30)	11%	(38)	11%	(39)	337
PID/Gender: Rep Women	40%	(134)	31%	(104)	8%	(26)	8%	(27)	14%	(46)	337
Ideo: Liberal (1-3)	64%	(515)	18%	(140)	5%	(43)	5%	(37)	8%	(65)	800
Ideo: Moderate (4)	52%	(228)	27%	(117)	7%	(31)	5%	(22)	9%	(37)	435
Ideo: Conservative (5-7)	43%	(284)	30%	(200)	9%	(58)	9%	(59)	10%	(68)	667
Educ: < College	49%	(768)	23%	(354)	7%	(112)	7%	(115)	14%	(219)	1567
Educ: Bachelors degree	59%	(245)	26%	(109)	6%	(25)	3%	(11)	6%	(25)	416
Educ: Post-grad	64%	(140)	22%	(47)	5%	(12)	4%	(10)	5%	(10)	219
Income: Under 50k	50%	(664)	22%	(299)	7%	(97)	7%	(94)	14%	(185)	1339
Income: 50k-100k	56%	(347)	25%	(156)	6%	(34)	6%	(35)	8%	(51)	624
Income: 100k+	59%	(142)	23%	(54)	7%	(18)	3%	(6)	8%	(19)	239
Ethnicity: White	52%	(916)	24%	(422)	7%	(115)	6%	(100)	11%	(198)	1750
Ethnicity: Hispanic	50%	(165)	24%	(79)	9%	(30)	7%	(22)	10%	(33)	329

Continued on next page

Table Q4_6: Do you, yourself, support or oppose each of the following?
Gender equality

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	52%	(1153)	23%	(510)	7%	(149)	6%	(136)	12%	(254)	2201
Ethnicity: Afr. Am.	56%	(149)	19%	(51)	7%	(18)	8%	(20)	11%	(30)	269
Ethnicity: Other	48%	(88)	20%	(36)	9%	(16)	8%	(15)	14%	(26)	182
Relig: Protestant	49%	(243)	29%	(145)	8%	(38)	7%	(33)	8%	(40)	499
Relig: Roman Catholic	56%	(231)	24%	(98)	7%	(27)	5%	(21)	9%	(36)	413
Relig: Ath./Agn./None	56%	(362)	18%	(114)	5%	(32)	5%	(32)	16%	(105)	647
Relig: Something Else	52%	(196)	23%	(84)	9%	(32)	6%	(23)	10%	(38)	373
Relig: Jewish	56%	(33)	24%	(14)	13%	(8)	8%	(4)	—	(0)	59
Relig: Evangelical	47%	(303)	27%	(177)	8%	(52)	9%	(57)	10%	(62)	650
Relig: Non-Evang. Catholics	55%	(286)	25%	(132)	6%	(32)	5%	(24)	9%	(49)	523
Relig: All Christian	50%	(588)	26%	(310)	7%	(84)	7%	(80)	9%	(111)	1173
Relig: All Non-Christian	55%	(558)	19%	(199)	6%	(64)	5%	(55)	14%	(144)	1020
Community: Urban	57%	(308)	21%	(111)	6%	(30)	7%	(36)	10%	(53)	538
Community: Suburban	55%	(527)	25%	(238)	6%	(57)	4%	(35)	10%	(97)	955
Community: Rural	45%	(318)	23%	(160)	9%	(61)	9%	(65)	15%	(104)	708
Employ: Private Sector	54%	(368)	24%	(163)	8%	(55)	5%	(32)	9%	(58)	676
Employ: Government	42%	(75)	31%	(54)	9%	(15)	10%	(18)	8%	(14)	175
Employ: Self-Employed	47%	(96)	23%	(47)	11%	(22)	7%	(15)	12%	(25)	207
Employ: Homemaker	51%	(89)	19%	(33)	5%	(9)	8%	(14)	17%	(30)	175
Employ: Student	57%	(56)	21%	(21)	2%	(2)	7%	(7)	12%	(12)	98
Employ: Retired	56%	(255)	26%	(117)	5%	(21)	6%	(28)	8%	(36)	457
Employ: Unemployed	54%	(117)	19%	(42)	5%	(11)	5%	(11)	16%	(35)	216
Employ: Other	50%	(97)	16%	(31)	6%	(11)	6%	(11)	22%	(44)	195
Military HH: Yes	54%	(237)	24%	(106)	8%	(34)	7%	(32)	7%	(32)	440
Military HH: No	52%	(915)	23%	(404)	7%	(115)	6%	(104)	13%	(223)	1761
RD/WT: Right Direction	44%	(375)	25%	(215)	9%	(78)	9%	(75)	13%	(111)	855
RD/WT: Wrong Track	58%	(777)	22%	(295)	5%	(71)	4%	(60)	11%	(143)	1346

Continued on next page

Table Q4_6: Do you, yourself, support or oppose each of the following?
Gender equality

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	52%	(1153)	23%	(510)	7%	(149)	6%	(136)	12%	(254)	2201
Strongly Approve	42%	(206)	24%	(117)	8%	(37)	12%	(59)	14%	(66)	486
Somewhat Approve	43%	(197)	32%	(146)	10%	(45)	6%	(26)	10%	(46)	460
Somewhat Disapprove	49%	(143)	28%	(82)	10%	(28)	4%	(11)	9%	(25)	289
Strongly Disapprove	67%	(564)	18%	(152)	3%	(28)	3%	(28)	8%	(69)	841
Dont Know / No Opinion	35%	(43)	10%	(12)	9%	(11)	8%	(11)	39%	(48)	124
#1 Issue: Economy	49%	(295)	27%	(161)	7%	(41)	6%	(34)	11%	(68)	599
#1 Issue: Security	48%	(201)	27%	(114)	7%	(29)	9%	(37)	8%	(35)	416
#1 Issue: Health Care	55%	(208)	21%	(80)	9%	(33)	4%	(16)	11%	(40)	377
#1 Issue: Medicare / Social Security	51%	(164)	22%	(71)	6%	(21)	7%	(21)	13%	(43)	319
#1 Issue: Women's Issues	73%	(81)	7%	(8)	3%	(3)	7%	(7)	10%	(11)	111
#1 Issue: Education	48%	(81)	20%	(34)	9%	(15)	8%	(13)	15%	(25)	168
#1 Issue: Energy	66%	(55)	23%	(19)	6%	(5)	1%	(0)	4%	(3)	83
#1 Issue: Other	53%	(67)	18%	(23)	1%	(1)	5%	(6)	23%	(30)	127
2016 Vote: Democrat Hillary Clinton	69%	(465)	19%	(131)	4%	(25)	2%	(14)	6%	(37)	673
2016 Vote: Republican Donald Trump	41%	(310)	26%	(197)	10%	(77)	10%	(78)	12%	(93)	755
2016 Vote: Someone else	48%	(86)	30%	(54)	5%	(10)	3%	(5)	14%	(26)	180
2012 Vote: Barack Obama	66%	(541)	21%	(171)	5%	(38)	2%	(15)	7%	(55)	821
2012 Vote: Mitt Romney	40%	(214)	30%	(161)	8%	(44)	13%	(69)	10%	(54)	542
2012 Vote: Other	40%	(51)	35%	(45)	9%	(12)	2%	(3)	14%	(17)	128
2012 Vote: Didn't Vote	49%	(345)	19%	(133)	8%	(55)	7%	(48)	18%	(126)	707
4-Region: Northeast	59%	(237)	19%	(78)	5%	(22)	4%	(18)	12%	(47)	402
4-Region: Midwest	52%	(244)	24%	(114)	8%	(40)	7%	(33)	9%	(43)	474
4-Region: South	49%	(397)	23%	(186)	7%	(58)	8%	(62)	14%	(111)	815
4-Region: West	54%	(275)	26%	(132)	6%	(29)	5%	(23)	10%	(52)	511
Supports Gun Control	63%	(878)	24%	(326)	4%	(62)	4%	(50)	5%	(70)	1386
Does Not Support Gun Control	39%	(251)	26%	(170)	12%	(79)	11%	(71)	12%	(81)	652
NRA Member in HH: Yes	43%	(135)	24%	(76)	11%	(34)	13%	(41)	8%	(25)	312
NRA Member in HH: No	54%	(1017)	23%	(433)	6%	(115)	5%	(94)	12%	(229)	1889
Gun Owning HH: Yes	47%	(433)	28%	(255)	8%	(71)	7%	(65)	10%	(91)	915
Gun Owning HH: No	56%	(719)	20%	(255)	6%	(77)	6%	(71)	13%	(163)	1286

Continued on next page

Table Q4_6: Do you, yourself, support or oppose each of the following?*Gender equality*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	52%	(1153)	23%	(510)	7%	(149)	6%	(136)	12%	(254)	2201
Single Gun HH	55%	(137)	30%	(74)	6%	(14)	5%	(12)	5%	(13)	250
Multi Gun HH	46%	(249)	28%	(151)	9%	(50)	8%	(44)	9%	(48)	542
Likely to buy gun next 12 mnths	49%	(324)	25%	(170)	9%	(62)	9%	(57)	8%	(54)	666
Likely to buy gun next month	47%	(166)	25%	(88)	12%	(41)	9%	(33)	8%	(27)	355

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

Table Q4_7: Do you, yourself, support or oppose each of the following?
Environmental sustainability

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	51%	(1114)	29%	(647)	5%	(106)	3%	(74)	12%	(259)	2201
Gender: Male	49%	(518)	31%	(330)	6%	(68)	4%	(46)	9%	(97)	1060
Gender: Female	52%	(596)	28%	(317)	3%	(38)	3%	(29)	14%	(162)	1141
Age: 18-29	53%	(252)	24%	(113)	5%	(25)	6%	(28)	12%	(58)	475
Age: 30-44	52%	(291)	27%	(152)	3%	(18)	2%	(9)	16%	(89)	560
Age: 45-54	48%	(191)	30%	(120)	6%	(23)	5%	(20)	12%	(47)	400
Age: 55-64	48%	(177)	35%	(127)	5%	(18)	3%	(9)	10%	(36)	368
Age: 65+	51%	(204)	34%	(135)	6%	(22)	2%	(8)	7%	(29)	398
PID: Dem (no lean)	63%	(443)	24%	(164)	3%	(19)	2%	(15)	8%	(56)	698
PID: Ind (no lean)	51%	(421)	26%	(219)	4%	(34)	5%	(38)	14%	(117)	830
PID: Rep (no lean)	37%	(250)	39%	(263)	8%	(53)	3%	(22)	13%	(87)	673
PID/Gender: Dem Men	59%	(195)	24%	(79)	4%	(12)	4%	(12)	10%	(31)	329
PID/Gender: Dem Women	67%	(248)	23%	(86)	2%	(8)	1%	(3)	7%	(24)	369
PID/Gender: Ind Men	49%	(193)	31%	(123)	6%	(24)	5%	(19)	9%	(37)	394
PID/Gender: Ind Women	53%	(229)	22%	(97)	2%	(11)	4%	(19)	18%	(80)	435
PID/Gender: Rep Men	39%	(131)	38%	(129)	10%	(33)	4%	(15)	9%	(29)	337
PID/Gender: Rep Women	35%	(119)	40%	(134)	6%	(20)	2%	(7)	17%	(57)	337
Ideo: Liberal (1-3)	65%	(517)	20%	(161)	4%	(32)	3%	(27)	8%	(62)	800
Ideo: Moderate (4)	54%	(236)	33%	(144)	3%	(13)	3%	(11)	7%	(31)	435
Ideo: Conservative (5-7)	38%	(256)	40%	(264)	9%	(57)	4%	(29)	9%	(61)	667
Educ: < College	48%	(749)	28%	(446)	5%	(79)	4%	(67)	14%	(225)	1567
Educ: Bachelors degree	56%	(235)	33%	(137)	4%	(17)	1%	(4)	5%	(22)	416
Educ: Post-grad	59%	(130)	29%	(64)	5%	(10)	1%	(3)	5%	(11)	219
Income: Under 50k	49%	(657)	28%	(373)	5%	(66)	4%	(51)	14%	(191)	1339
Income: 50k-100k	51%	(320)	33%	(204)	4%	(27)	3%	(21)	8%	(52)	624
Income: 100k+	58%	(137)	29%	(69)	6%	(13)	1%	(3)	7%	(17)	239
Ethnicity: White	50%	(880)	30%	(533)	5%	(82)	3%	(49)	12%	(206)	1750
Ethnicity: Hispanic	53%	(176)	21%	(69)	4%	(13)	9%	(28)	13%	(44)	329

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Table Q4_7: Do you, yourself, support or oppose each of the following?
Environmental sustainability

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	51%	(1114)	29%	(647)	5%	(106)	3%	(74)	12%	(259)	2201
Ethnicity: Afr. Am.	56%	(151)	23%	(63)	5%	(13)	4%	(10)	12%	(32)	269
Ethnicity: Other	46%	(84)	28%	(51)	6%	(11)	8%	(15)	12%	(21)	182
Relig: Protestant	43%	(215)	39%	(194)	7%	(36)	3%	(17)	7%	(37)	499
Relig: Roman Catholic	52%	(216)	31%	(128)	3%	(13)	3%	(12)	10%	(43)	413
Relig: Ath./Agn./None	56%	(361)	21%	(135)	4%	(28)	3%	(21)	16%	(101)	647
Relig: Something Else	54%	(201)	28%	(104)	5%	(19)	3%	(11)	10%	(37)	373
Relig: Jewish	62%	(36)	25%	(15)	5%	(3)	5%	(3)	3%	(2)	59
Relig: Evangelical	44%	(285)	36%	(236)	6%	(39)	3%	(22)	11%	(68)	650
Relig: Non-Evang. Catholics	51%	(265)	32%	(170)	4%	(19)	4%	(18)	10%	(51)	523
Relig: All Christian	47%	(549)	35%	(406)	5%	(59)	3%	(41)	10%	(119)	1173
Relig: All Non-Christian	55%	(562)	23%	(239)	5%	(48)	3%	(33)	14%	(138)	1020
Community: Urban	57%	(308)	23%	(124)	5%	(29)	4%	(21)	10%	(55)	538
Community: Suburban	54%	(513)	29%	(281)	3%	(32)	3%	(26)	11%	(102)	955
Community: Rural	41%	(293)	34%	(241)	6%	(45)	4%	(27)	14%	(102)	708
Employ: Private Sector	53%	(357)	32%	(218)	4%	(29)	3%	(22)	8%	(51)	676
Employ: Government	46%	(81)	32%	(57)	8%	(13)	3%	(5)	11%	(20)	175
Employ: Self-Employed	46%	(94)	29%	(60)	6%	(12)	7%	(14)	13%	(27)	207
Employ: Homemaker	52%	(91)	21%	(38)	5%	(10)	2%	(4)	19%	(34)	175
Employ: Student	58%	(57)	25%	(24)	2%	(2)	7%	(7)	8%	(8)	98
Employ: Retired	51%	(232)	34%	(157)	5%	(24)	3%	(12)	7%	(32)	457
Employ: Unemployed	52%	(113)	21%	(45)	4%	(8)	3%	(7)	20%	(44)	216
Employ: Other	46%	(89)	25%	(48)	5%	(9)	2%	(3)	23%	(45)	195
Military HH: Yes	49%	(214)	33%	(147)	6%	(26)	5%	(24)	7%	(29)	440
Military HH: No	51%	(900)	28%	(500)	5%	(80)	3%	(51)	13%	(230)	1761
RD/WT: Right Direction	40%	(344)	34%	(291)	7%	(64)	4%	(35)	14%	(122)	855
RD/WT: Wrong Track	57%	(771)	26%	(356)	3%	(43)	3%	(40)	10%	(137)	1346

Continued on next page

Table Q4_7: Do you, yourself, support or oppose each of the following?
Environmental sustainability

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	51%	(1114)	29%	(647)	5%	(106)	3%	(74)	12%	(259)	2201
Strongly Approve	39%	(191)	34%	(167)	7%	(36)	7%	(32)	12%	(60)	486
Somewhat Approve	40%	(183)	39%	(181)	8%	(38)	2%	(7)	11%	(52)	460
Somewhat Disapprove	50%	(146)	36%	(105)	4%	(13)	1%	(3)	8%	(23)	289
Strongly Disapprove	67%	(560)	19%	(163)	2%	(18)	3%	(28)	8%	(71)	841
Dont Know / No Opinion	28%	(35)	24%	(30)	2%	(2)	3%	(4)	43%	(53)	124
#1 Issue: Economy	49%	(293)	35%	(210)	4%	(24)	3%	(15)	9%	(56)	599
#1 Issue: Security	43%	(177)	35%	(145)	7%	(28)	4%	(18)	11%	(48)	416
#1 Issue: Health Care	55%	(207)	24%	(91)	5%	(18)	3%	(10)	14%	(51)	377
#1 Issue: Medicare / Social Security	48%	(154)	32%	(103)	5%	(17)	2%	(7)	12%	(38)	319
#1 Issue: Women's Issues	63%	(70)	19%	(21)	3%	(4)	5%	(6)	9%	(10)	111
#1 Issue: Education	48%	(80)	27%	(45)	6%	(11)	3%	(6)	16%	(26)	168
#1 Issue: Energy	77%	(64)	15%	(13)	2%	(2)	1%	(1)	4%	(3)	83
#1 Issue: Other	55%	(69)	14%	(18)	2%	(2)	9%	(11)	21%	(26)	127
2016 Vote: Democrat Hillary Clinton	68%	(459)	22%	(150)	3%	(18)	2%	(16)	4%	(30)	673
2016 Vote: Republican Donald Trump	38%	(285)	39%	(297)	8%	(57)	4%	(32)	11%	(84)	755
2016 Vote: Someone else	53%	(96)	30%	(53)	3%	(6)	2%	(3)	12%	(22)	180
2012 Vote: Barack Obama	65%	(537)	24%	(197)	3%	(27)	1%	(12)	6%	(48)	821
2012 Vote: Mitt Romney	37%	(199)	40%	(219)	8%	(44)	6%	(31)	9%	(49)	542
2012 Vote: Other	38%	(49)	37%	(48)	6%	(8)	4%	(5)	15%	(19)	128
2012 Vote: Didn't Vote	47%	(329)	26%	(182)	4%	(28)	4%	(26)	20%	(141)	707
4-Region: Northeast	53%	(215)	28%	(113)	5%	(20)	2%	(6)	12%	(48)	402
4-Region: Midwest	49%	(231)	30%	(143)	7%	(32)	3%	(14)	12%	(55)	474
4-Region: South	47%	(383)	32%	(265)	4%	(31)	4%	(31)	13%	(106)	815
4-Region: West	56%	(286)	25%	(127)	5%	(24)	4%	(23)	10%	(51)	511
Supports Gun Control	62%	(857)	28%	(384)	3%	(46)	2%	(22)	6%	(78)	1386
Does Not Support Gun Control	36%	(232)	38%	(249)	8%	(54)	6%	(38)	12%	(78)	652
NRA Member in HH: Yes	43%	(135)	31%	(97)	8%	(26)	8%	(26)	9%	(27)	312
NRA Member in HH: No	52%	(979)	29%	(550)	4%	(80)	3%	(48)	12%	(232)	1889
Gun Owning HH: Yes	45%	(415)	35%	(324)	6%	(54)	3%	(32)	10%	(90)	915
Gun Owning HH: No	54%	(699)	25%	(323)	4%	(52)	3%	(43)	13%	(169)	1286

Continued on next page

Table Q4_7: Do you, yourself, support or oppose each of the following?
Environmental sustainability

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	51%	(1114)	29%	(647)	5%	(106)	3%	(74)	12%	(259)	2201
Single Gun HH	54%	(135)	33%	(83)	5%	(12)	1%	(3)	6%	(16)	250
Multi Gun HH	43%	(233)	38%	(203)	6%	(35)	5%	(26)	8%	(44)	542
Likely to buy gun next 12 mnths	47%	(313)	35%	(232)	6%	(40)	5%	(36)	7%	(45)	666
Likely to buy gun next month	47%	(167)	33%	(117)	7%	(26)	6%	(22)	7%	(24)	355

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

Table Q4_8: Do you, yourself, support or oppose each of the following?
Increased access to healthcare

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	60%	(1319)	24%	(518)	5%	(115)	3%	(62)	8%	(187)	2201
Gender: Male	56%	(592)	27%	(286)	6%	(68)	3%	(35)	7%	(79)	1060
Gender: Female	64%	(727)	20%	(232)	4%	(48)	2%	(27)	9%	(108)	1141
Age: 18-29	58%	(276)	21%	(100)	7%	(34)	4%	(20)	10%	(46)	475
Age: 30-44	57%	(320)	21%	(119)	6%	(34)	3%	(14)	13%	(72)	560
Age: 45-54	57%	(228)	23%	(94)	7%	(26)	5%	(18)	9%	(35)	400
Age: 55-64	62%	(228)	25%	(91)	4%	(15)	2%	(7)	7%	(27)	368
Age: 65+	67%	(267)	28%	(113)	2%	(6)	1%	(4)	2%	(7)	398
PID: Dem (no lean)	72%	(500)	16%	(109)	4%	(31)	3%	(19)	6%	(41)	698
PID: Ind (no lean)	60%	(499)	21%	(171)	5%	(40)	4%	(29)	11%	(91)	830
PID: Rep (no lean)	48%	(320)	35%	(238)	7%	(45)	2%	(15)	8%	(56)	673
PID/Gender: Dem Men	66%	(216)	19%	(61)	7%	(22)	3%	(11)	6%	(19)	329
PID/Gender: Dem Women	77%	(284)	13%	(48)	2%	(9)	2%	(8)	6%	(21)	369
PID/Gender: Ind Men	57%	(223)	26%	(103)	6%	(24)	4%	(16)	7%	(28)	394
PID/Gender: Ind Women	63%	(275)	16%	(68)	4%	(16)	3%	(13)	14%	(63)	435
PID/Gender: Rep Men	45%	(152)	36%	(122)	7%	(22)	2%	(8)	10%	(32)	337
PID/Gender: Rep Women	50%	(168)	34%	(116)	7%	(23)	2%	(6)	7%	(24)	337
Ideo: Liberal (1-3)	69%	(550)	15%	(120)	6%	(45)	3%	(23)	8%	(62)	800
Ideo: Moderate (4)	65%	(283)	27%	(116)	3%	(12)	2%	(10)	3%	(14)	435
Ideo: Conservative (5-7)	49%	(324)	35%	(232)	7%	(47)	3%	(22)	6%	(42)	667
Educ: < College	59%	(926)	22%	(344)	5%	(84)	3%	(52)	10%	(160)	1567
Educ: Bachelors degree	62%	(256)	28%	(116)	5%	(22)	1%	(4)	4%	(18)	416
Educ: Post-grad	63%	(137)	26%	(57)	5%	(10)	2%	(5)	4%	(9)	219
Income: Under 50k	61%	(819)	21%	(275)	6%	(76)	2%	(33)	10%	(135)	1339
Income: 50k-100k	58%	(362)	28%	(173)	5%	(31)	3%	(21)	6%	(36)	624
Income: 100k+	58%	(138)	29%	(70)	4%	(8)	3%	(8)	6%	(15)	239
Ethnicity: White	59%	(1028)	25%	(445)	5%	(86)	2%	(43)	9%	(149)	1750
Ethnicity: Hispanic	58%	(190)	20%	(65)	7%	(23)	6%	(21)	9%	(31)	329

Continued on next page

Table Q4_8: *Do you, yourself, support or oppose each of the following?*
Increased access to healthcare

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion	Total N
Adults	60%	(1319)	24%	(518)	5%	(115)	3%	(62)	8% (187)	2201
Ethnicity: Afr. Am.	73%	(195)	14%	(36)	3%	(9)	3%	(8)	7% (20)	269
Ethnicity: Other	52%	(96)	20%	(36)	11%	(20)	6%	(12)	10% (18)	182
Relig: Protestant	55%	(273)	31%	(154)	6%	(31)	2%	(10)	6% (30)	499
Relig: Roman Catholic	59%	(244)	26%	(106)	7%	(27)	3%	(10)	6% (25)	413
Relig: Ath./Agn./None	61%	(393)	20%	(128)	4%	(23)	4%	(23)	12% (80)	647
Relig: Something Else	64%	(239)	21%	(79)	4%	(16)	3%	(10)	8% (29)	373
Relig: Jewish	66%	(39)	21%	(12)	4%	(3)	2%	(1)	7% (4)	59
Relig: Evangelical	58%	(374)	26%	(170)	7%	(45)	2%	(15)	7% (47)	650
Relig: Non-Evang. Catholics	59%	(309)	27%	(141)	6%	(30)	3%	(14)	6% (29)	523
Relig: All Christian	58%	(683)	26%	(311)	6%	(75)	2%	(29)	6% (76)	1173
Relig: All Non-Christian	62%	(632)	20%	(206)	4%	(39)	3%	(33)	11% (109)	1020
Community: Urban	64%	(345)	20%	(107)	6%	(30)	3%	(16)	7% (40)	538
Community: Suburban	61%	(586)	24%	(229)	5%	(44)	3%	(27)	7% (69)	955
Community: Rural	55%	(388)	26%	(181)	6%	(42)	3%	(19)	11% (78)	708
Employ: Private Sector	57%	(384)	28%	(193)	7%	(45)	3%	(21)	5% (34)	676
Employ: Government	52%	(90)	28%	(49)	7%	(12)	5%	(9)	8% (15)	175
Employ: Self-Employed	59%	(122)	21%	(44)	4%	(9)	3%	(7)	12% (24)	207
Employ: Homemaker	61%	(106)	19%	(34)	7%	(13)	1%	(2)	12% (21)	175
Employ: Student	57%	(57)	21%	(21)	5%	(5)	7%	(7)	9% (9)	98
Employ: Retired	67%	(308)	26%	(121)	2%	(8)	1%	(6)	3% (14)	457
Employ: Unemployed	58%	(125)	14%	(31)	8%	(16)	3%	(7)	17% (37)	216
Employ: Other	65%	(126)	13%	(25)	4%	(7)	2%	(4)	17% (33)	195
Military HH: Yes	61%	(268)	28%	(123)	4%	(16)	3%	(12)	5% (20)	440
Military HH: No	60%	(1051)	22%	(394)	6%	(100)	3%	(50)	9% (167)	1761
RD/WT: Right Direction	49%	(422)	31%	(265)	6%	(48)	4%	(31)	10% (89)	855
RD/WT: Wrong Track	67%	(897)	19%	(253)	5%	(67)	2%	(31)	7% (98)	1346

Continued on next page

Table Q4_8: Do you, yourself, support or oppose each of the following?
Increased access to healthcare

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	60%	(1319)	24%	(518)	5%	(115)	3%	(62)	8%	(187)	2201
Strongly Approve	52%	(250)	29%	(141)	7%	(33)	4%	(19)	9%	(42)	486
Somewhat Approve	45%	(206)	36%	(166)	8%	(38)	4%	(17)	7%	(33)	460
Somewhat Disapprove	56%	(163)	31%	(91)	6%	(18)	2%	(5)	4%	(12)	289
Strongly Disapprove	77%	(646)	12%	(102)	3%	(22)	2%	(13)	7%	(59)	841
Dont Know / No Opinion	43%	(53)	14%	(18)	3%	(4)	6%	(7)	34%	(42)	124
#1 Issue: Economy	57%	(341)	28%	(168)	6%	(34)	2%	(11)	8%	(45)	599
#1 Issue: Security	49%	(203)	32%	(135)	7%	(30)	4%	(17)	8%	(32)	416
#1 Issue: Health Care	66%	(250)	18%	(68)	5%	(17)	3%	(11)	8%	(31)	377
#1 Issue: Medicare / Social Security	68%	(217)	22%	(70)	4%	(12)	2%	(7)	4%	(13)	319
#1 Issue: Women's Issues	72%	(80)	11%	(12)	5%	(5)	1%	(2)	11%	(12)	111
#1 Issue: Education	56%	(95)	18%	(31)	6%	(11)	4%	(6)	15%	(26)	168
#1 Issue: Energy	79%	(66)	12%	(10)	3%	(3)	2%	(2)	4%	(3)	83
#1 Issue: Other	52%	(66)	18%	(23)	3%	(4)	7%	(8)	19%	(24)	127
2016 Vote: Democrat Hillary Clinton	76%	(510)	15%	(104)	3%	(20)	2%	(12)	4%	(28)	673
2016 Vote: Republican Donald Trump	48%	(363)	34%	(260)	6%	(48)	4%	(31)	7%	(54)	755
2016 Vote: Someone else	59%	(106)	27%	(49)	5%	(8)	1%	(2)	8%	(15)	180
2012 Vote: Barack Obama	74%	(612)	16%	(129)	4%	(37)	1%	(9)	4%	(35)	821
2012 Vote: Mitt Romney	45%	(245)	38%	(206)	7%	(36)	4%	(24)	6%	(31)	542
2012 Vote: Other	46%	(59)	37%	(48)	3%	(4)	2%	(3)	11%	(14)	128
2012 Vote: Didn't Vote	57%	(401)	19%	(135)	6%	(39)	4%	(26)	15%	(105)	707
4-Region: Northeast	63%	(251)	21%	(84)	4%	(14)	2%	(9)	11%	(43)	402
4-Region: Midwest	61%	(287)	25%	(116)	6%	(27)	3%	(12)	7%	(32)	474
4-Region: South	58%	(469)	25%	(200)	6%	(49)	4%	(30)	8%	(67)	815
4-Region: West	61%	(312)	23%	(117)	5%	(25)	2%	(11)	9%	(45)	511
Supports Gun Control	70%	(971)	22%	(301)	3%	(47)	2%	(28)	3%	(38)	1386
Does Not Support Gun Control	48%	(312)	30%	(199)	10%	(62)	4%	(26)	8%	(53)	652
NRA Member in HH: Yes	51%	(159)	29%	(91)	7%	(23)	6%	(18)	7%	(21)	312
NRA Member in HH: No	61%	(1160)	23%	(426)	5%	(92)	2%	(44)	9%	(166)	1889
Gun Owning HH: Yes	57%	(523)	27%	(251)	6%	(52)	3%	(27)	7%	(62)	915
Gun Owning HH: No	62%	(796)	21%	(266)	5%	(63)	3%	(35)	10%	(125)	1286

Continued on next page

Table Q4_8: Do you, yourself, support or oppose each of the following?*Increased access to healthcare*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	60%	(1319)	24%	(518)	5%	(115)	3%	(62)	8%	(187)	2201
Single Gun HH	66%	(164)	24%	(60)	3%	(8)	2%	(4)	5%	(13)	250
Multi Gun HH	54%	(291)	30%	(163)	7%	(37)	3%	(18)	6%	(32)	542
Likely to buy gun next 12 mnths	56%	(375)	27%	(179)	6%	(41)	4%	(27)	7%	(44)	666
Likely to buy gun next month	54%	(193)	26%	(93)	8%	(29)	4%	(14)	7%	(26)	355

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

Table Q5_1: Do you generally support or oppose COMPANIES taking stances IN FAVOR of each of the following social or political issues?
Gun violence prevention

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion	Total N
Adults	47%	(503)	23%	(248)	7%	(75)	8%	(84)	15% (160)	1070
Gender: Male	43%	(222)	26%	(134)	8%	(42)	10%	(52)	13% (65)	515
Gender: Female	51%	(281)	21%	(114)	6%	(33)	6%	(32)	17% (95)	555
Age: 18-29	48%	(111)	25%	(58)	9%	(22)	4%	(9)	14% (33)	233
Age: 30-44	42%	(109)	26%	(68)	7%	(17)	8%	(21)	18% (47)	262
Age: 45-54	51%	(99)	22%	(44)	4%	(8)	11%	(21)	12% (23)	195
Age: 55-64	44%	(77)	19%	(33)	8%	(14)	9%	(16)	19% (34)	174
Age: 65+	52%	(106)	22%	(46)	7%	(13)	8%	(16)	12% (24)	206
PID: Dem (no lean)	60%	(206)	20%	(68)	5%	(16)	5%	(19)	10% (34)	343
PID: Ind (no lean)	44%	(177)	23%	(94)	6%	(24)	8%	(33)	19% (76)	404
PID: Rep (no lean)	37%	(119)	27%	(86)	11%	(34)	10%	(32)	16% (50)	322
PID/Gender: Dem Men	54%	(90)	26%	(42)	8%	(12)	6%	(10)	6% (10)	165
PID/Gender: Dem Women	65%	(117)	14%	(25)	2%	(4)	5%	(8)	14% (25)	179
PID/Gender: Ind Men	38%	(74)	27%	(53)	8%	(15)	11%	(21)	16% (31)	194
PID/Gender: Ind Women	49%	(103)	19%	(41)	4%	(9)	6%	(12)	22% (45)	211
PID/Gender: Rep Men	37%	(58)	25%	(38)	9%	(14)	13%	(21)	16% (25)	156
PID/Gender: Rep Women	37%	(61)	29%	(48)	12%	(20)	7%	(11)	15% (25)	166
Ideo: Liberal (1-3)	59%	(235)	19%	(75)	6%	(25)	7%	(28)	8% (32)	395
Ideo: Moderate (4)	53%	(107)	26%	(53)	4%	(8)	4%	(8)	13% (25)	201
Ideo: Conservative (5-7)	32%	(103)	28%	(91)	11%	(36)	12%	(40)	17% (55)	323
Educ: < College	46%	(338)	23%	(170)	7%	(55)	8%	(61)	16% (118)	742
Educ: Bachelors degree	51%	(112)	23%	(51)	7%	(16)	7%	(16)	12% (26)	220
Educ: Post-grad	50%	(53)	25%	(27)	4%	(4)	7%	(7)	15% (16)	108
Income: Under 50k	48%	(314)	23%	(150)	7%	(45)	8%	(53)	15% (98)	659
Income: 50k-100k	45%	(137)	25%	(76)	7%	(21)	8%	(25)	15% (47)	306
Income: 100k+	50%	(52)	21%	(22)	8%	(9)	6%	(6)	15% (15)	104
Ethnicity: White	45%	(386)	24%	(204)	7%	(59)	8%	(71)	16% (134)	854
Ethnicity: Hispanic	46%	(82)	22%	(39)	8%	(15)	12%	(21)	12% (21)	178

Continued on next page

Table Q5_1: Do you generally support or oppose COMPANIES taking stances IN FAVOR of each of the following social or political issues?
Gun violence prevention

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	47%	(503)	23%	(248)	7%	(75)	8%	(84)	15%	(160)	1070
Ethnicity: Afr. Am.	62%	(82)	20%	(27)	4%	(5)	4%	(6)	10%	(13)	132
Ethnicity: Other	42%	(35)	20%	(17)	12%	(10)	8%	(7)	17%	(14)	83
Relig: Protestant	38%	(85)	26%	(58)	12%	(27)	9%	(20)	16%	(36)	226
Relig: Roman Catholic	48%	(98)	29%	(59)	5%	(11)	8%	(15)	11%	(22)	205
Relig: Ath./Agn./None	51%	(163)	20%	(66)	4%	(13)	7%	(23)	18%	(57)	321
Relig: Something Else	50%	(93)	18%	(34)	9%	(16)	4%	(8)	19%	(34)	185
Relig: Evangelical	41%	(127)	26%	(80)	10%	(31)	11%	(35)	12%	(36)	310
Relig: Non-Evang. Catholics	48%	(120)	26%	(67)	6%	(15)	7%	(17)	13%	(33)	252
Relig: All Christian	44%	(247)	26%	(147)	8%	(46)	9%	(53)	12%	(69)	562
Relig: All Non-Christian	51%	(256)	20%	(99)	6%	(29)	6%	(31)	18%	(92)	507
Community: Urban	60%	(152)	20%	(51)	5%	(12)	6%	(16)	9%	(24)	254
Community: Suburban	43%	(210)	24%	(118)	7%	(33)	8%	(36)	18%	(87)	484
Community: Rural	43%	(142)	24%	(79)	9%	(29)	10%	(32)	15%	(50)	331
Employ: Private Sector	48%	(151)	25%	(78)	10%	(30)	5%	(16)	13%	(40)	315
Employ: Government	31%	(26)	39%	(33)	4%	(4)	8%	(7)	17%	(14)	83
Employ: Self-Employed	41%	(42)	22%	(23)	4%	(4)	17%	(17)	16%	(16)	102
Employ: Homemaker	50%	(45)	16%	(15)	9%	(8)	7%	(7)	17%	(16)	91
Employ: Retired	48%	(117)	23%	(56)	6%	(15)	8%	(20)	15%	(36)	244
Employ: Unemployed	50%	(53)	22%	(23)	6%	(6)	7%	(7)	15%	(16)	106
Employ: Other	53%	(46)	13%	(11)	7%	(6)	7%	(6)	21%	(18)	87
Military HH: Yes	50%	(113)	21%	(47)	7%	(16)	11%	(24)	10%	(23)	223
Military HH: No	46%	(390)	24%	(201)	7%	(59)	7%	(60)	16%	(137)	847
RD/WT: Right Direction	35%	(140)	30%	(123)	8%	(34)	9%	(35)	18%	(73)	404
RD/WT: Wrong Track	55%	(364)	19%	(125)	6%	(41)	7%	(48)	13%	(88)	666
Strongly Approve	36%	(83)	28%	(66)	9%	(20)	11%	(25)	17%	(39)	233
Somewhat Approve	33%	(68)	29%	(61)	12%	(26)	9%	(19)	16%	(33)	207
Somewhat Disapprove	38%	(49)	37%	(48)	10%	(13)	4%	(5)	11%	(15)	130
Strongly Disapprove	63%	(275)	15%	(65)	3%	(14)	8%	(33)	11%	(48)	435
Dont Know / No Opinion	42%	(27)	13%	(8)	4%	(2)	3%	(2)	39%	(26)	66

Continued on next page

Table Q5_1: Do you generally support or oppose COMPANIES taking stances IN FAVOR of each of the following social or political issues?
Gun violence prevention

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	47%	(503)	23%	(248)	7%	(75)	8%	(84)	15%	(160)	1070
#1 Issue: Economy	41%	(120)	27%	(78)	9%	(27)	8%	(24)	14%	(42)	291
#1 Issue: Security	44%	(83)	25%	(47)	6%	(12)	8%	(15)	17%	(32)	189
#1 Issue: Health Care	50%	(91)	22%	(41)	6%	(10)	4%	(8)	18%	(32)	182
#1 Issue: Medicare / Social Security	56%	(95)	17%	(29)	6%	(10)	9%	(15)	12%	(20)	169
#1 Issue: Education	39%	(35)	35%	(31)	7%	(6)	1%	(1)	18%	(16)	89
#1 Issue: Other	45%	(27)	5%	(3)	6%	(4)	29%	(17)	15%	(9)	59
2016 Vote: Democrat Hillary Clinton	63%	(217)	18%	(60)	5%	(17)	5%	(16)	9%	(31)	342
2016 Vote: Republican Donald Trump	33%	(119)	29%	(106)	10%	(37)	12%	(43)	15%	(56)	361
2016 Vote: Someone else	42%	(37)	24%	(21)	6%	(6)	5%	(4)	23%	(20)	88
2012 Vote: Barack Obama	61%	(250)	20%	(82)	4%	(15)	5%	(22)	10%	(42)	411
2012 Vote: Mitt Romney	33%	(86)	26%	(67)	11%	(28)	14%	(35)	17%	(43)	259
2012 Vote: Other	30%	(21)	34%	(24)	6%	(4)	8%	(6)	22%	(15)	70
2012 Vote: Didn't Vote	44%	(145)	23%	(75)	8%	(27)	6%	(21)	18%	(61)	328
4-Region: Northeast	51%	(109)	23%	(48)	3%	(6)	5%	(11)	18%	(37)	211
4-Region: Midwest	47%	(108)	22%	(52)	7%	(16)	9%	(21)	14%	(33)	230
4-Region: South	47%	(174)	25%	(94)	7%	(27)	9%	(34)	12%	(45)	374
4-Region: West	44%	(112)	21%	(54)	10%	(25)	7%	(18)	18%	(45)	254
Supports Gun Control	62%	(428)	23%	(162)	4%	(27)	3%	(21)	8%	(54)	692
Does Not Support Gun Control	20%	(61)	27%	(81)	14%	(42)	18%	(54)	21%	(62)	299
NRA Member in HH: Yes	39%	(60)	25%	(39)	9%	(14)	12%	(19)	15%	(23)	154
NRA Member in HH: No	48%	(444)	23%	(209)	7%	(61)	7%	(65)	15%	(137)	916
Gun Owning HH: Yes	38%	(170)	29%	(128)	9%	(42)	9%	(42)	14%	(61)	443
Gun Owning HH: No	53%	(333)	19%	(120)	5%	(33)	7%	(42)	16%	(99)	627
Single Gun HH	50%	(58)	30%	(35)	9%	(10)	3%	(4)	9%	(10)	117
Multi Gun HH	34%	(90)	31%	(82)	11%	(29)	11%	(30)	14%	(37)	266
Likely to buy gun next 12 mnths	40%	(136)	30%	(103)	11%	(37)	10%	(34)	9%	(32)	342
Likely to buy gun next month	39%	(70)	32%	(56)	10%	(18)	12%	(22)	7%	(12)	178

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

Table Q5_4: Do you generally support or oppose COMPANIES taking stances IN FAVOR of each of the following social or political issues?
Gun control

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	36%	(408)	21%	(232)	10%	(113)	19%	(215)	14%	(162)	1131
Gender: Male	34%	(186)	22%	(121)	10%	(55)	22%	(117)	12%	(66)	545
Gender: Female	38%	(223)	19%	(111)	10%	(58)	17%	(98)	16%	(96)	586
Age: 18-29	32%	(78)	24%	(57)	14%	(34)	19%	(47)	11%	(27)	243
Age: 30-44	32%	(96)	22%	(66)	8%	(25)	19%	(57)	18%	(53)	297
Age: 45-54	33%	(69)	13%	(28)	14%	(29)	21%	(44)	18%	(37)	206
Age: 55-64	36%	(71)	24%	(47)	7%	(14)	18%	(34)	14%	(28)	193
Age: 65+	50%	(96)	17%	(33)	6%	(12)	17%	(33)	9%	(17)	192
PID: Dem (no lean)	56%	(200)	18%	(62)	6%	(22)	11%	(38)	9%	(32)	355
PID: Ind (no lean)	28%	(121)	22%	(92)	11%	(47)	21%	(88)	18%	(77)	425
PID: Rep (no lean)	25%	(87)	22%	(78)	13%	(44)	25%	(89)	15%	(53)	351
PID/Gender: Dem Men	53%	(87)	17%	(27)	7%	(11)	14%	(22)	10%	(17)	164
PID/Gender: Dem Women	60%	(114)	18%	(35)	6%	(11)	8%	(16)	8%	(15)	191
PID/Gender: Ind Men	28%	(57)	28%	(55)	10%	(21)	21%	(42)	13%	(25)	200
PID/Gender: Ind Women	28%	(64)	16%	(37)	12%	(27)	20%	(45)	23%	(52)	225
PID/Gender: Rep Men	23%	(42)	21%	(38)	13%	(24)	29%	(53)	13%	(23)	180
PID/Gender: Rep Women	26%	(45)	23%	(40)	12%	(20)	21%	(36)	17%	(30)	171
Ideo: Liberal (1-3)	51%	(206)	19%	(76)	7%	(28)	13%	(53)	10%	(41)	404
Ideo: Moderate (4)	37%	(88)	26%	(61)	9%	(21)	12%	(28)	15%	(35)	234
Ideo: Conservative (5-7)	21%	(72)	22%	(74)	15%	(51)	30%	(104)	13%	(43)	344
Educ: < College	35%	(292)	18%	(152)	9%	(74)	22%	(179)	15%	(127)	824
Educ: Bachelors degree	35%	(69)	27%	(54)	12%	(24)	12%	(24)	13%	(25)	196
Educ: Post-grad	43%	(48)	23%	(26)	14%	(15)	10%	(12)	10%	(11)	111
Income: Under 50k	35%	(240)	20%	(137)	10%	(67)	21%	(142)	14%	(93)	679
Income: 50k-100k	37%	(118)	23%	(71)	12%	(38)	16%	(50)	13%	(40)	317
Income: 100k+	37%	(50)	17%	(23)	6%	(9)	17%	(23)	21%	(29)	134
Ethnicity: White	34%	(307)	21%	(186)	11%	(98)	19%	(172)	15%	(134)	896
Ethnicity: Hispanic	30%	(46)	26%	(40)	16%	(24)	16%	(24)	12%	(19)	152

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Table Q5_4: Do you generally support or oppose COMPANIES taking stances IN FAVOR of each of the following social or political issues?
Gun control

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	36%	(408)	21%	(232)	10%	(113)	19%	(215)	14%	(162)	1131
Ethnicity: Afr. Am.	52%	(71)	16%	(22)	7%	(9)	19%	(26)	5%	(7)	136
Ethnicity: Other	30%	(30)	24%	(24)	6%	(6)	17%	(17)	22%	(21)	99
Relig: Protestant	31%	(86)	22%	(61)	12%	(34)	23%	(62)	11%	(31)	274
Relig: Roman Catholic	39%	(80)	23%	(47)	9%	(19)	19%	(39)	11%	(22)	207
Relig: Ath./Agn./None	36%	(117)	19%	(61)	9%	(29)	15%	(50)	21%	(68)	325
Relig: Something Else	39%	(73)	19%	(36)	11%	(21)	19%	(35)	12%	(23)	188
Relig: Evangelical	34%	(116)	22%	(73)	10%	(35)	22%	(75)	12%	(41)	340
Relig: Non-Evang. Catholics	37%	(99)	22%	(60)	10%	(27)	20%	(55)	11%	(30)	271
Relig: All Christian	35%	(215)	22%	(133)	10%	(62)	21%	(130)	12%	(71)	612
Relig: All Non-Christian	37%	(190)	19%	(97)	10%	(50)	17%	(85)	18%	(91)	513
Community: Urban	43%	(121)	19%	(55)	11%	(31)	16%	(44)	11%	(32)	284
Community: Suburban	39%	(185)	23%	(106)	8%	(38)	17%	(79)	13%	(62)	471
Community: Rural	27%	(102)	19%	(71)	12%	(44)	24%	(92)	18%	(68)	377
Employ: Private Sector	34%	(122)	23%	(83)	11%	(38)	21%	(74)	12%	(44)	361
Employ: Government	30%	(27)	28%	(26)	16%	(15)	18%	(17)	8%	(7)	92
Employ: Self-Employed	38%	(40)	22%	(23)	9%	(9)	18%	(18)	14%	(14)	104
Employ: Homemaker	33%	(28)	23%	(20)	11%	(10)	11%	(9)	22%	(19)	85
Employ: Student	40%	(23)	20%	(12)	7%	(4)	19%	(11)	14%	(8)	57
Employ: Retired	44%	(95)	16%	(34)	8%	(17)	20%	(42)	12%	(26)	214
Employ: Unemployed	31%	(34)	18%	(20)	10%	(11)	18%	(19)	23%	(25)	110
Employ: Other	37%	(40)	14%	(15)	8%	(9)	22%	(24)	18%	(19)	108
Military HH: Yes	37%	(81)	22%	(47)	6%	(12)	25%	(55)	10%	(21)	217
Military HH: No	36%	(328)	20%	(185)	11%	(101)	18%	(160)	15%	(141)	914
RD/WT: Right Direction	29%	(130)	21%	(93)	13%	(58)	26%	(117)	12%	(53)	451
RD/WT: Wrong Track	41%	(279)	20%	(139)	8%	(56)	14%	(98)	16%	(109)	680
Strongly Approve	28%	(71)	18%	(47)	9%	(24)	32%	(80)	12%	(32)	253
Somewhat Approve	20%	(51)	24%	(62)	18%	(44)	22%	(57)	15%	(39)	253
Somewhat Disapprove	32%	(52)	28%	(44)	10%	(16)	12%	(19)	18%	(29)	160
Strongly Disapprove	56%	(226)	18%	(75)	6%	(24)	10%	(40)	10%	(42)	407
Dont Know / No Opinion	14%	(8)	8%	(5)	9%	(6)	33%	(19)	35%	(21)	58

Continued on next page

Table Q5_4: Do you generally support or oppose COMPANIES taking stances IN FAVOR of each of the following social or political issues?
Gun control

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	36%	(408)	21%	(232)	10%	(113)	19%	(215)	14%	(162)	1131
#1 Issue: Economy	28%	(86)	24%	(74)	14%	(43)	21%	(64)	14%	(42)	308
#1 Issue: Security	31%	(71)	19%	(44)	10%	(23)	27%	(61)	12%	(28)	227
#1 Issue: Health Care	39%	(77)	21%	(42)	10%	(19)	17%	(34)	12%	(24)	195
#1 Issue: Medicare / Social Security	46%	(69)	20%	(30)	7%	(11)	14%	(22)	13%	(19)	151
#1 Issue: Women's Issues	50%	(33)	18%	(12)	8%	(5)	11%	(7)	13%	(8)	65
#1 Issue: Education	35%	(28)	26%	(20)	7%	(5)	18%	(14)	15%	(12)	79
#1 Issue: Other	44%	(30)	7%	(5)	3%	(2)	14%	(9)	33%	(22)	68
2016 Vote: Democrat Hillary Clinton	58%	(192)	23%	(75)	5%	(16)	6%	(21)	8%	(27)	331
2016 Vote: Republican Donald Trump	26%	(101)	22%	(86)	14%	(56)	26%	(101)	13%	(51)	394
2016 Vote: Someone else	23%	(21)	25%	(23)	17%	(16)	13%	(12)	22%	(20)	92
2012 Vote: Barack Obama	52%	(214)	22%	(89)	7%	(28)	10%	(41)	9%	(38)	410
2012 Vote: Mitt Romney	25%	(70)	22%	(63)	12%	(34)	26%	(74)	15%	(43)	283
2012 Vote: Other	25%	(14)	19%	(11)	14%	(8)	21%	(12)	21%	(12)	58
2012 Vote: Didn't Vote	29%	(110)	18%	(69)	11%	(43)	23%	(88)	18%	(68)	378
4-Region: Northeast	39%	(75)	14%	(27)	13%	(25)	17%	(32)	16%	(31)	190
4-Region: Midwest	35%	(84)	22%	(54)	10%	(23)	16%	(39)	17%	(42)	243
4-Region: South	36%	(158)	20%	(89)	10%	(43)	20%	(88)	14%	(62)	441
4-Region: West	35%	(91)	24%	(62)	8%	(21)	22%	(56)	10%	(26)	257
Supports Gun Control	49%	(340)	27%	(185)	6%	(41)	8%	(54)	10%	(73)	694
Does Not Support Gun Control	17%	(61)	12%	(43)	18%	(64)	41%	(146)	11%	(39)	353
NRA Member in HH: Yes	33%	(52)	19%	(30)	7%	(11)	37%	(58)	5%	(7)	158
NRA Member in HH: No	37%	(357)	21%	(202)	11%	(103)	16%	(157)	16%	(155)	973
Gun Owning HH: Yes	30%	(142)	21%	(100)	10%	(47)	26%	(121)	13%	(62)	472
Gun Owning HH: No	40%	(266)	20%	(133)	10%	(66)	14%	(94)	15%	(100)	659
Single Gun HH	32%	(43)	29%	(39)	12%	(17)	15%	(20)	11%	(14)	132
Multi Gun HH	28%	(77)	18%	(50)	10%	(27)	32%	(88)	12%	(34)	275
Likely to buy gun next 12 mnths	31%	(102)	21%	(69)	11%	(37)	29%	(94)	7%	(23)	324
Likely to buy gun next month	34%	(60)	20%	(36)	9%	(16)	33%	(58)	4%	(7)	177

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

Table Q5_5: Do you generally support or oppose COMPANIES taking stances IN FAVOR of each of the following social or political issues?
LGBTQ rights and equality

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	34%	(744)	22%	(474)	9%	(206)	13%	(276)	23%	(501)	2201
Gender: Male	30%	(319)	23%	(246)	13%	(133)	14%	(147)	20%	(215)	1060
Gender: Female	37%	(425)	20%	(228)	6%	(73)	11%	(129)	25%	(287)	1141
Age: 18-29	44%	(209)	22%	(103)	9%	(44)	9%	(45)	16%	(75)	475
Age: 30-44	35%	(198)	20%	(114)	8%	(45)	11%	(61)	25%	(142)	560
Age: 45-54	29%	(117)	22%	(90)	10%	(39)	14%	(57)	24%	(97)	400
Age: 55-64	25%	(94)	20%	(75)	12%	(44)	14%	(51)	28%	(104)	368
Age: 65+	32%	(126)	23%	(92)	9%	(34)	15%	(62)	21%	(83)	398
PID: Dem (no lean)	50%	(346)	23%	(164)	6%	(45)	6%	(39)	15%	(105)	698
PID: Ind (no lean)	34%	(282)	20%	(168)	8%	(69)	13%	(106)	25%	(204)	830
PID: Rep (no lean)	17%	(115)	21%	(142)	14%	(93)	19%	(131)	29%	(192)	673
PID/Gender: Dem Men	42%	(139)	26%	(86)	11%	(35)	6%	(19)	15%	(49)	329
PID/Gender: Dem Women	56%	(208)	21%	(78)	2%	(9)	5%	(20)	15%	(55)	369
PID/Gender: Ind Men	31%	(121)	22%	(86)	12%	(46)	16%	(63)	19%	(77)	394
PID/Gender: Ind Women	37%	(161)	19%	(82)	5%	(22)	10%	(43)	29%	(127)	435
PID/Gender: Rep Men	17%	(59)	22%	(74)	15%	(51)	19%	(64)	26%	(88)	337
PID/Gender: Rep Women	17%	(56)	20%	(69)	12%	(41)	20%	(67)	31%	(104)	337
Ideo: Liberal (1-3)	51%	(412)	20%	(160)	6%	(48)	8%	(65)	15%	(116)	800
Ideo: Moderate (4)	33%	(144)	26%	(114)	9%	(38)	8%	(35)	24%	(104)	435
Ideo: Conservative (5-7)	16%	(110)	23%	(150)	15%	(103)	22%	(149)	23%	(154)	667
Educ: < College	31%	(492)	20%	(319)	10%	(150)	14%	(215)	25%	(391)	1567
Educ: Bachelors degree	39%	(161)	25%	(105)	10%	(41)	8%	(34)	18%	(74)	416
Educ: Post-grad	42%	(91)	23%	(50)	7%	(15)	12%	(27)	17%	(36)	219
Income: Under 50k	33%	(447)	21%	(280)	9%	(123)	13%	(177)	23%	(312)	1339
Income: 50k-100k	34%	(210)	22%	(138)	10%	(61)	12%	(75)	22%	(140)	624
Income: 100k+	36%	(87)	24%	(56)	9%	(23)	10%	(23)	21%	(50)	239
Ethnicity: White	33%	(569)	22%	(376)	10%	(168)	13%	(225)	24%	(411)	1750
Ethnicity: Hispanic	39%	(127)	24%	(78)	11%	(35)	6%	(21)	21%	(68)	329

Continued on next page

Table Q5_5: Do you generally support or oppose COMPANIES taking stances IN FAVOR of each of the following social or political issues?
LGBTQ rights and equality

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	34%	(744)	22%	(474)	9%	(206)	13%	(276)	23%	(501)	2201
Ethnicity: Afr. Am.	40%	(107)	21%	(56)	8%	(23)	12%	(33)	19%	(51)	269
Ethnicity: Other	37%	(67)	23%	(42)	8%	(15)	10%	(19)	22%	(39)	182
Relig: Protestant	21%	(104)	21%	(105)	15%	(76)	22%	(108)	21%	(106)	499
Relig: Roman Catholic	35%	(146)	25%	(103)	10%	(43)	6%	(24)	23%	(96)	413
Relig: Ath./Agn./None	44%	(287)	19%	(120)	6%	(37)	8%	(49)	24%	(153)	647
Relig: Something Else	40%	(147)	25%	(95)	7%	(28)	11%	(41)	17%	(62)	373
Relig: Jewish	52%	(31)	17%	(10)	12%	(7)	6%	(4)	13%	(8)	59
Relig: Evangelical	21%	(139)	19%	(126)	13%	(86)	21%	(137)	25%	(164)	650
Relig: Non-Evang. Catholics	32%	(169)	24%	(128)	11%	(55)	9%	(49)	23%	(122)	523
Relig: All Christian	26%	(307)	22%	(253)	12%	(141)	16%	(186)	24%	(286)	1173
Relig: All Non-Christian	43%	(434)	21%	(215)	6%	(65)	9%	(90)	21%	(215)	1020
Community: Urban	42%	(228)	19%	(101)	8%	(42)	10%	(53)	21%	(114)	538
Community: Suburban	35%	(332)	23%	(221)	9%	(90)	11%	(104)	22%	(207)	955
Community: Rural	26%	(184)	21%	(151)	11%	(75)	17%	(119)	25%	(180)	708
Employ: Private Sector	34%	(230)	24%	(163)	10%	(68)	12%	(78)	20%	(137)	676
Employ: Government	35%	(61)	22%	(39)	10%	(18)	9%	(15)	24%	(42)	175
Employ: Self-Employed	32%	(66)	21%	(43)	9%	(20)	16%	(33)	21%	(44)	207
Employ: Homemaker	31%	(54)	20%	(36)	8%	(15)	15%	(27)	25%	(44)	175
Employ: Student	54%	(53)	14%	(13)	10%	(10)	10%	(10)	12%	(12)	98
Employ: Retired	30%	(135)	22%	(100)	10%	(45)	15%	(70)	24%	(108)	457
Employ: Unemployed	40%	(87)	17%	(38)	8%	(18)	11%	(23)	23%	(51)	216
Employ: Other	29%	(57)	22%	(42)	7%	(13)	10%	(19)	33%	(64)	195
Military HH: Yes	33%	(147)	22%	(97)	10%	(43)	16%	(69)	19%	(84)	440
Military HH: No	34%	(597)	21%	(377)	9%	(163)	12%	(207)	24%	(417)	1761
RD/WT: Right Direction	21%	(183)	24%	(202)	13%	(108)	18%	(150)	25%	(212)	855
RD/WT: Wrong Track	42%	(561)	20%	(272)	7%	(98)	9%	(126)	21%	(289)	1346

Continued on next page

Table Q5_5: Do you generally support or oppose COMPANIES taking stances IN FAVOR of each of the following social or political issues?
LGBTQ rights and equality

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	34%	(744)	22%	(474)	9%	(206)	13%	(276)	23%	(501)	2201
Strongly Approve	19%	(94)	18%	(87)	13%	(62)	24%	(115)	26%	(128)	486
Somewhat Approve	17%	(80)	26%	(118)	16%	(76)	14%	(67)	26%	(120)	460
Somewhat Disapprove	30%	(86)	31%	(90)	12%	(35)	7%	(22)	20%	(58)	289
Strongly Disapprove	54%	(454)	20%	(167)	3%	(27)	7%	(60)	16%	(133)	841
Dont Know / No Opinion	24%	(30)	9%	(12)	6%	(7)	10%	(13)	50%	(62)	124
#1 Issue: Economy	30%	(179)	25%	(148)	10%	(58)	13%	(80)	22%	(134)	599
#1 Issue: Security	26%	(108)	22%	(91)	13%	(53)	16%	(67)	23%	(97)	416
#1 Issue: Health Care	37%	(139)	23%	(86)	8%	(31)	7%	(25)	26%	(96)	377
#1 Issue: Medicare / Social Security	30%	(97)	20%	(63)	9%	(29)	17%	(54)	24%	(76)	319
#1 Issue: Women's Issues	60%	(67)	10%	(12)	5%	(5)	12%	(14)	12%	(14)	111
#1 Issue: Education	40%	(68)	20%	(34)	10%	(18)	8%	(14)	21%	(35)	168
#1 Issue: Energy	43%	(36)	32%	(27)	11%	(9)	5%	(4)	9%	(7)	83
#1 Issue: Other	39%	(49)	11%	(14)	3%	(3)	14%	(18)	34%	(43)	127
2016 Vote: Democrat Hillary Clinton	54%	(364)	22%	(146)	6%	(38)	5%	(31)	14%	(92)	673
2016 Vote: Republican Donald Trump	17%	(130)	20%	(154)	14%	(108)	21%	(160)	27%	(203)	755
2016 Vote: Someone else	26%	(46)	28%	(50)	11%	(20)	5%	(8)	31%	(56)	180
2012 Vote: Barack Obama	49%	(399)	23%	(187)	7%	(56)	6%	(49)	16%	(131)	821
2012 Vote: Mitt Romney	15%	(83)	20%	(111)	14%	(76)	24%	(128)	27%	(144)	542
2012 Vote: Other	22%	(28)	24%	(31)	11%	(14)	12%	(15)	32%	(41)	128
2012 Vote: Didn't Vote	33%	(234)	21%	(146)	8%	(60)	12%	(83)	26%	(183)	707
4-Region: Northeast	40%	(161)	21%	(83)	8%	(32)	6%	(23)	26%	(104)	402
4-Region: Midwest	33%	(156)	22%	(102)	11%	(50)	15%	(71)	20%	(95)	474
4-Region: South	30%	(241)	21%	(169)	12%	(96)	15%	(120)	23%	(190)	815
4-Region: West	36%	(186)	24%	(120)	6%	(28)	12%	(63)	22%	(113)	511
Supports Gun Control	44%	(615)	24%	(328)	7%	(94)	7%	(100)	18%	(249)	1386
Does Not Support Gun Control	17%	(112)	20%	(129)	16%	(107)	23%	(152)	23%	(152)	652
NRA Member in HH: Yes	28%	(88)	20%	(63)	13%	(40)	18%	(56)	21%	(64)	312
NRA Member in HH: No	35%	(656)	22%	(411)	9%	(166)	12%	(220)	23%	(437)	1889
Gun Owning HH: Yes	28%	(252)	22%	(199)	12%	(112)	15%	(134)	24%	(217)	915
Gun Owning HH: No	38%	(491)	21%	(274)	7%	(94)	11%	(142)	22%	(284)	1286

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Table Q5_5: Do you generally support or oppose COMPANIES taking stances IN FAVOR of each of the following social or political issues?
LGBTQ rights and equality

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	34%	(744)	22%	(474)	9%	(206)	13%	(276)	23%	(501)	2201
Single Gun HH	34%	(85)	33%	(82)	7%	(18)	9%	(22)	17%	(42)	250
Multi Gun HH	24%	(132)	18%	(96)	15%	(82)	17%	(95)	25%	(137)	542
Likely to buy gun next 12 mnths	29%	(192)	21%	(141)	13%	(89)	18%	(119)	19%	(124)	666
Likely to buy gun next month	29%	(103)	22%	(79)	15%	(53)	19%	(66)	15%	(53)	355

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

Table Q5_6: Do you generally support or oppose COMPANIES taking stances IN FAVOR of each of the following social or political issues?
Gender equality

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	46%	(1002)	24%	(530)	7%	(165)	7%	(154)	16%	(351)	2201
Gender: Male	40%	(420)	28%	(296)	10%	(103)	9%	(95)	14%	(146)	1060
Gender: Female	51%	(582)	20%	(234)	5%	(62)	5%	(59)	18%	(205)	1141
Age: 18-29	52%	(246)	18%	(86)	10%	(49)	7%	(33)	13%	(62)	475
Age: 30-44	43%	(240)	24%	(136)	7%	(38)	7%	(38)	19%	(108)	560
Age: 45-54	42%	(168)	26%	(103)	7%	(26)	8%	(30)	18%	(73)	400
Age: 55-64	38%	(138)	31%	(113)	8%	(28)	7%	(27)	17%	(61)	368
Age: 65+	53%	(211)	23%	(91)	6%	(23)	6%	(26)	12%	(47)	398
PID: Dem (no lean)	61%	(426)	21%	(146)	5%	(35)	3%	(21)	10%	(70)	698
PID: Ind (no lean)	44%	(369)	22%	(182)	8%	(64)	8%	(67)	18%	(148)	830
PID: Rep (no lean)	31%	(208)	30%	(202)	10%	(65)	10%	(66)	20%	(133)	673
PID/Gender: Dem Men	54%	(176)	25%	(81)	8%	(25)	3%	(11)	11%	(35)	329
PID/Gender: Dem Women	68%	(250)	17%	(64)	3%	(10)	3%	(10)	9%	(35)	369
PID/Gender: Ind Men	38%	(148)	27%	(107)	10%	(40)	12%	(48)	13%	(52)	394
PID/Gender: Ind Women	51%	(220)	17%	(75)	6%	(25)	4%	(19)	22%	(96)	435
PID/Gender: Rep Men	29%	(96)	32%	(107)	11%	(38)	11%	(36)	18%	(59)	337
PID/Gender: Rep Women	33%	(112)	28%	(95)	8%	(27)	9%	(30)	22%	(73)	337
Ideo: Liberal (1-3)	57%	(455)	21%	(165)	7%	(56)	5%	(43)	10%	(81)	800
Ideo: Moderate (4)	48%	(211)	26%	(114)	6%	(28)	4%	(19)	15%	(64)	435
Ideo: Conservative (5-7)	33%	(218)	31%	(204)	10%	(64)	10%	(70)	17%	(112)	667
Educ: < College	43%	(679)	23%	(358)	8%	(121)	8%	(130)	18%	(280)	1567
Educ: Bachelors degree	49%	(204)	29%	(122)	7%	(28)	3%	(14)	11%	(47)	416
Educ: Post-grad	55%	(119)	23%	(50)	7%	(16)	5%	(10)	11%	(24)	219
Income: Under 50k	45%	(599)	24%	(315)	8%	(106)	8%	(105)	16%	(213)	1339
Income: 50k-100k	47%	(292)	24%	(152)	7%	(43)	6%	(37)	16%	(100)	624
Income: 100k+	47%	(111)	26%	(63)	6%	(15)	5%	(12)	16%	(38)	239
Ethnicity: White	43%	(756)	26%	(456)	7%	(122)	7%	(124)	17%	(293)	1750
Ethnicity: Hispanic	45%	(149)	26%	(85)	8%	(28)	5%	(18)	15%	(51)	329

Continued on next page

Table Q5_6: Do you generally support or oppose COMPANIES taking stances IN FAVOR of each of the following social or political issues?
Gender equality

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	46%	(1002)	24%	(530)	7%	(165)	7%	(154)	16%	(351)	2201
Ethnicity: Afr. Am.	60%	(160)	17%	(45)	8%	(22)	6%	(17)	9%	(24)	269
Ethnicity: Other	47%	(86)	16%	(29)	11%	(21)	7%	(12)	19%	(34)	182
Relig: Protestant	36%	(179)	30%	(150)	12%	(62)	8%	(38)	14%	(71)	499
Relig: Roman Catholic	49%	(203)	26%	(108)	6%	(27)	5%	(21)	13%	(53)	413
Relig: Ath./Agn./None	52%	(337)	18%	(115)	5%	(31)	5%	(34)	20%	(130)	647
Relig: Something Else	46%	(173)	26%	(98)	7%	(26)	7%	(26)	13%	(50)	373
Relig: Jewish	47%	(28)	35%	(21)	5%	(3)	6%	(4)	7%	(4)	59
Relig: Evangelical	38%	(249)	28%	(179)	11%	(70)	9%	(55)	15%	(98)	650
Relig: Non-Evang. Catholics	46%	(239)	26%	(137)	7%	(38)	7%	(35)	14%	(73)	523
Relig: All Christian	42%	(488)	27%	(316)	9%	(108)	8%	(91)	15%	(170)	1173
Relig: All Non-Christian	50%	(510)	21%	(213)	6%	(57)	6%	(60)	18%	(180)	1020
Community: Urban	51%	(277)	19%	(103)	8%	(44)	7%	(38)	14%	(76)	538
Community: Suburban	48%	(455)	26%	(250)	6%	(62)	5%	(51)	14%	(137)	955
Community: Rural	38%	(270)	25%	(177)	8%	(59)	9%	(64)	19%	(138)	708
Employ: Private Sector	46%	(314)	25%	(172)	7%	(47)	6%	(41)	15%	(102)	676
Employ: Government	35%	(61)	33%	(57)	10%	(18)	9%	(17)	13%	(23)	175
Employ: Self-Employed	42%	(88)	22%	(45)	10%	(20)	8%	(16)	18%	(37)	207
Employ: Homemaker	43%	(76)	24%	(42)	6%	(10)	8%	(13)	19%	(34)	175
Employ: Student	52%	(51)	22%	(21)	7%	(7)	7%	(7)	12%	(12)	98
Employ: Retired	49%	(223)	25%	(113)	7%	(31)	8%	(35)	12%	(56)	457
Employ: Unemployed	48%	(105)	18%	(39)	9%	(19)	5%	(10)	20%	(43)	216
Employ: Other	44%	(85)	20%	(38)	6%	(12)	8%	(15)	22%	(44)	195
Military HH: Yes	47%	(205)	27%	(118)	8%	(36)	8%	(35)	11%	(46)	440
Military HH: No	45%	(797)	23%	(412)	7%	(129)	7%	(118)	17%	(304)	1761
RD/WT: Right Direction	35%	(301)	28%	(237)	10%	(88)	9%	(78)	18%	(150)	855
RD/WT: Wrong Track	52%	(701)	22%	(293)	6%	(76)	6%	(75)	15%	(201)	1346

Continued on next page

Table Q5_6: Do you generally support or oppose COMPANIES taking stances IN FAVOR of each of the following social or political issues?
Gender equality

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	46%	(1002)	24%	(530)	7%	(165)	7%	(154)	16%	(351)	2201
Strongly Approve	37%	(178)	24%	(118)	10%	(47)	11%	(55)	18%	(88)	486
Somewhat Approve	30%	(137)	35%	(160)	10%	(47)	8%	(36)	17%	(80)	460
Somewhat Disapprove	44%	(127)	29%	(84)	9%	(27)	4%	(12)	14%	(39)	289
Strongly Disapprove	62%	(521)	19%	(160)	4%	(35)	5%	(38)	10%	(87)	841
Dont Know / No Opinion	31%	(39)	7%	(9)	7%	(9)	10%	(12)	45%	(55)	124
#1 Issue: Economy	41%	(247)	28%	(167)	6%	(39)	7%	(43)	17%	(103)	599
#1 Issue: Security	38%	(160)	25%	(105)	11%	(46)	10%	(41)	16%	(65)	416
#1 Issue: Health Care	48%	(181)	26%	(97)	6%	(24)	5%	(18)	15%	(57)	377
#1 Issue: Medicare / Social Security	47%	(150)	24%	(77)	9%	(27)	6%	(19)	15%	(47)	319
#1 Issue: Women's Issues	66%	(74)	10%	(11)	4%	(4)	4%	(5)	15%	(17)	111
#1 Issue: Education	47%	(78)	22%	(36)	9%	(15)	6%	(11)	16%	(27)	168
#1 Issue: Energy	61%	(51)	22%	(18)	4%	(3)	6%	(5)	7%	(6)	83
#1 Issue: Other	48%	(60)	14%	(18)	4%	(6)	10%	(12)	24%	(30)	127
2016 Vote: Democrat Hillary Clinton	63%	(427)	21%	(141)	5%	(33)	3%	(20)	8%	(52)	673
2016 Vote: Republican Donald Trump	34%	(260)	28%	(209)	10%	(73)	10%	(76)	18%	(137)	755
2016 Vote: Someone else	42%	(76)	26%	(48)	6%	(11)	2%	(3)	24%	(43)	180
2012 Vote: Barack Obama	61%	(499)	22%	(181)	5%	(45)	3%	(24)	9%	(73)	821
2012 Vote: Mitt Romney	30%	(164)	29%	(158)	9%	(48)	13%	(70)	19%	(102)	542
2012 Vote: Other	29%	(37)	38%	(48)	10%	(12)	4%	(6)	19%	(24)	128
2012 Vote: Didn't Vote	43%	(302)	20%	(142)	8%	(60)	8%	(54)	21%	(149)	707
4-Region: Northeast	50%	(202)	21%	(86)	6%	(26)	4%	(14)	18%	(74)	402
4-Region: Midwest	44%	(210)	23%	(109)	9%	(43)	9%	(42)	15%	(70)	474
4-Region: South	43%	(348)	25%	(206)	9%	(69)	8%	(67)	15%	(124)	815
4-Region: West	47%	(242)	25%	(129)	5%	(27)	6%	(30)	16%	(83)	511
Supports Gun Control	56%	(780)	25%	(352)	5%	(72)	4%	(51)	9%	(131)	1386
Does Not Support Gun Control	31%	(199)	26%	(172)	13%	(84)	13%	(82)	18%	(115)	652
NRA Member in HH: Yes	35%	(109)	27%	(84)	13%	(41)	9%	(27)	16%	(51)	312
NRA Member in HH: No	47%	(893)	24%	(446)	7%	(124)	7%	(127)	16%	(300)	1889
Gun Owning HH: Yes	39%	(353)	28%	(259)	9%	(86)	7%	(68)	16%	(150)	915
Gun Owning HH: No	51%	(649)	21%	(270)	6%	(79)	7%	(85)	16%	(201)	1286

Continued on next page

Table Q5_6: Do you generally support or oppose COMPANIES taking stances IN FAVOR of each of the following social or political issues?
Gender equality

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	46%	(1002)	24%	(530)	7%	(165)	7%	(154)	16%	(351)	2201
Single Gun HH	44%	(111)	34%	(84)	7%	(17)	5%	(14)	10%	(24)	250
Multi Gun HH	36%	(196)	27%	(148)	11%	(61)	9%	(47)	17%	(90)	542
Likely to buy gun next 12 mnths	43%	(284)	26%	(174)	10%	(69)	9%	(62)	12%	(78)	666
Likely to buy gun next month	40%	(141)	27%	(98)	14%	(48)	11%	(39)	8%	(30)	355

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

Table Q5_7: Do you generally support or oppose COMPANIES taking stances IN FAVOR of each of the following social or political issues?
Environmental sustainability

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	46%	(1017)	28%	(619)	5%	(116)	5%	(100)	16%	(350)	2201
Gender: Male	44%	(468)	29%	(310)	7%	(74)	6%	(67)	13%	(140)	1060
Gender: Female	48%	(548)	27%	(308)	4%	(42)	3%	(33)	18%	(209)	1141
Age: 18-29	52%	(246)	25%	(119)	5%	(25)	4%	(18)	14%	(67)	475
Age: 30-44	44%	(245)	27%	(151)	6%	(32)	4%	(23)	19%	(108)	560
Age: 45-54	44%	(176)	29%	(118)	5%	(19)	7%	(27)	15%	(61)	400
Age: 55-64	42%	(156)	31%	(114)	5%	(17)	4%	(15)	18%	(65)	368
Age: 65+	49%	(194)	29%	(117)	6%	(23)	4%	(17)	12%	(47)	398
PID: Dem (no lean)	59%	(412)	23%	(162)	5%	(32)	3%	(21)	10%	(71)	698
PID: Ind (no lean)	47%	(389)	24%	(202)	5%	(43)	5%	(43)	18%	(153)	830
PID: Rep (no lean)	32%	(216)	38%	(255)	6%	(41)	5%	(36)	19%	(126)	673
PID/Gender: Dem Men	54%	(178)	25%	(82)	6%	(20)	4%	(14)	11%	(35)	329
PID/Gender: Dem Women	63%	(233)	22%	(80)	3%	(13)	2%	(6)	10%	(37)	369
PID/Gender: Ind Men	44%	(173)	28%	(109)	8%	(31)	7%	(26)	14%	(55)	394
PID/Gender: Ind Women	50%	(216)	21%	(93)	3%	(12)	4%	(17)	23%	(98)	435
PID/Gender: Rep Men	35%	(117)	36%	(120)	7%	(23)	8%	(26)	15%	(51)	337
PID/Gender: Rep Women	29%	(99)	40%	(135)	5%	(18)	3%	(10)	22%	(75)	337
Ideo: Liberal (1-3)	59%	(473)	22%	(177)	5%	(44)	3%	(25)	10%	(81)	800
Ideo: Moderate (4)	47%	(204)	32%	(141)	4%	(15)	3%	(14)	14%	(61)	435
Ideo: Conservative (5-7)	34%	(228)	38%	(251)	7%	(44)	7%	(46)	15%	(98)	667
Educ: < College	44%	(686)	27%	(427)	6%	(92)	5%	(82)	18%	(279)	1567
Educ: Bachelors degree	51%	(214)	32%	(131)	3%	(14)	3%	(11)	11%	(45)	416
Educ: Post-grad	53%	(117)	28%	(60)	5%	(10)	3%	(7)	11%	(25)	219
Income: Under 50k	47%	(624)	26%	(354)	6%	(78)	5%	(65)	16%	(217)	1339
Income: 50k-100k	44%	(274)	32%	(199)	5%	(30)	4%	(24)	15%	(96)	624
Income: 100k+	50%	(118)	27%	(65)	3%	(8)	4%	(10)	16%	(37)	239
Ethnicity: White	44%	(776)	29%	(514)	5%	(86)	5%	(82)	17%	(293)	1750
Ethnicity: Hispanic	47%	(156)	27%	(89)	5%	(15)	7%	(22)	15%	(48)	329

Continued on next page

Table Q5_7: Do you generally support or oppose COMPANIES taking stances IN FAVOR of each of the following social or political issues?
Environmental sustainability

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	46%	(1017)	28%	(619)	5%	(116)	5%	(100)	16%	(350)	2201
Ethnicity: Afr. Am.	57%	(153)	24%	(63)	5%	(14)	4%	(10)	11%	(28)	269
Ethnicity: Other	48%	(87)	23%	(42)	9%	(17)	4%	(8)	16%	(28)	182
Relig: Protestant	37%	(184)	38%	(192)	5%	(26)	6%	(29)	14%	(68)	499
Relig: Roman Catholic	48%	(200)	31%	(126)	5%	(21)	3%	(13)	13%	(53)	413
Relig: Ath./Agn./None	51%	(331)	22%	(139)	5%	(31)	4%	(29)	18%	(117)	647
Relig: Something Else	50%	(187)	25%	(92)	6%	(23)	5%	(18)	14%	(54)	373
Relig: Jewish	57%	(34)	27%	(16)	2%	(1)	3%	(2)	10%	(6)	59
Relig: Evangelical	41%	(265)	33%	(213)	7%	(45)	4%	(25)	16%	(103)	650
Relig: Non-Evang. Catholics	44%	(231)	33%	(172)	4%	(18)	5%	(28)	14%	(74)	523
Relig: All Christian	42%	(495)	33%	(385)	5%	(63)	5%	(53)	15%	(177)	1173
Relig: All Non-Christian	51%	(518)	23%	(231)	5%	(53)	5%	(47)	17%	(171)	1020
Community: Urban	51%	(273)	25%	(134)	6%	(32)	5%	(30)	13%	(69)	538
Community: Suburban	48%	(462)	29%	(274)	4%	(38)	5%	(45)	14%	(136)	955
Community: Rural	40%	(281)	30%	(211)	6%	(45)	4%	(25)	20%	(145)	708
Employ: Private Sector	45%	(306)	32%	(218)	5%	(32)	4%	(25)	14%	(96)	676
Employ: Government	42%	(74)	30%	(53)	9%	(16)	6%	(10)	13%	(23)	175
Employ: Self-Employed	41%	(85)	32%	(66)	6%	(13)	7%	(14)	14%	(29)	207
Employ: Homemaker	44%	(77)	27%	(47)	3%	(6)	5%	(9)	21%	(36)	175
Employ: Student	55%	(54)	20%	(19)	2%	(2)	10%	(10)	14%	(14)	98
Employ: Retired	46%	(213)	30%	(139)	6%	(29)	4%	(20)	12%	(57)	457
Employ: Unemployed	52%	(113)	18%	(38)	5%	(11)	5%	(10)	20%	(44)	216
Employ: Other	49%	(96)	19%	(38)	4%	(8)	1%	(3)	26%	(50)	195
Military HH: Yes	47%	(206)	29%	(128)	6%	(27)	7%	(30)	11%	(49)	440
Military HH: No	46%	(811)	28%	(490)	5%	(90)	4%	(69)	17%	(301)	1761
RD/WT: Right Direction	36%	(306)	33%	(279)	7%	(62)	6%	(54)	18%	(153)	855
RD/WT: Wrong Track	53%	(711)	25%	(339)	4%	(54)	3%	(46)	15%	(196)	1346

Continued on next page

Table Q5_7: Do you generally support or oppose COMPANIES taking stances IN FAVOR of each of the following social or political issues?
Environmental sustainability

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	46%	(1017)	28%	(619)	5%	(116)	5%	(100)	16%	(350)	2201
Strongly Approve	34%	(163)	35%	(171)	5%	(25)	8%	(40)	18%	(87)	486
Somewhat Approve	34%	(155)	36%	(164)	8%	(38)	5%	(23)	17%	(79)	460
Somewhat Disapprove	47%	(136)	32%	(92)	6%	(17)	2%	(6)	13%	(38)	289
Strongly Disapprove	62%	(523)	20%	(172)	3%	(28)	3%	(24)	11%	(94)	841
Dont Know / No Opinion	31%	(38)	16%	(20)	7%	(8)	5%	(6)	41%	(51)	124
#1 Issue: Economy	43%	(257)	33%	(199)	5%	(30)	4%	(25)	15%	(88)	599
#1 Issue: Security	38%	(159)	33%	(136)	6%	(27)	6%	(24)	17%	(72)	416
#1 Issue: Health Care	50%	(190)	26%	(98)	5%	(19)	3%	(12)	16%	(59)	377
#1 Issue: Medicare / Social Security	48%	(153)	28%	(88)	6%	(18)	4%	(12)	15%	(48)	319
#1 Issue: Women's Issues	64%	(71)	17%	(19)	3%	(3)	3%	(3)	14%	(15)	111
#1 Issue: Education	45%	(76)	27%	(46)	6%	(9)	5%	(9)	17%	(28)	168
#1 Issue: Energy	65%	(54)	15%	(12)	7%	(6)	5%	(4)	8%	(7)	83
#1 Issue: Other	45%	(58)	16%	(20)	3%	(4)	10%	(12)	26%	(33)	127
2016 Vote: Democrat Hillary Clinton	62%	(420)	24%	(160)	3%	(22)	3%	(17)	8%	(54)	673
2016 Vote: Republican Donald Trump	34%	(257)	36%	(274)	6%	(44)	7%	(53)	17%	(128)	755
2016 Vote: Someone else	46%	(83)	26%	(46)	6%	(11)	—	(0)	22%	(40)	180
2012 Vote: Barack Obama	60%	(495)	24%	(195)	4%	(36)	3%	(21)	9%	(74)	821
2012 Vote: Mitt Romney	31%	(168)	38%	(204)	6%	(32)	7%	(40)	18%	(98)	542
2012 Vote: Other	36%	(46)	32%	(41)	7%	(10)	5%	(6)	20%	(26)	128
2012 Vote: Didn't Vote	43%	(307)	25%	(178)	5%	(39)	5%	(33)	21%	(150)	707
4-Region: Northeast	49%	(196)	26%	(106)	4%	(15)	3%	(13)	18%	(71)	402
4-Region: Midwest	47%	(223)	27%	(129)	7%	(35)	4%	(18)	14%	(69)	474
4-Region: South	44%	(355)	30%	(247)	5%	(43)	5%	(40)	16%	(130)	815
4-Region: West	47%	(243)	27%	(137)	5%	(23)	6%	(29)	15%	(79)	511
Supports Gun Control	58%	(802)	27%	(377)	4%	(54)	2%	(24)	9%	(129)	1386
Does Not Support Gun Control	29%	(192)	35%	(230)	8%	(54)	9%	(60)	18%	(116)	652
NRA Member in HH: Yes	41%	(127)	29%	(92)	8%	(24)	8%	(26)	14%	(44)	312
NRA Member in HH: No	47%	(890)	28%	(527)	5%	(93)	4%	(74)	16%	(306)	1889
Gun Owning HH: Yes	41%	(373)	33%	(303)	6%	(53)	5%	(44)	16%	(143)	915
Gun Owning HH: No	50%	(643)	25%	(316)	5%	(63)	4%	(56)	16%	(207)	1286

Continued on next page

Table Q5_7: Do you generally support or oppose COMPANIES taking stances IN FAVOR of each of the following social or political issues?
Environmental sustainability

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	46%	(1017)	28%	(619)	5%	(116)	5%	(100)	16%	(350)	2201
Single Gun HH	48%	(119)	35%	(88)	5%	(12)	2%	(6)	10%	(26)	250
Multi Gun HH	38%	(204)	34%	(186)	6%	(33)	6%	(34)	16%	(85)	542
Likely to buy gun next 12 mnths	43%	(286)	35%	(231)	5%	(36)	7%	(47)	10%	(65)	666
Likely to buy gun next month	40%	(141)	38%	(133)	7%	(24)	9%	(32)	7%	(24)	355

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

Table Q5_8: Do you generally support or oppose COMPANIES taking stances IN FAVOR of each of the following social or political issues?
Increased access to healthcare

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	52%	(1134)	24%	(539)	6%	(125)	4%	(84)	15%	(320)	2201
Gender: Male	48%	(512)	27%	(291)	7%	(72)	5%	(55)	12%	(131)	1060
Gender: Female	55%	(622)	22%	(248)	5%	(53)	3%	(29)	17%	(189)	1141
Age: 18-29	52%	(246)	24%	(112)	9%	(42)	5%	(23)	11%	(52)	475
Age: 30-44	49%	(273)	24%	(133)	6%	(35)	3%	(15)	19%	(104)	560
Age: 45-54	52%	(210)	24%	(95)	4%	(17)	5%	(20)	15%	(59)	400
Age: 55-64	48%	(176)	27%	(99)	5%	(19)	3%	(12)	17%	(62)	368
Age: 65+	58%	(231)	25%	(100)	3%	(12)	3%	(13)	10%	(42)	398
PID: Dem (no lean)	64%	(449)	19%	(135)	6%	(42)	2%	(12)	9%	(60)	698
PID: Ind (no lean)	51%	(420)	21%	(175)	5%	(43)	5%	(41)	18%	(149)	830
PID: Rep (no lean)	39%	(266)	34%	(228)	6%	(40)	4%	(30)	16%	(110)	673
PID/Gender: Dem Men	61%	(199)	22%	(73)	8%	(25)	2%	(7)	7%	(25)	329
PID/Gender: Dem Women	68%	(249)	17%	(62)	5%	(17)	1%	(5)	10%	(35)	369
PID/Gender: Ind Men	48%	(187)	26%	(101)	7%	(26)	7%	(26)	14%	(54)	394
PID/Gender: Ind Women	53%	(233)	17%	(74)	4%	(18)	4%	(16)	22%	(95)	435
PID/Gender: Rep Men	37%	(126)	35%	(116)	6%	(21)	6%	(22)	15%	(52)	337
PID/Gender: Rep Women	42%	(140)	33%	(112)	6%	(19)	2%	(8)	17%	(58)	337
Ideo: Liberal (1-3)	63%	(501)	17%	(138)	7%	(54)	4%	(28)	10%	(79)	800
Ideo: Moderate (4)	54%	(234)	26%	(114)	4%	(18)	2%	(10)	13%	(58)	435
Ideo: Conservative (5-7)	39%	(261)	34%	(229)	6%	(38)	6%	(39)	15%	(100)	667
Educ: < College	51%	(800)	23%	(361)	6%	(92)	4%	(64)	16%	(249)	1567
Educ: Bachelors degree	51%	(211)	30%	(126)	5%	(21)	3%	(12)	11%	(46)	416
Educ: Post-grad	56%	(123)	24%	(52)	5%	(11)	3%	(7)	12%	(25)	219
Income: Under 50k	53%	(713)	23%	(301)	6%	(85)	4%	(50)	14%	(190)	1339
Income: 50k-100k	48%	(300)	29%	(180)	4%	(24)	5%	(29)	14%	(90)	624
Income: 100k+	51%	(121)	24%	(57)	7%	(16)	2%	(5)	17%	(40)	239
Ethnicity: White	49%	(861)	26%	(461)	5%	(92)	4%	(66)	15%	(270)	1750
Ethnicity: Hispanic	54%	(178)	19%	(64)	10%	(32)	5%	(15)	12%	(40)	329

Continued on next page

Table Q5_8: Do you generally support or oppose COMPANIES taking stances IN FAVOR of each of the following social or political issues?
Increased access to healthcare

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	52%	(1134)	24%	(539)	6%	(125)	4%	(84)	15%	(320)	2201
Ethnicity: Afr. Am.	68%	(182)	15%	(39)	7%	(18)	3%	(8)	8%	(22)	269
Ethnicity: Other	50%	(91)	21%	(38)	8%	(15)	6%	(11)	15%	(28)	182
Relig: Protestant	44%	(218)	32%	(159)	4%	(21)	6%	(29)	14%	(71)	499
Relig: Roman Catholic	52%	(217)	27%	(110)	7%	(27)	3%	(13)	11%	(46)	413
Relig: Ath./Agn./None	54%	(350)	21%	(138)	4%	(24)	3%	(19)	18%	(117)	647
Relig: Something Else	54%	(201)	22%	(82)	7%	(28)	3%	(13)	13%	(50)	373
Relig: Jewish	56%	(33)	17%	(10)	12%	(7)	3%	(2)	12%	(7)	59
Relig: Evangelical	51%	(330)	25%	(164)	6%	(42)	4%	(26)	14%	(88)	650
Relig: Non-Evang. Catholics	47%	(248)	30%	(155)	6%	(31)	5%	(26)	12%	(63)	523
Relig: All Christian	49%	(578)	27%	(319)	6%	(73)	4%	(52)	13%	(152)	1173
Relig: All Non-Christian	54%	(551)	21%	(219)	5%	(52)	3%	(32)	16%	(166)	1020
Community: Urban	60%	(321)	17%	(94)	8%	(41)	4%	(23)	11%	(59)	538
Community: Suburban	52%	(492)	27%	(253)	5%	(43)	4%	(34)	14%	(132)	955
Community: Rural	45%	(320)	27%	(191)	6%	(40)	4%	(27)	18%	(129)	708
Employ: Private Sector	50%	(340)	26%	(179)	6%	(40)	4%	(30)	13%	(88)	676
Employ: Government	45%	(79)	29%	(51)	9%	(15)	4%	(7)	13%	(23)	175
Employ: Self-Employed	48%	(100)	26%	(53)	6%	(12)	4%	(9)	16%	(33)	207
Employ: Homemaker	50%	(87)	23%	(40)	6%	(11)	2%	(3)	19%	(34)	175
Employ: Student	47%	(46)	25%	(25)	8%	(8)	8%	(8)	11%	(11)	98
Employ: Retired	57%	(260)	25%	(115)	3%	(14)	3%	(15)	12%	(53)	457
Employ: Unemployed	53%	(114)	19%	(41)	6%	(13)	3%	(7)	19%	(41)	216
Employ: Other	56%	(110)	18%	(35)	5%	(11)	2%	(3)	19%	(37)	195
Military HH: Yes	54%	(239)	25%	(108)	5%	(23)	5%	(22)	11%	(48)	440
Military HH: No	51%	(895)	24%	(431)	6%	(102)	3%	(61)	15%	(272)	1761
RD/WT: Right Direction	42%	(360)	30%	(255)	7%	(63)	5%	(43)	16%	(135)	855
RD/WT: Wrong Track	58%	(774)	21%	(284)	5%	(62)	3%	(41)	14%	(185)	1346

Continued on next page

Table Q5_8: Do you generally support or oppose COMPANIES taking stances IN FAVOR of each of the following social or political issues?
Increased access to healthcare

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	52%	(1134)	24%	(539)	6%	(125)	4%	(84)	15%	(320)	2201
Strongly Approve	45%	(219)	27%	(133)	6%	(30)	5%	(26)	16%	(78)	486
Somewhat Approve	37%	(170)	34%	(154)	8%	(39)	5%	(24)	16%	(73)	460
Somewhat Disapprove	45%	(130)	35%	(100)	7%	(19)	2%	(5)	12%	(35)	289
Strongly Disapprove	68%	(571)	16%	(133)	3%	(29)	2%	(20)	10%	(88)	841
Dont Know / No Opinion	36%	(44)	14%	(18)	6%	(8)	7%	(8)	37%	(46)	124
#1 Issue: Economy	47%	(279)	31%	(187)	4%	(24)	3%	(21)	15%	(88)	599
#1 Issue: Security	43%	(181)	29%	(121)	8%	(32)	4%	(17)	16%	(66)	416
#1 Issue: Health Care	56%	(213)	21%	(79)	5%	(20)	5%	(17)	12%	(47)	377
#1 Issue: Medicare / Social Security	60%	(190)	20%	(63)	5%	(17)	3%	(8)	12%	(40)	319
#1 Issue: Women's Issues	62%	(69)	14%	(15)	6%	(6)	3%	(3)	16%	(17)	111
#1 Issue: Education	52%	(88)	21%	(35)	11%	(18)	3%	(6)	12%	(21)	168
#1 Issue: Energy	67%	(55)	20%	(16)	2%	(2)	2%	(2)	10%	(8)	83
#1 Issue: Other	46%	(58)	16%	(20)	4%	(5)	8%	(10)	26%	(33)	127
2016 Vote: Democrat Hillary Clinton	67%	(452)	18%	(121)	5%	(36)	2%	(15)	7%	(48)	673
2016 Vote: Republican Donald Trump	41%	(312)	31%	(234)	6%	(49)	5%	(39)	16%	(121)	755
2016 Vote: Someone else	46%	(83)	26%	(47)	4%	(7)	1%	(2)	23%	(41)	180
2012 Vote: Barack Obama	66%	(540)	19%	(153)	5%	(44)	2%	(14)	9%	(70)	821
2012 Vote: Mitt Romney	38%	(208)	33%	(180)	6%	(35)	5%	(29)	17%	(89)	542
2012 Vote: Other	37%	(48)	33%	(42)	5%	(6)	4%	(6)	21%	(27)	128
2012 Vote: Didn't Vote	48%	(338)	23%	(162)	6%	(39)	5%	(36)	19%	(131)	707
4-Region: Northeast	55%	(223)	22%	(90)	3%	(11)	3%	(12)	17%	(66)	402
4-Region: Midwest	50%	(237)	25%	(120)	8%	(36)	3%	(14)	14%	(66)	474
4-Region: South	50%	(407)	24%	(197)	6%	(51)	6%	(47)	14%	(112)	815
4-Region: West	52%	(268)	26%	(131)	5%	(26)	2%	(11)	15%	(75)	511
Supports Gun Control	63%	(868)	23%	(316)	4%	(55)	2%	(34)	8%	(113)	1386
Does Not Support Gun Control	36%	(237)	32%	(209)	9%	(62)	6%	(40)	16%	(104)	652
NRA Member in HH: Yes	47%	(146)	26%	(82)	9%	(28)	6%	(18)	12%	(37)	312
NRA Member in HH: No	52%	(988)	24%	(456)	5%	(97)	3%	(66)	15%	(282)	1889
Gun Owning HH: Yes	45%	(415)	29%	(269)	7%	(63)	4%	(40)	14%	(128)	915
Gun Owning HH: No	56%	(719)	21%	(269)	5%	(62)	3%	(43)	15%	(192)	1286

Continued on next page

Table Q5_8: Do you generally support or oppose COMPANIES taking stances IN FAVOR of each of the following social or political issues?
Increased access to healthcare

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion	Total N
Adults	52%	(1134)	24%	(539)	6%	(125)	4%	(84)	15% (320)	2201
Single Gun HH	53%	(132)	30%	(76)	5%	(12)	4%	(10)	8% (19)	250
Multi Gun HH	42%	(226)	30%	(162)	9%	(47)	5%	(27)	15% (80)	542
Likely to buy gun next 12 mnths	50%	(333)	28%	(189)	6%	(43)	6%	(39)	9% (61)	666
Likely to buy gun next month	49%	(173)	29%	(104)	8%	(27)	8%	(28)	6% (22)	355

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

Table Q6: *To the best of your knowledge, how often do you purchase products or services from companies whose stances on social or political issues you DISAGREE with?*

Demographic	All of the time		Sometimes		Not often		Never		Don't know		Total N
Adults	10%	(214)	28%	(624)	28%	(607)	8%	(181)	26%	(576)	2201
Gender: Male	12%	(127)	32%	(337)	27%	(281)	8%	(88)	21%	(226)	1060
Gender: Female	8%	(86)	25%	(287)	29%	(325)	8%	(93)	31%	(350)	1141
Age: 18-29	15%	(73)	29%	(138)	28%	(135)	6%	(27)	22%	(104)	475
Age: 30-44	13%	(74)	30%	(168)	23%	(127)	9%	(49)	25%	(142)	560
Age: 45-54	5%	(22)	29%	(115)	28%	(113)	12%	(47)	26%	(103)	400
Age: 55-64	6%	(24)	27%	(98)	30%	(111)	7%	(25)	30%	(109)	368
Age: 65+	5%	(22)	27%	(106)	30%	(120)	8%	(33)	30%	(118)	398
PID: Dem (no lean)	10%	(69)	31%	(214)	30%	(212)	7%	(52)	22%	(152)	698
PID: Ind (no lean)	9%	(78)	27%	(226)	24%	(200)	8%	(69)	31%	(258)	830
PID: Rep (no lean)	10%	(67)	27%	(184)	29%	(195)	9%	(61)	25%	(166)	673
PID/Gender: Dem Men	12%	(41)	33%	(108)	26%	(87)	7%	(23)	21%	(70)	329
PID/Gender: Dem Women	7%	(28)	29%	(106)	34%	(125)	8%	(30)	22%	(81)	369
PID/Gender: Ind Men	12%	(47)	31%	(124)	26%	(102)	8%	(31)	23%	(90)	394
PID/Gender: Ind Women	7%	(31)	23%	(102)	22%	(98)	9%	(38)	38%	(167)	435
PID/Gender: Rep Men	12%	(39)	31%	(105)	27%	(93)	10%	(35)	19%	(65)	337
PID/Gender: Rep Women	8%	(28)	23%	(79)	30%	(103)	8%	(26)	30%	(101)	337
Ideo: Liberal (1-3)	13%	(107)	30%	(239)	28%	(228)	9%	(74)	19%	(152)	800
Ideo: Moderate (4)	6%	(28)	30%	(129)	31%	(136)	6%	(27)	26%	(115)	435
Ideo: Conservative (5-7)	10%	(65)	29%	(195)	30%	(199)	9%	(61)	22%	(147)	667
Educ: < College	10%	(153)	26%	(400)	27%	(422)	9%	(134)	29%	(457)	1567
Educ: Bachelors degree	9%	(36)	34%	(142)	30%	(124)	8%	(34)	19%	(80)	416
Educ: Post-grad	11%	(24)	37%	(82)	28%	(61)	6%	(14)	17%	(38)	219
Income: Under 50k	10%	(137)	26%	(351)	27%	(356)	9%	(119)	28%	(374)	1339
Income: 50k-100k	8%	(50)	31%	(193)	30%	(186)	7%	(43)	24%	(151)	624
Income: 100k+	11%	(26)	33%	(79)	27%	(64)	8%	(19)	21%	(50)	239
Ethnicity: White	9%	(154)	29%	(506)	28%	(489)	8%	(137)	27%	(464)	1750
Ethnicity: Hispanic	16%	(52)	27%	(89)	28%	(92)	11%	(37)	18%	(58)	329
Ethnicity: Afr. Am.	10%	(27)	27%	(73)	26%	(69)	10%	(28)	27%	(72)	269

Continued on next page

Table Q6: *To the best of your knowledge, how often do you purchase products or services from companies whose stances on social or political issues you DISAGREE with?*

Demographic	All of the time		Sometimes		Not often		Never		Don't know		Total N
Adults	10%	(214)	28%	(624)	28%	(607)	8%	(181)	26%	(576)	2201
Ethnicity: Other	17%	(32)	24%	(44)	27%	(49)	9%	(17)	22%	(40)	182
Relig: Protestant	10%	(50)	29%	(146)	31%	(155)	7%	(33)	23%	(116)	499
Relig: Roman Catholic	9%	(37)	30%	(124)	30%	(125)	9%	(36)	22%	(90)	413
Relig: Ath./Agn./None	8%	(53)	27%	(176)	26%	(167)	8%	(52)	31%	(198)	647
Relig: Something Else	11%	(40)	28%	(106)	25%	(94)	8%	(29)	28%	(104)	373
Relig: Jewish	7%	(4)	35%	(20)	29%	(17)	3%	(2)	27%	(16)	59
Relig: Evangelical	11%	(70)	30%	(194)	29%	(190)	8%	(54)	22%	(142)	650
Relig: Non-Evang. Catholics	9%	(49)	28%	(145)	29%	(154)	9%	(46)	25%	(129)	523
Relig: All Christian	10%	(119)	29%	(339)	29%	(344)	9%	(100)	23%	(271)	1173
Relig: All Non-Christian	9%	(93)	28%	(282)	26%	(261)	8%	(81)	30%	(302)	1020
Community: Urban	11%	(57)	27%	(144)	30%	(164)	9%	(48)	23%	(126)	538
Community: Suburban	8%	(75)	32%	(307)	27%	(255)	8%	(73)	26%	(245)	955
Community: Rural	12%	(82)	25%	(174)	27%	(188)	8%	(60)	29%	(205)	708
Employ: Private Sector	10%	(67)	31%	(212)	29%	(198)	9%	(60)	21%	(139)	676
Employ: Government	12%	(21)	32%	(56)	32%	(56)	5%	(9)	19%	(34)	175
Employ: Self-Employed	14%	(28)	27%	(56)	26%	(54)	11%	(23)	22%	(45)	207
Employ: Homemaker	12%	(20)	24%	(43)	27%	(47)	7%	(11)	31%	(54)	175
Employ: Student	18%	(18)	34%	(34)	27%	(27)	4%	(3)	17%	(17)	98
Employ: Retired	6%	(25)	29%	(134)	28%	(128)	10%	(44)	28%	(126)	457
Employ: Unemployed	11%	(24)	21%	(45)	23%	(49)	9%	(19)	36%	(79)	216
Employ: Other	5%	(10)	22%	(43)	25%	(49)	6%	(11)	42%	(81)	195
Military HH: Yes	10%	(46)	25%	(109)	29%	(128)	10%	(46)	26%	(112)	440
Military HH: No	10%	(168)	29%	(515)	27%	(479)	8%	(135)	26%	(463)	1761
RD/WT: Right Direction	13%	(115)	28%	(243)	26%	(225)	7%	(63)	24%	(208)	855
RD/WT: Wrong Track	7%	(98)	28%	(380)	28%	(382)	9%	(118)	27%	(367)	1346
Strongly Approve	15%	(71)	23%	(112)	28%	(135)	10%	(48)	25%	(120)	486
Somewhat Approve	9%	(41)	35%	(159)	25%	(114)	8%	(35)	24%	(111)	460
Somewhat Disapprove	10%	(30)	33%	(96)	24%	(68)	5%	(14)	28%	(82)	289
Strongly Disapprove	8%	(64)	28%	(239)	32%	(272)	9%	(78)	22%	(188)	841
Dont Know / No Opinion	6%	(7)	14%	(18)	14%	(18)	6%	(7)	60%	(75)	124

Continued on next page

Table Q6: To the best of your knowledge, how often do you purchase products or services from companies whose stances on social or political issues you DISAGREE with?

Demographic	All of the time		Sometimes		Not often		Never		Don't know		Total N
Adults	10%	(214)	28%	(624)	28%	(607)	8%	(181)	26%	(576)	2201
#1 Issue: Economy	9%	(53)	33%	(196)	27%	(162)	7%	(43)	24%	(146)	599
#1 Issue: Security	10%	(42)	28%	(119)	28%	(117)	8%	(32)	26%	(107)	416
#1 Issue: Health Care	10%	(38)	26%	(98)	29%	(108)	11%	(41)	24%	(92)	377
#1 Issue: Medicare / Social Security	8%	(27)	25%	(79)	29%	(92)	8%	(24)	30%	(97)	319
#1 Issue: Women's Issues	9%	(10)	33%	(37)	29%	(33)	9%	(10)	20%	(22)	111
#1 Issue: Education	18%	(30)	29%	(48)	23%	(38)	3%	(5)	28%	(46)	168
#1 Issue: Energy	6%	(5)	35%	(29)	31%	(26)	8%	(7)	19%	(16)	83
#1 Issue: Other	7%	(9)	14%	(17)	25%	(32)	16%	(20)	38%	(48)	127
2016 Vote: Democrat Hillary Clinton	8%	(57)	33%	(219)	31%	(210)	8%	(55)	20%	(133)	673
2016 Vote: Republican Donald Trump	11%	(80)	28%	(213)	28%	(210)	9%	(68)	24%	(184)	755
2016 Vote: Someone else	5%	(10)	30%	(55)	25%	(44)	7%	(12)	33%	(60)	180
2012 Vote: Barack Obama	8%	(70)	32%	(259)	30%	(250)	8%	(69)	21%	(173)	821
2012 Vote: Mitt Romney	10%	(56)	29%	(156)	29%	(157)	10%	(52)	22%	(122)	542
2012 Vote: Other	6%	(7)	30%	(38)	27%	(34)	6%	(7)	32%	(42)	128
2012 Vote: Didn't Vote	11%	(81)	24%	(169)	23%	(166)	8%	(53)	34%	(238)	707
4-Region: Northeast	9%	(36)	28%	(112)	27%	(108)	7%	(26)	30%	(119)	402
4-Region: Midwest	8%	(40)	31%	(145)	28%	(132)	8%	(40)	25%	(117)	474
4-Region: South	11%	(88)	30%	(243)	26%	(210)	8%	(65)	25%	(207)	815
4-Region: West	10%	(50)	24%	(123)	30%	(156)	10%	(50)	26%	(132)	511
Supports Gun Control	10%	(137)	32%	(441)	28%	(391)	8%	(112)	22%	(305)	1386
Does Not Support Gun Control	9%	(62)	27%	(177)	31%	(202)	9%	(57)	24%	(154)	652
NRA Member in HH: Yes	22%	(69)	28%	(87)	23%	(73)	10%	(31)	17%	(52)	312
NRA Member in HH: No	8%	(145)	28%	(537)	28%	(533)	8%	(151)	28%	(523)	1889
Gun Owning HH: Yes	11%	(98)	29%	(270)	28%	(252)	10%	(89)	23%	(206)	915
Gun Owning HH: No	9%	(116)	28%	(354)	28%	(355)	7%	(92)	29%	(369)	1286
Single Gun HH	14%	(35)	35%	(88)	26%	(66)	8%	(19)	16%	(41)	250
Multi Gun HH	10%	(52)	29%	(158)	28%	(150)	11%	(60)	23%	(122)	542
Likely to buy gun next 12 mnths	17%	(114)	28%	(185)	27%	(182)	11%	(72)	17%	(112)	666
Likely to buy gun next month	23%	(82)	28%	(98)	24%	(84)	11%	(39)	15%	(52)	355

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

Table Q7a: *Do you support or oppose stricter gun control laws in the United States?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know/No Opinion	Total N
Adults	43%	(484)	21%	(238)	13%	(143)	15%	(169)	8% (86)	1120
Gender: Male	38%	(201)	21%	(111)	14%	(75)	19%	(98)	7% (38)	525
Gender: Female	47%	(282)	21%	(127)	11%	(68)	12%	(71)	8% (48)	595
Age: 18-29	36%	(86)	25%	(61)	15%	(35)	11%	(26)	13% (32)	241
Age: 30-44	38%	(109)	22%	(62)	13%	(38)	17%	(49)	9% (26)	284
Age: 45-54	48%	(100)	16%	(34)	11%	(24)	17%	(36)	7% (14)	208
Age: 55-64	46%	(85)	17%	(31)	16%	(29)	16%	(28)	6% (10)	183
Age: 65+	51%	(103)	25%	(50)	9%	(18)	14%	(29)	1% (3)	203
PID: Dem (no lean)	66%	(231)	14%	(49)	7%	(23)	8%	(30)	5% (18)	351
PID: Ind (no lean)	37%	(157)	25%	(106)	14%	(58)	14%	(62)	10% (45)	428
PID: Rep (no lean)	28%	(97)	24%	(83)	18%	(61)	23%	(78)	7% (23)	341
PID/Gender: Dem Men	60%	(89)	13%	(20)	9%	(14)	12%	(17)	5% (7)	147
PID/Gender: Dem Women	70%	(142)	14%	(29)	5%	(10)	6%	(13)	5% (11)	204
PID/Gender: Ind Men	32%	(65)	26%	(52)	14%	(30)	18%	(37)	10% (20)	204
PID/Gender: Ind Women	41%	(91)	24%	(54)	13%	(29)	11%	(25)	11% (25)	224
PID/Gender: Rep Men	27%	(48)	23%	(39)	18%	(32)	26%	(45)	6% (11)	174
PID/Gender: Rep Women	29%	(49)	26%	(43)	18%	(29)	20%	(33)	7% (12)	167
Ideo: Liberal (1-3)	59%	(241)	15%	(61)	10%	(40)	7%	(28)	9% (39)	408
Ideo: Moderate (4)	49%	(112)	28%	(63)	11%	(25)	9%	(20)	3% (8)	228
Ideo: Conservative (5-7)	24%	(76)	23%	(72)	21%	(64)	29%	(90)	3% (11)	313
Educ: < College	39%	(316)	22%	(179)	12%	(100)	16%	(131)	10% (77)	802
Educ: Bachelors degree	48%	(96)	21%	(42)	16%	(33)	13%	(26)	3% (5)	202
Educ: Post-grad	62%	(72)	15%	(18)	9%	(11)	10%	(12)	3% (3)	115
Income: Under 50k	44%	(302)	19%	(134)	12%	(82)	14%	(98)	10% (71)	687
Income: 50k-100k	41%	(131)	26%	(81)	15%	(48)	15%	(49)	2% (7)	316
Income: 100k+	44%	(51)	20%	(23)	11%	(12)	19%	(22)	7% (8)	117
Ethnicity: White	40%	(349)	23%	(206)	13%	(118)	16%	(143)	7% (66)	882
Ethnicity: Hispanic	45%	(77)	19%	(33)	13%	(23)	15%	(25)	8% (14)	174
Ethnicity: Afr. Am.	63%	(88)	12%	(16)	5%	(7)	13%	(18)	7% (10)	138
Ethnicity: Other	47%	(47)	16%	(16)	19%	(19)	9%	(9)	10% (10)	100

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Table Q7a: Do you support or oppose stricter gun control laws in the United States?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know/No Opinion	Total N
Adults	43%	(484)	21%	(238)	13%	(143)	15%	(169)	8% (86)	1120
Relig: Protestant	42%	(97)	25%	(59)	15%	(36)	15%	(35)	3% (7)	234
Relig: Roman Catholic	46%	(94)	26%	(53)	11%	(22)	12%	(24)	5% (10)	202
Relig: Ath./Agn./None	41%	(139)	18%	(63)	13%	(44)	16%	(53)	12% (42)	341
Relig: Something Else	50%	(95)	16%	(31)	13%	(24)	17%	(32)	5% (9)	191
Relig: Evangelical	36%	(122)	27%	(90)	13%	(45)	16%	(55)	7% (23)	335
Relig: Non-Evang. Catholics	50%	(125)	21%	(53)	12%	(31)	12%	(29)	4% (10)	248
Relig: All Christian	42%	(247)	25%	(144)	13%	(75)	14%	(84)	6% (33)	584
Relig: All Non-Christian	44%	(235)	18%	(94)	13%	(68)	16%	(85)	9% (50)	532
Community: Urban	53%	(146)	20%	(56)	8%	(22)	13%	(35)	6% (16)	274
Community: Suburban	46%	(207)	21%	(93)	13%	(59)	15%	(66)	6% (26)	451
Community: Rural	33%	(132)	22%	(89)	16%	(62)	17%	(69)	11% (44)	395
Employ: Private Sector	46%	(157)	20%	(69)	14%	(46)	15%	(50)	5% (18)	341
Employ: Government	32%	(28)	27%	(24)	15%	(13)	18%	(15)	8% (7)	87
Employ: Self-Employed	43%	(46)	21%	(22)	11%	(12)	15%	(16)	10% (10)	106
Employ: Homemaker	34%	(30)	30%	(27)	14%	(12)	11%	(10)	12% (10)	89
Employ: Retired	49%	(115)	21%	(50)	11%	(26)	18%	(42)	2% (4)	237
Employ: Unemployed	34%	(35)	18%	(19)	16%	(16)	15%	(16)	17% (17)	103
Employ: Other	42%	(45)	16%	(17)	12%	(13)	17%	(18)	13% (14)	108
Military HH: Yes	38%	(80)	29%	(60)	8%	(16)	23%	(49)	2% (4)	210
Military HH: No	44%	(403)	20%	(178)	14%	(127)	13%	(120)	9% (81)	909
RD/WT: Right Direction	29%	(123)	26%	(113)	17%	(73)	19%	(80)	9% (38)	426
RD/WT: Wrong Track	52%	(361)	18%	(125)	10%	(70)	13%	(89)	7% (48)	694
Strongly Approve	24%	(58)	23%	(54)	17%	(40)	27%	(65)	9% (21)	238
Somewhat Approve	24%	(54)	31%	(71)	21%	(48)	19%	(44)	5% (12)	230
Somewhat Disapprove	43%	(62)	32%	(45)	15%	(22)	6%	(8)	4% (6)	142
Strongly Disapprove	66%	(292)	13%	(57)	6%	(29)	9%	(41)	6% (27)	445
Dont Know / No Opinion	28%	(18)	17%	(11)	7%	(5)	17%	(11)	32% (20)	64

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Table Q7a: Do you support or oppose stricter gun control laws in the United States?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know/No Opinion	Total N
Adults	43%	(484)	21%	(238)	13%	(143)	15%	(169)	8% (86)	1120
#1 Issue: Economy	34%	(97)	27%	(77)	16%	(45)	15%	(42)	9% (25)	286
#1 Issue: Security	32%	(64)	24%	(49)	15%	(30)	24%	(48)	6% (12)	204
#1 Issue: Health Care	56%	(111)	15%	(29)	14%	(27)	7%	(14)	8% (16)	199
#1 Issue: Medicare / Social Security	48%	(83)	24%	(43)	7%	(13)	15%	(27)	5% (9)	175
#1 Issue: Women's Issues	62%	(33)	12%	(6)	8%	(4)	9%	(5)	8% (4)	52
#1 Issue: Education	43%	(40)	24%	(23)	10%	(9)	12%	(11)	11% (10)	93
#1 Issue: Other	50%	(35)	5%	(4)	11%	(8)	29%	(21)	6% (4)	71
2016 Vote: Democrat Hillary Clinton	71%	(244)	14%	(49)	7%	(24)	4%	(15)	3% (11)	342
2016 Vote: Republican Donald Trump	26%	(99)	25%	(95)	19%	(70)	24%	(91)	6% (21)	376
2016 Vote: Someone else	34%	(33)	29%	(28)	13%	(12)	16%	(15)	8% (7)	95
2012 Vote: Barack Obama	65%	(270)	16%	(68)	7%	(28)	8%	(32)	3% (14)	413
2012 Vote: Mitt Romney	27%	(78)	23%	(65)	21%	(59)	24%	(70)	5% (15)	287
2012 Vote: Other	17%	(11)	30%	(19)	19%	(12)	32%	(20)	1% (1)	64
2012 Vote: Didn't Vote	35%	(124)	24%	(86)	12%	(44)	13%	(47)	16% (56)	357
4-Region: Northeast	49%	(93)	20%	(39)	10%	(19)	12%	(24)	8% (15)	190
4-Region: Midwest	44%	(105)	20%	(49)	13%	(31)	14%	(35)	9% (21)	241
4-Region: South	41%	(167)	22%	(89)	15%	(62)	16%	(63)	6% (26)	408
4-Region: West	42%	(118)	22%	(61)	11%	(31)	17%	(47)	8% (23)	281
Supports Gun Control	67%	(484)	33%	(238)	—	(0)	—	(0)	— (0)	722
Does Not Support Gun Control	—	(0)	—	(0)	46%	(143)	54%	(169)	— (0)	312
NRA Member in HH: Yes	27%	(41)	27%	(40)	20%	(30)	21%	(32)	5% (8)	151
NRA Member in HH: No	46%	(443)	20%	(197)	12%	(113)	14%	(137)	8% (78)	969
Gun Owning HH: Yes	30%	(141)	28%	(135)	15%	(73)	21%	(101)	6% (26)	476
Gun Owning HH: No	53%	(343)	16%	(103)	11%	(70)	11%	(69)	9% (60)	644
Single Gun HH	41%	(51)	33%	(41)	10%	(12)	14%	(17)	3% (4)	125
Multi Gun HH	27%	(75)	29%	(82)	16%	(46)	24%	(67)	3% (9)	278
Likely to buy gun next 12 mnths	30%	(103)	23%	(80)	17%	(58)	26%	(89)	4% (12)	342
Likely to buy gun next month	30%	(54)	25%	(44)	17%	(30)	27%	(48)	1% (1)	176

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

Table Q7b: *Do you generally support or oppose efforts to control access to guns?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion	Total N
Adults	40%	(428)	22%	(236)	15%	(165)	16%	(174)	7% (78)	1081
Gender: Male	38%	(201)	23%	(123)	17%	(89)	17%	(93)	5% (29)	535
Gender: Female	42%	(227)	21%	(113)	14%	(76)	15%	(81)	9% (49)	546
Age: 18-29	36%	(85)	24%	(56)	17%	(40)	17%	(39)	6% (15)	235
Age: 30-44	38%	(104)	22%	(62)	17%	(48)	14%	(39)	9% (24)	276
Age: 45-54	35%	(68)	24%	(47)	16%	(31)	17%	(32)	7% (14)	192
Age: 55-64	40%	(74)	20%	(37)	14%	(26)	16%	(29)	10% (18)	184
Age: 65+	50%	(97)	18%	(35)	11%	(21)	18%	(35)	4% (7)	194
PID: Dem (no lean)	58%	(200)	20%	(69)	12%	(41)	6%	(22)	4% (15)	347
PID: Ind (no lean)	35%	(141)	24%	(98)	14%	(55)	15%	(61)	11% (46)	402
PID: Rep (no lean)	26%	(87)	21%	(69)	21%	(69)	27%	(91)	5% (16)	332
PID/Gender: Dem Men	52%	(95)	19%	(35)	18%	(33)	4%	(7)	7% (12)	182
PID/Gender: Dem Women	64%	(105)	21%	(34)	5%	(8)	9%	(15)	2% (3)	165
PID/Gender: Ind Men	37%	(71)	28%	(53)	13%	(25)	17%	(33)	4% (8)	190
PID/Gender: Ind Women	33%	(70)	21%	(45)	14%	(30)	14%	(29)	18% (38)	211
PID/Gender: Rep Men	22%	(35)	22%	(35)	19%	(31)	33%	(53)	5% (8)	162
PID/Gender: Rep Women	30%	(52)	20%	(34)	23%	(38)	22%	(38)	5% (8)	170
Ideo: Liberal (1-3)	56%	(219)	22%	(87)	10%	(40)	7%	(29)	5% (18)	392
Ideo: Moderate (4)	45%	(93)	27%	(56)	12%	(25)	12%	(25)	4% (8)	207
Ideo: Conservative (5-7)	24%	(86)	21%	(73)	21%	(74)	28%	(101)	6% (22)	355
Educ: < College	39%	(295)	20%	(150)	15%	(116)	18%	(136)	9% (67)	764
Educ: Bachelors degree	40%	(84)	26%	(56)	17%	(36)	14%	(30)	3% (7)	214
Educ: Post-grad	46%	(48)	29%	(30)	13%	(13)	8%	(9)	4% (4)	103
Income: Under 50k	38%	(250)	20%	(128)	16%	(106)	17%	(108)	9% (59)	652
Income: 50k-100k	39%	(121)	25%	(78)	14%	(42)	17%	(53)	4% (13)	307
Income: 100k+	46%	(57)	25%	(31)	14%	(17)	11%	(13)	4% (5)	122
Ethnicity: White	38%	(327)	22%	(193)	16%	(135)	17%	(150)	7% (64)	869
Ethnicity: Hispanic	40%	(62)	21%	(33)	23%	(36)	11%	(17)	5% (8)	156
Ethnicity: Afr. Am.	54%	(70)	20%	(26)	11%	(14)	10%	(14)	5% (6)	131
Ethnicity: Other	37%	(30)	21%	(17)	20%	(16)	13%	(11)	9% (7)	82

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Table Q7b: *Do you generally support or oppose efforts to control access to guns?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion	Total N
Adults	40%	(428)	22%	(236)	15%	(165)	16%	(174)	7% (78)	1081
Relig: Protestant	32%	(84)	23%	(60)	19%	(49)	24%	(65)	3% (7)	265
Relig: Roman Catholic	52%	(109)	18%	(38)	13%	(27)	11%	(24)	6% (13)	210
Relig: Ath./Agn./None	41%	(126)	25%	(77)	12%	(36)	12%	(36)	10% (32)	306
Relig: Something Else	35%	(63)	21%	(38)	19%	(35)	16%	(30)	9% (17)	182
Relig: Evangelical	36%	(114)	20%	(64)	17%	(54)	22%	(69)	5% (15)	315
Relig: Non-Evang. Catholics	44%	(121)	21%	(57)	15%	(41)	15%	(40)	5% (15)	275
Relig: All Christian	40%	(235)	21%	(121)	16%	(95)	18%	(109)	5% (29)	590
Relig: All Non-Christian	39%	(189)	23%	(114)	14%	(70)	13%	(65)	10% (48)	488
Community: Urban	47%	(124)	20%	(52)	14%	(38)	12%	(33)	7% (17)	264
Community: Suburban	38%	(192)	25%	(127)	16%	(79)	14%	(73)	6% (32)	504
Community: Rural	36%	(112)	18%	(56)	15%	(48)	22%	(69)	9% (28)	313
Employ: Private Sector	46%	(155)	21%	(70)	13%	(42)	17%	(57)	3% (11)	336
Employ: Government	35%	(31)	30%	(27)	13%	(11)	17%	(15)	4% (4)	89
Employ: Self-Employed	32%	(32)	19%	(19)	23%	(23)	13%	(13)	13% (13)	100
Employ: Homemaker	39%	(34)	27%	(23)	14%	(12)	14%	(12)	7% (6)	87
Employ: Retired	42%	(92)	17%	(39)	17%	(37)	16%	(35)	8% (18)	221
Employ: Unemployed	34%	(38)	22%	(25)	14%	(15)	18%	(20)	13% (15)	113
Employ: Other	29%	(25)	20%	(17)	24%	(21)	16%	(14)	11% (9)	87
Military HH: Yes	39%	(89)	21%	(49)	15%	(35)	21%	(48)	4% (8)	230
Military HH: No	40%	(339)	22%	(187)	15%	(131)	15%	(126)	8% (69)	852
RD/WT: Right Direction	28%	(119)	22%	(94)	19%	(83)	23%	(100)	8% (32)	429
RD/WT: Wrong Track	47%	(308)	22%	(142)	13%	(82)	11%	(75)	7% (45)	653
Strongly Approve	26%	(64)	20%	(49)	17%	(43)	31%	(78)	6% (14)	248
Somewhat Approve	25%	(57)	25%	(57)	24%	(55)	21%	(48)	6% (13)	230
Somewhat Disapprove	38%	(55)	32%	(47)	20%	(29)	8%	(12)	2% (3)	147
Strongly Disapprove	59%	(234)	20%	(78)	9%	(34)	7%	(28)	6% (22)	396
Dont Know / No Opinion	29%	(18)	9%	(5)	6%	(4)	13%	(8)	42% (25)	60

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Table Q7b: Do you generally support or oppose efforts to control access to guns?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion	Total N
Adults	40%	(428)	22%	(236)	15%	(165)	16%	(174)	7% (78)	1081
#1 Issue: Economy	33%	(103)	25%	(78)	16%	(51)	21%	(65)	5% (16)	313
#1 Issue: Security	31%	(67)	26%	(55)	16%	(34)	23%	(49)	4% (8)	213
#1 Issue: Health Care	46%	(82)	21%	(37)	16%	(28)	12%	(21)	6% (10)	179
#1 Issue: Medicare / Social Security	49%	(71)	15%	(21)	17%	(24)	11%	(15)	9% (13)	144
#1 Issue: Women's Issues	62%	(36)	15%	(9)	11%	(6)	8%	(5)	5% (3)	59
#1 Issue: Education	31%	(23)	28%	(21)	13%	(10)	9%	(7)	18% (14)	75
#1 Issue: Other	40%	(22)	12%	(6)	8%	(5)	19%	(10)	21% (12)	56
2016 Vote: Democrat Hillary Clinton	62%	(205)	21%	(69)	9%	(30)	5%	(16)	3% (10)	330
2016 Vote: Republican Donald Trump	25%	(95)	22%	(85)	18%	(68)	30%	(112)	5% (20)	379
2016 Vote: Someone else	37%	(31)	31%	(26)	18%	(15)	6%	(5)	9% (7)	85
2012 Vote: Barack Obama	56%	(229)	22%	(90)	10%	(43)	7%	(31)	4% (15)	408
2012 Vote: Mitt Romney	25%	(64)	24%	(60)	19%	(49)	29%	(74)	3% (8)	255
2012 Vote: Other	28%	(18)	25%	(16)	15%	(9)	21%	(13)	12% (8)	64
2012 Vote: Didn't Vote	33%	(116)	20%	(69)	18%	(64)	16%	(56)	13% (45)	350
4-Region: Northeast	46%	(97)	19%	(41)	12%	(26)	14%	(29)	9% (19)	212
4-Region: Midwest	37%	(85)	24%	(57)	16%	(37)	18%	(41)	5% (12)	232
4-Region: South	37%	(150)	22%	(90)	18%	(75)	16%	(64)	7% (27)	407
4-Region: West	41%	(95)	21%	(48)	12%	(28)	17%	(40)	8% (19)	230
Supports Gun Control	64%	(428)	36%	(236)	—	(0)	—	(0)	— (0)	664
Does Not Support Gun Control	—	(0)	—	(0)	49%	(165)	51%	(174)	— (0)	340
NRA Member in HH: Yes	28%	(46)	19%	(31)	14%	(23)	36%	(58)	2% (3)	160
NRA Member in HH: No	41%	(382)	22%	(206)	15%	(143)	13%	(116)	8% (74)	921
Gun Owning HH: Yes	30%	(130)	23%	(101)	18%	(80)	25%	(110)	4% (19)	439
Gun Owning HH: No	46%	(298)	21%	(135)	13%	(86)	10%	(64)	9% (59)	642
Single Gun HH	44%	(55)	26%	(33)	13%	(16)	16%	(20)	1% (1)	125
Multi Gun HH	22%	(58)	23%	(61)	21%	(56)	29%	(78)	4% (12)	264
Likely to buy gun next 12 mnths	34%	(110)	25%	(80)	15%	(49)	24%	(77)	2% (7)	324
Likely to buy gun next month	37%	(67)	22%	(39)	15%	(26)	24%	(44)	2% (4)	179

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

Table Q8: *Do you generally support or oppose efforts to control access to some types of guns and not others?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion	Total N
Adults	40%	(887)	24%	(537)	11%	(238)	14%	(299)	11% (241)	2201
Gender: Male	37%	(390)	27%	(285)	12%	(125)	16%	(170)	8% (89)	1060
Gender: Female	43%	(496)	22%	(252)	10%	(113)	11%	(129)	13% (152)	1141
Age: 18-29	32%	(151)	24%	(115)	15%	(72)	14%	(67)	15% (71)	475
Age: 30-44	34%	(188)	27%	(151)	12%	(66)	16%	(88)	12% (67)	560
Age: 45-54	39%	(154)	26%	(103)	10%	(39)	14%	(56)	12% (48)	400
Age: 55-64	42%	(156)	26%	(97)	8%	(30)	12%	(44)	11% (41)	368
Age: 65+	60%	(238)	18%	(71)	8%	(32)	11%	(44)	3% (13)	398
PID: Dem (no lean)	54%	(376)	22%	(152)	8%	(56)	9%	(62)	7% (52)	698
PID: Ind (no lean)	36%	(301)	24%	(199)	10%	(84)	14%	(120)	15% (125)	830
PID: Rep (no lean)	31%	(209)	28%	(187)	14%	(97)	17%	(116)	9% (64)	673
PID/Gender: Dem Men	50%	(166)	23%	(77)	9%	(30)	8%	(26)	9% (30)	329
PID/Gender: Dem Women	57%	(211)	20%	(74)	7%	(26)	10%	(36)	6% (22)	369
PID/Gender: Ind Men	35%	(139)	27%	(105)	12%	(45)	18%	(71)	9% (34)	394
PID/Gender: Ind Women	37%	(163)	21%	(93)	9%	(39)	11%	(49)	21% (91)	435
PID/Gender: Rep Men	26%	(86)	30%	(103)	15%	(50)	22%	(73)	8% (25)	337
PID/Gender: Rep Women	37%	(123)	25%	(84)	14%	(47)	13%	(44)	11% (39)	337
Ideo: Liberal (1-3)	48%	(387)	21%	(170)	10%	(82)	9%	(73)	11% (87)	800
Ideo: Moderate (4)	47%	(204)	29%	(128)	7%	(29)	10%	(45)	7% (29)	435
Ideo: Conservative (5-7)	32%	(213)	27%	(180)	14%	(95)	21%	(137)	6% (43)	667
Educ: < College	37%	(574)	24%	(372)	11%	(172)	15%	(236)	13% (211)	1567
Educ: Bachelors degree	46%	(191)	27%	(113)	11%	(47)	11%	(48)	4% (17)	416
Educ: Post-grad	55%	(121)	24%	(52)	9%	(19)	7%	(14)	6% (13)	219
Income: Under 50k	39%	(519)	23%	(302)	11%	(144)	14%	(185)	14% (188)	1339
Income: 50k-100k	42%	(261)	28%	(172)	12%	(72)	13%	(79)	6% (39)	624
Income: 100k+	44%	(106)	26%	(62)	9%	(22)	15%	(35)	6% (14)	239
Ethnicity: White	39%	(690)	26%	(455)	11%	(187)	14%	(239)	10% (180)	1750
Ethnicity: Hispanic	37%	(122)	25%	(81)	12%	(40)	14%	(46)	12% (40)	329
Ethnicity: Afr. Am.	47%	(125)	16%	(43)	11%	(29)	12%	(33)	14% (38)	269
Ethnicity: Other	39%	(71)	21%	(39)	12%	(22)	15%	(27)	13% (23)	182

Continued on next page

Table Q8: Do you generally support or oppose efforts to control access to some types of guns and not others?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion	Total N
Adults	40%	(887)	24%	(537)	11%	(238)	14%	(299)	11% (241)	2201
Relig: Protestant	40%	(202)	25%	(125)	12%	(59)	17%	(84)	6% (30)	499
Relig: Roman Catholic	46%	(190)	25%	(104)	11%	(47)	11%	(44)	7% (28)	413
Relig: Ath./Agn./None	37%	(241)	25%	(162)	9%	(60)	13%	(82)	16% (101)	647
Relig: Something Else	41%	(152)	21%	(77)	11%	(42)	16%	(58)	12% (44)	373
Relig: Jewish	54%	(32)	24%	(14)	2%	(1)	14%	(8)	7% (4)	59
Relig: Evangelical	37%	(242)	26%	(166)	13%	(86)	14%	(92)	10% (63)	650
Relig: Non-Evang. Catholics	47%	(247)	25%	(131)	9%	(48)	13%	(66)	6% (32)	523
Relig: All Christian	42%	(489)	25%	(297)	11%	(134)	13%	(158)	8% (95)	1173
Relig: All Non-Christian	39%	(393)	23%	(240)	10%	(103)	14%	(140)	14% (144)	1020
Community: Urban	44%	(239)	24%	(128)	11%	(62)	11%	(60)	9% (49)	538
Community: Suburban	41%	(393)	26%	(252)	10%	(94)	13%	(122)	10% (94)	955
Community: Rural	36%	(255)	22%	(157)	12%	(82)	17%	(117)	14% (97)	708
Employ: Private Sector	43%	(290)	27%	(180)	11%	(72)	13%	(89)	7% (44)	676
Employ: Government	28%	(48)	34%	(59)	15%	(25)	15%	(26)	9% (16)	175
Employ: Self-Employed	34%	(70)	26%	(53)	9%	(18)	15%	(30)	17% (36)	207
Employ: Homemaker	34%	(60)	27%	(47)	10%	(17)	15%	(27)	14% (24)	175
Employ: Student	37%	(36)	21%	(20)	12%	(12)	15%	(15)	15% (15)	98
Employ: Retired	53%	(244)	21%	(95)	8%	(38)	11%	(49)	7% (30)	457
Employ: Unemployed	31%	(67)	21%	(45)	13%	(28)	16%	(34)	20% (44)	216
Employ: Other	36%	(71)	19%	(37)	14%	(28)	14%	(28)	16% (31)	195
Military HH: Yes	42%	(185)	23%	(102)	12%	(53)	16%	(71)	7% (29)	440
Military HH: No	40%	(701)	25%	(435)	11%	(185)	13%	(228)	12% (212)	1761
RD/WT: Right Direction	33%	(283)	26%	(220)	13%	(114)	17%	(144)	11% (94)	855
RD/WT: Wrong Track	45%	(604)	24%	(317)	9%	(124)	11%	(154)	11% (147)	1346
Strongly Approve	31%	(153)	22%	(109)	14%	(69)	22%	(105)	10% (50)	486
Somewhat Approve	29%	(133)	31%	(141)	14%	(66)	17%	(77)	9% (43)	460
Somewhat Disapprove	40%	(117)	32%	(92)	13%	(38)	8%	(23)	7% (20)	289
Strongly Disapprove	54%	(451)	22%	(182)	6%	(54)	9%	(79)	9% (75)	841
Dont Know / No Opinion	26%	(32)	11%	(13)	9%	(11)	12%	(15)	43% (53)	124

Continued on next page

Table Q8: Do you generally support or oppose efforts to control access to some types of guns and not others?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion	Total N
Adults	40%	(887)	24%	(537)	11%	(238)	14%	(299)	11% (241)	2201
#1 Issue: Economy	33%	(198)	31%	(186)	12%	(71)	16%	(95)	8% (49)	599
#1 Issue: Security	35%	(145)	24%	(102)	13%	(55)	18%	(75)	10% (40)	416
#1 Issue: Health Care	44%	(167)	25%	(96)	8%	(32)	10%	(38)	12% (45)	377
#1 Issue: Medicare / Social Security	53%	(168)	20%	(62)	10%	(32)	9%	(29)	9% (27)	319
#1 Issue: Women's Issues	48%	(53)	21%	(24)	10%	(11)	8%	(9)	13% (14)	111
#1 Issue: Education	41%	(69)	23%	(38)	9%	(16)	11%	(18)	16% (28)	168
#1 Issue: Energy	46%	(39)	20%	(17)	15%	(12)	6%	(5)	12% (10)	83
#1 Issue: Other	38%	(48)	10%	(13)	7%	(9)	23%	(29)	22% (28)	127
2016 Vote: Democrat Hillary Clinton	60%	(405)	20%	(136)	8%	(51)	6%	(41)	6% (40)	673
2016 Vote: Republican Donald Trump	31%	(236)	26%	(199)	14%	(109)	19%	(147)	9% (65)	755
2016 Vote: Someone else	35%	(63)	36%	(65)	10%	(17)	11%	(20)	8% (15)	180
2012 Vote: Barack Obama	55%	(451)	22%	(179)	9%	(73)	8%	(63)	7% (56)	821
2012 Vote: Mitt Romney	33%	(181)	26%	(139)	15%	(80)	20%	(110)	6% (32)	542
2012 Vote: Other	32%	(41)	33%	(42)	7%	(9)	20%	(26)	8% (10)	128
2012 Vote: Didn't Vote	30%	(214)	25%	(177)	11%	(75)	14%	(101)	20% (140)	707
4-Region: Northeast	43%	(172)	22%	(87)	9%	(38)	15%	(59)	11% (45)	402
4-Region: Midwest	40%	(188)	26%	(124)	11%	(52)	12%	(56)	11% (54)	474
4-Region: South	40%	(324)	25%	(201)	11%	(90)	14%	(112)	11% (87)	815
4-Region: West	40%	(203)	24%	(124)	11%	(58)	14%	(72)	11% (55)	511
Supports Gun Control	58%	(807)	27%	(370)	6%	(85)	4%	(54)	5% (70)	1386
Does Not Support Gun Control	11%	(70)	25%	(161)	22%	(145)	37%	(242)	5% (34)	652
NRA Member in HH: Yes	29%	(90)	25%	(79)	16%	(49)	23%	(73)	7% (21)	312
NRA Member in HH: No	42%	(797)	24%	(458)	10%	(189)	12%	(225)	12% (220)	1889
Gun Owning HH: Yes	34%	(310)	27%	(249)	14%	(124)	19%	(170)	7% (63)	915
Gun Owning HH: No	45%	(577)	22%	(288)	9%	(114)	10%	(129)	14% (177)	1286
Single Gun HH	47%	(117)	26%	(66)	11%	(28)	11%	(27)	5% (12)	250
Multi Gun HH	29%	(156)	29%	(158)	14%	(74)	23%	(123)	6% (30)	542
Likely to buy gun next 12 mnths	32%	(216)	28%	(184)	13%	(90)	20%	(134)	6% (42)	666
Likely to buy gun next month	35%	(123)	26%	(94)	11%	(40)	23%	(82)	5% (16)	355

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

Table Q9_1: *How appropriate is it for each of the following to take part in the gun control debate?*
Companies

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion	Total N
Adults	33%	(728)	25%	(539)	18%	(392)	15%	(339)	9% (202)	2201
Gender: Male	34%	(359)	24%	(250)	18%	(191)	18%	(194)	6% (67)	1060
Gender: Female	32%	(369)	25%	(290)	18%	(201)	13%	(146)	12% (135)	1141
Age: 18-29	30%	(142)	28%	(133)	18%	(87)	14%	(68)	10% (46)	475
Age: 30-44	33%	(183)	22%	(126)	20%	(110)	15%	(87)	10% (55)	560
Age: 45-54	32%	(127)	23%	(93)	16%	(63)	19%	(75)	11% (42)	400
Age: 55-64	33%	(122)	22%	(80)	18%	(68)	17%	(61)	10% (36)	368
Age: 65+	39%	(153)	27%	(108)	16%	(65)	12%	(49)	6% (22)	398
PID: Dem (no lean)	45%	(311)	29%	(202)	11%	(80)	8%	(55)	7% (50)	698
PID: Ind (no lean)	30%	(252)	23%	(190)	17%	(138)	17%	(144)	13% (105)	830
PID: Rep (no lean)	24%	(165)	22%	(147)	26%	(174)	21%	(141)	7% (46)	673
PID/Gender: Dem Men	44%	(145)	31%	(102)	11%	(37)	8%	(25)	6% (20)	329
PID/Gender: Dem Women	45%	(167)	27%	(101)	12%	(43)	8%	(30)	8% (30)	369
PID/Gender: Ind Men	33%	(128)	20%	(80)	17%	(67)	22%	(86)	8% (33)	394
PID/Gender: Ind Women	28%	(124)	25%	(110)	16%	(71)	13%	(58)	17% (72)	435
PID/Gender: Rep Men	26%	(86)	20%	(67)	26%	(86)	25%	(83)	4% (13)	337
PID/Gender: Rep Women	23%	(79)	24%	(79)	26%	(88)	17%	(58)	10% (33)	337
Ideo: Liberal (1-3)	40%	(322)	25%	(201)	15%	(118)	12%	(98)	8% (61)	800
Ideo: Moderate (4)	38%	(164)	29%	(126)	18%	(78)	10%	(44)	6% (24)	435
Ideo: Conservative (5-7)	23%	(155)	23%	(151)	23%	(155)	25%	(168)	6% (39)	667
Educ: < College	34%	(526)	22%	(350)	18%	(275)	16%	(243)	11% (173)	1567
Educ: Bachelors degree	31%	(127)	29%	(122)	19%	(77)	17%	(69)	5% (20)	416
Educ: Post-grad	35%	(76)	31%	(68)	18%	(40)	12%	(27)	4% (9)	219
Income: Under 50k	34%	(449)	23%	(310)	17%	(224)	15%	(202)	11% (154)	1339
Income: 50k-100k	32%	(198)	27%	(170)	20%	(124)	15%	(91)	6% (40)	624
Income: 100k+	34%	(81)	25%	(60)	19%	(45)	19%	(46)	3% (8)	239
Ethnicity: White	30%	(523)	24%	(426)	20%	(356)	17%	(290)	9% (154)	1750
Ethnicity: Hispanic	34%	(113)	25%	(84)	19%	(62)	14%	(45)	8% (26)	329

Continued on next page

Table Q9_1: *How appropriate is it for each of the following to take part in the gun control debate?*
Companies

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion	Total N
Adults	33%	(728)	25%	(539)	18%	(392)	15%	(339)	9% (202)	2201
Ethnicity: Afr. Am.	56%	(150)	22%	(58)	7%	(18)	8%	(20)	9% (23)	269
Ethnicity: Other	30%	(55)	30%	(55)	10%	(18)	16%	(29)	13% (24)	182
Relig: Protestant	29%	(144)	24%	(120)	21%	(104)	20%	(101)	6% (31)	499
Relig: Roman Catholic	37%	(154)	25%	(105)	16%	(68)	14%	(57)	7% (29)	413
Relig: Ath./Agn./None	30%	(196)	25%	(161)	17%	(112)	15%	(96)	13% (82)	647
Relig: Something Else	35%	(131)	25%	(95)	16%	(61)	15%	(54)	8% (31)	373
Relig: Jewish	44%	(26)	23%	(13)	16%	(9)	10%	(6)	8% (5)	59
Relig: Evangelical	33%	(212)	25%	(165)	18%	(119)	16%	(106)	7% (48)	650
Relig: Non-Evang. Catholics	35%	(185)	23%	(118)	19%	(98)	16%	(82)	8% (40)	523
Relig: All Christian	34%	(397)	24%	(283)	19%	(217)	16%	(188)	8% (88)	1173
Relig: All Non-Christian	32%	(327)	25%	(255)	17%	(174)	15%	(150)	11% (113)	1020
Community: Urban	41%	(219)	25%	(134)	13%	(71)	13%	(68)	8% (46)	538
Community: Suburban	32%	(309)	24%	(229)	20%	(188)	15%	(140)	9% (87)	955
Community: Rural	28%	(200)	25%	(176)	19%	(133)	18%	(131)	10% (69)	708
Employ: Private Sector	32%	(217)	26%	(175)	20%	(136)	18%	(118)	4% (30)	676
Employ: Government	30%	(53)	27%	(48)	17%	(29)	18%	(32)	8% (14)	175
Employ: Self-Employed	34%	(70)	21%	(43)	17%	(35)	14%	(30)	14% (28)	207
Employ: Homemaker	29%	(51)	19%	(33)	21%	(36)	15%	(27)	16% (28)	175
Employ: Student	43%	(42)	29%	(28)	14%	(14)	8%	(8)	7% (6)	98
Employ: Retired	36%	(167)	25%	(115)	17%	(79)	14%	(66)	7% (31)	457
Employ: Unemployed	35%	(76)	23%	(49)	16%	(34)	14%	(31)	12% (27)	216
Employ: Other	27%	(53)	25%	(48)	14%	(28)	14%	(28)	19% (38)	195
Military HH: Yes	38%	(168)	22%	(96)	18%	(81)	16%	(70)	6% (25)	440
Military HH: No	32%	(560)	25%	(444)	18%	(311)	15%	(269)	10% (176)	1761
RD/WT: Right Direction	29%	(250)	22%	(186)	22%	(185)	18%	(157)	9% (77)	855
RD/WT: Wrong Track	36%	(479)	26%	(354)	15%	(207)	14%	(182)	9% (124)	1346

Continued on next page

Table Q9_1: How appropriate is it for each of the following to take part in the gun control debate?

Companies

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion	Total N
Adults	33%	(728)	25%	(539)	18%	(392)	15%	(339)	9% (202)	2201
Strongly Approve	29%	(139)	22%	(105)	21%	(100)	21%	(104)	8% (38)	486
Somewhat Approve	22%	(101)	25%	(116)	26%	(120)	20%	(94)	7% (30)	460
Somewhat Disapprove	29%	(83)	31%	(90)	21%	(60)	12%	(35)	8% (22)	289
Strongly Disapprove	45%	(376)	24%	(206)	12%	(98)	12%	(97)	8% (64)	841
Dont Know / No Opinion	24%	(29)	19%	(23)	11%	(14)	8%	(10)	38% (47)	124
#1 Issue: Economy	29%	(172)	26%	(157)	20%	(121)	17%	(101)	8% (48)	599
#1 Issue: Security	25%	(103)	26%	(108)	20%	(84)	21%	(86)	9% (36)	416
#1 Issue: Health Care	38%	(142)	26%	(98)	15%	(55)	11%	(42)	11% (40)	377
#1 Issue: Medicare / Social Security	42%	(133)	23%	(73)	16%	(51)	13%	(41)	7% (21)	319
#1 Issue: Women's Issues	42%	(47)	20%	(22)	15%	(16)	11%	(13)	12% (13)	111
#1 Issue: Education	31%	(52)	26%	(43)	21%	(35)	13%	(21)	10% (17)	168
#1 Issue: Energy	38%	(31)	22%	(18)	25%	(21)	10%	(9)	5% (4)	83
#1 Issue: Other	38%	(48)	16%	(20)	7%	(9)	22%	(27)	18% (23)	127
2016 Vote: Democrat Hillary Clinton	45%	(306)	30%	(200)	11%	(75)	9%	(59)	5% (34)	673
2016 Vote: Republican Donald Trump	25%	(186)	23%	(173)	23%	(173)	23%	(176)	6% (48)	755
2016 Vote: Someone else	22%	(40)	28%	(50)	22%	(40)	19%	(33)	10% (17)	180
2012 Vote: Barack Obama	42%	(344)	29%	(236)	13%	(108)	10%	(83)	6% (50)	821
2012 Vote: Mitt Romney	22%	(117)	23%	(124)	26%	(143)	24%	(129)	5% (28)	542
2012 Vote: Other	25%	(32)	29%	(37)	18%	(23)	19%	(24)	10% (13)	128
2012 Vote: Didn't Vote	33%	(234)	20%	(143)	17%	(118)	15%	(103)	15% (109)	707
4-Region: Northeast	40%	(160)	22%	(87)	14%	(55)	14%	(54)	11% (45)	402
4-Region: Midwest	33%	(154)	23%	(108)	20%	(95)	16%	(76)	9% (41)	474
4-Region: South	33%	(272)	27%	(218)	16%	(133)	15%	(125)	8% (67)	815
4-Region: West	28%	(142)	25%	(127)	21%	(109)	17%	(85)	10% (49)	511
Supports Gun Control	44%	(613)	29%	(398)	14%	(193)	9%	(123)	4% (59)	1386
Does Not Support Gun Control	17%	(109)	19%	(124)	29%	(186)	30%	(192)	6% (40)	652
NRA Member in HH: Yes	30%	(92)	23%	(72)	20%	(61)	26%	(81)	2% (6)	312
NRA Member in HH: No	34%	(636)	25%	(468)	17%	(331)	14%	(259)	10% (196)	1889
Gun Owning HH: Yes	28%	(253)	24%	(217)	22%	(202)	20%	(186)	6% (58)	915
Gun Owning HH: No	37%	(475)	25%	(323)	15%	(190)	12%	(154)	11% (144)	1286

Continued on next page

Table Q9_1: How appropriate is it for each of the following to take part in the gun control debate?*Companies*

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion	Total N
Adults	33%	(728)	25%	(539)	18%	(392)	15%	(339)	9% (202)	2201
Single Gun HH	35%	(87)	29%	(72)	18%	(44)	13%	(32)	6% (15)	250
Multi Gun HH	24%	(129)	23%	(127)	24%	(130)	23%	(127)	5% (29)	542
Likely to buy gun next 12 mnths	30%	(201)	24%	(161)	21%	(139)	21%	(138)	4% (27)	666
Likely to buy gun next month	35%	(123)	24%	(84)	17%	(59)	22%	(78)	3% (12)	355

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

Table Q9_4: *How appropriate is it for each of the following to take part in the gun control debate?*
The federal government

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	56%	(1233)	22%	(484)	8%	(166)	7%	(144)	8%	(175)	2201
Gender: Male	55%	(583)	23%	(241)	9%	(93)	7%	(79)	6%	(63)	1060
Gender: Female	57%	(650)	21%	(243)	6%	(73)	6%	(65)	10%	(112)	1141
Age: 18-29	49%	(235)	25%	(118)	11%	(52)	5%	(25)	10%	(46)	475
Age: 30-44	54%	(305)	20%	(114)	8%	(43)	8%	(44)	10%	(54)	560
Age: 45-54	57%	(229)	22%	(89)	5%	(21)	7%	(28)	8%	(33)	400
Age: 55-64	57%	(208)	22%	(80)	6%	(22)	7%	(25)	9%	(33)	368
Age: 65+	64%	(256)	21%	(83)	7%	(28)	5%	(21)	2%	(9)	398
PID: Dem (no lean)	70%	(487)	17%	(118)	4%	(30)	4%	(25)	5%	(38)	698
PID: Ind (no lean)	52%	(435)	20%	(167)	8%	(68)	8%	(67)	11%	(93)	830
PID: Rep (no lean)	46%	(311)	30%	(199)	10%	(68)	8%	(51)	6%	(44)	673
PID/Gender: Dem Men	68%	(225)	17%	(55)	7%	(23)	3%	(9)	5%	(16)	329
PID/Gender: Dem Women	71%	(262)	17%	(63)	2%	(7)	4%	(16)	6%	(21)	369
PID/Gender: Ind Men	55%	(215)	20%	(80)	9%	(36)	9%	(35)	7%	(28)	394
PID/Gender: Ind Women	50%	(219)	20%	(86)	7%	(32)	7%	(32)	15%	(65)	435
PID/Gender: Rep Men	43%	(144)	31%	(105)	10%	(34)	10%	(35)	5%	(18)	337
PID/Gender: Rep Women	50%	(168)	28%	(94)	10%	(34)	5%	(16)	7%	(25)	337
Ideo: Liberal (1-3)	63%	(506)	19%	(151)	6%	(48)	4%	(34)	7%	(59)	800
Ideo: Moderate (4)	64%	(280)	21%	(90)	6%	(27)	5%	(22)	3%	(15)	435
Ideo: Conservative (5-7)	46%	(309)	29%	(194)	11%	(70)	10%	(67)	4%	(28)	667
Educ: < College	54%	(841)	21%	(335)	8%	(123)	7%	(116)	10%	(152)	1567
Educ: Bachelors degree	59%	(245)	25%	(104)	7%	(31)	5%	(20)	4%	(15)	416
Educ: Post-grad	67%	(147)	20%	(45)	5%	(11)	4%	(8)	3%	(7)	219
Income: Under 50k	53%	(707)	21%	(284)	8%	(102)	8%	(104)	11%	(142)	1339
Income: 50k-100k	61%	(377)	24%	(147)	7%	(45)	5%	(29)	4%	(25)	624
Income: 100k+	62%	(149)	22%	(53)	8%	(19)	4%	(11)	3%	(8)	239
Ethnicity: White	55%	(956)	23%	(405)	8%	(136)	7%	(118)	8%	(136)	1750
Ethnicity: Hispanic	50%	(166)	25%	(81)	9%	(29)	8%	(25)	9%	(28)	329

Continued on next page

Table Q9_4: How appropriate is it for each of the following to take part in the gun control debate?*The federal government*

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	56%	(1233)	22%	(484)	8%	(166)	7%	(144)	8%	(175)	2201
Ethnicity: Afr. Am.	67%	(180)	17%	(45)	5%	(13)	5%	(14)	6%	(16)	269
Ethnicity: Other	53%	(97)	19%	(34)	9%	(16)	7%	(12)	13%	(23)	182
Relig: Protestant	52%	(262)	28%	(138)	9%	(46)	7%	(36)	3%	(17)	499
Relig: Roman Catholic	61%	(253)	22%	(90)	4%	(17)	6%	(24)	7%	(30)	413
Relig: Ath./Agn./None	57%	(370)	17%	(110)	7%	(46)	7%	(43)	12%	(78)	647
Relig: Something Else	54%	(203)	24%	(89)	9%	(34)	6%	(22)	7%	(26)	373
Relig: Jewish	69%	(40)	22%	(13)	7%	(4)	1%	(1)	1%	(1)	59
Relig: Evangelical	51%	(330)	28%	(183)	8%	(54)	7%	(47)	6%	(36)	650
Relig: Non-Evang. Catholics	62%	(327)	19%	(101)	6%	(30)	6%	(32)	6%	(33)	523
Relig: All Christian	56%	(656)	24%	(284)	7%	(84)	7%	(79)	6%	(69)	1173
Relig: All Non-Christian	56%	(572)	20%	(199)	8%	(80)	6%	(64)	10%	(104)	1020
Community: Urban	61%	(331)	18%	(97)	6%	(34)	6%	(33)	8%	(44)	538
Community: Suburban	58%	(556)	22%	(211)	7%	(69)	5%	(51)	7%	(68)	955
Community: Rural	49%	(346)	25%	(176)	9%	(63)	8%	(60)	9%	(63)	708
Employ: Private Sector	59%	(402)	24%	(159)	7%	(45)	6%	(42)	4%	(28)	676
Employ: Government	49%	(87)	28%	(49)	7%	(12)	7%	(13)	8%	(15)	175
Employ: Self-Employed	51%	(106)	18%	(38)	15%	(30)	5%	(11)	10%	(21)	207
Employ: Homemaker	54%	(94)	21%	(37)	5%	(8)	7%	(12)	14%	(25)	175
Employ: Student	60%	(59)	24%	(24)	5%	(5)	6%	(6)	5%	(5)	98
Employ: Retired	60%	(274)	22%	(99)	7%	(34)	7%	(32)	4%	(18)	457
Employ: Unemployed	51%	(110)	21%	(46)	7%	(15)	8%	(18)	12%	(27)	216
Employ: Other	52%	(102)	16%	(32)	8%	(15)	5%	(10)	18%	(36)	195
Military HH: Yes	58%	(256)	23%	(100)	7%	(29)	8%	(35)	4%	(20)	440
Military HH: No	55%	(977)	22%	(384)	8%	(137)	6%	(108)	9%	(155)	1761
RD/WT: Right Direction	47%	(406)	28%	(239)	9%	(75)	8%	(67)	8%	(68)	855
RD/WT: Wrong Track	61%	(827)	18%	(245)	7%	(91)	6%	(76)	8%	(107)	1346

Continued on next page

Table Q9_4: How appropriate is it for each of the following to take part in the gun control debate?
The federal government

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	56%	(1233)	22%	(484)	8%	(166)	7%	(144)	8%	(175)	2201
Strongly Approve	45%	(220)	29%	(139)	9%	(44)	10%	(51)	7%	(32)	486
Somewhat Approve	49%	(225)	25%	(117)	13%	(60)	7%	(30)	6%	(28)	460
Somewhat Disapprove	54%	(155)	29%	(83)	9%	(25)	3%	(9)	6%	(17)	289
Strongly Disapprove	70%	(590)	15%	(127)	3%	(27)	6%	(47)	6%	(50)	841
Dont Know / No Opinion	34%	(42)	15%	(18)	7%	(9)	6%	(7)	38%	(47)	124
#1 Issue: Economy	56%	(333)	24%	(147)	8%	(48)	6%	(36)	6%	(35)	599
#1 Issue: Security	50%	(208)	26%	(108)	10%	(43)	7%	(31)	7%	(27)	416
#1 Issue: Health Care	59%	(221)	22%	(81)	4%	(16)	6%	(21)	10%	(37)	377
#1 Issue: Medicare / Social Security	59%	(187)	20%	(64)	7%	(23)	7%	(21)	7%	(24)	319
#1 Issue: Women's Issues	66%	(74)	16%	(18)	6%	(6)	3%	(3)	9%	(10)	111
#1 Issue: Education	49%	(83)	23%	(39)	13%	(21)	6%	(10)	9%	(15)	168
#1 Issue: Energy	68%	(57)	18%	(15)	7%	(5)	2%	(2)	5%	(4)	83
#1 Issue: Other	56%	(71)	9%	(12)	2%	(3)	16%	(20)	17%	(22)	127
2016 Vote: Democrat Hillary Clinton	71%	(481)	18%	(121)	3%	(23)	3%	(20)	4%	(27)	673
2016 Vote: Republican Donald Trump	47%	(354)	29%	(219)	9%	(71)	10%	(74)	5%	(37)	755
2016 Vote: Someone else	52%	(93)	23%	(41)	11%	(20)	6%	(12)	8%	(14)	180
2012 Vote: Barack Obama	68%	(562)	18%	(149)	5%	(42)	4%	(31)	4%	(37)	821
2012 Vote: Mitt Romney	47%	(255)	30%	(162)	9%	(47)	10%	(56)	4%	(21)	542
2012 Vote: Other	47%	(61)	20%	(26)	15%	(19)	9%	(11)	9%	(11)	128
2012 Vote: Didn't Vote	50%	(354)	21%	(146)	8%	(57)	6%	(45)	15%	(104)	707
4-Region: Northeast	64%	(259)	16%	(64)	5%	(20)	5%	(21)	9%	(38)	402
4-Region: Midwest	56%	(263)	23%	(111)	7%	(32)	6%	(30)	8%	(38)	474
4-Region: South	55%	(449)	23%	(187)	9%	(70)	7%	(54)	7%	(55)	815
4-Region: West	51%	(262)	24%	(123)	9%	(44)	8%	(39)	9%	(44)	511
Supports Gun Control	71%	(983)	20%	(271)	4%	(57)	3%	(37)	3%	(38)	1386
Does Not Support Gun Control	36%	(232)	31%	(200)	14%	(93)	14%	(93)	5%	(34)	652
NRA Member in HH: Yes	40%	(125)	32%	(101)	14%	(43)	11%	(34)	3%	(9)	312
NRA Member in HH: No	59%	(1108)	20%	(383)	7%	(123)	6%	(109)	9%	(165)	1889
Gun Owning HH: Yes	49%	(447)	27%	(247)	10%	(92)	9%	(82)	5%	(48)	915
Gun Owning HH: No	61%	(786)	18%	(237)	6%	(74)	5%	(62)	10%	(127)	1286

Continued on next page

Table Q9_4: How appropriate is it for each of the following to take part in the gun control debate?*The federal government*

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	56%	(1233)	22%	(484)	8%	(166)	7%	(144)	8%	(175)	2201
Single Gun HH	58%	(146)	26%	(65)	6%	(16)	4%	(10)	5%	(12)	250
Multi Gun HH	47%	(255)	29%	(155)	12%	(64)	9%	(49)	4%	(20)	542
Likely to buy gun next 12 mnths	47%	(310)	29%	(194)	10%	(67)	11%	(75)	3%	(20)	666
Likely to buy gun next month	44%	(157)	28%	(100)	12%	(42)	14%	(48)	2%	(7)	355

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

Table Q9_5: *How appropriate is it for each of the following to take part in the gun control debate?*
State or local governments

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	58%	(1280)	22%	(487)	7%	(154)	5%	(109)	8%	(172)	2201
Gender: Male	57%	(605)	23%	(248)	9%	(90)	5%	(56)	6%	(59)	1060
Gender: Female	59%	(674)	21%	(238)	6%	(64)	5%	(52)	10%	(112)	1141
Age: 18-29	54%	(254)	20%	(93)	10%	(49)	6%	(30)	10%	(49)	475
Age: 30-44	53%	(299)	26%	(145)	7%	(39)	5%	(25)	9%	(51)	560
Age: 45-54	59%	(237)	21%	(82)	6%	(24)	6%	(23)	9%	(35)	400
Age: 55-64	57%	(210)	24%	(88)	5%	(20)	6%	(20)	8%	(30)	368
Age: 65+	70%	(280)	20%	(78)	6%	(22)	3%	(10)	2%	(8)	398
PID: Dem (no lean)	71%	(499)	17%	(117)	4%	(31)	2%	(15)	5%	(36)	698
PID: Ind (no lean)	53%	(440)	22%	(181)	7%	(61)	6%	(53)	11%	(95)	830
PID: Rep (no lean)	51%	(341)	28%	(188)	9%	(62)	6%	(41)	6%	(41)	673
PID/Gender: Dem Men	71%	(232)	18%	(60)	5%	(17)	1%	(5)	5%	(15)	329
PID/Gender: Dem Women	72%	(267)	16%	(57)	4%	(14)	3%	(10)	6%	(21)	369
PID/Gender: Ind Men	54%	(214)	23%	(89)	10%	(38)	6%	(24)	7%	(29)	394
PID/Gender: Ind Women	52%	(226)	21%	(92)	5%	(23)	6%	(28)	15%	(66)	435
PID/Gender: Rep Men	47%	(159)	30%	(99)	11%	(35)	8%	(27)	5%	(16)	337
PID/Gender: Rep Women	54%	(182)	26%	(89)	8%	(26)	4%	(14)	8%	(25)	337
Ideo: Liberal (1-3)	64%	(509)	19%	(155)	6%	(49)	4%	(30)	7%	(57)	800
Ideo: Moderate (4)	66%	(287)	21%	(92)	6%	(25)	4%	(15)	4%	(16)	435
Ideo: Conservative (5-7)	53%	(353)	27%	(177)	9%	(63)	7%	(46)	4%	(28)	667
Educ: < College	55%	(866)	22%	(352)	7%	(110)	6%	(88)	10%	(151)	1567
Educ: Bachelors degree	63%	(262)	22%	(92)	9%	(36)	3%	(11)	4%	(15)	416
Educ: Post-grad	69%	(152)	20%	(43)	4%	(8)	5%	(10)	3%	(6)	219
Income: Under 50k	55%	(742)	22%	(292)	7%	(95)	5%	(73)	10%	(138)	1339
Income: 50k-100k	62%	(385)	22%	(138)	8%	(47)	4%	(28)	4%	(25)	624
Income: 100k+	64%	(153)	24%	(57)	5%	(12)	3%	(8)	4%	(9)	239
Ethnicity: White	57%	(996)	24%	(412)	7%	(118)	6%	(97)	7%	(128)	1750
Ethnicity: Hispanic	49%	(161)	26%	(85)	10%	(34)	6%	(20)	9%	(29)	329

Continued on next page

Table Q9_5: *How appropriate is it for each of the following to take part in the gun control debate?*
State or local governments

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	58%	(1280)	22%	(487)	7%	(154)	5%	(109)	8%	(172)	2201
Ethnicity: Afr. Am.	72%	(194)	13%	(34)	5%	(15)	3%	(7)	7%	(19)	269
Ethnicity: Other	49%	(90)	23%	(41)	12%	(22)	2%	(4)	13%	(25)	182
Relig: Protestant	58%	(290)	25%	(125)	7%	(34)	6%	(30)	4%	(20)	499
Relig: Roman Catholic	62%	(256)	20%	(81)	5%	(22)	6%	(25)	7%	(29)	413
Relig: Ath./Agn./None	55%	(353)	21%	(138)	7%	(47)	4%	(27)	13%	(81)	647
Relig: Something Else	59%	(222)	22%	(84)	8%	(29)	5%	(17)	6%	(21)	373
Relig: Jewish	74%	(43)	20%	(12)	5%	(3)	—	(0)	1%	(1)	59
Relig: Evangelical	55%	(357)	27%	(175)	7%	(47)	5%	(35)	5%	(36)	650
Relig: Non-Evang. Catholics	65%	(342)	17%	(89)	6%	(31)	6%	(29)	6%	(32)	523
Relig: All Christian	60%	(699)	23%	(264)	7%	(78)	5%	(64)	6%	(68)	1173
Relig: All Non-Christian	56%	(575)	22%	(222)	7%	(76)	4%	(45)	10%	(102)	1020
Community: Urban	63%	(341)	18%	(96)	7%	(36)	5%	(27)	7%	(38)	538
Community: Suburban	61%	(584)	20%	(193)	7%	(66)	4%	(39)	8%	(72)	955
Community: Rural	50%	(355)	28%	(198)	7%	(52)	6%	(42)	9%	(61)	708
Employ: Private Sector	61%	(411)	23%	(155)	7%	(48)	5%	(35)	4%	(27)	676
Employ: Government	48%	(84)	30%	(52)	9%	(16)	6%	(11)	8%	(14)	175
Employ: Self-Employed	55%	(113)	22%	(45)	9%	(18)	5%	(11)	10%	(20)	207
Employ: Homemaker	57%	(101)	21%	(37)	5%	(8)	3%	(6)	14%	(24)	175
Employ: Student	63%	(62)	16%	(16)	6%	(6)	8%	(8)	8%	(7)	98
Employ: Retired	65%	(298)	22%	(100)	6%	(27)	4%	(18)	3%	(15)	457
Employ: Unemployed	51%	(111)	19%	(42)	11%	(23)	5%	(11)	13%	(29)	216
Employ: Other	52%	(101)	21%	(41)	5%	(9)	5%	(9)	18%	(35)	195
Military HH: Yes	60%	(264)	24%	(106)	6%	(25)	5%	(23)	5%	(22)	440
Military HH: No	58%	(1015)	22%	(381)	7%	(130)	5%	(85)	9%	(150)	1761
RD/WT: Right Direction	52%	(447)	25%	(216)	9%	(74)	6%	(49)	8%	(69)	855
RD/WT: Wrong Track	62%	(832)	20%	(271)	6%	(81)	4%	(59)	8%	(103)	1346

Continued on next page

Table Q9_5: How appropriate is it for each of the following to take part in the gun control debate?
State or local governments

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	58%	(1280)	22%	(487)	7%	(154)	5%	(109)	8%	(172)	2201
Strongly Approve	51%	(248)	27%	(133)	8%	(37)	8%	(37)	6%	(31)	486
Somewhat Approve	52%	(240)	26%	(121)	10%	(44)	6%	(30)	5%	(25)	460
Somewhat Disapprove	55%	(158)	28%	(80)	8%	(22)	5%	(14)	5%	(15)	289
Strongly Disapprove	70%	(590)	16%	(134)	5%	(43)	3%	(22)	6%	(53)	841
Dont Know / No Opinion	36%	(44)	15%	(19)	6%	(8)	5%	(6)	38%	(47)	124
#1 Issue: Economy	58%	(349)	25%	(148)	7%	(40)	4%	(25)	6%	(36)	599
#1 Issue: Security	55%	(227)	25%	(105)	7%	(31)	6%	(27)	6%	(27)	416
#1 Issue: Health Care	62%	(234)	19%	(70)	6%	(22)	5%	(17)	9%	(34)	377
#1 Issue: Medicare / Social Security	63%	(200)	22%	(71)	6%	(18)	4%	(12)	6%	(19)	319
#1 Issue: Women's Issues	68%	(75)	11%	(12)	7%	(8)	4%	(4)	10%	(11)	111
#1 Issue: Education	47%	(78)	26%	(43)	12%	(20)	6%	(10)	9%	(16)	168
#1 Issue: Energy	62%	(52)	25%	(21)	8%	(6)	—	(0)	5%	(4)	83
#1 Issue: Other	51%	(64)	13%	(17)	7%	(9)	10%	(13)	19%	(24)	127
2016 Vote: Democrat Hillary Clinton	71%	(477)	18%	(120)	6%	(37)	2%	(11)	4%	(27)	673
2016 Vote: Republican Donald Trump	51%	(389)	28%	(211)	8%	(59)	8%	(57)	5%	(39)	755
2016 Vote: Someone else	57%	(103)	20%	(36)	10%	(17)	6%	(11)	8%	(14)	180
2012 Vote: Barack Obama	69%	(565)	18%	(147)	6%	(51)	2%	(19)	5%	(38)	821
2012 Vote: Mitt Romney	53%	(289)	29%	(157)	7%	(36)	8%	(42)	3%	(18)	542
2012 Vote: Other	52%	(67)	19%	(25)	13%	(16)	7%	(9)	9%	(12)	128
2012 Vote: Didn't Vote	51%	(358)	22%	(158)	7%	(50)	5%	(38)	14%	(102)	707
4-Region: Northeast	67%	(268)	15%	(60)	4%	(17)	5%	(21)	9%	(36)	402
4-Region: Midwest	58%	(275)	23%	(107)	8%	(36)	5%	(22)	7%	(34)	474
4-Region: South	57%	(468)	24%	(195)	7%	(58)	4%	(32)	8%	(63)	815
4-Region: West	53%	(269)	25%	(125)	9%	(44)	7%	(34)	8%	(39)	511
Supports Gun Control	72%	(999)	19%	(264)	4%	(52)	3%	(35)	3%	(36)	1386
Does Not Support Gun Control	40%	(258)	32%	(207)	14%	(91)	9%	(61)	5%	(35)	652
NRA Member in HH: Yes	47%	(147)	29%	(91)	13%	(39)	8%	(24)	3%	(10)	312
NRA Member in HH: No	60%	(1133)	21%	(396)	6%	(115)	4%	(84)	9%	(162)	1889
Gun Owning HH: Yes	52%	(475)	27%	(248)	9%	(85)	6%	(58)	5%	(50)	915
Gun Owning HH: No	63%	(805)	19%	(239)	5%	(69)	4%	(50)	9%	(122)	1286

Continued on next page

Table Q9_5: How appropriate is it for each of the following to take part in the gun control debate?

State or local governments

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	58%	(1280)	22%	(487)	7%	(154)	5%	(109)	8%	(172)	2201
Single Gun HH	60%	(150)	26%	(66)	3%	(9)	5%	(13)	5%	(12)	250
Multi Gun HH	50%	(273)	29%	(158)	11%	(60)	6%	(34)	3%	(17)	542
Likely to buy gun next 12 mnths	49%	(328)	30%	(199)	9%	(60)	8%	(54)	4%	(24)	666
Likely to buy gun next month	45%	(160)	31%	(109)	11%	(38)	10%	(37)	3%	(12)	355

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

Table Q9_6: How appropriate is it for each of the following to take part in the gun control debate?

Private citizens

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	64%	(1412)	20%	(439)	4%	(92)	4%	(85)	8%	(173)	2201
Gender: Male	63%	(664)	22%	(238)	5%	(56)	4%	(46)	5%	(55)	1060
Gender: Female	65%	(748)	18%	(201)	3%	(36)	3%	(39)	10%	(119)	1141
Age: 18-29	54%	(258)	21%	(101)	9%	(41)	6%	(29)	10%	(45)	475
Age: 30-44	61%	(340)	21%	(117)	4%	(25)	4%	(23)	10%	(55)	560
Age: 45-54	64%	(256)	17%	(70)	3%	(13)	6%	(26)	9%	(35)	400
Age: 55-64	67%	(247)	22%	(80)	2%	(7)	1%	(4)	8%	(28)	368
Age: 65+	78%	(310)	18%	(71)	1%	(5)	1%	(2)	2%	(9)	398
PID: Dem (no lean)	70%	(490)	18%	(127)	4%	(29)	2%	(17)	5%	(35)	698
PID: Ind (no lean)	60%	(499)	19%	(160)	4%	(34)	5%	(45)	11%	(93)	830
PID: Rep (no lean)	63%	(423)	23%	(153)	4%	(29)	3%	(23)	7%	(46)	673
PID/Gender: Dem Men	67%	(221)	20%	(67)	6%	(19)	2%	(8)	4%	(14)	329
PID/Gender: Dem Women	73%	(269)	16%	(60)	3%	(11)	2%	(9)	6%	(21)	369
PID/Gender: Ind Men	63%	(248)	20%	(80)	5%	(21)	6%	(23)	6%	(22)	394
PID/Gender: Ind Women	58%	(250)	18%	(80)	3%	(13)	5%	(22)	16%	(71)	435
PID/Gender: Rep Men	58%	(195)	27%	(91)	5%	(17)	5%	(15)	5%	(18)	337
PID/Gender: Rep Women	68%	(228)	18%	(62)	4%	(12)	2%	(8)	8%	(27)	337
Ideo: Liberal (1-3)	67%	(535)	18%	(142)	5%	(41)	4%	(31)	6%	(51)	800
Ideo: Moderate (4)	64%	(280)	24%	(105)	4%	(18)	3%	(12)	4%	(19)	435
Ideo: Conservative (5-7)	66%	(440)	22%	(149)	3%	(20)	4%	(29)	4%	(30)	667
Educ: < College	62%	(974)	20%	(317)	4%	(59)	4%	(69)	9%	(148)	1567
Educ: Bachelors degree	67%	(279)	21%	(88)	5%	(21)	3%	(11)	4%	(17)	416
Educ: Post-grad	72%	(158)	16%	(34)	6%	(12)	2%	(5)	4%	(9)	219
Income: Under 50k	60%	(809)	20%	(273)	4%	(59)	4%	(59)	10%	(139)	1339
Income: 50k-100k	68%	(427)	20%	(126)	4%	(25)	3%	(21)	4%	(25)	624
Income: 100k+	74%	(176)	17%	(41)	3%	(8)	2%	(4)	4%	(9)	239
Ethnicity: White	65%	(1136)	21%	(365)	3%	(58)	4%	(62)	7%	(129)	1750
Ethnicity: Hispanic	57%	(188)	19%	(63)	7%	(24)	7%	(22)	10%	(31)	329

Continued on next page

Table Q9_6: *How appropriate is it for each of the following to take part in the gun control debate?*

Private citizens

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion	Total N
Adults	64%	(1412)	20%	(439)	4%	(92)	4%	(85)	8% (173)	2201
Ethnicity: Afr. Am.	69%	(187)	14%	(37)	7%	(19)	2%	(7)	7% (20)	269
Ethnicity: Other	49%	(89)	21%	(38)	8%	(15)	9%	(16)	14% (25)	182
Relig: Protestant	69%	(345)	21%	(106)	3%	(15)	3%	(17)	3% (16)	499
Relig: Roman Catholic	63%	(259)	23%	(94)	3%	(14)	4%	(17)	7% (29)	413
Relig: Ath./Agn./None	63%	(407)	17%	(113)	4%	(24)	5%	(30)	11% (73)	647
Relig: Something Else	63%	(237)	20%	(74)	7%	(26)	3%	(12)	6% (24)	373
Relig: Jewish	74%	(43)	20%	(12)	3%	(2)	2%	(1)	1% (1)	59
Relig: Evangelical	64%	(416)	21%	(139)	5%	(30)	3%	(21)	7% (44)	650
Relig: Non-Evang. Catholics	66%	(348)	21%	(111)	2%	(12)	4%	(22)	6% (31)	523
Relig: All Christian	65%	(764)	21%	(250)	4%	(42)	4%	(43)	6% (75)	1173
Relig: All Non-Christian	63%	(644)	18%	(187)	5%	(50)	4%	(42)	9% (97)	1020
Community: Urban	66%	(355)	16%	(87)	5%	(25)	5%	(28)	8% (44)	538
Community: Suburban	65%	(620)	21%	(201)	4%	(39)	3%	(26)	7% (68)	955
Community: Rural	62%	(437)	21%	(151)	4%	(28)	4%	(31)	9% (61)	708
Employ: Private Sector	67%	(456)	20%	(133)	5%	(32)	4%	(26)	4% (30)	676
Employ: Government	56%	(98)	25%	(45)	7%	(13)	5%	(9)	7% (11)	175
Employ: Self-Employed	57%	(117)	20%	(40)	6%	(12)	7%	(14)	12% (24)	207
Employ: Homemaker	60%	(105)	21%	(36)	2%	(4)	3%	(5)	14% (25)	175
Employ: Student	62%	(61)	16%	(15)	10%	(10)	6%	(6)	7% (7)	98
Employ: Retired	74%	(338)	19%	(88)	2%	(11)	1%	(6)	3% (15)	457
Employ: Unemployed	56%	(122)	24%	(52)	2%	(5)	4%	(9)	13% (28)	216
Employ: Other	60%	(116)	15%	(29)	3%	(6)	6%	(11)	17% (33)	195
Military HH: Yes	67%	(295)	21%	(94)	4%	(19)	3%	(14)	4% (18)	440
Military HH: No	63%	(1117)	20%	(345)	4%	(73)	4%	(71)	9% (155)	1761
RD/WT: Right Direction	63%	(538)	21%	(180)	5%	(40)	3%	(29)	8% (69)	855
RD/WT: Wrong Track	65%	(874)	19%	(259)	4%	(52)	4%	(56)	8% (105)	1346

Continued on next page

Table Q9_6: How appropriate is it for each of the following to take part in the gun control debate?

Private citizens

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	64%	(1412)	20%	(439)	4%	(92)	4%	(85)	8%	(173)	2201
Strongly Approve	67%	(324)	19%	(91)	3%	(14)	5%	(23)	7%	(33)	486
Somewhat Approve	58%	(265)	28%	(127)	6%	(29)	3%	(16)	5%	(23)	460
Somewhat Disapprove	59%	(169)	27%	(79)	5%	(15)	3%	(10)	6%	(16)	289
Strongly Disapprove	72%	(606)	15%	(123)	4%	(30)	3%	(26)	7%	(56)	841
Dont Know / No Opinion	38%	(47)	15%	(18)	3%	(4)	8%	(10)	37%	(46)	124
#1 Issue: Economy	62%	(373)	24%	(146)	3%	(20)	3%	(19)	7%	(41)	599
#1 Issue: Security	63%	(264)	23%	(94)	5%	(21)	3%	(11)	6%	(27)	416
#1 Issue: Health Care	65%	(247)	16%	(61)	6%	(24)	4%	(14)	8%	(31)	377
#1 Issue: Medicare / Social Security	73%	(233)	17%	(54)	2%	(6)	3%	(9)	5%	(17)	319
#1 Issue: Women's Issues	67%	(74)	15%	(17)	6%	(7)	6%	(7)	6%	(7)	111
#1 Issue: Education	57%	(95)	21%	(35)	5%	(9)	6%	(10)	11%	(19)	168
#1 Issue: Energy	59%	(49)	24%	(20)	4%	(4)	8%	(6)	6%	(5)	83
#1 Issue: Other	61%	(77)	10%	(12)	1%	(1)	7%	(9)	21%	(27)	127
2016 Vote: Democrat Hillary Clinton	72%	(483)	17%	(116)	5%	(34)	2%	(10)	4%	(29)	673
2016 Vote: Republican Donald Trump	64%	(480)	24%	(180)	3%	(26)	4%	(29)	5%	(40)	755
2016 Vote: Someone else	60%	(109)	24%	(43)	4%	(8)	4%	(7)	8%	(14)	180
2012 Vote: Barack Obama	71%	(581)	18%	(151)	5%	(38)	1%	(12)	5%	(40)	821
2012 Vote: Mitt Romney	66%	(358)	23%	(127)	3%	(14)	4%	(20)	4%	(22)	542
2012 Vote: Other	62%	(80)	22%	(29)	4%	(5)	3%	(3)	8%	(11)	128
2012 Vote: Didn't Vote	55%	(391)	19%	(132)	5%	(35)	7%	(50)	14%	(99)	707
4-Region: Northeast	68%	(274)	16%	(66)	4%	(14)	3%	(11)	9%	(37)	402
4-Region: Midwest	62%	(296)	22%	(105)	4%	(19)	4%	(17)	8%	(37)	474
4-Region: South	64%	(521)	21%	(175)	5%	(38)	3%	(26)	7%	(55)	815
4-Region: West	63%	(322)	18%	(94)	4%	(20)	6%	(31)	9%	(44)	511
Supports Gun Control	73%	(1014)	19%	(266)	3%	(47)	2%	(25)	2%	(34)	1386
Does Not Support Gun Control	56%	(366)	25%	(166)	6%	(41)	6%	(41)	6%	(38)	652
NRA Member in HH: Yes	60%	(189)	25%	(79)	6%	(17)	6%	(20)	2%	(7)	312
NRA Member in HH: No	65%	(1223)	19%	(360)	4%	(75)	3%	(65)	9%	(166)	1889
Gun Owning HH: Yes	64%	(589)	22%	(203)	5%	(43)	4%	(34)	5%	(47)	915
Gun Owning HH: No	64%	(823)	18%	(236)	4%	(49)	4%	(51)	10%	(126)	1286

Continued on next page

Table Q9_6: How appropriate is it for each of the following to take part in the gun control debate?*Private citizens*

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	64%	(1412)	20%	(439)	4%	(92)	4%	(85)	8%	(173)	2201
Single Gun HH	64%	(161)	22%	(54)	7%	(16)	2%	(5)	5%	(13)	250
Multi Gun HH	65%	(352)	23%	(125)	4%	(23)	4%	(21)	4%	(21)	542
Likely to buy gun next 12 mnths	64%	(425)	23%	(153)	5%	(34)	4%	(28)	4%	(25)	666
Likely to buy gun next month	61%	(216)	23%	(82)	7%	(25)	6%	(22)	3%	(10)	355

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

Table Q10_1: *And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?*
Healthcare companies

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	27%	(591)	22%	(486)	18%	(405)	21%	(467)	11%	(253)	2201
Gender: Male	26%	(277)	22%	(235)	18%	(194)	25%	(266)	8%	(87)	1060
Gender: Female	27%	(314)	22%	(250)	18%	(211)	18%	(200)	15%	(166)	1141
Age: 18-29	28%	(132)	26%	(126)	21%	(98)	14%	(68)	11%	(51)	475
Age: 30-44	25%	(141)	20%	(111)	21%	(116)	21%	(120)	13%	(71)	560
Age: 45-54	27%	(107)	19%	(77)	16%	(64)	26%	(104)	12%	(49)	400
Age: 55-64	24%	(87)	24%	(87)	14%	(52)	25%	(92)	13%	(49)	368
Age: 65+	31%	(123)	21%	(85)	19%	(75)	21%	(83)	8%	(32)	398
PID: Dem (no lean)	43%	(298)	24%	(166)	13%	(93)	12%	(82)	9%	(59)	698
PID: Ind (no lean)	22%	(185)	22%	(180)	19%	(156)	22%	(183)	15%	(125)	830
PID: Rep (no lean)	16%	(108)	21%	(140)	23%	(156)	30%	(201)	10%	(68)	673
PID/Gender: Dem Men	42%	(139)	22%	(72)	17%	(55)	12%	(40)	6%	(21)	329
PID/Gender: Dem Women	43%	(158)	25%	(93)	10%	(38)	11%	(42)	10%	(38)	369
PID/Gender: Ind Men	23%	(92)	21%	(81)	19%	(73)	27%	(106)	11%	(42)	394
PID/Gender: Ind Women	21%	(93)	23%	(99)	19%	(83)	18%	(78)	19%	(83)	435
PID/Gender: Rep Men	14%	(46)	24%	(82)	20%	(66)	36%	(120)	7%	(23)	337
PID/Gender: Rep Women	19%	(62)	17%	(59)	27%	(90)	24%	(81)	13%	(45)	337
Ideo: Liberal (1-3)	40%	(320)	24%	(194)	15%	(124)	11%	(88)	9%	(74)	800
Ideo: Moderate (4)	28%	(120)	28%	(120)	21%	(89)	16%	(69)	8%	(36)	435
Ideo: Conservative (5-7)	14%	(94)	20%	(131)	21%	(137)	37%	(248)	9%	(57)	667
Educ: < College	26%	(404)	21%	(322)	19%	(294)	21%	(332)	14%	(215)	1567
Educ: Bachelors degree	29%	(119)	25%	(104)	19%	(78)	22%	(92)	6%	(24)	416
Educ: Post-grad	31%	(68)	27%	(60)	16%	(34)	20%	(44)	6%	(13)	219
Income: Under 50k	28%	(373)	21%	(283)	18%	(245)	19%	(259)	13%	(179)	1339
Income: 50k-100k	25%	(154)	23%	(144)	19%	(119)	24%	(147)	10%	(60)	624
Income: 100k+	27%	(64)	24%	(58)	17%	(41)	25%	(61)	6%	(15)	239
Ethnicity: White	23%	(410)	23%	(400)	19%	(328)	24%	(413)	11%	(200)	1750
Ethnicity: Hispanic	31%	(103)	25%	(83)	19%	(61)	16%	(52)	9%	(29)	329

Continued on next page

Table Q10_1: *And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?*
Healthcare companies

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion	Total N
Adults	27%	(591)	22%	(486)	18%	(405)	21%	(467)	11% (253)	2201
Ethnicity: Afr. Am.	45%	(121)	21%	(58)	14%	(37)	10%	(27)	9% (25)	269
Ethnicity: Other	33%	(60)	16%	(28)	22%	(40)	14%	(26)	15% (28)	182
Relig: Protestant	19%	(95)	23%	(116)	23%	(117)	26%	(132)	8% (39)	499
Relig: Roman Catholic	30%	(124)	25%	(103)	18%	(76)	17%	(70)	10% (40)	413
Relig: Ath./Agn./None	28%	(179)	20%	(130)	15%	(96)	21%	(134)	17% (107)	647
Relig: Something Else	31%	(117)	23%	(85)	16%	(61)	20%	(76)	9% (34)	373
Relig: Jewish	34%	(20)	31%	(18)	10%	(6)	20%	(12)	5% (3)	59
Relig: Evangelical	23%	(151)	24%	(153)	20%	(132)	23%	(149)	10% (65)	650
Relig: Non-Evang. Catholics	27%	(142)	22%	(117)	22%	(114)	20%	(104)	9% (47)	523
Relig: All Christian	25%	(293)	23%	(270)	21%	(246)	22%	(253)	10% (112)	1173
Relig: All Non-Christian	29%	(297)	21%	(215)	15%	(157)	21%	(210)	14% (141)	1020
Community: Urban	34%	(182)	25%	(134)	15%	(81)	16%	(84)	11% (58)	538
Community: Suburban	27%	(258)	21%	(200)	20%	(193)	21%	(202)	11% (101)	955
Community: Rural	21%	(151)	21%	(152)	18%	(131)	26%	(181)	13% (94)	708
Employ: Private Sector	27%	(182)	24%	(165)	19%	(129)	22%	(152)	7% (48)	676
Employ: Government	25%	(44)	22%	(38)	20%	(36)	22%	(39)	11% (18)	175
Employ: Self-Employed	26%	(54)	28%	(58)	13%	(26)	24%	(50)	9% (19)	207
Employ: Homemaker	21%	(36)	20%	(35)	20%	(35)	20%	(36)	19% (34)	175
Employ: Student	30%	(30)	28%	(27)	22%	(22)	12%	(11)	9% (8)	98
Employ: Retired	28%	(130)	20%	(92)	19%	(87)	23%	(104)	10% (45)	457
Employ: Unemployed	34%	(74)	13%	(28)	16%	(35)	20%	(43)	17% (37)	216
Employ: Other	21%	(40)	22%	(43)	19%	(37)	16%	(31)	22% (43)	195
Military HH: Yes	30%	(133)	21%	(91)	18%	(78)	25%	(109)	6% (28)	440
Military HH: No	26%	(457)	22%	(395)	19%	(327)	20%	(357)	13% (224)	1761
RD/WT: Right Direction	21%	(177)	20%	(174)	20%	(172)	28%	(239)	11% (93)	855
RD/WT: Wrong Track	31%	(414)	23%	(312)	17%	(233)	17%	(227)	12% (160)	1346

Continued on next page

Table Q10_1: And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?
Healthcare companies

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion	Total N
Adults	27%	(591)	22%	(486)	18%	(405)	21%	(467)	11% (253)	2201
Strongly Approve	18%	(86)	19%	(91)	20%	(99)	33%	(161)	10% (49)	486
Somewhat Approve	17%	(79)	22%	(103)	24%	(112)	27%	(123)	9% (43)	460
Somewhat Disapprove	24%	(71)	24%	(68)	26%	(75)	17%	(49)	9% (27)	289
Strongly Disapprove	40%	(339)	24%	(206)	13%	(105)	13%	(109)	10% (82)	841
Dont Know / No Opinion	13%	(16)	14%	(18)	11%	(14)	20%	(25)	42% (52)	124
#1 Issue: Economy	23%	(139)	22%	(130)	21%	(123)	25%	(150)	10% (57)	599
#1 Issue: Security	18%	(74)	23%	(97)	19%	(80)	29%	(121)	11% (44)	416
#1 Issue: Health Care	35%	(131)	21%	(80)	18%	(67)	16%	(60)	10% (38)	377
#1 Issue: Medicare / Social Security	28%	(91)	22%	(70)	18%	(57)	19%	(62)	13% (41)	319
#1 Issue: Women's Issues	45%	(50)	17%	(18)	17%	(18)	9%	(10)	13% (14)	111
#1 Issue: Education	27%	(45)	26%	(45)	20%	(33)	15%	(25)	12% (20)	168
#1 Issue: Energy	34%	(28)	29%	(24)	16%	(13)	15%	(12)	7% (6)	83
#1 Issue: Other	25%	(32)	17%	(22)	11%	(13)	22%	(27)	25% (32)	127
2016 Vote: Democrat Hillary Clinton	44%	(293)	27%	(179)	15%	(100)	9%	(58)	6% (42)	673
2016 Vote: Republican Donald Trump	16%	(124)	19%	(143)	21%	(160)	34%	(255)	10% (74)	755
2016 Vote: Someone else	15%	(27)	23%	(41)	21%	(38)	26%	(47)	15% (27)	180
2012 Vote: Barack Obama	39%	(320)	24%	(199)	15%	(127)	14%	(113)	8% (62)	821
2012 Vote: Mitt Romney	13%	(70)	21%	(114)	23%	(122)	35%	(191)	8% (45)	542
2012 Vote: Other	16%	(20)	16%	(21)	23%	(30)	32%	(41)	13% (17)	128
2012 Vote: Didn't Vote	26%	(181)	22%	(152)	18%	(126)	17%	(121)	18% (127)	707
4-Region: Northeast	31%	(123)	20%	(79)	15%	(62)	21%	(83)	13% (54)	402
4-Region: Midwest	23%	(110)	23%	(111)	22%	(103)	20%	(95)	12% (55)	474
4-Region: South	29%	(234)	21%	(172)	19%	(153)	20%	(162)	11% (93)	815
4-Region: West	24%	(123)	24%	(124)	17%	(87)	25%	(126)	10% (51)	511
Supports Gun Control	37%	(518)	26%	(354)	17%	(239)	12%	(169)	8% (106)	1386
Does Not Support Gun Control	10%	(65)	17%	(113)	23%	(150)	42%	(275)	7% (49)	652
NRA Member in HH: Yes	20%	(62)	23%	(70)	20%	(63)	31%	(98)	6% (18)	312
NRA Member in HH: No	28%	(529)	22%	(415)	18%	(342)	20%	(369)	12% (234)	1889
Gun Owning HH: Yes	20%	(185)	21%	(188)	20%	(180)	31%	(280)	9% (83)	915
Gun Owning HH: No	32%	(405)	23%	(298)	18%	(225)	15%	(187)	13% (170)	1286

Continued on next page

Table Q10_1: *And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?*
Healthcare companies

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion	Total N
Adults	27%	(591)	22%	(486)	18%	(405)	21%	(467)	11% (253)	2201
Single Gun HH	32%	(80)	21%	(53)	19%	(49)	19%	(47)	8% (20)	250
Multi Gun HH	16%	(85)	21%	(113)	21%	(112)	36%	(194)	7% (38)	542
Likely to buy gun next 12 mnths	24%	(160)	23%	(156)	19%	(125)	28%	(189)	6% (37)	666
Likely to buy gun next month	28%	(99)	25%	(90)	15%	(52)	28%	(98)	4% (15)	355

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

Table Q10_4: *And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?*
Tech companies

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	23%	(503)	20%	(438)	20%	(446)	23%	(507)	14%	(308)	2201
Gender: Male	22%	(233)	21%	(219)	20%	(215)	27%	(288)	10%	(105)	1060
Gender: Female	24%	(270)	19%	(219)	20%	(231)	19%	(219)	18%	(203)	1141
Age: 18-29	25%	(118)	24%	(116)	19%	(90)	18%	(85)	14%	(66)	475
Age: 30-44	23%	(131)	18%	(103)	22%	(124)	22%	(121)	15%	(81)	560
Age: 45-54	21%	(85)	17%	(67)	20%	(81)	26%	(106)	16%	(62)	400
Age: 55-64	20%	(74)	18%	(66)	21%	(75)	26%	(95)	16%	(57)	368
Age: 65+	24%	(95)	22%	(86)	19%	(76)	25%	(101)	10%	(41)	398
PID: Dem (no lean)	34%	(240)	27%	(186)	16%	(113)	12%	(82)	11%	(76)	698
PID: Ind (no lean)	19%	(156)	18%	(153)	19%	(162)	25%	(204)	19%	(155)	830
PID: Rep (no lean)	16%	(107)	15%	(98)	25%	(171)	33%	(221)	11%	(77)	673
PID/Gender: Dem Men	34%	(110)	27%	(88)	17%	(55)	13%	(43)	10%	(33)	329
PID/Gender: Dem Women	35%	(130)	27%	(98)	16%	(59)	11%	(39)	12%	(43)	369
PID/Gender: Ind Men	18%	(72)	19%	(75)	22%	(87)	29%	(114)	12%	(47)	394
PID/Gender: Ind Women	19%	(84)	18%	(79)	17%	(75)	21%	(90)	25%	(108)	435
PID/Gender: Rep Men	15%	(51)	17%	(56)	22%	(74)	39%	(131)	7%	(25)	337
PID/Gender: Rep Women	17%	(56)	13%	(42)	29%	(97)	27%	(89)	15%	(52)	337
Ideo: Liberal (1-3)	34%	(270)	25%	(200)	17%	(132)	14%	(108)	11%	(90)	800
Ideo: Moderate (4)	26%	(112)	20%	(88)	23%	(101)	18%	(76)	13%	(58)	435
Ideo: Conservative (5-7)	12%	(77)	15%	(103)	23%	(155)	40%	(268)	10%	(65)	667
Educ: < College	22%	(344)	19%	(295)	20%	(306)	23%	(358)	17%	(264)	1567
Educ: Bachelors degree	25%	(105)	21%	(86)	23%	(94)	24%	(101)	7%	(30)	416
Educ: Post-grad	25%	(54)	26%	(57)	21%	(46)	22%	(48)	7%	(15)	219
Income: Under 50k	24%	(316)	19%	(256)	20%	(265)	21%	(280)	17%	(222)	1339
Income: 50k-100k	21%	(128)	20%	(125)	22%	(137)	26%	(163)	11%	(70)	624
Income: 100k+	25%	(59)	23%	(56)	18%	(44)	27%	(64)	7%	(16)	239
Ethnicity: White	20%	(347)	20%	(350)	21%	(374)	26%	(447)	13%	(232)	1750
Ethnicity: Hispanic	30%	(97)	24%	(80)	19%	(63)	16%	(54)	11%	(35)	329

Continued on next page

Table Q10_4: *And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?*
Tech companies

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	23%	(503)	20%	(438)	20%	(446)	23%	(507)	14%	(308)	2201
Ethnicity: Afr. Am.	38%	(102)	18%	(49)	15%	(41)	12%	(33)	16%	(44)	269
Ethnicity: Other	30%	(54)	21%	(39)	17%	(30)	15%	(27)	17%	(32)	182
Relig: Protestant	14%	(70)	21%	(106)	25%	(127)	30%	(147)	10%	(49)	499
Relig: Roman Catholic	28%	(114)	24%	(100)	18%	(75)	20%	(84)	10%	(39)	413
Relig: Ath./Agn./None	22%	(141)	18%	(118)	19%	(120)	21%	(139)	20%	(128)	647
Relig: Something Else	29%	(108)	20%	(74)	19%	(72)	20%	(76)	12%	(43)	373
Relig: Jewish	32%	(19)	29%	(17)	9%	(5)	25%	(14)	6%	(3)	59
Relig: Evangelical	21%	(140)	18%	(116)	22%	(142)	27%	(175)	12%	(78)	650
Relig: Non-Evang. Catholics	22%	(113)	24%	(127)	21%	(111)	22%	(116)	11%	(57)	523
Relig: All Christian	22%	(253)	21%	(243)	22%	(253)	25%	(290)	11%	(135)	1173
Relig: All Non-Christian	24%	(249)	19%	(192)	19%	(192)	21%	(215)	17%	(171)	1020
Community: Urban	29%	(157)	24%	(129)	17%	(90)	17%	(93)	13%	(69)	538
Community: Suburban	23%	(224)	20%	(186)	21%	(197)	23%	(218)	14%	(130)	955
Community: Rural	17%	(122)	17%	(122)	22%	(159)	28%	(196)	15%	(110)	708
Employ: Private Sector	23%	(154)	21%	(141)	22%	(146)	25%	(171)	10%	(65)	676
Employ: Government	23%	(40)	21%	(37)	24%	(41)	21%	(37)	12%	(21)	175
Employ: Self-Employed	24%	(49)	25%	(51)	13%	(27)	24%	(50)	15%	(30)	207
Employ: Homemaker	20%	(34)	18%	(32)	16%	(29)	22%	(39)	24%	(42)	175
Employ: Student	26%	(26)	30%	(29)	17%	(17)	17%	(17)	10%	(10)	98
Employ: Retired	23%	(107)	18%	(83)	21%	(96)	26%	(119)	11%	(52)	457
Employ: Unemployed	25%	(55)	16%	(35)	23%	(49)	17%	(38)	18%	(40)	216
Employ: Other	20%	(39)	15%	(30)	21%	(41)	19%	(38)	25%	(48)	195
Military HH: Yes	25%	(110)	20%	(88)	19%	(82)	27%	(119)	9%	(40)	440
Military HH: No	22%	(393)	20%	(349)	21%	(363)	22%	(388)	15%	(268)	1761
RD/WT: Right Direction	20%	(167)	18%	(150)	21%	(182)	29%	(244)	13%	(112)	855
RD/WT: Wrong Track	25%	(336)	21%	(288)	20%	(264)	20%	(263)	15%	(196)	1346

Continued on next page

Table Q10_4: *And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?*
Tech companies

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	23%	(503)	20%	(438)	20%	(446)	23%	(507)	14%	(308)	2201
Strongly Approve	19%	(93)	14%	(69)	21%	(104)	33%	(161)	12%	(59)	486
Somewhat Approve	15%	(69)	18%	(84)	25%	(114)	31%	(141)	11%	(52)	460
Somewhat Disapprove	18%	(52)	23%	(67)	24%	(71)	22%	(63)	13%	(37)	289
Strongly Disapprove	33%	(277)	23%	(197)	17%	(144)	15%	(123)	12%	(100)	841
Dont Know / No Opinion	10%	(13)	17%	(21)	10%	(12)	15%	(18)	47%	(59)	124
#1 Issue: Economy	19%	(112)	20%	(120)	24%	(144)	24%	(146)	13%	(77)	599
#1 Issue: Security	17%	(72)	19%	(78)	19%	(78)	33%	(136)	12%	(52)	416
#1 Issue: Health Care	27%	(102)	24%	(90)	19%	(73)	16%	(60)	14%	(52)	377
#1 Issue: Medicare / Social Security	27%	(86)	16%	(51)	22%	(69)	22%	(69)	14%	(44)	319
#1 Issue: Women's Issues	37%	(41)	21%	(23)	17%	(19)	11%	(12)	15%	(16)	111
#1 Issue: Education	23%	(39)	19%	(33)	20%	(34)	21%	(35)	16%	(27)	168
#1 Issue: Energy	26%	(22)	27%	(23)	21%	(17)	18%	(15)	7%	(6)	83
#1 Issue: Other	23%	(29)	15%	(20)	9%	(12)	26%	(32)	27%	(34)	127
2016 Vote: Democrat Hillary Clinton	35%	(236)	27%	(184)	18%	(121)	11%	(73)	9%	(59)	673
2016 Vote: Republican Donald Trump	16%	(124)	15%	(116)	21%	(162)	36%	(269)	11%	(85)	755
2016 Vote: Someone else	11%	(21)	19%	(35)	24%	(43)	29%	(53)	16%	(29)	180
2012 Vote: Barack Obama	32%	(262)	23%	(193)	18%	(146)	15%	(127)	11%	(93)	821
2012 Vote: Mitt Romney	12%	(65)	16%	(87)	23%	(127)	39%	(209)	10%	(53)	542
2012 Vote: Other	16%	(20)	14%	(18)	23%	(30)	35%	(45)	12%	(16)	128
2012 Vote: Didn't Vote	22%	(155)	20%	(140)	20%	(143)	18%	(126)	20%	(143)	707
4-Region: Northeast	24%	(97)	21%	(86)	16%	(63)	24%	(97)	14%	(58)	402
4-Region: Midwest	22%	(103)	20%	(94)	21%	(99)	24%	(114)	14%	(65)	474
4-Region: South	24%	(195)	19%	(151)	21%	(174)	21%	(171)	15%	(124)	815
4-Region: West	21%	(108)	21%	(107)	21%	(110)	25%	(125)	12%	(61)	511
Supports Gun Control	31%	(434)	25%	(341)	19%	(258)	15%	(204)	11%	(149)	1386
Does Not Support Gun Control	9%	(59)	13%	(86)	26%	(171)	43%	(279)	9%	(56)	652
NRA Member in HH: Yes	20%	(62)	19%	(58)	21%	(65)	34%	(105)	7%	(21)	312
NRA Member in HH: No	23%	(441)	20%	(379)	20%	(380)	21%	(402)	15%	(287)	1889
Gun Owning HH: Yes	18%	(162)	18%	(169)	21%	(196)	32%	(292)	11%	(97)	915
Gun Owning HH: No	27%	(341)	21%	(269)	19%	(250)	17%	(215)	16%	(211)	1286

Continued on next page

Table Q10_4: *And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?*
Tech companies

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	23%	(503)	20%	(438)	20%	(446)	23%	(507)	14%	(308)	2201
Single Gun HH	26%	(65)	21%	(52)	24%	(60)	18%	(44)	11%	(28)	250
Multi Gun HH	14%	(74)	18%	(97)	21%	(116)	38%	(208)	9%	(47)	542
Likely to buy gun next 12 mnths	22%	(143)	17%	(116)	24%	(158)	30%	(202)	7%	(47)	666
Likely to buy gun next month	27%	(97)	18%	(64)	17%	(60)	33%	(116)	5%	(18)	355

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

Table Q10_5: *And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?*
Financial industry companies such as banks

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	25%	(549)	19%	(428)	18%	(397)	25%	(551)	13%	(277)	2201
Gender: Male	24%	(250)	20%	(213)	18%	(194)	29%	(310)	9%	(93)	1060
Gender: Female	26%	(299)	19%	(215)	18%	(203)	21%	(241)	16%	(184)	1141
Age: 18-29	25%	(118)	20%	(97)	19%	(88)	22%	(107)	14%	(65)	475
Age: 30-44	26%	(148)	18%	(103)	17%	(96)	25%	(140)	13%	(72)	560
Age: 45-54	25%	(99)	19%	(77)	16%	(66)	26%	(104)	14%	(55)	400
Age: 55-64	21%	(78)	18%	(65)	20%	(73)	27%	(100)	14%	(51)	368
Age: 65+	27%	(107)	21%	(85)	18%	(73)	25%	(99)	8%	(33)	398
PID: Dem (no lean)	38%	(266)	24%	(168)	14%	(96)	15%	(104)	9%	(64)	698
PID: Ind (no lean)	20%	(169)	17%	(145)	17%	(144)	28%	(235)	17%	(137)	830
PID: Rep (no lean)	17%	(114)	17%	(115)	23%	(157)	31%	(212)	11%	(76)	673
PID/Gender: Dem Men	37%	(123)	24%	(77)	16%	(52)	17%	(54)	7%	(22)	329
PID/Gender: Dem Women	39%	(143)	25%	(91)	12%	(44)	13%	(50)	11%	(41)	369
PID/Gender: Ind Men	20%	(79)	18%	(69)	17%	(67)	34%	(132)	12%	(46)	394
PID/Gender: Ind Women	21%	(90)	17%	(75)	18%	(76)	24%	(103)	21%	(91)	435
PID/Gender: Rep Men	14%	(48)	20%	(67)	22%	(75)	37%	(123)	7%	(24)	337
PID/Gender: Rep Women	19%	(66)	14%	(48)	24%	(82)	26%	(89)	15%	(52)	337
Ideo: Liberal (1-3)	35%	(277)	21%	(168)	17%	(132)	17%	(137)	11%	(86)	800
Ideo: Moderate (4)	27%	(118)	23%	(100)	19%	(82)	20%	(88)	11%	(46)	435
Ideo: Conservative (5-7)	14%	(90)	17%	(113)	21%	(141)	40%	(266)	9%	(57)	667
Educ: < College	25%	(398)	18%	(286)	17%	(265)	24%	(383)	15%	(235)	1567
Educ: Bachelors degree	23%	(96)	21%	(87)	21%	(89)	27%	(112)	8%	(31)	416
Educ: Post-grad	25%	(55)	25%	(55)	20%	(43)	25%	(55)	5%	(11)	219
Income: Under 50k	27%	(355)	19%	(251)	18%	(236)	22%	(298)	15%	(199)	1339
Income: 50k-100k	22%	(137)	21%	(130)	19%	(119)	28%	(174)	10%	(63)	624
Income: 100k+	24%	(58)	19%	(46)	18%	(42)	33%	(79)	6%	(14)	239
Ethnicity: White	21%	(371)	20%	(345)	19%	(334)	28%	(484)	12%	(217)	1750
Ethnicity: Hispanic	29%	(95)	17%	(57)	19%	(62)	23%	(77)	12%	(39)	329

Continued on next page

Table Q10_5: *And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?*
Financial industry companies such as banks

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	25%	(549)	19%	(428)	18%	(397)	25%	(551)	13%	(277)	2201
Ethnicity: Afr. Am.	45%	(122)	20%	(53)	12%	(32)	12%	(31)	11%	(31)	269
Ethnicity: Other	31%	(56)	16%	(30)	17%	(31)	20%	(36)	16%	(29)	182
Relig: Protestant	18%	(89)	20%	(101)	22%	(109)	31%	(156)	9%	(44)	499
Relig: Roman Catholic	29%	(119)	22%	(91)	19%	(77)	21%	(85)	10%	(41)	413
Relig: Ath./Agn./None	24%	(153)	17%	(109)	16%	(103)	25%	(163)	18%	(118)	647
Relig: Something Else	28%	(106)	22%	(82)	15%	(55)	25%	(92)	10%	(38)	373
Relig: Jewish	26%	(15)	32%	(19)	9%	(5)	27%	(16)	6%	(3)	59
Relig: Evangelical	23%	(150)	21%	(135)	21%	(135)	25%	(162)	10%	(68)	650
Relig: Non-Evang. Catholics	26%	(135)	19%	(100)	20%	(104)	25%	(132)	10%	(52)	523
Relig: All Christian	24%	(286)	20%	(235)	20%	(239)	25%	(294)	10%	(120)	1173
Relig: All Non-Christian	25%	(259)	19%	(191)	15%	(158)	25%	(255)	15%	(157)	1020
Community: Urban	34%	(185)	18%	(99)	16%	(86)	19%	(104)	12%	(64)	538
Community: Suburban	24%	(227)	20%	(191)	18%	(170)	25%	(242)	13%	(124)	955
Community: Rural	19%	(137)	19%	(138)	20%	(141)	29%	(205)	12%	(88)	708
Employ: Private Sector	23%	(156)	21%	(143)	21%	(141)	26%	(173)	9%	(63)	676
Employ: Government	25%	(44)	16%	(29)	21%	(37)	28%	(49)	10%	(17)	175
Employ: Self-Employed	22%	(46)	25%	(52)	12%	(25)	28%	(58)	12%	(25)	207
Employ: Homemaker	22%	(39)	20%	(34)	12%	(22)	24%	(41)	22%	(38)	175
Employ: Student	21%	(20)	28%	(27)	17%	(17)	23%	(23)	12%	(11)	98
Employ: Retired	26%	(121)	17%	(80)	18%	(84)	28%	(129)	10%	(45)	457
Employ: Unemployed	35%	(76)	12%	(25)	17%	(36)	19%	(42)	17%	(36)	216
Employ: Other	24%	(47)	19%	(37)	18%	(35)	18%	(36)	21%	(40)	195
Military HH: Yes	26%	(114)	18%	(80)	18%	(77)	30%	(130)	9%	(38)	440
Military HH: No	25%	(435)	20%	(347)	18%	(319)	24%	(420)	14%	(239)	1761
RD/WT: Right Direction	21%	(178)	18%	(157)	17%	(148)	31%	(265)	13%	(107)	855
RD/WT: Wrong Track	28%	(371)	20%	(271)	18%	(249)	21%	(286)	13%	(170)	1346

Continued on next page

Table Q10_5: And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?
Financial industry companies such as banks

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	25%	(549)	19%	(428)	18%	(397)	25%	(551)	13%	(277)	2201
Strongly Approve	20%	(97)	16%	(77)	18%	(87)	34%	(164)	13%	(61)	486
Somewhat Approve	18%	(81)	18%	(84)	21%	(95)	34%	(158)	9%	(42)	460
Somewhat Disapprove	20%	(57)	26%	(74)	24%	(69)	19%	(56)	11%	(33)	289
Strongly Disapprove	35%	(297)	21%	(175)	16%	(133)	18%	(149)	10%	(88)	841
Dont Know / No Opinion	13%	(17)	14%	(18)	10%	(12)	19%	(24)	43%	(53)	124
#1 Issue: Economy	23%	(136)	19%	(115)	21%	(125)	26%	(157)	11%	(65)	599
#1 Issue: Security	20%	(83)	15%	(64)	19%	(77)	35%	(144)	12%	(49)	416
#1 Issue: Health Care	27%	(103)	24%	(89)	20%	(74)	17%	(64)	12%	(47)	377
#1 Issue: Medicare / Social Security	28%	(90)	18%	(58)	19%	(61)	24%	(75)	11%	(36)	319
#1 Issue: Women's Issues	35%	(39)	22%	(24)	13%	(15)	14%	(16)	15%	(17)	111
#1 Issue: Education	24%	(40)	25%	(42)	14%	(23)	23%	(39)	15%	(25)	168
#1 Issue: Energy	26%	(21)	27%	(22)	18%	(15)	21%	(18)	9%	(7)	83
#1 Issue: Other	29%	(37)	11%	(14)	6%	(7)	29%	(37)	25%	(31)	127
2016 Vote: Democrat Hillary Clinton	36%	(240)	26%	(174)	17%	(112)	14%	(95)	8%	(51)	673
2016 Vote: Republican Donald Trump	18%	(135)	17%	(129)	19%	(144)	36%	(272)	10%	(75)	755
2016 Vote: Someone else	15%	(26)	16%	(29)	22%	(39)	32%	(58)	15%	(28)	180
2012 Vote: Barack Obama	34%	(276)	23%	(188)	18%	(144)	17%	(140)	9%	(73)	821
2012 Vote: Mitt Romney	14%	(77)	17%	(91)	21%	(112)	39%	(213)	9%	(49)	542
2012 Vote: Other	12%	(16)	13%	(17)	22%	(28)	38%	(48)	15%	(19)	128
2012 Vote: Didn't Vote	26%	(180)	19%	(131)	16%	(112)	21%	(149)	19%	(134)	707
4-Region: Northeast	26%	(106)	21%	(85)	16%	(64)	23%	(94)	13%	(52)	402
4-Region: Midwest	23%	(107)	18%	(86)	20%	(95)	25%	(118)	14%	(67)	474
4-Region: South	28%	(230)	19%	(158)	18%	(143)	22%	(182)	13%	(102)	815
4-Region: West	21%	(106)	19%	(98)	18%	(94)	31%	(157)	11%	(56)	511
Supports Gun Control	33%	(462)	23%	(323)	18%	(251)	16%	(225)	9%	(123)	1386
Does Not Support Gun Control	12%	(79)	15%	(98)	20%	(128)	45%	(294)	8%	(53)	652
NRA Member in HH: Yes	23%	(72)	17%	(52)	18%	(57)	37%	(114)	6%	(17)	312
NRA Member in HH: No	25%	(477)	20%	(376)	18%	(340)	23%	(437)	14%	(260)	1889
Gun Owning HH: Yes	19%	(175)	18%	(169)	20%	(180)	33%	(302)	10%	(88)	915
Gun Owning HH: No	29%	(374)	20%	(259)	17%	(216)	19%	(248)	15%	(188)	1286

Continued on next page

Table Q10_5: *And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?*
Financial industry companies such as banks

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	25%	(549)	19%	(428)	18%	(397)	25%	(551)	13%	(277)	2201
Single Gun HH	25%	(62)	28%	(70)	17%	(41)	21%	(53)	9%	(24)	250
Multi Gun HH	17%	(94)	15%	(83)	21%	(115)	38%	(207)	8%	(43)	542
Likely to buy gun next 12 mnths	22%	(148)	19%	(128)	18%	(121)	34%	(229)	6%	(40)	666
Likely to buy gun next month	28%	(99)	20%	(72)	13%	(45)	34%	(121)	5%	(19)	355

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

Table Q10_6: *And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?*
Hospitality companies such as hotels

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	26%	(563)	21%	(465)	19%	(413)	22%	(485)	12%	(274)	2201
Gender: Male	25%	(270)	20%	(217)	20%	(212)	25%	(263)	9%	(98)	1060
Gender: Female	26%	(293)	22%	(248)	18%	(202)	19%	(222)	15%	(176)	1141
Age: 18-29	27%	(127)	23%	(109)	20%	(97)	18%	(86)	12%	(56)	475
Age: 30-44	26%	(144)	20%	(113)	19%	(106)	22%	(121)	13%	(75)	560
Age: 45-54	26%	(105)	20%	(79)	16%	(65)	25%	(99)	13%	(54)	400
Age: 55-64	21%	(77)	21%	(78)	17%	(63)	27%	(99)	14%	(51)	368
Age: 65+	28%	(111)	22%	(87)	21%	(82)	20%	(81)	9%	(37)	398
PID: Dem (no lean)	39%	(276)	25%	(173)	14%	(98)	12%	(84)	10%	(68)	698
PID: Ind (no lean)	20%	(162)	20%	(169)	20%	(169)	24%	(196)	16%	(133)	830
PID: Rep (no lean)	19%	(125)	18%	(124)	22%	(147)	30%	(205)	11%	(73)	673
PID/Gender: Dem Men	40%	(132)	24%	(80)	15%	(50)	12%	(39)	8%	(28)	329
PID/Gender: Dem Women	39%	(143)	25%	(93)	13%	(47)	12%	(45)	11%	(41)	369
PID/Gender: Ind Men	20%	(77)	20%	(77)	22%	(88)	28%	(109)	11%	(43)	394
PID/Gender: Ind Women	20%	(85)	21%	(92)	18%	(80)	20%	(88)	21%	(90)	435
PID/Gender: Rep Men	18%	(61)	18%	(60)	22%	(73)	34%	(115)	8%	(28)	337
PID/Gender: Rep Women	19%	(65)	19%	(63)	22%	(74)	27%	(89)	13%	(45)	337
Ideo: Liberal (1-3)	35%	(282)	25%	(203)	17%	(134)	12%	(100)	10%	(81)	800
Ideo: Moderate (4)	30%	(131)	21%	(91)	20%	(88)	18%	(80)	10%	(45)	435
Ideo: Conservative (5-7)	13%	(89)	19%	(127)	21%	(143)	37%	(246)	9%	(62)	667
Educ: < College	26%	(409)	19%	(294)	18%	(289)	22%	(348)	14%	(227)	1567
Educ: Bachelors degree	24%	(99)	27%	(112)	19%	(80)	22%	(91)	8%	(33)	416
Educ: Post-grad	25%	(55)	27%	(59)	21%	(45)	21%	(46)	6%	(13)	219
Income: Under 50k	27%	(361)	21%	(276)	19%	(250)	19%	(260)	14%	(192)	1339
Income: 50k-100k	22%	(134)	23%	(140)	20%	(127)	25%	(153)	11%	(68)	624
Income: 100k+	28%	(68)	21%	(49)	15%	(37)	30%	(72)	6%	(14)	239
Ethnicity: White	22%	(388)	21%	(375)	20%	(352)	24%	(424)	12%	(210)	1750
Ethnicity: Hispanic	31%	(102)	22%	(71)	20%	(66)	18%	(58)	10%	(32)	329

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Table Q10_6: *And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?*
Hospitality companies such as hotels

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion	Total N
Adults	26%	(563)	21%	(465)	19%	(413)	22%	(485)	12% (274)	2201
Ethnicity: Afr. Am.	44%	(119)	21%	(55)	11%	(30)	12%	(32)	12% (33)	269
Ethnicity: Other	31%	(56)	19%	(35)	17%	(31)	16%	(29)	17% (30)	182
Relig: Protestant	17%	(87)	25%	(125)	23%	(113)	27%	(134)	8% (40)	499
Relig: Roman Catholic	29%	(120)	24%	(101)	18%	(76)	19%	(79)	9% (36)	413
Relig: Ath./Agn./None	27%	(177)	16%	(101)	17%	(108)	22%	(141)	19% (120)	647
Relig: Something Else	27%	(101)	23%	(85)	19%	(72)	20%	(73)	11% (42)	373
Relig: Jewish	22%	(13)	33%	(19)	14%	(8)	22%	(13)	9% (5)	59
Relig: Evangelical	23%	(150)	24%	(157)	19%	(126)	24%	(156)	9% (62)	650
Relig: Non-Evang. Catholics	25%	(132)	23%	(122)	20%	(107)	22%	(113)	9% (49)	523
Relig: All Christian	24%	(282)	24%	(279)	20%	(233)	23%	(269)	9% (111)	1173
Relig: All Non-Christian	27%	(278)	18%	(186)	18%	(180)	21%	(214)	16% (162)	1020
Community: Urban	32%	(171)	22%	(120)	18%	(98)	15%	(82)	13% (68)	538
Community: Suburban	25%	(238)	22%	(213)	19%	(180)	22%	(213)	12% (111)	955
Community: Rural	22%	(154)	19%	(133)	19%	(136)	27%	(190)	13% (95)	708
Employ: Private Sector	22%	(152)	23%	(158)	22%	(147)	24%	(160)	9% (60)	676
Employ: Government	24%	(42)	24%	(43)	20%	(35)	21%	(38)	10% (18)	175
Employ: Self-Employed	24%	(50)	29%	(59)	13%	(26)	23%	(48)	11% (23)	207
Employ: Homemaker	24%	(43)	19%	(32)	16%	(28)	23%	(40)	18% (32)	175
Employ: Student	27%	(26)	25%	(25)	22%	(22)	17%	(16)	9% (9)	98
Employ: Retired	27%	(124)	20%	(91)	18%	(83)	24%	(111)	11% (49)	457
Employ: Unemployed	35%	(77)	13%	(28)	15%	(32)	19%	(40)	18% (40)	216
Employ: Other	25%	(49)	15%	(30)	20%	(40)	17%	(33)	22% (43)	195
Military HH: Yes	27%	(119)	19%	(86)	20%	(87)	26%	(113)	8% (36)	440
Military HH: No	25%	(444)	22%	(380)	19%	(327)	21%	(372)	14% (238)	1761
RD/WT: Right Direction	22%	(187)	20%	(167)	19%	(167)	26%	(226)	13% (109)	855
RD/WT: Wrong Track	28%	(376)	22%	(298)	18%	(247)	19%	(260)	12% (165)	1346

Continued on next page

Table Q10_6: And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?
Hospitality companies such as hotels

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	26%	(563)	21%	(465)	19%	(413)	22%	(485)	12%	(274)	2201
Strongly Approve	21%	(103)	17%	(84)	20%	(95)	31%	(151)	11%	(53)	486
Somewhat Approve	18%	(81)	22%	(100)	22%	(103)	28%	(129)	10%	(47)	460
Somewhat Disapprove	19%	(56)	24%	(69)	26%	(76)	19%	(56)	11%	(32)	289
Strongly Disapprove	36%	(303)	23%	(196)	16%	(132)	15%	(127)	10%	(84)	841
Dont Know / No Opinion	16%	(20)	13%	(17)	6%	(8)	17%	(22)	47%	(58)	124
#1 Issue: Economy	22%	(131)	20%	(120)	22%	(131)	25%	(148)	12%	(69)	599
#1 Issue: Security	21%	(88)	20%	(82)	17%	(72)	31%	(127)	11%	(47)	416
#1 Issue: Health Care	26%	(97)	26%	(96)	21%	(80)	15%	(57)	13%	(47)	377
#1 Issue: Medicare / Social Security	32%	(103)	19%	(60)	18%	(59)	20%	(63)	11%	(35)	319
#1 Issue: Women's Issues	41%	(45)	19%	(21)	17%	(19)	14%	(16)	10%	(11)	111
#1 Issue: Education	22%	(37)	27%	(46)	19%	(32)	17%	(29)	15%	(25)	168
#1 Issue: Energy	36%	(30)	27%	(23)	12%	(10)	16%	(13)	9%	(8)	83
#1 Issue: Other	26%	(33)	15%	(18)	9%	(11)	26%	(33)	25%	(32)	127
2016 Vote: Democrat Hillary Clinton	38%	(253)	29%	(195)	16%	(110)	10%	(68)	7%	(47)	673
2016 Vote: Republican Donald Trump	17%	(132)	19%	(140)	19%	(144)	34%	(257)	11%	(82)	755
2016 Vote: Someone else	13%	(24)	21%	(38)	23%	(42)	29%	(52)	14%	(26)	180
2012 Vote: Barack Obama	35%	(291)	26%	(213)	15%	(125)	14%	(119)	9%	(73)	821
2012 Vote: Mitt Romney	16%	(87)	18%	(97)	21%	(113)	37%	(201)	8%	(43)	542
2012 Vote: Other	11%	(14)	14%	(18)	27%	(34)	32%	(41)	16%	(21)	128
2012 Vote: Didn't Vote	24%	(171)	19%	(137)	20%	(141)	17%	(124)	19%	(134)	707
4-Region: Northeast	27%	(109)	20%	(81)	16%	(66)	20%	(81)	16%	(65)	402
4-Region: Midwest	23%	(109)	22%	(105)	19%	(92)	23%	(111)	12%	(57)	474
4-Region: South	29%	(233)	21%	(168)	18%	(147)	20%	(166)	12%	(100)	815
4-Region: West	22%	(112)	22%	(112)	21%	(109)	25%	(127)	10%	(52)	511
Supports Gun Control	34%	(477)	25%	(344)	18%	(253)	14%	(197)	8%	(115)	1386
Does Not Support Gun Control	12%	(79)	17%	(109)	22%	(145)	41%	(269)	8%	(50)	652
NRA Member in HH: Yes	23%	(73)	20%	(63)	19%	(60)	31%	(97)	6%	(19)	312
NRA Member in HH: No	26%	(490)	21%	(402)	19%	(354)	21%	(388)	13%	(255)	1889
Gun Owning HH: Yes	19%	(173)	21%	(196)	20%	(180)	31%	(283)	9%	(84)	915
Gun Owning HH: No	30%	(390)	21%	(269)	18%	(234)	16%	(202)	15%	(190)	1286

Continued on next page

Table Q10_6: *And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?*
Hospitality companies such as hotels

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	26%	(563)	21%	(465)	19%	(413)	22%	(485)	12%	(274)	2201
Single Gun HH	25%	(62)	28%	(69)	18%	(46)	20%	(50)	9%	(23)	250
Multi Gun HH	17%	(90)	20%	(106)	21%	(112)	36%	(194)	7%	(40)	542
Likely to buy gun next 12 mnths	24%	(162)	20%	(136)	19%	(128)	31%	(204)	6%	(37)	666
Likely to buy gun next month	27%	(97)	24%	(86)	14%	(51)	31%	(109)	4%	(12)	355

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

Table Q10_7: *And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?*
Car manufacturers

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	19%	(419)	17%	(365)	23%	(510)	28%	(611)	13%	(296)	2201
Gender: Male	19%	(200)	17%	(185)	24%	(250)	30%	(323)	10%	(102)	1060
Gender: Female	19%	(219)	16%	(180)	23%	(260)	25%	(289)	17%	(193)	1141
Age: 18-29	18%	(86)	21%	(98)	25%	(120)	23%	(111)	13%	(60)	475
Age: 30-44	21%	(116)	16%	(87)	21%	(120)	29%	(164)	13%	(74)	560
Age: 45-54	19%	(75)	16%	(63)	21%	(82)	29%	(116)	16%	(64)	400
Age: 55-64	17%	(61)	14%	(52)	24%	(88)	30%	(111)	15%	(55)	368
Age: 65+	20%	(80)	16%	(65)	25%	(100)	28%	(110)	11%	(42)	398
PID: Dem (no lean)	31%	(215)	21%	(147)	20%	(139)	17%	(119)	11%	(78)	698
PID: Ind (no lean)	14%	(116)	16%	(131)	23%	(187)	30%	(251)	18%	(145)	830
PID: Rep (no lean)	13%	(88)	13%	(87)	27%	(184)	36%	(242)	11%	(73)	673
PID/Gender: Dem Men	32%	(107)	19%	(63)	23%	(74)	17%	(55)	9%	(30)	329
PID/Gender: Dem Women	29%	(108)	23%	(84)	18%	(65)	17%	(64)	13%	(47)	369
PID/Gender: Ind Men	14%	(54)	16%	(65)	23%	(91)	34%	(134)	13%	(51)	394
PID/Gender: Ind Women	14%	(62)	15%	(66)	22%	(95)	27%	(117)	22%	(95)	435
PID/Gender: Rep Men	12%	(39)	17%	(57)	25%	(84)	40%	(134)	6%	(22)	337
PID/Gender: Rep Women	14%	(48)	9%	(30)	30%	(100)	32%	(107)	15%	(51)	337
Ideo: Liberal (1-3)	29%	(232)	21%	(171)	20%	(163)	18%	(143)	11%	(90)	800
Ideo: Moderate (4)	21%	(90)	18%	(77)	27%	(116)	24%	(104)	11%	(48)	435
Ideo: Conservative (5-7)	10%	(65)	12%	(81)	24%	(163)	43%	(290)	10%	(69)	667
Educ: < College	19%	(296)	16%	(244)	23%	(358)	27%	(426)	15%	(242)	1567
Educ: Bachelors degree	19%	(77)	18%	(74)	25%	(104)	29%	(122)	9%	(38)	416
Educ: Post-grad	21%	(46)	21%	(47)	22%	(47)	29%	(63)	7%	(16)	219
Income: Under 50k	20%	(268)	17%	(223)	23%	(307)	25%	(334)	16%	(208)	1339
Income: 50k-100k	17%	(103)	16%	(103)	24%	(151)	31%	(195)	12%	(72)	624
Income: 100k+	20%	(48)	16%	(39)	22%	(52)	35%	(83)	7%	(16)	239
Ethnicity: White	16%	(286)	16%	(278)	24%	(419)	31%	(536)	13%	(232)	1750
Ethnicity: Hispanic	25%	(81)	20%	(65)	19%	(64)	24%	(80)	12%	(39)	329

Continued on next page

Table Q10_7: *And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?*
Car manufacturers

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	19%	(419)	17%	(365)	23%	(510)	28%	(611)	13%	(296)	2201
Ethnicity: Afr. Am.	33%	(89)	21%	(57)	20%	(54)	13%	(35)	12%	(33)	269
Ethnicity: Other	24%	(44)	16%	(30)	20%	(37)	22%	(40)	17%	(31)	182
Relig: Protestant	13%	(63)	17%	(82)	27%	(133)	35%	(174)	9%	(47)	499
Relig: Roman Catholic	23%	(96)	20%	(82)	23%	(96)	23%	(94)	11%	(44)	413
Relig: Ath./Agn./None	19%	(123)	15%	(99)	20%	(126)	28%	(182)	18%	(117)	647
Relig: Something Else	20%	(75)	18%	(67)	24%	(88)	25%	(95)	13%	(48)	373
Relig: Jewish	22%	(13)	16%	(9)	26%	(15)	30%	(18)	6%	(3)	59
Relig: Evangelical	19%	(121)	17%	(111)	24%	(154)	30%	(193)	11%	(71)	650
Relig: Non-Evang. Catholics	19%	(97)	17%	(88)	27%	(140)	27%	(141)	11%	(58)	523
Relig: All Christian	19%	(218)	17%	(199)	25%	(294)	28%	(334)	11%	(129)	1173
Relig: All Non-Christian	19%	(198)	16%	(166)	21%	(214)	27%	(277)	16%	(165)	1020
Community: Urban	24%	(132)	21%	(115)	20%	(109)	21%	(116)	12%	(67)	538
Community: Suburban	19%	(179)	15%	(142)	25%	(241)	28%	(264)	13%	(128)	955
Community: Rural	15%	(108)	15%	(108)	22%	(159)	33%	(232)	14%	(101)	708
Employ: Private Sector	20%	(132)	16%	(111)	24%	(162)	31%	(209)	9%	(62)	676
Employ: Government	21%	(37)	20%	(35)	22%	(38)	26%	(46)	10%	(18)	175
Employ: Self-Employed	18%	(38)	20%	(41)	23%	(48)	26%	(54)	12%	(26)	207
Employ: Homemaker	17%	(30)	17%	(29)	18%	(32)	27%	(47)	21%	(38)	175
Employ: Student	16%	(16)	25%	(24)	27%	(26)	21%	(21)	11%	(11)	98
Employ: Retired	19%	(87)	14%	(64)	25%	(114)	30%	(138)	12%	(54)	457
Employ: Unemployed	24%	(51)	14%	(30)	19%	(41)	23%	(49)	21%	(45)	216
Employ: Other	15%	(28)	15%	(29)	25%	(48)	24%	(47)	22%	(43)	195
Military HH: Yes	20%	(89)	18%	(78)	20%	(89)	32%	(143)	9%	(41)	440
Military HH: No	19%	(330)	16%	(287)	24%	(420)	27%	(469)	14%	(255)	1761
RD/WT: Right Direction	17%	(148)	15%	(127)	22%	(191)	33%	(281)	13%	(107)	855
RD/WT: Wrong Track	20%	(271)	18%	(237)	24%	(319)	25%	(331)	14%	(189)	1346

Continued on next page

Table Q10_7: And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?
Car manufacturers

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	19%	(419)	17%	(365)	23%	(510)	28%	(611)	13%	(296)	2201
Strongly Approve	17%	(81)	12%	(61)	22%	(105)	38%	(185)	11%	(54)	486
Somewhat Approve	12%	(57)	14%	(67)	27%	(126)	34%	(155)	12%	(55)	460
Somewhat Disapprove	14%	(40)	19%	(54)	30%	(87)	25%	(73)	12%	(35)	289
Strongly Disapprove	27%	(231)	20%	(172)	20%	(171)	21%	(173)	11%	(95)	841
Dont Know / No Opinion	7%	(9)	10%	(12)	17%	(21)	21%	(26)	46%	(57)	124
#1 Issue: Economy	15%	(89)	18%	(106)	27%	(159)	29%	(174)	12%	(70)	599
#1 Issue: Security	15%	(61)	15%	(63)	21%	(87)	37%	(156)	12%	(50)	416
#1 Issue: Health Care	23%	(87)	18%	(68)	27%	(101)	20%	(76)	12%	(45)	377
#1 Issue: Medicare / Social Security	23%	(74)	14%	(44)	23%	(75)	25%	(79)	15%	(48)	319
#1 Issue: Women's Issues	28%	(31)	16%	(18)	21%	(23)	22%	(24)	13%	(15)	111
#1 Issue: Education	17%	(29)	22%	(37)	18%	(29)	25%	(42)	18%	(31)	168
#1 Issue: Energy	24%	(20)	17%	(14)	24%	(20)	28%	(23)	7%	(6)	83
#1 Issue: Other	21%	(27)	13%	(16)	12%	(16)	29%	(37)	24%	(31)	127
2016 Vote: Democrat Hillary Clinton	30%	(205)	24%	(158)	21%	(140)	17%	(114)	8%	(55)	673
2016 Vote: Republican Donald Trump	14%	(103)	13%	(99)	24%	(183)	39%	(295)	10%	(75)	755
2016 Vote: Someone else	8%	(15)	15%	(27)	25%	(46)	36%	(64)	16%	(28)	180
2012 Vote: Barack Obama	27%	(222)	22%	(181)	22%	(177)	19%	(160)	10%	(82)	821
2012 Vote: Mitt Romney	11%	(62)	11%	(58)	25%	(136)	43%	(235)	9%	(51)	542
2012 Vote: Other	7%	(9)	13%	(17)	26%	(34)	38%	(48)	16%	(20)	128
2012 Vote: Didn't Vote	18%	(126)	15%	(109)	23%	(164)	24%	(168)	20%	(140)	707
4-Region: Northeast	19%	(77)	19%	(78)	21%	(84)	26%	(103)	15%	(59)	402
4-Region: Midwest	17%	(80)	17%	(78)	23%	(107)	31%	(148)	13%	(61)	474
4-Region: South	21%	(172)	16%	(127)	24%	(199)	25%	(203)	14%	(114)	815
4-Region: West	18%	(90)	16%	(82)	23%	(119)	31%	(158)	12%	(62)	511
Supports Gun Control	26%	(355)	22%	(300)	24%	(327)	19%	(259)	10%	(144)	1386
Does Not Support Gun Control	8%	(55)	8%	(54)	26%	(170)	49%	(321)	8%	(51)	652
NRA Member in HH: Yes	19%	(60)	16%	(50)	22%	(68)	35%	(109)	8%	(26)	312
NRA Member in HH: No	19%	(359)	17%	(315)	23%	(442)	27%	(503)	14%	(270)	1889
Gun Owning HH: Yes	15%	(135)	15%	(136)	24%	(217)	37%	(337)	10%	(90)	915
Gun Owning HH: No	22%	(284)	18%	(229)	23%	(293)	21%	(275)	16%	(205)	1286

Continued on next page

Table Q10_7: *And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?*
Car manufacturers

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	19%	(419)	17%	(365)	23%	(510)	28%	(611)	13%	(296)	2201
Single Gun HH	22%	(56)	23%	(57)	24%	(59)	22%	(54)	10%	(24)	250
Multi Gun HH	11%	(59)	13%	(70)	25%	(136)	43%	(235)	8%	(43)	542
Likely to buy gun next 12 mnths	20%	(132)	16%	(106)	24%	(158)	35%	(234)	6%	(37)	666
Likely to buy gun next month	26%	(94)	18%	(62)	17%	(59)	36%	(126)	4%	(14)	355

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

Table Q10_8: *And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?*
Car rental companies

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	18%	(403)	18%	(391)	23%	(499)	28%	(607)	14%	(302)	2201
Gender: Male	18%	(189)	18%	(194)	25%	(260)	30%	(314)	10%	(102)	1060
Gender: Female	19%	(214)	17%	(196)	21%	(239)	26%	(292)	18%	(200)	1141
Age: 18-29	17%	(82)	22%	(107)	25%	(118)	23%	(108)	13%	(61)	475
Age: 30-44	19%	(107)	17%	(96)	22%	(125)	28%	(154)	14%	(77)	560
Age: 45-54	17%	(69)	16%	(65)	20%	(80)	31%	(123)	16%	(64)	400
Age: 55-64	17%	(61)	15%	(55)	23%	(83)	30%	(111)	15%	(57)	368
Age: 65+	21%	(84)	17%	(68)	23%	(93)	28%	(110)	11%	(43)	398
PID: Dem (no lean)	29%	(203)	24%	(165)	20%	(139)	16%	(112)	11%	(79)	698
PID: Ind (no lean)	14%	(118)	16%	(131)	23%	(187)	30%	(249)	17%	(145)	830
PID: Rep (no lean)	12%	(81)	14%	(95)	26%	(173)	37%	(246)	12%	(78)	673
PID/Gender: Dem Men	30%	(98)	24%	(79)	22%	(73)	15%	(50)	9%	(29)	329
PID/Gender: Dem Women	29%	(106)	23%	(85)	18%	(66)	17%	(62)	14%	(50)	369
PID/Gender: Ind Men	14%	(56)	15%	(59)	25%	(98)	33%	(132)	12%	(48)	394
PID/Gender: Ind Women	14%	(62)	16%	(71)	20%	(89)	27%	(117)	22%	(97)	435
PID/Gender: Rep Men	10%	(35)	17%	(56)	26%	(89)	39%	(133)	7%	(25)	337
PID/Gender: Rep Women	14%	(47)	12%	(40)	25%	(84)	34%	(114)	16%	(53)	337
Ideo: Liberal (1-3)	28%	(222)	24%	(189)	21%	(167)	16%	(132)	11%	(90)	800
Ideo: Moderate (4)	20%	(87)	20%	(86)	23%	(101)	24%	(106)	13%	(55)	435
Ideo: Conservative (5-7)	9%	(61)	12%	(82)	24%	(163)	44%	(295)	10%	(66)	667
Educ: < College	18%	(288)	16%	(255)	22%	(342)	27%	(430)	16%	(252)	1567
Educ: Bachelors degree	16%	(68)	21%	(86)	26%	(108)	28%	(117)	9%	(36)	416
Educ: Post-grad	21%	(47)	23%	(50)	22%	(49)	27%	(59)	6%	(14)	219
Income: Under 50k	19%	(256)	18%	(240)	22%	(293)	25%	(339)	16%	(211)	1339
Income: 50k-100k	16%	(103)	17%	(104)	25%	(158)	30%	(186)	12%	(73)	624
Income: 100k+	18%	(44)	20%	(47)	20%	(48)	34%	(82)	7%	(18)	239
Ethnicity: White	16%	(274)	17%	(292)	23%	(407)	31%	(541)	14%	(237)	1750
Ethnicity: Hispanic	21%	(69)	24%	(78)	22%	(74)	21%	(68)	12%	(40)	329

Continued on next page

Table Q10_8: *And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?*
Car rental companies

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	18%	(403)	18%	(391)	23%	(499)	28%	(607)	14%	(302)	2201
Ethnicity: Afr. Am.	32%	(86)	25%	(68)	16%	(43)	13%	(34)	14%	(37)	269
Ethnicity: Other	23%	(42)	17%	(31)	26%	(48)	18%	(32)	16%	(29)	182
Relig: Protestant	12%	(62)	19%	(96)	26%	(130)	33%	(166)	9%	(45)	499
Relig: Roman Catholic	21%	(85)	21%	(88)	24%	(100)	23%	(95)	11%	(45)	413
Relig: Ath./Agn./None	18%	(117)	14%	(93)	21%	(135)	27%	(177)	19%	(124)	647
Relig: Something Else	20%	(76)	21%	(79)	20%	(73)	26%	(99)	13%	(47)	373
Relig: Jewish	22%	(13)	27%	(16)	17%	(10)	25%	(15)	8%	(5)	59
Relig: Evangelical	18%	(117)	19%	(124)	23%	(150)	28%	(185)	11%	(74)	650
Relig: Non-Evang. Catholics	17%	(89)	18%	(94)	27%	(140)	28%	(144)	11%	(55)	523
Relig: All Christian	18%	(207)	19%	(219)	25%	(290)	28%	(329)	11%	(129)	1173
Relig: All Non-Christian	19%	(193)	17%	(172)	20%	(208)	27%	(276)	17%	(171)	1020
Community: Urban	22%	(121)	23%	(122)	22%	(120)	20%	(109)	12%	(67)	538
Community: Suburban	18%	(171)	18%	(167)	23%	(219)	29%	(272)	13%	(124)	955
Community: Rural	16%	(111)	14%	(102)	22%	(159)	32%	(225)	16%	(111)	708
Employ: Private Sector	19%	(127)	19%	(128)	24%	(160)	29%	(196)	10%	(67)	676
Employ: Government	17%	(30)	20%	(35)	23%	(40)	29%	(51)	11%	(19)	175
Employ: Self-Employed	16%	(33)	25%	(51)	17%	(35)	29%	(61)	13%	(27)	207
Employ: Homemaker	14%	(25)	15%	(26)	19%	(33)	29%	(51)	23%	(40)	175
Employ: Student	17%	(17)	28%	(27)	26%	(26)	18%	(18)	11%	(11)	98
Employ: Retired	19%	(88)	14%	(66)	24%	(109)	31%	(140)	12%	(55)	457
Employ: Unemployed	23%	(51)	15%	(32)	23%	(51)	20%	(43)	19%	(41)	216
Employ: Other	17%	(33)	13%	(25)	24%	(46)	25%	(48)	22%	(43)	195
Military HH: Yes	19%	(82)	21%	(93)	19%	(83)	33%	(144)	9%	(38)	440
Military HH: No	18%	(320)	17%	(298)	24%	(416)	26%	(462)	15%	(264)	1761
RD/WT: Right Direction	15%	(125)	18%	(154)	23%	(195)	32%	(277)	12%	(104)	855
RD/WT: Wrong Track	21%	(278)	18%	(237)	23%	(304)	24%	(329)	15%	(198)	1346

Continued on next page

Table Q10_8: And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?
Car rental companies

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	18%	(403)	18%	(391)	23%	(499)	28%	(607)	14%	(302)	2201
Strongly Approve	14%	(68)	14%	(67)	21%	(104)	39%	(189)	12%	(59)	486
Somewhat Approve	12%	(56)	15%	(70)	26%	(121)	35%	(160)	11%	(52)	460
Somewhat Disapprove	14%	(40)	17%	(50)	32%	(92)	25%	(72)	12%	(36)	289
Strongly Disapprove	28%	(233)	22%	(187)	19%	(163)	19%	(163)	11%	(96)	841
Dont Know / No Opinion	5%	(6)	14%	(17)	16%	(19)	18%	(22)	47%	(59)	124
#1 Issue: Economy	15%	(91)	16%	(97)	25%	(149)	31%	(184)	13%	(77)	599
#1 Issue: Security	14%	(58)	16%	(66)	21%	(87)	38%	(157)	11%	(47)	416
#1 Issue: Health Care	19%	(70)	23%	(85)	25%	(95)	21%	(78)	13%	(48)	377
#1 Issue: Medicare / Social Security	24%	(75)	14%	(46)	22%	(69)	25%	(78)	16%	(50)	319
#1 Issue: Women's Issues	30%	(34)	18%	(20)	24%	(26)	15%	(17)	12%	(14)	111
#1 Issue: Education	20%	(34)	22%	(37)	17%	(29)	24%	(41)	16%	(28)	168
#1 Issue: Energy	15%	(12)	23%	(19)	31%	(26)	23%	(19)	7%	(6)	83
#1 Issue: Other	21%	(27)	15%	(19)	14%	(17)	25%	(32)	25%	(32)	127
2016 Vote: Democrat Hillary Clinton	29%	(195)	26%	(173)	21%	(138)	17%	(113)	8%	(54)	673
2016 Vote: Republican Donald Trump	13%	(96)	14%	(105)	23%	(172)	39%	(297)	11%	(86)	755
2016 Vote: Someone else	6%	(12)	16%	(28)	26%	(46)	36%	(65)	16%	(30)	180
2012 Vote: Barack Obama	26%	(217)	23%	(188)	21%	(172)	19%	(159)	10%	(84)	821
2012 Vote: Mitt Romney	10%	(57)	12%	(67)	26%	(140)	41%	(224)	10%	(53)	542
2012 Vote: Other	7%	(9)	13%	(17)	24%	(31)	39%	(49)	17%	(22)	128
2012 Vote: Didn't Vote	17%	(120)	17%	(118)	22%	(155)	24%	(173)	20%	(140)	707
4-Region: Northeast	19%	(76)	21%	(86)	19%	(75)	26%	(102)	15%	(62)	402
4-Region: Midwest	15%	(72)	17%	(79)	22%	(105)	33%	(155)	13%	(63)	474
4-Region: South	20%	(163)	17%	(141)	23%	(190)	25%	(201)	15%	(120)	815
4-Region: West	18%	(91)	17%	(85)	25%	(128)	29%	(149)	11%	(58)	511
Supports Gun Control	26%	(354)	22%	(307)	23%	(317)	19%	(259)	11%	(149)	1386
Does Not Support Gun Control	7%	(45)	11%	(75)	26%	(166)	49%	(318)	7%	(48)	652
NRA Member in HH: Yes	19%	(60)	16%	(49)	22%	(67)	36%	(112)	7%	(23)	312
NRA Member in HH: No	18%	(342)	18%	(342)	23%	(432)	26%	(494)	15%	(279)	1889
Gun Owning HH: Yes	14%	(129)	15%	(141)	23%	(211)	37%	(339)	10%	(96)	915
Gun Owning HH: No	21%	(274)	19%	(250)	22%	(288)	21%	(268)	16%	(207)	1286

Continued on next page

Table Q10_8: *And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?*
Car rental companies

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	18%	(403)	18%	(391)	23%	(499)	28%	(607)	14%	(302)	2201
Single Gun HH	21%	(53)	19%	(48)	23%	(58)	25%	(63)	11%	(28)	250
Multi Gun HH	11%	(59)	15%	(81)	24%	(128)	42%	(230)	8%	(43)	542
Likely to buy gun next 12 mnths	19%	(124)	18%	(119)	23%	(153)	35%	(231)	6%	(39)	666
Likely to buy gun next month	23%	(81)	23%	(80)	17%	(59)	34%	(120)	4%	(14)	355

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

Table Q10_9: *And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?*
News and media companies

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	32%	(694)	21%	(455)	15%	(327)	22%	(495)	10%	(230)	2201
Gender: Male	29%	(306)	23%	(238)	14%	(150)	26%	(277)	8%	(88)	1060
Gender: Female	34%	(388)	19%	(217)	16%	(177)	19%	(218)	12%	(142)	1141
Age: 18-29	32%	(151)	22%	(106)	19%	(91)	16%	(74)	11%	(52)	475
Age: 30-44	34%	(192)	20%	(112)	12%	(69)	22%	(125)	11%	(61)	560
Age: 45-54	27%	(110)	21%	(83)	14%	(57)	26%	(104)	12%	(47)	400
Age: 55-64	28%	(102)	20%	(73)	12%	(45)	27%	(101)	13%	(47)	368
Age: 65+	35%	(139)	20%	(80)	16%	(65)	23%	(91)	6%	(22)	398
PID: Dem (no lean)	49%	(342)	21%	(146)	11%	(77)	11%	(76)	8%	(57)	698
PID: Ind (no lean)	27%	(221)	20%	(165)	15%	(127)	24%	(199)	14%	(117)	830
PID: Rep (no lean)	20%	(132)	21%	(143)	18%	(123)	33%	(220)	8%	(56)	673
PID/Gender: Dem Men	47%	(154)	22%	(71)	12%	(39)	12%	(39)	8%	(26)	329
PID/Gender: Dem Women	51%	(188)	20%	(75)	10%	(38)	10%	(37)	8%	(31)	369
PID/Gender: Ind Men	25%	(99)	22%	(85)	15%	(57)	29%	(116)	10%	(37)	394
PID/Gender: Ind Women	28%	(122)	18%	(80)	16%	(70)	19%	(83)	18%	(80)	435
PID/Gender: Rep Men	16%	(53)	25%	(82)	16%	(54)	36%	(122)	7%	(25)	337
PID/Gender: Rep Women	23%	(78)	18%	(61)	21%	(69)	29%	(98)	9%	(31)	337
Ideo: Liberal (1-3)	45%	(363)	21%	(169)	12%	(98)	11%	(89)	10%	(81)	800
Ideo: Moderate (4)	37%	(159)	27%	(118)	14%	(60)	15%	(65)	8%	(33)	435
Ideo: Conservative (5-7)	16%	(106)	18%	(118)	19%	(125)	42%	(280)	6%	(39)	667
Educ: < College	30%	(470)	20%	(312)	14%	(222)	23%	(362)	13%	(200)	1567
Educ: Bachelors degree	35%	(144)	21%	(89)	18%	(75)	21%	(88)	5%	(20)	416
Educ: Post-grad	37%	(80)	25%	(54)	14%	(30)	21%	(45)	4%	(9)	219
Income: Under 50k	32%	(427)	20%	(265)	15%	(197)	21%	(276)	13%	(174)	1339
Income: 50k-100k	30%	(185)	22%	(140)	17%	(104)	24%	(150)	7%	(45)	624
Income: 100k+	35%	(83)	21%	(50)	11%	(26)	29%	(69)	5%	(11)	239
Ethnicity: White	28%	(485)	21%	(370)	16%	(274)	25%	(441)	10%	(180)	1750
Ethnicity: Hispanic	36%	(120)	21%	(68)	15%	(48)	18%	(60)	10%	(33)	329

Continued on next page

Table Q10_9: *And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?*
News and media companies

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion	Total N
Adults	32%	(694)	21%	(455)	15%	(327)	22%	(495)	10% (230)	2201
Ethnicity: Afr. Am.	54%	(144)	18%	(49)	11%	(29)	9%	(24)	9% (23)	269
Ethnicity: Other	36%	(66)	20%	(36)	13%	(24)	16%	(30)	15% (27)	182
Relig: Protestant	24%	(118)	23%	(117)	17%	(87)	30%	(150)	6% (28)	499
Relig: Roman Catholic	36%	(148)	22%	(90)	16%	(64)	17%	(68)	10% (42)	413
Relig: Ath./Agn./None	32%	(208)	17%	(107)	13%	(85)	23%	(147)	15% (99)	647
Relig: Something Else	36%	(136)	24%	(89)	13%	(49)	18%	(68)	8% (30)	373
Relig: Jewish	55%	(32)	16%	(9)	9%	(6)	17%	(10)	3% (2)	59
Relig: Evangelical	26%	(172)	23%	(150)	16%	(104)	26%	(170)	8% (54)	650
Relig: Non-Evang. Catholics	33%	(173)	21%	(108)	17%	(88)	21%	(110)	9% (44)	523
Relig: All Christian	29%	(345)	22%	(258)	16%	(192)	24%	(279)	8% (99)	1173
Relig: All Non-Christian	34%	(344)	19%	(196)	13%	(134)	21%	(215)	13% (129)	1020
Community: Urban	41%	(221)	20%	(109)	14%	(73)	15%	(79)	10% (56)	538
Community: Suburban	33%	(311)	22%	(211)	15%	(139)	22%	(207)	9% (87)	955
Community: Rural	23%	(162)	19%	(135)	16%	(115)	30%	(210)	12% (86)	708
Employ: Private Sector	32%	(214)	23%	(155)	16%	(105)	23%	(156)	7% (46)	676
Employ: Government	27%	(48)	24%	(43)	19%	(34)	21%	(37)	8% (14)	175
Employ: Self-Employed	33%	(68)	25%	(51)	4%	(8)	28%	(57)	10% (21)	207
Employ: Homemaker	31%	(54)	17%	(30)	16%	(27)	20%	(35)	17% (29)	175
Employ: Student	37%	(36)	23%	(23)	14%	(14)	17%	(16)	9% (9)	98
Employ: Retired	32%	(146)	18%	(81)	17%	(76)	25%	(116)	8% (38)	457
Employ: Unemployed	35%	(75)	15%	(32)	14%	(30)	21%	(46)	15% (33)	216
Employ: Other	27%	(53)	21%	(41)	16%	(32)	16%	(31)	20% (38)	195
Military HH: Yes	32%	(142)	19%	(83)	15%	(65)	27%	(118)	7% (32)	440
Military HH: No	31%	(553)	21%	(372)	15%	(262)	21%	(377)	11% (198)	1761
RD/WT: Right Direction	22%	(192)	21%	(182)	17%	(148)	29%	(245)	10% (88)	855
RD/WT: Wrong Track	37%	(502)	20%	(273)	13%	(179)	19%	(250)	11% (142)	1346

Continued on next page

Table Q10_9: *And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?*
News and media companies

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	32%	(694)	21%	(455)	15%	(327)	22%	(495)	10%	(230)	2201
Strongly Approve	21%	(100)	18%	(85)	15%	(74)	38%	(187)	8%	(40)	486
Somewhat Approve	19%	(89)	24%	(109)	21%	(98)	27%	(124)	9%	(40)	460
Somewhat Disapprove	28%	(80)	26%	(75)	19%	(54)	20%	(58)	8%	(23)	289
Strongly Disapprove	48%	(406)	20%	(165)	11%	(89)	13%	(107)	9%	(75)	841
Dont Know / No Opinion	15%	(19)	17%	(21)	10%	(12)	16%	(20)	42%	(52)	124
#1 Issue: Economy	29%	(172)	25%	(147)	14%	(86)	25%	(149)	7%	(45)	599
#1 Issue: Security	23%	(95)	19%	(80)	17%	(71)	33%	(137)	8%	(32)	416
#1 Issue: Health Care	37%	(139)	21%	(78)	14%	(53)	16%	(62)	12%	(46)	377
#1 Issue: Medicare / Social Security	33%	(106)	17%	(54)	19%	(60)	20%	(64)	11%	(36)	319
#1 Issue: Women's Issues	46%	(51)	20%	(22)	15%	(17)	8%	(9)	11%	(12)	111
#1 Issue: Education	34%	(56)	25%	(41)	12%	(21)	16%	(27)	13%	(23)	168
#1 Issue: Energy	40%	(33)	27%	(22)	11%	(9)	18%	(15)	5%	(4)	83
#1 Issue: Other	33%	(42)	8%	(10)	8%	(10)	26%	(33)	24%	(31)	127
2016 Vote: Democrat Hillary Clinton	52%	(347)	23%	(153)	11%	(74)	9%	(60)	6%	(38)	673
2016 Vote: Republican Donald Trump	20%	(150)	19%	(146)	18%	(135)	35%	(266)	8%	(58)	755
2016 Vote: Someone else	19%	(35)	23%	(41)	17%	(30)	28%	(51)	13%	(23)	180
2012 Vote: Barack Obama	46%	(379)	21%	(174)	12%	(101)	13%	(107)	7%	(61)	821
2012 Vote: Mitt Romney	16%	(88)	18%	(100)	19%	(100)	41%	(222)	6%	(32)	542
2012 Vote: Other	16%	(21)	24%	(30)	21%	(27)	29%	(37)	10%	(13)	128
2012 Vote: Didn't Vote	29%	(207)	21%	(151)	14%	(99)	18%	(128)	17%	(122)	707
4-Region: Northeast	37%	(150)	18%	(70)	12%	(47)	20%	(81)	13%	(53)	402
4-Region: Midwest	27%	(129)	25%	(117)	17%	(79)	23%	(107)	9%	(41)	474
4-Region: South	31%	(255)	22%	(178)	15%	(122)	22%	(177)	10%	(82)	815
4-Region: West	31%	(160)	17%	(89)	16%	(79)	25%	(129)	10%	(53)	511
Supports Gun Control	44%	(606)	24%	(330)	13%	(185)	13%	(181)	6%	(84)	1386
Does Not Support Gun Control	12%	(80)	18%	(115)	21%	(134)	43%	(283)	6%	(41)	652
NRA Member in HH: Yes	22%	(68)	21%	(66)	20%	(61)	33%	(104)	4%	(13)	312
NRA Member in HH: No	33%	(626)	21%	(389)	14%	(266)	21%	(391)	11%	(217)	1889
Gun Owning HH: Yes	23%	(209)	22%	(201)	17%	(159)	30%	(279)	7%	(68)	915
Gun Owning HH: No	38%	(486)	20%	(254)	13%	(168)	17%	(216)	13%	(162)	1286

Continued on next page

Table Q10_9: *And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?*
News and media companies

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion	Total N
Adults	32%	(694)	21%	(455)	15%	(327)	22%	(495)	10% (230)	2201
Single Gun HH	34%	(84)	27%	(68)	14%	(35)	17%	(43)	8% (20)	250
Multi Gun HH	18%	(98)	21%	(115)	20%	(107)	35%	(191)	6% (31)	542
Likely to buy gun next 12 mnths	25%	(168)	22%	(144)	19%	(125)	30%	(202)	4% (27)	666
Likely to buy gun next month	27%	(97)	25%	(90)	13%	(48)	31%	(111)	3% (10)	355

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

Table Q10_10: *And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?*
Entertainment companies

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	25%	(543)	20%	(431)	18%	(404)	25%	(561)	12%	(263)	2201
Gender: Male	24%	(250)	21%	(218)	19%	(205)	28%	(301)	8%	(86)	1060
Gender: Female	26%	(294)	19%	(213)	17%	(199)	23%	(260)	15%	(177)	1141
Age: 18-29	26%	(122)	22%	(103)	21%	(100)	19%	(92)	12%	(59)	475
Age: 30-44	27%	(151)	19%	(108)	17%	(96)	24%	(134)	13%	(72)	560
Age: 45-54	23%	(91)	19%	(74)	17%	(67)	29%	(115)	13%	(54)	400
Age: 55-64	20%	(74)	18%	(67)	20%	(72)	29%	(105)	13%	(49)	368
Age: 65+	27%	(106)	20%	(79)	17%	(69)	29%	(115)	7%	(29)	398
PID: Dem (no lean)	39%	(269)	25%	(176)	14%	(98)	13%	(94)	9%	(61)	698
PID: Ind (no lean)	19%	(161)	19%	(154)	19%	(158)	27%	(224)	16%	(133)	830
PID: Rep (no lean)	17%	(113)	15%	(100)	22%	(148)	36%	(243)	10%	(69)	673
PID/Gender: Dem Men	39%	(128)	25%	(83)	14%	(45)	15%	(50)	7%	(23)	329
PID/Gender: Dem Women	38%	(141)	25%	(93)	14%	(53)	12%	(44)	10%	(37)	369
PID/Gender: Ind Men	17%	(68)	19%	(77)	21%	(82)	32%	(125)	11%	(42)	394
PID/Gender: Ind Women	21%	(93)	18%	(77)	17%	(76)	23%	(98)	21%	(90)	435
PID/Gender: Rep Men	16%	(54)	17%	(58)	23%	(78)	37%	(126)	6%	(20)	337
PID/Gender: Rep Women	18%	(59)	13%	(42)	21%	(69)	35%	(117)	15%	(49)	337
Ideo: Liberal (1-3)	36%	(290)	24%	(189)	16%	(131)	13%	(107)	10%	(83)	800
Ideo: Moderate (4)	27%	(118)	23%	(101)	21%	(89)	20%	(88)	9%	(39)	435
Ideo: Conservative (5-7)	12%	(80)	15%	(99)	20%	(132)	45%	(302)	8%	(54)	667
Educ: < College	24%	(383)	19%	(292)	18%	(275)	25%	(391)	14%	(225)	1567
Educ: Bachelors degree	25%	(104)	21%	(88)	20%	(85)	27%	(113)	6%	(26)	416
Educ: Post-grad	26%	(56)	23%	(51)	20%	(43)	26%	(56)	6%	(12)	219
Income: Under 50k	26%	(344)	20%	(267)	17%	(226)	23%	(306)	15%	(195)	1339
Income: 50k-100k	23%	(143)	19%	(116)	22%	(135)	28%	(174)	9%	(56)	624
Income: 100k+	24%	(56)	20%	(48)	18%	(42)	34%	(80)	5%	(12)	239
Ethnicity: White	22%	(377)	18%	(323)	19%	(340)	29%	(506)	12%	(204)	1750
Ethnicity: Hispanic	34%	(111)	24%	(81)	16%	(54)	16%	(53)	9%	(31)	329

Continued on next page

Table Q10_10: *And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?*
Entertainment companies

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	25%	(543)	20%	(431)	18%	(404)	25%	(561)	12%	(263)	2201
Ethnicity: Afr. Am.	43%	(115)	22%	(60)	14%	(36)	8%	(22)	13%	(34)	269
Ethnicity: Other	28%	(51)	26%	(48)	15%	(27)	18%	(32)	13%	(24)	182
Relig: Protestant	16%	(81)	19%	(95)	21%	(107)	35%	(176)	8%	(39)	499
Relig: Roman Catholic	31%	(127)	23%	(93)	17%	(72)	20%	(85)	9%	(36)	413
Relig: Ath./Agn./None	25%	(159)	19%	(121)	16%	(106)	23%	(151)	17%	(109)	647
Relig: Something Else	27%	(100)	21%	(77)	18%	(67)	24%	(88)	11%	(40)	373
Relig: Jewish	27%	(16)	27%	(16)	12%	(7)	30%	(17)	5%	(3)	59
Relig: Evangelical	24%	(153)	18%	(120)	20%	(132)	28%	(181)	10%	(64)	650
Relig: Non-Evang. Catholics	25%	(128)	21%	(112)	19%	(98)	26%	(138)	9%	(47)	523
Relig: All Christian	24%	(281)	20%	(231)	20%	(230)	27%	(320)	9%	(111)	1173
Relig: All Non-Christian	25%	(259)	19%	(198)	17%	(174)	23%	(239)	15%	(150)	1020
Community: Urban	33%	(179)	22%	(121)	15%	(80)	18%	(97)	11%	(61)	538
Community: Suburban	24%	(225)	20%	(187)	21%	(196)	25%	(239)	11%	(107)	955
Community: Rural	20%	(139)	17%	(123)	18%	(127)	32%	(224)	13%	(95)	708
Employ: Private Sector	25%	(170)	21%	(141)	20%	(137)	26%	(174)	8%	(54)	676
Employ: Government	25%	(43)	21%	(36)	24%	(42)	22%	(39)	8%	(15)	175
Employ: Self-Employed	23%	(48)	22%	(46)	15%	(32)	28%	(58)	11%	(23)	207
Employ: Homemaker	20%	(36)	20%	(35)	11%	(19)	27%	(48)	22%	(38)	175
Employ: Student	30%	(29)	20%	(20)	23%	(23)	17%	(17)	10%	(10)	98
Employ: Retired	25%	(113)	17%	(78)	18%	(80)	31%	(144)	9%	(42)	457
Employ: Unemployed	29%	(63)	16%	(35)	15%	(32)	22%	(47)	18%	(39)	216
Employ: Other	21%	(40)	20%	(39)	21%	(40)	18%	(34)	21%	(41)	195
Military HH: Yes	27%	(119)	17%	(74)	18%	(80)	31%	(136)	7%	(31)	440
Military HH: No	24%	(424)	20%	(357)	18%	(323)	24%	(424)	13%	(232)	1761
RD/WT: Right Direction	20%	(169)	17%	(142)	19%	(166)	33%	(283)	11%	(95)	855
RD/WT: Wrong Track	28%	(374)	21%	(289)	18%	(238)	21%	(277)	12%	(168)	1346

Continued on next page

Table Q10_10: And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?
Entertainment companies

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	25%	(543)	20%	(431)	18%	(404)	25%	(561)	12%	(263)	2201
Strongly Approve	18%	(88)	14%	(69)	18%	(90)	37%	(182)	12%	(57)	486
Somewhat Approve	15%	(68)	19%	(86)	23%	(105)	34%	(157)	10%	(44)	460
Somewhat Disapprove	22%	(62)	26%	(75)	21%	(61)	22%	(65)	9%	(27)	289
Strongly Disapprove	36%	(306)	22%	(188)	16%	(133)	16%	(134)	10%	(81)	841
Dont Know / No Opinion	16%	(19)	10%	(13)	12%	(15)	18%	(23)	44%	(54)	124
#1 Issue: Economy	21%	(126)	21%	(123)	19%	(114)	30%	(179)	9%	(56)	599
#1 Issue: Security	19%	(78)	18%	(74)	17%	(72)	36%	(148)	11%	(44)	416
#1 Issue: Health Care	29%	(108)	21%	(79)	22%	(84)	16%	(60)	12%	(46)	377
#1 Issue: Medicare / Social Security	29%	(93)	15%	(47)	17%	(55)	26%	(83)	13%	(42)	319
#1 Issue: Women's Issues	33%	(36)	18%	(20)	22%	(25)	12%	(14)	14%	(16)	111
#1 Issue: Education	24%	(41)	29%	(49)	16%	(27)	17%	(29)	13%	(22)	168
#1 Issue: Energy	31%	(26)	27%	(22)	17%	(15)	18%	(15)	6%	(5)	83
#1 Issue: Other	28%	(36)	12%	(15)	10%	(12)	26%	(33)	25%	(31)	127
2016 Vote: Democrat Hillary Clinton	40%	(269)	24%	(165)	17%	(113)	12%	(78)	7%	(48)	673
2016 Vote: Republican Donald Trump	16%	(122)	15%	(114)	19%	(147)	40%	(302)	9%	(69)	755
2016 Vote: Someone else	12%	(21)	22%	(40)	20%	(36)	32%	(58)	14%	(25)	180
2012 Vote: Barack Obama	35%	(290)	23%	(190)	17%	(136)	16%	(131)	9%	(74)	821
2012 Vote: Mitt Romney	13%	(68)	14%	(78)	21%	(115)	44%	(236)	8%	(44)	542
2012 Vote: Other	15%	(19)	19%	(24)	21%	(27)	34%	(44)	11%	(14)	128
2012 Vote: Didn't Vote	24%	(167)	20%	(138)	18%	(125)	21%	(148)	18%	(129)	707
4-Region: Northeast	30%	(121)	18%	(70)	15%	(61)	24%	(95)	13%	(54)	402
4-Region: Midwest	21%	(101)	19%	(92)	20%	(95)	28%	(131)	12%	(56)	474
4-Region: South	26%	(213)	20%	(161)	18%	(148)	24%	(192)	12%	(100)	815
4-Region: West	21%	(108)	21%	(107)	19%	(100)	28%	(142)	10%	(54)	511
Supports Gun Control	34%	(465)	24%	(331)	19%	(260)	16%	(219)	8%	(111)	1386
Does Not Support Gun Control	10%	(68)	14%	(94)	20%	(131)	48%	(312)	7%	(47)	652
NRA Member in HH: Yes	21%	(66)	18%	(56)	19%	(60)	35%	(110)	6%	(19)	312
NRA Member in HH: No	25%	(477)	20%	(374)	18%	(344)	24%	(450)	13%	(244)	1889
Gun Owning HH: Yes	18%	(168)	18%	(164)	20%	(186)	35%	(317)	9%	(81)	915
Gun Owning HH: No	29%	(375)	21%	(267)	17%	(218)	19%	(244)	14%	(182)	1286

Continued on next page

Table Q10_10: *And, how appropriate is for companies in each of the following types of industries to take part in the gun control debate?*
Entertainment companies

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not at all appropriate		Don't know / No opinion		Total N
Adults	25%	(543)	20%	(431)	18%	(404)	25%	(561)	12%	(263)	2201
Single Gun HH	27%	(67)	19%	(48)	22%	(56)	24%	(59)	8%	(19)	250
Multi Gun HH	14%	(77)	19%	(100)	20%	(107)	40%	(215)	8%	(43)	542
Likely to buy gun next 12 mnths	23%	(151)	18%	(120)	20%	(135)	34%	(224)	5%	(36)	666
Likely to buy gun next month	27%	(97)	20%	(71)	14%	(51)	34%	(120)	5%	(16)	355

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

Table Q11: *How likely are you to do business with a company that supports stricter gun control laws in the United States?*

Demographic	Attitudes toward the U.S. president										
	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't know / No opinion		Total N
Adults	37%	(813)	21%	(458)	14%	(308)	9%	(207)	19%	(416)	
Gender: Male	34%	(361)	23%	(240)	16%	(170)	11%	(116)	16%	(173)	1060
Gender: Female	40%	(452)	19%	(218)	12%	(138)	8%	(91)	21%	(243)	1141
Age: 18-29	30%	(143)	24%	(113)	17%	(81)	8%	(37)	21%	(102)	475
Age: 30-44	36%	(201)	20%	(114)	13%	(70)	11%	(60)	20%	(115)	560
Age: 45-54	39%	(155)	19%	(76)	17%	(70)	7%	(30)	18%	(71)	400
Age: 55-64	36%	(132)	21%	(77)	10%	(37)	11%	(40)	22%	(82)	368
Age: 65+	46%	(183)	20%	(79)	13%	(50)	10%	(40)	12%	(46)	398
PID: Dem (no lean)	56%	(389)	22%	(155)	6%	(44)	3%	(24)	12%	(86)	698
PID: Ind (no lean)	31%	(259)	20%	(170)	14%	(113)	10%	(84)	24%	(203)	830
PID: Rep (no lean)	24%	(164)	20%	(133)	22%	(151)	15%	(98)	19%	(127)	673
PID/Gender: Dem Men	49%	(162)	28%	(91)	8%	(25)	3%	(9)	13%	(42)	329
PID/Gender: Dem Women	62%	(228)	17%	(65)	5%	(19)	4%	(15)	12%	(44)	369
PID/Gender: Ind Men	31%	(121)	23%	(91)	14%	(57)	12%	(48)	19%	(77)	394
PID/Gender: Ind Women	32%	(138)	18%	(79)	13%	(56)	8%	(36)	29%	(127)	435
PID/Gender: Rep Men	23%	(77)	18%	(59)	26%	(87)	17%	(58)	16%	(54)	337
PID/Gender: Rep Women	26%	(87)	22%	(74)	19%	(63)	12%	(40)	21%	(72)	337
Ideo: Liberal (1-3)	51%	(407)	20%	(156)	10%	(84)	5%	(43)	14%	(109)	800
Ideo: Moderate (4)	42%	(184)	25%	(110)	10%	(42)	5%	(23)	17%	(76)	435
Ideo: Conservative (5-7)	22%	(147)	20%	(137)	23%	(156)	17%	(116)	17%	(112)	667
Educ: < College	34%	(538)	20%	(321)	14%	(217)	11%	(166)	21%	(325)	1567
Educ: Bachelors degree	41%	(172)	21%	(87)	17%	(70)	8%	(32)	13%	(54)	416
Educ: Post-grad	47%	(103)	23%	(50)	9%	(20)	4%	(8)	17%	(37)	219
Income: Under 50k	37%	(491)	20%	(274)	13%	(178)	9%	(126)	20%	(270)	1339
Income: 50k-100k	36%	(225)	20%	(128)	17%	(104)	10%	(61)	17%	(105)	624
Income: 100k+	40%	(97)	24%	(56)	11%	(26)	8%	(20)	17%	(40)	239
Ethnicity: White	34%	(595)	21%	(373)	15%	(260)	10%	(173)	20%	(348)	1750
Ethnicity: Hispanic	36%	(120)	24%	(80)	15%	(49)	9%	(30)	16%	(52)	329
Ethnicity: Afr. Am.	60%	(162)	15%	(39)	10%	(26)	3%	(9)	13%	(34)	269
Ethnicity: Other	31%	(56)	25%	(46)	12%	(22)	14%	(25)	18%	(33)	182

Continued on next page

Table Q11: *How likely are you to do business with a company that supports stricter gun control laws in the United States?*

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't know / No opinion		Total N
Adults	37%	(813)	21%	(458)	14%	(308)	9%	(207)	19%	(416)	2201
Relig: Protestant	34%	(168)	20%	(100)	19%	(95)	12%	(61)	15%	(75)	499
Relig: Roman Catholic	41%	(170)	23%	(97)	15%	(60)	8%	(32)	13%	(54)	413
Relig: Ath./Agn./None	36%	(233)	18%	(119)	10%	(64)	9%	(61)	26%	(169)	647
Relig: Something Else	37%	(138)	22%	(84)	14%	(53)	8%	(30)	19%	(69)	373
Relig: Jewish	50%	(29)	28%	(17)	10%	(6)	2%	(1)	10%	(6)	59
Relig: Evangelical	36%	(233)	22%	(143)	17%	(113)	11%	(69)	14%	(93)	650
Relig: Non-Evang. Catholics	39%	(205)	21%	(112)	15%	(78)	9%	(48)	15%	(81)	523
Relig: All Christian	37%	(437)	22%	(255)	16%	(191)	10%	(116)	15%	(174)	1173
Relig: All Non-Christian	36%	(371)	20%	(203)	11%	(116)	9%	(91)	23%	(239)	1020
Community: Urban	46%	(250)	19%	(104)	10%	(55)	8%	(41)	16%	(88)	538
Community: Suburban	39%	(369)	23%	(220)	14%	(130)	8%	(74)	17%	(162)	955
Community: Rural	27%	(194)	19%	(134)	17%	(123)	13%	(92)	23%	(165)	708
Employ: Private Sector	39%	(265)	23%	(154)	15%	(98)	10%	(65)	14%	(95)	676
Employ: Government	31%	(54)	23%	(40)	23%	(41)	8%	(13)	16%	(27)	175
Employ: Self-Employed	33%	(68)	22%	(45)	14%	(30)	9%	(18)	22%	(45)	207
Employ: Homemaker	33%	(59)	21%	(36)	14%	(25)	8%	(14)	24%	(42)	175
Employ: Student	39%	(39)	17%	(17)	18%	(17)	5%	(5)	20%	(20)	98
Employ: Retired	42%	(191)	20%	(92)	11%	(52)	11%	(50)	16%	(72)	457
Employ: Unemployed	35%	(77)	17%	(37)	13%	(28)	10%	(22)	24%	(52)	216
Employ: Other	31%	(60)	19%	(37)	8%	(16)	10%	(19)	32%	(63)	195
Military HH: Yes	35%	(155)	19%	(85)	17%	(73)	13%	(56)	16%	(72)	440
Military HH: No	37%	(658)	21%	(373)	13%	(235)	9%	(151)	20%	(344)	1761
RD/WT: Right Direction	26%	(221)	21%	(181)	20%	(173)	13%	(111)	20%	(170)	855
RD/WT: Wrong Track	44%	(592)	21%	(277)	10%	(135)	7%	(95)	18%	(246)	1346
Strongly Approve	27%	(132)	13%	(62)	24%	(118)	17%	(84)	19%	(90)	486
Somewhat Approve	20%	(93)	29%	(135)	22%	(100)	11%	(52)	17%	(80)	460
Somewhat Disapprove	29%	(83)	32%	(94)	11%	(31)	6%	(17)	22%	(65)	289
Strongly Disapprove	56%	(475)	19%	(160)	6%	(50)	5%	(45)	13%	(111)	841
Dont Know / No Opinion	24%	(29)	6%	(7)	7%	(9)	7%	(9)	56%	(70)	124

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Table Q11: How likely are you to do business with a company that supports stricter gun control laws in the United States?

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't know / No opinion		Total N
Adults	37%	(813)	21%	(458)	14%	(308)	9%	(207)	19%	(416)	2201
#1 Issue: Economy	31%	(183)	25%	(148)	16%	(97)	8%	(48)	21%	(123)	599
#1 Issue: Security	27%	(114)	21%	(88)	20%	(82)	15%	(62)	17%	(71)	416
#1 Issue: Health Care	41%	(156)	22%	(84)	11%	(43)	8%	(30)	17%	(64)	377
#1 Issue: Medicare / Social Security	43%	(137)	17%	(56)	13%	(41)	8%	(27)	19%	(59)	319
#1 Issue: Women's Issues	60%	(66)	14%	(16)	8%	(9)	6%	(7)	11%	(13)	111
#1 Issue: Education	37%	(62)	27%	(45)	12%	(21)	4%	(7)	20%	(33)	168
#1 Issue: Energy	48%	(40)	17%	(14)	10%	(8)	3%	(3)	21%	(18)	83
#1 Issue: Other	43%	(55)	6%	(7)	6%	(7)	19%	(24)	27%	(34)	127
2016 Vote: Democrat Hillary Clinton	62%	(415)	20%	(136)	6%	(41)	3%	(18)	9%	(62)	673
2016 Vote: Republican Donald Trump	24%	(179)	20%	(154)	21%	(162)	16%	(123)	18%	(138)	755
2016 Vote: Someone else	27%	(49)	27%	(48)	12%	(21)	8%	(14)	27%	(48)	180
2012 Vote: Barack Obama	54%	(445)	23%	(185)	7%	(61)	4%	(35)	12%	(95)	821
2012 Vote: Mitt Romney	23%	(122)	20%	(108)	23%	(127)	18%	(99)	16%	(86)	542
2012 Vote: Other	23%	(30)	21%	(27)	22%	(28)	9%	(12)	24%	(31)	128
2012 Vote: Didn't Vote	30%	(215)	19%	(137)	13%	(90)	9%	(62)	29%	(202)	707
4-Region: Northeast	39%	(158)	22%	(90)	11%	(45)	7%	(28)	20%	(81)	402
4-Region: Midwest	38%	(179)	19%	(92)	15%	(71)	8%	(37)	20%	(95)	474
4-Region: South	38%	(307)	20%	(162)	15%	(124)	10%	(85)	17%	(137)	815
4-Region: West	33%	(169)	22%	(115)	13%	(67)	11%	(57)	20%	(103)	511
Supports Gun Control	54%	(753)	26%	(354)	6%	(86)	2%	(29)	12%	(164)	1386
Does Not Support Gun Control	7%	(47)	15%	(98)	33%	(217)	27%	(174)	18%	(116)	652
NRA Member in HH: Yes	26%	(81)	17%	(54)	24%	(75)	21%	(67)	11%	(34)	312
NRA Member in HH: No	39%	(732)	21%	(404)	12%	(233)	7%	(140)	20%	(381)	1889
Gun Owning HH: Yes	27%	(249)	23%	(211)	20%	(180)	13%	(122)	17%	(152)	915
Gun Owning HH: No	44%	(563)	19%	(247)	10%	(128)	7%	(84)	20%	(263)	1286
Single Gun HH	40%	(99)	28%	(70)	12%	(29)	6%	(16)	14%	(35)	250
Multi Gun HH	22%	(120)	22%	(119)	23%	(126)	17%	(93)	16%	(85)	542
Likely to buy gun next 12 mnths	29%	(190)	21%	(137)	23%	(155)	15%	(101)	13%	(83)	666
Likely to buy gun next month	32%	(114)	22%	(77)	20%	(72)	19%	(66)	7%	(26)	355

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

Table Q12: Which of the following comes closest to your view, even if neither is exactly right?

Demographic	Companies as private entities have the right to ban the sale or carrying of firearms at their locations		Companies should not have the right to ban the sale or carrying of firearms at their locations as it may infringe on other peoples' rights		Don't know / No opinion		Total N
Adults	61%	(1336)	23%	(512)	16%	(353)	2201
Gender: Male	59%	(627)	27%	(286)	14%	(147)	1060
Gender: Female	62%	(708)	20%	(227)	18%	(207)	1141
Age: 18-29	52%	(245)	29%	(137)	20%	(93)	475
Age: 30-44	55%	(307)	28%	(154)	18%	(99)	560
Age: 45-54	61%	(245)	23%	(93)	16%	(62)	400
Age: 55-64	64%	(236)	18%	(66)	18%	(66)	368
Age: 65+	76%	(303)	15%	(61)	8%	(34)	398
PID: Dem (no lean)	72%	(500)	16%	(115)	12%	(83)	698
PID: Ind (no lean)	58%	(481)	22%	(181)	20%	(167)	830
PID: Rep (no lean)	53%	(354)	32%	(216)	15%	(103)	673
PID/Gender: Dem Men	67%	(220)	21%	(68)	12%	(41)	329
PID/Gender: Dem Women	76%	(280)	13%	(47)	11%	(42)	369
PID/Gender: Ind Men	62%	(244)	23%	(89)	15%	(61)	394
PID/Gender: Ind Women	55%	(237)	21%	(92)	24%	(106)	435
PID/Gender: Rep Men	48%	(163)	38%	(129)	13%	(45)	337
PID/Gender: Rep Women	57%	(191)	26%	(88)	17%	(58)	337
Ideo: Liberal (1-3)	64%	(508)	23%	(183)	14%	(109)	800
Ideo: Moderate (4)	70%	(304)	19%	(83)	11%	(49)	435
Ideo: Conservative (5-7)	59%	(394)	29%	(195)	12%	(78)	667
Educ: < College	57%	(889)	25%	(385)	19%	(293)	1567
Educ: Bachelors degree	69%	(286)	21%	(88)	10%	(42)	416
Educ: Post-grad	74%	(161)	18%	(39)	8%	(19)	219
Income: Under 50k	56%	(751)	24%	(321)	20%	(266)	1339
Income: 50k-100k	66%	(413)	23%	(146)	10%	(65)	624
Income: 100k+	72%	(172)	19%	(45)	9%	(22)	239

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Table Q12: Which of the following comes closest to your view, even if neither is exactly right?

Demographic	Companies as private entities have the right to ban the sale or carrying of firearms at their locations		Companies should not have the right to ban the sale or carrying of firearms at their locations as it may infringe on other peoples' rights		Don't know / No opinion		Total N
Adults	61%	(1336)	23%	(512)	16%	(353)	2201
Ethnicity: White	62%	(1078)	23%	(399)	16%	(274)	1750
Ethnicity: Hispanic	52%	(171)	33%	(109)	15%	(49)	329
Ethnicity: Afr. Am.	61%	(163)	21%	(58)	18%	(48)	269
Ethnicity: Other	52%	(95)	31%	(56)	17%	(31)	182
Relig: Protestant	63%	(313)	28%	(138)	10%	(49)	499
Relig: Roman Catholic	61%	(252)	26%	(105)	13%	(55)	413
Relig: Ath./Agn./None	58%	(375)	19%	(124)	23%	(148)	647
Relig: Something Else	64%	(240)	21%	(77)	15%	(56)	373
Relig: Jewish	81%	(48)	14%	(8)	5%	(3)	59
Relig: Evangelical	58%	(380)	29%	(187)	13%	(84)	650
Relig: Non-Evang. Catholics	65%	(338)	23%	(122)	12%	(63)	523
Relig: All Christian	61%	(718)	26%	(309)	12%	(146)	1173
Relig: All Non-Christian	60%	(614)	20%	(201)	20%	(204)	1020
Community: Urban	65%	(349)	21%	(111)	15%	(78)	538
Community: Suburban	64%	(612)	22%	(211)	14%	(131)	955
Community: Rural	53%	(374)	27%	(190)	20%	(144)	708
Employ: Private Sector	62%	(420)	26%	(178)	12%	(78)	676
Employ: Government	53%	(93)	33%	(57)	14%	(25)	175
Employ: Self-Employed	54%	(112)	23%	(48)	23%	(47)	207
Employ: Homemaker	54%	(94)	30%	(53)	16%	(29)	175
Employ: Student	66%	(65)	16%	(15)	18%	(18)	98
Employ: Retired	73%	(334)	17%	(75)	11%	(48)	457
Employ: Unemployed	54%	(116)	22%	(47)	25%	(53)	216
Employ: Other	52%	(102)	20%	(39)	28%	(54)	195
Military HH: Yes	63%	(277)	27%	(117)	11%	(46)	440
Military HH: No	60%	(1059)	22%	(395)	17%	(307)	1761

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Table Q12: Which of the following comes closest to your view, even if neither is exactly right?

Demographic	Companies as private entities have the right to ban the sale or carrying of firearms at their locations		Companies should not have the right to ban the sale or carrying of firearms at their locations as it may infringe on other peoples' rights		Don't know / No opinion		Total N
Adults	61%	(1336)	23%	(512)	16%	(353)	2201
RD/WT: Right Direction	51%	(437)	33%	(278)	16%	(139)	855
RD/WT: Wrong Track	67%	(898)	17%	(234)	16%	(214)	1346
Strongly Approve	44%	(214)	41%	(197)	15%	(75)	486
Somewhat Approve	61%	(281)	24%	(112)	15%	(67)	460
Somewhat Disapprove	63%	(182)	22%	(64)	15%	(43)	289
Strongly Disapprove	73%	(612)	14%	(122)	13%	(108)	841
Dont Know / No Opinion	38%	(47)	14%	(18)	48%	(60)	124
#1 Issue: Economy	63%	(377)	21%	(126)	16%	(96)	599
#1 Issue: Security	56%	(233)	28%	(117)	16%	(66)	416
#1 Issue: Health Care	64%	(242)	21%	(81)	14%	(54)	377
#1 Issue: Medicare / Social Security	63%	(202)	22%	(71)	14%	(46)	319
#1 Issue: Women's Issues	66%	(73)	20%	(22)	14%	(16)	111
#1 Issue: Education	55%	(93)	29%	(49)	16%	(26)	168
#1 Issue: Energy	60%	(50)	24%	(20)	16%	(13)	83
#1 Issue: Other	51%	(65)	21%	(26)	28%	(36)	127
2016 Vote: Democrat Hillary Clinton	76%	(509)	15%	(103)	9%	(61)	673
2016 Vote: Republican Donald Trump	54%	(410)	33%	(247)	13%	(98)	755
2016 Vote: Someone else	68%	(123)	17%	(30)	15%	(27)	180
2012 Vote: Barack Obama	73%	(597)	19%	(153)	9%	(72)	821
2012 Vote: Mitt Romney	58%	(314)	30%	(163)	12%	(65)	542
2012 Vote: Other	58%	(74)	24%	(31)	18%	(23)	128
2012 Vote: Didn't Vote	50%	(351)	23%	(164)	27%	(192)	707
4-Region: Northeast	63%	(251)	21%	(85)	16%	(65)	402
4-Region: Midwest	63%	(298)	18%	(85)	19%	(90)	474
4-Region: South	60%	(489)	25%	(206)	15%	(120)	815
4-Region: West	58%	(297)	27%	(136)	15%	(78)	511
Supports Gun Control	73%	(1014)	17%	(235)	10%	(136)	1386

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Table Q12: Which of the following comes closest to your view, even if neither is exactly right?

Demographic	Companies as private entities have the right to ban the sale or carrying of firearms at their locations		Companies should not have the right to ban the sale or carrying of firearms at their locations as it may infringe on other peoples' rights		Don't know / No opinion		Total N
Adults	61%	(1336)	23%	(512)	16%	(353)	2201
Does Not Support Gun Control	46%	(297)	40%	(258)	15%	(97)	652
NRA Member in HH: Yes	42%	(130)	47%	(147)	11%	(34)	312
NRA Member in HH: No	64%	(1205)	19%	(365)	17%	(319)	1889
Gun Owning HH: Yes	57%	(519)	30%	(278)	13%	(119)	915
Gun Owning HH: No	64%	(816)	18%	(235)	18%	(234)	1286
Single Gun HH	65%	(163)	24%	(59)	11%	(28)	250
Multi Gun HH	54%	(292)	34%	(186)	12%	(64)	542
Likely to buy gun next 12 mnths	50%	(331)	40%	(267)	10%	(67)	666
Likely to buy gun next month	45%	(160)	50%	(176)	5%	(19)	355

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

Table Q13: Which of the following comes closest to your view, even if neither is exactly right?

Demographic	Companies have a responsibility to use their influence to reduce gun violence in the United States		Companies should remain impartial on in the gun control debate and focus on their products or services		Don't know / No opinion		Total N
Adults	46%	(1019)	37%	(807)	17%	(375)	2201
Gender: Male	44%	(471)	41%	(438)	14%	(150)	1060
Gender: Female	48%	(548)	32%	(369)	20%	(225)	1141
Age: 18-29	46%	(219)	34%	(161)	20%	(95)	475
Age: 30-44	43%	(240)	39%	(216)	19%	(104)	560
Age: 45-54	43%	(173)	41%	(163)	16%	(64)	400
Age: 55-64	42%	(156)	39%	(144)	18%	(67)	368
Age: 65+	58%	(232)	31%	(122)	11%	(44)	398
PID: Dem (no lean)	65%	(455)	22%	(151)	13%	(91)	698
PID: Ind (no lean)	41%	(338)	37%	(307)	22%	(184)	830
PID: Rep (no lean)	34%	(226)	52%	(348)	15%	(99)	673
PID/Gender: Dem Men	64%	(210)	23%	(76)	13%	(43)	329
PID/Gender: Dem Women	66%	(245)	20%	(75)	13%	(49)	369
PID/Gender: Ind Men	41%	(163)	42%	(167)	16%	(64)	394
PID/Gender: Ind Women	40%	(175)	32%	(141)	28%	(120)	435
PID/Gender: Rep Men	29%	(98)	58%	(195)	13%	(43)	337
PID/Gender: Rep Women	38%	(128)	46%	(153)	17%	(56)	337
Ideo: Liberal (1-3)	59%	(472)	27%	(214)	14%	(113)	800
Ideo: Moderate (4)	52%	(226)	32%	(140)	16%	(69)	435
Ideo: Conservative (5-7)	34%	(224)	56%	(376)	10%	(67)	667
Educ: < College	45%	(703)	35%	(555)	20%	(309)	1567
Educ: Bachelors degree	48%	(199)	41%	(172)	11%	(45)	416
Educ: Post-grad	54%	(117)	37%	(80)	10%	(21)	219
Income: Under 50k	46%	(619)	33%	(447)	20%	(272)	1339
Income: 50k-100k	44%	(277)	43%	(266)	13%	(80)	624
Income: 100k+	51%	(123)	39%	(93)	10%	(23)	239
Ethnicity: White	43%	(760)	40%	(701)	17%	(289)	1750

Continued on next page

Table Q13: Which of the following comes closest to your view, even if neither is exactly right?

Demographic	Companies have a responsibility to use their influence to reduce gun violence in the United States		Companies should remain impartial on in the gun control debate and focus on their products or services		Don't know / No opinion		Total N
Adults	46%	(1019)	37%	(807)	17%	(375)	2201
Ethnicity: Hispanic	52%	(170)	34%	(112)	14%	(47)	329
Ethnicity: Afr. Am.	64%	(173)	17%	(46)	18%	(49)	269
Ethnicity: Other	47%	(86)	33%	(59)	20%	(37)	182
Relig: Protestant	41%	(203)	49%	(244)	11%	(53)	499
Relig: Roman Catholic	52%	(214)	36%	(149)	12%	(50)	413
Relig: Ath./Agn./None	45%	(289)	30%	(196)	25%	(161)	647
Relig: Something Else	48%	(178)	36%	(133)	17%	(62)	373
Relig: Jewish	61%	(36)	29%	(17)	10%	(6)	59
Relig: Evangelical	46%	(299)	40%	(262)	14%	(90)	650
Relig: Non-Evang. Catholics	48%	(249)	41%	(214)	11%	(60)	523
Relig: All Christian	47%	(548)	41%	(476)	13%	(150)	1173
Relig: All Non-Christian	46%	(467)	32%	(329)	22%	(223)	1020
Community: Urban	55%	(296)	29%	(158)	16%	(85)	538
Community: Suburban	48%	(454)	37%	(355)	15%	(146)	955
Community: Rural	38%	(270)	42%	(295)	20%	(144)	708
Employ: Private Sector	47%	(318)	42%	(283)	11%	(75)	676
Employ: Government	46%	(80)	43%	(75)	12%	(20)	175
Employ: Self-Employed	45%	(92)	36%	(75)	19%	(40)	207
Employ: Homemaker	46%	(80)	33%	(58)	21%	(37)	175
Employ: Student	47%	(46)	31%	(30)	22%	(22)	98
Employ: Retired	51%	(233)	34%	(156)	15%	(68)	457
Employ: Unemployed	42%	(92)	32%	(69)	26%	(56)	216
Employ: Other	40%	(77)	31%	(61)	29%	(57)	195
Military HH: Yes	48%	(209)	41%	(178)	12%	(53)	440
Military HH: No	46%	(810)	36%	(628)	18%	(322)	1761
RD/WT: Right Direction	34%	(289)	49%	(422)	17%	(144)	855
RD/WT: Wrong Track	54%	(730)	29%	(385)	17%	(231)	1346

Continued on next page

Table Q13: Which of the following comes closest to your view, even if neither is exactly right?

Demographic	Companies have a responsibility to use their influence to reduce gun violence in the United States		Companies should remain impartial on in the gun control debate and focus on their products or services		Don't know / No opinion		Total N
Adults	46%	(1019)	37%	(807)	17%	(375)	2201
Strongly Approve	28%	(135)	56%	(272)	16%	(78)	486
Somewhat Approve	40%	(182)	48%	(219)	13%	(59)	460
Somewhat Disapprove	46%	(133)	37%	(107)	17%	(49)	289
Strongly Disapprove	63%	(528)	23%	(190)	15%	(124)	841
Dont Know / No Opinion	33%	(41)	15%	(19)	52%	(64)	124
#1 Issue: Economy	42%	(250)	43%	(259)	15%	(91)	599
#1 Issue: Security	39%	(161)	48%	(199)	13%	(56)	416
#1 Issue: Health Care	53%	(198)	29%	(109)	19%	(70)	377
#1 Issue: Medicare / Social Security	52%	(165)	33%	(105)	15%	(49)	319
#1 Issue: Women's Issues	58%	(64)	23%	(25)	19%	(21)	111
#1 Issue: Education	49%	(83)	31%	(51)	20%	(34)	168
#1 Issue: Energy	51%	(42)	32%	(27)	17%	(14)	83
#1 Issue: Other	44%	(55)	25%	(32)	31%	(40)	127
2016 Vote: Democrat Hillary Clinton	68%	(455)	21%	(144)	11%	(74)	673
2016 Vote: Republican Donald Trump	35%	(262)	53%	(400)	12%	(93)	755
2016 Vote: Someone else	35%	(64)	45%	(81)	20%	(36)	180
2012 Vote: Barack Obama	63%	(519)	26%	(212)	11%	(90)	821
2012 Vote: Mitt Romney	30%	(165)	58%	(314)	12%	(63)	542
2012 Vote: Other	31%	(40)	51%	(66)	18%	(22)	128
2012 Vote: Didn't Vote	42%	(295)	30%	(214)	28%	(197)	707
4-Region: Northeast	50%	(202)	34%	(136)	16%	(64)	402
4-Region: Midwest	45%	(213)	36%	(172)	19%	(89)	474
4-Region: South	46%	(376)	37%	(301)	17%	(137)	815
4-Region: West	45%	(229)	39%	(198)	17%	(85)	511
Supports Gun Control	62%	(855)	27%	(371)	12%	(160)	1386
Does Not Support Gun Control	23%	(149)	62%	(407)	15%	(96)	652
NRA Member in HH: Yes	30%	(94)	58%	(181)	12%	(36)	312
NRA Member in HH: No	49%	(925)	33%	(626)	18%	(339)	1889

Continued on next page

Table Q13: Which of the following comes closest to your view, even if neither is exactly right?

Demographic	Companies have a responsibility to use their influence to reduce gun violence in the United States		Companies should remain impartial on in the gun control debate and focus on their products or services		Don't know / No opinion		Total N
Adults	46%	(1019)	37%	(807)	17%	(375)	2201
Gun Owning HH: Yes	37%	(337)	49%	(451)	14%	(128)	915
Gun Owning HH: No	53%	(683)	28%	(356)	19%	(247)	1286
Single Gun HH	47%	(116)	44%	(110)	9%	(24)	250
Multi Gun HH	32%	(175)	54%	(292)	14%	(76)	542
Likely to buy gun next 12 mnths	36%	(239)	54%	(363)	10%	(64)	666
Likely to buy gun next month	37%	(131)	57%	(204)	6%	(20)	355

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

Table Q14: *Do you have a favorable or unfavorable opinion of the National Rifle Association (NRA)?*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	25% (561)	19% (415)	13% (284)	23% (504)	13% (282)	7% (155)	2201
Gender: Male	29% (307)	21% (226)	13% (142)	22% (229)	10% (103)	5% (54)	1060
Gender: Female	22% (254)	17% (189)	12% (142)	24% (275)	16% (180)	9% (101)	1141
Age: 18-29	23% (110)	18% (83)	12% (58)	17% (82)	15% (73)	14% (69)	475
Age: 30-44	25% (139)	20% (110)	13% (73)	18% (99)	15% (84)	10% (55)	560
Age: 45-54	27% (106)	17% (68)	17% (69)	22% (87)	12% (48)	6% (22)	400
Age: 55-64	27% (101)	20% (74)	10% (37)	27% (98)	13% (49)	2% (9)	368
Age: 65+	26% (105)	20% (80)	12% (47)	35% (138)	7% (29)	— (0)	398
PID: Dem (no lean)	10% (68)	12% (85)	19% (132)	43% (303)	10% (67)	6% (44)	698
PID: Ind (no lean)	21% (171)	19% (157)	12% (102)	20% (166)	18% (146)	11% (87)	830
PID: Rep (no lean)	48% (322)	26% (173)	8% (51)	5% (35)	10% (69)	4% (24)	673
PID/Gender: Dem Men	14% (46)	15% (50)	21% (69)	38% (125)	7% (22)	5% (16)	329
PID/Gender: Dem Women	6% (22)	9% (35)	17% (63)	48% (178)	12% (45)	7% (28)	369
PID/Gender: Ind Men	20% (80)	23% (91)	13% (50)	22% (85)	15% (59)	7% (29)	394
PID/Gender: Ind Women	21% (91)	15% (66)	12% (52)	19% (81)	20% (87)	13% (58)	435
PID/Gender: Rep Men	54% (180)	25% (85)	7% (23)	5% (18)	7% (22)	3% (8)	337
PID/Gender: Rep Women	42% (141)	26% (88)	8% (28)	5% (17)	14% (47)	5% (15)	337
Ideo: Liberal (1-3)	18% (141)	13% (104)	14% (115)	41% (331)	6% (51)	7% (58)	800
Ideo: Moderate (4)	17% (73)	19% (84)	17% (75)	25% (109)	17% (75)	4% (19)	435
Ideo: Conservative (5-7)	43% (290)	28% (184)	10% (64)	6% (43)	10% (66)	3% (21)	667
Educ: < College	28% (441)	18% (280)	12% (190)	19% (301)	14% (222)	9% (134)	1567
Educ: Bachelors degree	19% (81)	21% (89)	15% (61)	30% (125)	11% (46)	3% (14)	416
Educ: Post-grad	18% (40)	21% (46)	15% (34)	36% (78)	6% (14)	3% (6)	219
Income: Under 50k	26% (354)	18% (237)	11% (154)	21% (276)	14% (189)	10% (129)	1339
Income: 50k-100k	25% (158)	21% (128)	14% (87)	26% (160)	11% (70)	3% (21)	624
Income: 100k+	21% (50)	21% (50)	18% (44)	28% (68)	10% (23)	2% (5)	239
Ethnicity: White	28% (484)	21% (360)	12% (208)	21% (371)	13% (226)	6% (101)	1750
Ethnicity: Hispanic	22% (74)	15% (49)	16% (54)	21% (68)	12% (40)	14% (45)	329
Ethnicity: Afr. Am.	14% (37)	12% (32)	18% (47)	33% (89)	12% (33)	11% (30)	269
Ethnicity: Other	22% (40)	13% (23)	16% (29)	24% (44)	13% (23)	13% (23)	182

Continued on next page

Table Q14: Do you have a favorable or unfavorable opinion of the National Rifle Association (NRA)?

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	25%	(561)	19%	(415)	13%	(284)	23%	(504)	13%	(282)	7%	(155)	2201
Relig: Protestant	33%	(167)	24%	(122)	10%	(50)	20%	(102)	10%	(49)	2%	(9)	499
Relig: Roman Catholic	26%	(108)	21%	(87)	14%	(58)	24%	(100)	9%	(38)	5%	(22)	413
Relig: Ath./Agn./None	19%	(121)	14%	(88)	14%	(93)	25%	(164)	18%	(114)	10%	(66)	647
Relig: Something Else	21%	(80)	19%	(72)	14%	(54)	25%	(95)	13%	(49)	6%	(23)	373
Relig: Jewish	13%	(8)	12%	(7)	15%	(9)	51%	(30)	9%	(5)	—	(0)	59
Relig: Evangelical	35%	(229)	22%	(144)	11%	(68)	15%	(100)	10%	(68)	6%	(41)	650
Relig: Non-Evang. Catholics	25%	(132)	21%	(108)	13%	(66)	28%	(145)	10%	(50)	4%	(22)	523
Relig: All Christian	31%	(360)	21%	(252)	11%	(134)	21%	(245)	10%	(118)	5%	(63)	1173
Relig: All Non-Christian	20%	(201)	16%	(161)	14%	(147)	25%	(259)	16%	(164)	9%	(89)	1020
Community: Urban	18%	(96)	17%	(89)	15%	(79)	31%	(169)	14%	(74)	6%	(31)	538
Community: Suburban	22%	(212)	20%	(190)	14%	(138)	26%	(250)	11%	(108)	6%	(58)	955
Community: Rural	36%	(253)	19%	(136)	10%	(68)	12%	(86)	14%	(101)	9%	(66)	708
Employ: Private Sector	27%	(180)	21%	(143)	14%	(94)	24%	(165)	10%	(66)	4%	(27)	676
Employ: Government	24%	(41)	21%	(36)	15%	(26)	20%	(35)	9%	(16)	12%	(20)	175
Employ: Self-Employed	22%	(46)	20%	(40)	14%	(29)	26%	(53)	11%	(24)	7%	(15)	207
Employ: Homemaker	29%	(51)	17%	(30)	11%	(20)	11%	(20)	25%	(43)	6%	(10)	175
Employ: Student	16%	(16)	16%	(16)	19%	(19)	24%	(23)	11%	(11)	14%	(14)	98
Employ: Retired	28%	(129)	20%	(93)	12%	(55)	30%	(137)	9%	(40)	1%	(4)	457
Employ: Unemployed	25%	(53)	11%	(23)	10%	(21)	17%	(37)	21%	(45)	17%	(37)	216
Employ: Other	22%	(44)	17%	(32)	10%	(20)	17%	(33)	19%	(38)	14%	(28)	195
Military HH: Yes	37%	(161)	17%	(74)	13%	(59)	20%	(87)	11%	(49)	2%	(10)	440
Military HH: No	23%	(400)	19%	(341)	13%	(225)	24%	(417)	13%	(233)	8%	(145)	1761
RD/WT: Right Direction	43%	(364)	27%	(234)	8%	(67)	6%	(54)	11%	(94)	5%	(42)	855
RD/WT: Wrong Track	15%	(197)	13%	(180)	16%	(217)	33%	(450)	14%	(189)	8%	(113)	1346
Strongly Approve	61%	(296)	20%	(96)	4%	(17)	4%	(17)	9%	(42)	4%	(18)	486
Somewhat Approve	27%	(126)	35%	(162)	14%	(66)	7%	(32)	14%	(64)	2%	(10)	460
Somewhat Disapprove	15%	(43)	26%	(75)	21%	(61)	17%	(50)	14%	(39)	7%	(21)	289
Strongly Disapprove	9%	(80)	9%	(72)	16%	(132)	47%	(400)	11%	(89)	8%	(68)	841
Dont Know / No Opinion	13%	(16)	8%	(10)	6%	(8)	5%	(6)	38%	(47)	30%	(37)	124

Continued on next page

Table Q14: Do you have a favorable or unfavorable opinion of the National Rifle Association (NRA)?

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	25%	(561)	19%	(415)	13%	(284)	23%	(504)	13%	(282)	7%	(155)	2201
#1 Issue: Economy	25%	(147)	23%	(136)	13%	(77)	18%	(105)	15%	(87)	8%	(46)	599
#1 Issue: Security	38%	(158)	23%	(98)	11%	(46)	12%	(49)	10%	(41)	6%	(24)	416
#1 Issue: Health Care	20%	(76)	14%	(52)	15%	(55)	30%	(115)	14%	(53)	7%	(25)	377
#1 Issue: Medicare / Social Security	30%	(94)	19%	(61)	12%	(37)	28%	(88)	9%	(30)	3%	(9)	319
#1 Issue: Women's Issues	15%	(17)	10%	(11)	14%	(16)	43%	(47)	12%	(13)	7%	(7)	111
#1 Issue: Education	21%	(36)	21%	(35)	13%	(23)	17%	(29)	14%	(24)	13%	(22)	168
#1 Issue: Energy	15%	(12)	11%	(9)	22%	(18)	27%	(23)	19%	(16)	5%	(4)	83
#1 Issue: Other	15%	(20)	10%	(13)	10%	(12)	37%	(47)	14%	(18)	13%	(17)	127
2016 Vote: Democrat Hillary Clinton	9%	(62)	11%	(76)	17%	(113)	51%	(345)	7%	(48)	4%	(29)	673
2016 Vote: Republican Donald Trump	47%	(355)	27%	(203)	8%	(63)	5%	(40)	10%	(79)	2%	(16)	755
2016 Vote: Someone else	12%	(22)	20%	(37)	23%	(41)	21%	(37)	20%	(35)	4%	(8)	180
2012 Vote: Barack Obama	12%	(99)	14%	(116)	18%	(147)	42%	(348)	9%	(73)	5%	(39)	821
2012 Vote: Mitt Romney	48%	(259)	25%	(138)	8%	(42)	8%	(42)	11%	(57)	1%	(4)	542
2012 Vote: Other	30%	(38)	27%	(35)	12%	(16)	14%	(18)	13%	(17)	3%	(4)	128
2012 Vote: Didn't Vote	23%	(164)	18%	(126)	11%	(80)	14%	(97)	19%	(134)	15%	(106)	707
4-Region: Northeast	23%	(92)	15%	(59)	13%	(54)	29%	(117)	11%	(46)	8%	(34)	402
4-Region: Midwest	23%	(107)	19%	(89)	12%	(59)	23%	(110)	16%	(74)	7%	(35)	474
4-Region: South	30%	(241)	20%	(162)	13%	(105)	20%	(162)	12%	(98)	6%	(46)	815
4-Region: West	24%	(120)	20%	(104)	13%	(67)	23%	(115)	13%	(64)	8%	(40)	511
Supports Gun Control	18%	(244)	18%	(250)	15%	(211)	33%	(461)	12%	(161)	4%	(59)	1386
Does Not Support Gun Control	45%	(295)	24%	(153)	10%	(68)	6%	(41)	10%	(66)	4%	(28)	652
NRA Member in HH: Yes	63%	(197)	17%	(52)	9%	(29)	5%	(17)	4%	(11)	2%	(6)	312
NRA Member in HH: No	19%	(364)	19%	(363)	14%	(256)	26%	(487)	14%	(271)	8%	(149)	1889
Gun Owning HH: Yes	38%	(350)	24%	(217)	11%	(102)	14%	(124)	10%	(89)	4%	(34)	915
Gun Owning HH: No	16%	(211)	15%	(198)	14%	(182)	30%	(380)	15%	(193)	9%	(121)	1286
Single Gun HH	29%	(71)	24%	(61)	15%	(36)	17%	(43)	12%	(29)	3%	(9)	250
Multi Gun HH	42%	(229)	25%	(136)	11%	(58)	12%	(63)	9%	(48)	2%	(9)	542
Likely to buy gun next 12 mnths	49%	(329)	22%	(146)	10%	(66)	9%	(57)	8%	(55)	2%	(13)	666
Likely to buy gun next month	56%	(201)	22%	(77)	8%	(29)	8%	(30)	3%	(11)	2%	(7)	355

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

Table Q15_1: *Would you feel more or less favorable towards a company that...
Is affiliated with the National Rifle Association (NRA)*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	No effect	Don't know / No opinion	Total N
Adults	19% (419)	17% (382)	13% (289)	21% (466)	16% (357)	13% (288)	2201
Gender: Male	22% (232)	20% (215)	14% (147)	19% (200)	15% (159)	10% (106)	1060
Gender: Female	16% (187)	15% (167)	12% (142)	23% (266)	17% (198)	16% (181)	1141
Age: 18-29	22% (104)	18% (85)	12% (57)	18% (87)	13% (60)	17% (81)	475
Age: 30-44	19% (106)	18% (101)	13% (75)	16% (88)	20% (110)	14% (81)	560
Age: 45-54	18% (71)	16% (66)	15% (62)	19% (77)	16% (65)	15% (60)	400
Age: 55-64	15% (56)	20% (74)	12% (43)	25% (92)	16% (59)	12% (43)	368
Age: 65+	21% (82)	14% (56)	13% (52)	31% (123)	16% (62)	6% (22)	398
PID: Dem (no lean)	9% (63)	12% (83)	17% (119)	41% (284)	9% (66)	12% (83)	698
PID: Ind (no lean)	17% (143)	14% (119)	14% (114)	18% (151)	20% (164)	17% (138)	830
PID: Rep (no lean)	32% (213)	27% (180)	8% (57)	5% (30)	19% (126)	10% (67)	673
PID/Gender: Dem Men	12% (41)	14% (47)	21% (69)	34% (113)	8% (26)	10% (33)	329
PID/Gender: Dem Women	6% (22)	10% (36)	13% (50)	46% (171)	11% (40)	14% (51)	369
PID/Gender: Ind Men	19% (74)	17% (67)	12% (47)	19% (76)	21% (85)	12% (46)	394
PID/Gender: Ind Women	16% (70)	12% (52)	15% (66)	17% (76)	18% (80)	21% (92)	435
PID/Gender: Rep Men	35% (118)	30% (101)	9% (31)	3% (11)	14% (48)	8% (28)	337
PID/Gender: Rep Women	28% (95)	24% (79)	8% (26)	6% (19)	23% (79)	11% (38)	337
Ideo: Liberal (1-3)	14% (114)	13% (103)	15% (118)	38% (304)	10% (78)	10% (82)	800
Ideo: Moderate (4)	12% (53)	16% (68)	18% (76)	23% (101)	22% (95)	10% (42)	435
Ideo: Conservative (5-7)	30% (201)	26% (173)	9% (61)	6% (40)	19% (129)	10% (64)	667
Educ: < College	21% (333)	17% (267)	13% (201)	17% (270)	16% (249)	16% (247)	1567
Educ: Bachelors degree	15% (62)	17% (72)	14% (56)	29% (122)	18% (75)	7% (28)	416
Educ: Post-grad	11% (25)	20% (44)	14% (31)	34% (73)	15% (33)	6% (12)	219
Income: Under 50k	20% (274)	16% (219)	13% (172)	19% (253)	15% (196)	17% (224)	1339
Income: 50k-100k	18% (114)	19% (116)	13% (83)	24% (148)	18% (112)	8% (51)	624
Income: 100k+	13% (31)	20% (47)	14% (34)	27% (65)	20% (48)	5% (13)	239
Ethnicity: White	20% (352)	19% (330)	12% (211)	20% (349)	18% (307)	11% (200)	1750

Continued on next page

Table Q15_1: *Would you feel more or less favorable towards a company that...
Is affiliated with the National Rifle Association (NRA)*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	No effect	Don't know / No opinion	Total N
Adults	19% (419)	17% (382)	13% (289)	21% (466)	16% (357)	13% (288)	2201
Ethnicity: Hispanic	18% (59)	19% (63)	16% (53)	21% (69)	13% (42)	13% (43)	329
Ethnicity: Afr. Am.	10% (28)	11% (29)	20% (53)	30% (82)	9% (24)	20% (53)	269
Ethnicity: Other	21% (39)	13% (23)	14% (25)	20% (36)	14% (25)	19% (34)	182
Relig: Protestant	22% (111)	21% (107)	12% (58)	18% (88)	20% (101)	7% (35)	499
Relig: Roman Catholic	19% (79)	19% (80)	15% (63)	22% (91)	14% (59)	10% (40)	413
Relig: Ath./Agn./None	16% (103)	14% (89)	12% (79)	25% (163)	16% (103)	17% (109)	647
Relig: Something Else	15% (54)	18% (68)	15% (56)	21% (79)	17% (63)	14% (52)	373
Relig: Jewish	6% (3)	19% (11)	10% (6)	51% (30)	11% (7)	3% (2)	59
Relig: Evangelical	26% (170)	21% (136)	13% (82)	14% (94)	14% (92)	12% (76)	650
Relig: Non-Evang. Catholics	17% (91)	17% (88)	14% (71)	24% (128)	19% (98)	9% (48)	523
Relig: All Christian	22% (261)	19% (224)	13% (153)	19% (221)	16% (190)	11% (123)	1173
Relig: All Non-Christian	15% (158)	15% (157)	13% (135)	24% (242)	16% (167)	16% (162)	1020
Community: Urban	16% (88)	14% (74)	15% (78)	31% (165)	13% (70)	12% (63)	538
Community: Suburban	15% (145)	18% (171)	14% (134)	23% (221)	17% (165)	12% (118)	955
Community: Rural	26% (187)	19% (137)	11% (76)	11% (80)	17% (121)	15% (107)	708
Employ: Private Sector	20% (133)	19% (127)	14% (93)	23% (152)	18% (122)	7% (49)	676
Employ: Government	17% (30)	16% (28)	20% (35)	20% (36)	14% (25)	12% (21)	175
Employ: Self-Employed	16% (34)	20% (42)	11% (23)	22% (46)	15% (31)	15% (31)	207
Employ: Homemaker	23% (41)	17% (29)	9% (16)	10% (17)	24% (42)	17% (30)	175
Employ: Student	15% (15)	20% (20)	18% (18)	20% (19)	8% (8)	18% (18)	98
Employ: Retired	20% (90)	18% (80)	14% (62)	27% (123)	15% (67)	8% (35)	457
Employ: Unemployed	20% (43)	13% (28)	10% (23)	16% (34)	14% (31)	27% (59)	216
Employ: Other	17% (33)	14% (28)	10% (19)	19% (37)	16% (31)	24% (46)	195
Military HH: Yes	25% (111)	18% (79)	12% (53)	19% (82)	17% (74)	9% (40)	440
Military HH: No	18% (308)	17% (303)	13% (236)	22% (384)	16% (282)	14% (247)	1761
RD/WT: Right Direction	33% (281)	24% (208)	8% (72)	5% (42)	19% (159)	11% (93)	855
RD/WT: Wrong Track	10% (138)	13% (174)	16% (217)	32% (424)	15% (198)	14% (195)	1346

Continued on next page

Table Q15_1: Would you feel more or less favorable towards a company that...
Is affiliated with the National Rifle Association (NRA)

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	No effect	Don't know / No opinion	Total N
Adults	19% (419)	17% (382)	13% (289)	21% (466)	16% (357)	13% (288)	2201
Strongly Approve	46% (221)	22% (107)	5% (26)	2% (9)	17% (80)	9% (42)	486
Somewhat Approve	20% (91)	27% (126)	14% (64)	7% (34)	21% (97)	10% (48)	460
Somewhat Disapprove	12% (34)	22% (62)	16% (46)	16% (45)	24% (70)	11% (32)	289
Strongly Disapprove	7% (63)	9% (73)	17% (139)	44% (373)	10% (88)	13% (106)	841
Dont Know / No Opinion	8% (10)	12% (14)	11% (13)	5% (6)	17% (21)	48% (59)	124
#1 Issue: Economy	20% (117)	17% (100)	13% (80)	16% (96)	21% (125)	13% (80)	599
#1 Issue: Security	23% (96)	26% (107)	12% (50)	10% (42)	18% (74)	11% (47)	416
#1 Issue: Health Care	15% (56)	13% (50)	20% (74)	24% (90)	14% (53)	14% (54)	377
#1 Issue: Medicare / Social Security	24% (76)	19% (62)	11% (36)	27% (88)	11% (35)	7% (23)	319
#1 Issue: Women's Issues	13% (14)	11% (12)	9% (10)	41% (46)	15% (17)	10% (11)	111
#1 Issue: Education	17% (28)	17% (29)	11% (19)	21% (36)	12% (20)	21% (35)	168
#1 Issue: Energy	10% (9)	19% (16)	13% (11)	30% (25)	16% (13)	12% (10)	83
#1 Issue: Other	18% (23)	6% (7)	6% (7)	35% (45)	15% (18)	21% (26)	127
2016 Vote: Democrat Hillary Clinton	8% (51)	11% (76)	18% (124)	46% (310)	8% (56)	8% (56)	673
2016 Vote: Republican Donald Trump	33% (252)	24% (185)	9% (69)	5% (35)	21% (155)	8% (60)	755
2016 Vote: Someone else	9% (17)	16% (29)	18% (32)	23% (42)	24% (44)	10% (18)	180
2012 Vote: Barack Obama	9% (71)	12% (102)	18% (148)	39% (321)	12% (102)	9% (77)	821
2012 Vote: Mitt Romney	31% (170)	27% (144)	9% (47)	6% (32)	20% (108)	8% (42)	542
2012 Vote: Other	24% (30)	16% (21)	12% (16)	14% (17)	25% (32)	10% (13)	128
2012 Vote: Didn't Vote	21% (147)	16% (116)	11% (78)	14% (96)	16% (115)	22% (154)	707
4-Region: Northeast	13% (52)	16% (66)	17% (69)	25% (100)	14% (54)	15% (60)	402
4-Region: Midwest	16% (77)	19% (88)	15% (69)	20% (94)	17% (80)	14% (65)	474
4-Region: South	23% (190)	17% (134)	12% (97)	18% (150)	17% (139)	13% (104)	815
4-Region: West	20% (101)	18% (94)	10% (54)	24% (122)	16% (82)	11% (58)	511
Supports Gun Control	14% (191)	16% (223)	16% (224)	30% (423)	15% (211)	8% (114)	1386
Does Not Support Gun Control	34% (220)	22% (145)	9% (59)	6% (40)	19% (126)	10% (62)	652
NRA Member in HH: Yes	48% (150)	25% (78)	8% (25)	6% (18)	9% (29)	4% (12)	312
NRA Member in HH: No	14% (269)	16% (305)	14% (264)	24% (448)	17% (328)	15% (275)	1889

Continued on next page

Table Q15_1: Would you feel more or less favorable towards a company that...
Is affiliated with the National Rifle Association (NRA)

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	No effect	Don't know / No opinion	Total N
Adults	19% (419)	17% (382)	13% (289)	21% (466)	16% (357)	13% (288)	2201
Gun Owning HH: Yes	28% (259)	23% (210)	9% (84)	13% (116)	18% (167)	9% (80)	915
Gun Owning HH: No	12% (161)	13% (172)	16% (205)	27% (350)	15% (189)	16% (208)	1286
Single Gun HH	22% (56)	23% (57)	11% (26)	18% (44)	18% (45)	9% (21)	250
Multi Gun HH	32% (175)	24% (128)	8% (46)	10% (53)	19% (104)	7% (36)	542
Likely to buy gun next 12 mnths	38% (254)	24% (160)	8% (55)	9% (63)	14% (96)	6% (37)	666
Likely to buy gun next month	46% (162)	25% (88)	8% (29)	8% (28)	11% (40)	2% (7)	355

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

Table Q15_4: *Would you feel more or less favorable towards a company that...
Publicly supports stricter gun control laws*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	No effect	Don't know / No opinion	Total N
Adults	31% (679)	20% (440)	12% (270)	15% (323)	12% (260)	10% (229)	2201
Gender: Male	29% (307)	21% (222)	13% (140)	18% (188)	11% (121)	8% (82)	1060
Gender: Female	33% (372)	19% (218)	11% (130)	12% (135)	12% (140)	13% (146)	1141
Age: 18-29	29% (138)	19% (91)	12% (59)	13% (64)	15% (71)	11% (54)	475
Age: 30-44	29% (164)	20% (112)	13% (74)	13% (75)	11% (62)	13% (72)	560
Age: 45-54	30% (118)	18% (71)	12% (49)	16% (64)	13% (51)	12% (48)	400
Age: 55-64	28% (103)	21% (77)	12% (45)	17% (61)	12% (45)	10% (38)	368
Age: 65+	39% (155)	22% (89)	11% (43)	15% (60)	8% (33)	5% (18)	398
PID: Dem (no lean)	48% (338)	22% (152)	8% (57)	8% (53)	5% (36)	9% (62)	698
PID: Ind (no lean)	25% (209)	20% (170)	11% (92)	14% (116)	16% (129)	14% (113)	830
PID: Rep (no lean)	20% (131)	18% (118)	18% (121)	23% (155)	14% (95)	8% (53)	673
PID/Gender: Dem Men	44% (144)	24% (79)	13% (41)	7% (23)	5% (16)	8% (26)	329
PID/Gender: Dem Women	52% (194)	20% (73)	4% (16)	8% (31)	6% (20)	10% (36)	369
PID/Gender: Ind Men	26% (101)	21% (83)	12% (46)	18% (71)	15% (59)	9% (34)	394
PID/Gender: Ind Women	25% (108)	20% (86)	11% (46)	10% (45)	16% (71)	18% (79)	435
PID/Gender: Rep Men	18% (62)	18% (60)	15% (52)	28% (95)	14% (46)	7% (22)	337
PID/Gender: Rep Women	21% (70)	17% (59)	20% (69)	18% (60)	14% (49)	9% (31)	337
Ideo: Liberal (1-3)	43% (346)	21% (171)	10% (84)	8% (66)	7% (59)	9% (75)	800
Ideo: Moderate (4)	33% (142)	26% (114)	12% (51)	10% (45)	14% (59)	6% (25)	435
Ideo: Conservative (5-7)	18% (122)	17% (112)	17% (113)	28% (188)	12% (83)	7% (50)	667
Educ: < College	29% (448)	19% (301)	12% (184)	16% (249)	12% (191)	12% (194)	1567
Educ: Bachelors degree	34% (142)	20% (83)	16% (66)	13% (54)	11% (47)	6% (25)	416
Educ: Post-grad	41% (89)	26% (56)	9% (20)	9% (21)	10% (23)	5% (10)	219
Income: Under 50k	31% (416)	18% (246)	12% (158)	15% (196)	11% (149)	13% (173)	1339
Income: 50k-100k	30% (185)	23% (143)	14% (86)	15% (92)	12% (76)	7% (41)	624
Income: 100k+	32% (78)	21% (50)	11% (27)	15% (35)	15% (35)	6% (15)	239
Ethnicity: White	28% (494)	21% (368)	13% (228)	16% (281)	12% (217)	9% (162)	1750

Continued on next page

Table Q15_4: *Would you feel more or less favorable towards a company that...
Publicly supports stricter gun control laws*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	No effect	Don't know / No opinion	Total N
Adults	31% (679)	20% (440)	12% (270)	15% (323)	12% (260)	10% (229)	2201
Ethnicity: Hispanic	33% (108)	20% (67)	15% (48)	11% (37)	13% (42)	9% (28)	329
Ethnicity: Afr. Am.	49% (131)	13% (35)	6% (17)	9% (23)	9% (25)	14% (38)	269
Ethnicity: Other	30% (54)	20% (36)	14% (25)	11% (19)	10% (19)	16% (29)	182
Relig: Protestant	27% (135)	19% (96)	18% (88)	20% (99)	10% (48)	7% (33)	499
Relig: Roman Catholic	37% (153)	23% (96)	11% (47)	9% (39)	11% (47)	8% (31)	413
Relig: Ath./Agn./None	30% (195)	18% (114)	11% (70)	14% (91)	12% (79)	15% (97)	647
Relig: Something Else	28% (106)	22% (80)	11% (41)	14% (53)	14% (52)	11% (41)	373
Relig: Jewish	47% (27)	17% (10)	13% (7)	10% (6)	11% (7)	3% (2)	59
Relig: Evangelical	31% (201)	20% (127)	14% (93)	18% (116)	10% (64)	8% (50)	650
Relig: Non-Evang. Catholics	33% (172)	23% (118)	13% (66)	12% (63)	12% (65)	7% (39)	523
Relig: All Christian	32% (373)	21% (245)	14% (159)	15% (179)	11% (129)	8% (88)	1173
Relig: All Non-Christian	30% (301)	19% (194)	11% (111)	14% (144)	13% (131)	14% (139)	1020
Community: Urban	41% (219)	22% (119)	9% (47)	9% (50)	10% (56)	9% (47)	538
Community: Suburban	31% (301)	20% (189)	13% (122)	13% (128)	12% (117)	10% (98)	955
Community: Rural	22% (159)	19% (132)	14% (102)	20% (145)	12% (87)	12% (84)	708
Employ: Private Sector	32% (217)	22% (151)	12% (79)	15% (103)	13% (88)	6% (38)	676
Employ: Government	26% (46)	21% (37)	23% (40)	16% (28)	6% (10)	8% (14)	175
Employ: Self-Employed	28% (57)	24% (49)	9% (18)	16% (33)	14% (29)	10% (21)	207
Employ: Homemaker	21% (37)	17% (30)	15% (26)	13% (22)	19% (33)	15% (27)	175
Employ: Student	36% (36)	15% (15)	11% (11)	10% (10)	13% (13)	14% (14)	98
Employ: Retired	34% (157)	19% (89)	12% (55)	17% (78)	10% (44)	8% (34)	457
Employ: Unemployed	33% (72)	15% (33)	9% (19)	16% (34)	9% (19)	18% (40)	216
Employ: Other	29% (56)	19% (36)	11% (22)	8% (16)	13% (25)	20% (39)	195
Military HH: Yes	29% (126)	23% (101)	13% (55)	18% (79)	10% (45)	7% (32)	440
Military HH: No	31% (552)	19% (338)	12% (215)	14% (244)	12% (215)	11% (197)	1761
RD/WT: Right Direction	23% (196)	18% (156)	17% (145)	19% (162)	14% (121)	9% (74)	855
RD/WT: Wrong Track	36% (483)	21% (283)	9% (125)	12% (161)	10% (139)	11% (154)	1346

Continued on next page

Table Q15_4: *Would you feel more or less favorable towards a company that...
Publicly supports stricter gun control laws*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	No effect	Don't know / No opinion	Total N
Adults	31% (679)	20% (440)	12% (270)	15% (323)	12% (260)	10% (229)	2201
Strongly Approve	22% (105)	16% (78)	15% (74)	26% (124)	13% (64)	8% (41)	486
Somewhat Approve	18% (84)	20% (90)	20% (93)	21% (97)	14% (64)	7% (32)	460
Somewhat Disapprove	24% (69)	31% (91)	12% (34)	9% (27)	16% (47)	8% (22)	289
Strongly Disapprove	48% (402)	21% (173)	7% (60)	8% (66)	8% (64)	9% (77)	841
Dont Know / No Opinion	15% (19)	6% (7)	8% (10)	7% (9)	18% (22)	46% (57)	124
#1 Issue: Economy	24% (146)	20% (119)	15% (92)	16% (95)	16% (96)	8% (50)	599
#1 Issue: Security	25% (104)	19% (79)	14% (56)	22% (90)	11% (48)	10% (40)	416
#1 Issue: Health Care	37% (140)	21% (79)	12% (47)	10% (38)	8% (29)	12% (45)	377
#1 Issue: Medicare / Social Security	36% (115)	22% (69)	13% (42)	14% (44)	8% (25)	8% (24)	319
#1 Issue: Women's Issues	46% (51)	18% (20)	7% (7)	9% (10)	9% (10)	11% (12)	111
#1 Issue: Education	29% (49)	24% (40)	6% (10)	9% (15)	18% (30)	14% (24)	168
#1 Issue: Energy	34% (29)	26% (22)	10% (8)	8% (6)	13% (10)	9% (8)	83
#1 Issue: Other	36% (45)	9% (12)	6% (7)	20% (25)	10% (12)	20% (25)	127
2016 Vote: Democrat Hillary Clinton	52% (351)	23% (153)	8% (57)	5% (34)	5% (33)	7% (45)	673
2016 Vote: Republican Donald Trump	20% (150)	17% (130)	16% (123)	26% (199)	13% (101)	7% (53)	755
2016 Vote: Someone else	27% (48)	23% (42)	13% (23)	10% (19)	15% (28)	12% (22)	180
2012 Vote: Barack Obama	46% (379)	23% (185)	10% (79)	8% (62)	7% (56)	7% (61)	821
2012 Vote: Mitt Romney	19% (105)	18% (95)	17% (93)	28% (151)	12% (66)	6% (31)	542
2012 Vote: Other	19% (24)	17% (22)	13% (17)	21% (27)	17% (22)	13% (16)	128
2012 Vote: Didn't Vote	24% (170)	19% (137)	11% (81)	12% (83)	16% (116)	17% (119)	707
4-Region: Northeast	36% (145)	17% (70)	12% (49)	12% (50)	9% (37)	13% (52)	402
4-Region: Midwest	27% (129)	22% (105)	11% (53)	15% (72)	13% (60)	12% (56)	474
4-Region: South	32% (262)	20% (160)	12% (98)	16% (126)	11% (90)	10% (78)	815
4-Region: West	28% (144)	21% (105)	14% (70)	15% (76)	14% (74)	8% (43)	511
Supports Gun Control	45% (626)	26% (365)	8% (111)	4% (61)	11% (150)	5% (72)	1386
Does Not Support Gun Control	7% (47)	10% (63)	24% (153)	39% (251)	13% (83)	8% (55)	652
NRA Member in HH: Yes	23% (72)	17% (52)	15% (48)	29% (92)	12% (36)	4% (12)	312
NRA Member in HH: No	32% (607)	21% (388)	12% (222)	12% (232)	12% (224)	11% (217)	1889

Continued on next page

Table Q15_4: *Would you feel more or less favorable towards a company that...**Publicly supports stricter gun control laws*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	No effect	Don't know / No opinion	Total N
Adults	31% (679)	20% (440)	12% (270)	15% (323)	12% (260)	10% (229)	2201
Gun Owning HH: Yes	21% (193)	20% (186)	15% (136)	22% (206)	14% (125)	8% (71)	915
Gun Owning HH: No	38% (486)	20% (254)	10% (134)	9% (118)	11% (136)	12% (158)	1286
Single Gun HH	29% (73)	23% (56)	14% (36)	12% (29)	14% (36)	8% (20)	250
Multi Gun HH	17% (90)	21% (112)	16% (87)	27% (146)	14% (77)	6% (30)	542
Likely to buy gun next 12 mnths	23% (153)	20% (136)	18% (120)	23% (153)	11% (76)	4% (29)	666
Likely to buy gun next month	28% (101)	21% (74)	19% (67)	23% (83)	7% (26)	1% (5)	355

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

Table Q15_5: *Would you feel more or less favorable towards a company that...
Allows people to carry guns into its locations*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	No effect	Don't know / No opinion	Total N
Adults	18% (395)	18% (389)	15% (330)	24% (525)	14% (312)	11% (250)	2201
Gender: Male	22% (228)	21% (224)	15% (158)	20% (211)	14% (143)	9% (95)	1060
Gender: Female	15% (167)	14% (165)	15% (172)	28% (314)	15% (168)	14% (155)	1141
Age: 18-29	21% (99)	20% (93)	15% (70)	17% (80)	15% (69)	14% (64)	475
Age: 30-44	20% (112)	19% (106)	15% (83)	19% (109)	15% (85)	12% (65)	560
Age: 45-54	17% (69)	15% (60)	17% (69)	22% (88)	16% (65)	12% (50)	400
Age: 55-64	15% (55)	19% (69)	14% (51)	30% (111)	12% (43)	10% (38)	368
Age: 65+	15% (60)	15% (61)	14% (57)	35% (138)	12% (49)	8% (33)	398
PID: Dem (no lean)	10% (72)	11% (74)	17% (120)	43% (303)	9% (63)	9% (66)	698
PID: Ind (no lean)	15% (127)	17% (144)	17% (137)	20% (166)	16% (136)	14% (119)	830
PID: Rep (no lean)	29% (196)	25% (171)	11% (73)	8% (57)	17% (113)	10% (64)	673
PID/Gender: Dem Men	13% (43)	15% (50)	20% (67)	34% (113)	8% (26)	9% (30)	329
PID/Gender: Dem Women	8% (29)	7% (24)	14% (53)	51% (190)	10% (37)	10% (36)	369
PID/Gender: Ind Men	18% (70)	21% (82)	15% (57)	20% (78)	17% (66)	10% (41)	394
PID/Gender: Ind Women	13% (56)	14% (62)	18% (80)	20% (88)	16% (71)	18% (78)	435
PID/Gender: Rep Men	34% (114)	27% (92)	10% (34)	6% (20)	15% (52)	7% (24)	337
PID/Gender: Rep Women	24% (82)	23% (79)	12% (39)	11% (37)	18% (61)	12% (41)	337
Ideo: Liberal (1-3)	13% (100)	14% (108)	17% (133)	36% (286)	11% (88)	11% (86)	800
Ideo: Moderate (4)	12% (53)	17% (74)	17% (75)	30% (130)	17% (73)	7% (30)	435
Ideo: Conservative (5-7)	29% (195)	25% (170)	11% (76)	10% (67)	15% (102)	9% (58)	667
Educ: < College	20% (318)	17% (272)	14% (226)	20% (312)	14% (222)	14% (216)	1567
Educ: Bachelors degree	12% (50)	19% (80)	17% (69)	32% (131)	15% (64)	5% (22)	416
Educ: Post-grad	12% (27)	17% (37)	16% (35)	38% (82)	12% (25)	5% (12)	219
Income: Under 50k	19% (251)	17% (227)	15% (206)	22% (296)	13% (175)	14% (183)	1339
Income: 50k-100k	18% (110)	19% (118)	15% (94)	25% (154)	15% (94)	9% (53)	624
Income: 100k+	14% (34)	18% (43)	13% (30)	32% (76)	18% (42)	6% (14)	239
Ethnicity: White	19% (333)	19% (327)	14% (243)	23% (403)	15% (264)	10% (180)	1750

Continued on next page

Table Q15_5: *Would you feel more or less favorable towards a company that...
Allows people to carry guns into its locations*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	No effect	Don't know / No opinion	Total N
Adults	18% (395)	18% (389)	15% (330)	24% (525)	14% (312)	11% (250)	2201
Ethnicity: Hispanic	17% (58)	20% (65)	20% (65)	20% (66)	15% (49)	8% (27)	329
Ethnicity: Afr. Am.	11% (29)	14% (36)	17% (46)	34% (91)	10% (26)	15% (40)	269
Ethnicity: Other	18% (33)	14% (25)	22% (40)	17% (32)	12% (22)	16% (30)	182
Relig: Protestant	21% (107)	22% (109)	14% (68)	20% (100)	15% (75)	8% (40)	499
Relig: Roman Catholic	17% (71)	18% (74)	16% (64)	28% (116)	11% (46)	10% (41)	413
Relig: Ath./Agn./None	15% (99)	14% (90)	14% (93)	25% (161)	16% (101)	16% (104)	647
Relig: Something Else	16% (58)	18% (68)	17% (63)	25% (92)	14% (54)	10% (38)	373
Relig: Jewish	3% (2)	17% (10)	17% (10)	54% (31)	6% (4)	3% (2)	59
Relig: Evangelical	24% (158)	21% (136)	15% (100)	18% (119)	12% (81)	9% (57)	650
Relig: Non-Evang. Catholics	15% (80)	18% (93)	14% (73)	29% (153)	14% (75)	9% (50)	523
Relig: All Christian	20% (238)	20% (229)	15% (172)	23% (272)	13% (156)	9% (106)	1173
Relig: All Non-Christian	15% (157)	15% (158)	15% (156)	25% (253)	15% (155)	14% (141)	1020
Community: Urban	13% (69)	16% (88)	15% (81)	32% (172)	13% (71)	11% (58)	538
Community: Suburban	15% (144)	17% (158)	17% (160)	26% (246)	15% (148)	10% (98)	955
Community: Rural	26% (182)	20% (143)	12% (88)	15% (107)	13% (94)	13% (94)	708
Employ: Private Sector	18% (120)	21% (141)	16% (105)	23% (157)	16% (108)	7% (46)	676
Employ: Government	25% (45)	19% (33)	16% (28)	19% (34)	13% (23)	8% (14)	175
Employ: Self-Employed	15% (32)	18% (37)	17% (35)	20% (41)	17% (34)	13% (27)	207
Employ: Homemaker	21% (37)	19% (33)	15% (27)	17% (29)	13% (22)	15% (26)	175
Employ: Student	15% (14)	17% (17)	19% (19)	25% (24)	12% (12)	11% (11)	98
Employ: Retired	17% (78)	15% (69)	14% (65)	33% (150)	11% (53)	9% (43)	457
Employ: Unemployed	18% (40)	16% (34)	12% (25)	21% (46)	13% (27)	21% (44)	216
Employ: Other	15% (30)	12% (24)	13% (26)	23% (45)	17% (33)	19% (38)	195
Military HH: Yes	26% (113)	19% (82)	14% (63)	21% (90)	14% (60)	7% (32)	440
Military HH: No	16% (282)	17% (307)	15% (267)	25% (435)	14% (252)	12% (218)	1761
RD/WT: Right Direction	28% (243)	24% (203)	11% (95)	9% (78)	17% (143)	11% (94)	855
RD/WT: Wrong Track	11% (152)	14% (186)	17% (235)	33% (448)	13% (169)	12% (156)	1346

Continued on next page

Table Q15_5: *Would you feel more or less favorable towards a company that...
Allows people to carry guns into its locations*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	No effect	Don't know / No opinion	Total N
Adults	18% (395)	18% (389)	15% (330)	24% (525)	14% (312)	11% (250)	2201
Strongly Approve	41% (200)	22% (106)	8% (40)	6% (28)	14% (67)	9% (44)	486
Somewhat Approve	19% (88)	28% (129)	15% (69)	12% (55)	17% (77)	9% (44)	460
Somewhat Disapprove	9% (25)	20% (58)	22% (65)	22% (63)	18% (52)	9% (26)	289
Strongly Disapprove	9% (74)	9% (80)	17% (142)	43% (364)	12% (100)	10% (82)	841
Dont Know / No Opinion	7% (8)	13% (16)	11% (14)	13% (16)	13% (16)	44% (54)	124
#1 Issue: Economy	17% (103)	21% (124)	15% (91)	19% (116)	18% (109)	9% (56)	599
#1 Issue: Security	24% (99)	22% (90)	14% (58)	17% (69)	13% (55)	11% (45)	416
#1 Issue: Health Care	14% (55)	15% (56)	18% (67)	28% (104)	12% (45)	13% (50)	377
#1 Issue: Medicare / Social Security	19% (62)	15% (47)	19% (59)	29% (94)	9% (29)	9% (28)	319
#1 Issue: Women's Issues	14% (15)	12% (13)	11% (12)	35% (39)	15% (17)	13% (15)	111
#1 Issue: Education	17% (29)	18% (31)	14% (23)	19% (33)	14% (24)	17% (29)	168
#1 Issue: Energy	9% (7)	23% (19)	7% (6)	37% (30)	19% (16)	6% (5)	83
#1 Issue: Other	19% (24)	7% (9)	11% (14)	32% (41)	14% (17)	17% (22)	127
2016 Vote: Democrat Hillary Clinton	8% (54)	11% (75)	19% (128)	46% (308)	9% (58)	7% (49)	673
2016 Vote: Republican Donald Trump	31% (234)	24% (183)	11% (83)	9% (71)	16% (122)	8% (62)	755
2016 Vote: Someone else	9% (16)	17% (32)	18% (32)	26% (47)	19% (34)	11% (19)	180
2012 Vote: Barack Obama	11% (87)	13% (105)	19% (153)	41% (336)	10% (83)	7% (56)	821
2012 Vote: Mitt Romney	30% (162)	26% (141)	11% (58)	10% (57)	15% (83)	8% (42)	542
2012 Vote: Other	19% (25)	23% (29)	16% (21)	12% (15)	20% (25)	11% (14)	128
2012 Vote: Didn't Vote	17% (120)	16% (113)	14% (99)	17% (118)	17% (121)	19% (135)	707
4-Region: Northeast	14% (58)	16% (63)	16% (63)	29% (116)	11% (46)	14% (56)	402
4-Region: Midwest	15% (71)	18% (85)	15% (70)	24% (113)	16% (76)	13% (59)	474
4-Region: South	21% (174)	18% (144)	14% (116)	21% (174)	14% (116)	11% (91)	815
4-Region: West	18% (92)	19% (97)	16% (81)	24% (123)	15% (75)	9% (43)	511
Supports Gun Control	12% (171)	14% (196)	19% (267)	33% (459)	14% (194)	7% (99)	1386
Does Not Support Gun Control	33% (215)	28% (182)	8% (55)	9% (58)	15% (95)	7% (47)	652
NRA Member in HH: Yes	43% (134)	25% (78)	12% (37)	4% (12)	10% (32)	6% (18)	312
NRA Member in HH: No	14% (261)	16% (311)	16% (293)	27% (513)	15% (280)	12% (232)	1889

Continued on next page

Table Q15_5: *Would you feel more or less favorable towards a company that...**Allows people to carry guns into its locations*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	No effect	Don't know / No opinion	Total N
Adults	18% (395)	18% (389)	15% (330)	24% (525)	14% (312)	11% (250)	2201
Gun Owning HH: Yes	27% (247)	26% (235)	12% (109)	12% (113)	15% (138)	8% (73)	915
Gun Owning HH: No	12% (149)	12% (154)	17% (221)	32% (412)	14% (174)	14% (176)	1286
Single Gun HH	19% (48)	24% (60)	16% (41)	17% (41)	17% (42)	7% (17)	250
Multi Gun HH	31% (170)	27% (146)	11% (58)	10% (54)	15% (81)	6% (33)	542
Likely to buy gun next 12 mnths	37% (245)	29% (192)	9% (63)	7% (47)	12% (82)	6% (38)	666
Likely to buy gun next month	47% (165)	29% (103)	9% (34)	5% (16)	7% (24)	4% (13)	355

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

Table Q16_1: Are you more or less likely to do business with a company that...
Is affiliated with the National Rifle Association (NRA)

Demographic	Much more likely to do business with	Somewhat more likely to do business with	Somewhat less likely to do business with	Much less likely to do business with	No effect	Don't know / No opinion	Total N
Adults	19% (427)	14% (318)	10% (216)	22% (485)	21% (471)	13% (284)	2201
Gender: Male	22% (230)	18% (193)	11% (112)	20% (213)	21% (218)	9% (93)	1060
Gender: Female	17% (197)	11% (125)	9% (105)	24% (272)	22% (253)	17% (190)	1141
Age: 18-29	21% (101)	16% (78)	9% (44)	19% (92)	18% (87)	15% (73)	475
Age: 30-44	20% (114)	15% (84)	10% (58)	16% (87)	23% (126)	16% (90)	560
Age: 45-54	17% (67)	14% (58)	12% (47)	21% (84)	23% (91)	13% (54)	400
Age: 55-64	17% (62)	14% (53)	8% (30)	25% (94)	23% (86)	12% (43)	368
Age: 65+	21% (83)	11% (45)	9% (38)	32% (128)	20% (80)	6% (24)	398
PID: Dem (no lean)	10% (68)	10% (72)	14% (97)	43% (303)	12% (81)	11% (78)	698
PID: Ind (no lean)	16% (130)	13% (104)	9% (77)	19% (155)	27% (224)	17% (139)	830
PID: Rep (no lean)	34% (229)	21% (142)	6% (43)	4% (27)	25% (166)	10% (66)	673
PID/Gender: Dem Men	12% (39)	15% (49)	17% (55)	38% (125)	10% (34)	8% (27)	329
PID/Gender: Dem Women	8% (28)	6% (24)	11% (41)	48% (178)	13% (47)	14% (51)	369
PID/Gender: Ind Men	18% (72)	13% (53)	10% (38)	19% (75)	29% (113)	11% (43)	394
PID/Gender: Ind Women	13% (58)	12% (52)	9% (39)	19% (81)	25% (111)	22% (96)	435
PID/Gender: Rep Men	35% (118)	27% (92)	5% (18)	4% (14)	21% (71)	7% (23)	337
PID/Gender: Rep Women	33% (111)	15% (50)	7% (25)	4% (13)	28% (95)	13% (43)	337
Ideo: Liberal (1-3)	15% (122)	11% (91)	12% (93)	39% (314)	13% (103)	10% (76)	800
Ideo: Moderate (4)	13% (58)	13% (57)	11% (49)	23% (100)	28% (123)	11% (48)	435
Ideo: Conservative (5-7)	30% (200)	20% (135)	8% (55)	7% (48)	25% (168)	9% (61)	667
Educ: < College	21% (333)	15% (230)	10% (149)	18% (276)	21% (337)	15% (242)	1567
Educ: Bachelors degree	16% (65)	15% (61)	9% (39)	32% (132)	22% (91)	7% (27)	416
Educ: Post-grad	13% (29)	13% (28)	13% (28)	35% (77)	20% (43)	6% (14)	219
Income: Under 50k	21% (284)	14% (184)	9% (121)	20% (261)	20% (268)	16% (221)	1339
Income: 50k-100k	18% (115)	15% (91)	11% (71)	25% (157)	22% (140)	8% (50)	624
Income: 100k+	12% (28)	19% (44)	10% (24)	28% (67)	26% (62)	5% (13)	239

Continued on next page

Table Q16_1: Are you more or less likely to do business with a company that...
Is affiliated with the National Rifle Association (NRA)

Demographic	Much more likely to do business with	Somewhat more likely to do business with	Somewhat less likely to do business with	Much less likely to do business with	No effect	Don't know / No opinion	Total N
Adults	19% (427)	14% (318)	10% (216)	22% (485)	21% (471)	13% (284)	2201
Ethnicity: White	20% (357)	15% (258)	9% (159)	21% (366)	23% (409)	11% (201)	1750
Ethnicity: Hispanic	23% (74)	17% (57)	10% (33)	24% (79)	14% (46)	12% (40)	329
Ethnicity: Afr. Am.	11% (29)	12% (33)	15% (40)	30% (80)	14% (38)	18% (49)	269
Ethnicity: Other	22% (40)	15% (27)	10% (18)	22% (40)	13% (23)	18% (33)	182
Relig: Protestant	25% (125)	15% (77)	9% (44)	18% (87)	24% (119)	9% (46)	499
Relig: Roman Catholic	20% (82)	17% (68)	11% (47)	24% (100)	20% (82)	8% (34)	413
Relig: Ath./Agn./None	13% (86)	12% (75)	9% (56)	26% (167)	23% (146)	18% (116)	647
Relig: Something Else	16% (60)	15% (57)	11% (41)	24% (90)	22% (81)	12% (44)	373
Relig: Jewish	4% (3)	12% (7)	10% (6)	54% (32)	15% (9)	4% (2)	59
Relig: Evangelical	29% (187)	18% (120)	10% (63)	14% (91)	18% (116)	11% (73)	650
Relig: Non-Evang. Catholics	18% (92)	12% (65)	11% (56)	26% (138)	24% (124)	9% (48)	523
Relig: All Christian	24% (279)	16% (185)	10% (119)	19% (229)	20% (240)	10% (121)	1173
Relig: All Non-Christian	14% (147)	13% (132)	9% (96)	25% (257)	22% (228)	16% (160)	1020
Community: Urban	16% (85)	9% (49)	11% (62)	33% (177)	20% (107)	11% (59)	538
Community: Suburban	15% (143)	16% (152)	11% (102)	24% (231)	22% (212)	12% (115)	955
Community: Rural	28% (199)	17% (118)	7% (52)	11% (78)	21% (152)	15% (109)	708
Employ: Private Sector	20% (134)	14% (97)	11% (72)	24% (160)	24% (159)	8% (53)	676
Employ: Government	20% (35)	18% (32)	11% (19)	22% (38)	19% (34)	10% (18)	175
Employ: Self-Employed	15% (31)	18% (36)	13% (27)	19% (39)	20% (42)	15% (31)	207
Employ: Homemaker	21% (36)	13% (23)	11% (19)	11% (19)	26% (46)	18% (32)	175
Employ: Student	20% (19)	13% (12)	7% (7)	27% (26)	16% (16)	18% (18)	98
Employ: Retired	21% (96)	13% (57)	10% (46)	28% (130)	20% (93)	8% (36)	457
Employ: Unemployed	19% (41)	15% (32)	7% (16)	17% (36)	17% (38)	25% (54)	216
Employ: Other	17% (34)	14% (28)	6% (11)	19% (37)	22% (44)	22% (42)	195
Military HH: Yes	28% (122)	16% (68)	10% (45)	18% (80)	20% (87)	9% (39)	440
Military HH: No	17% (305)	14% (250)	10% (172)	23% (406)	22% (384)	14% (244)	1761
RD/WT: Right Direction	33% (285)	20% (172)	7% (60)	5% (47)	24% (201)	10% (89)	855
RD/WT: Wrong Track	10% (141)	11% (146)	12% (156)	33% (438)	20% (269)	14% (195)	1346

Continued on next page

Table Q16_1: Are you more or less likely to do business with a company that...
Is affiliated with the National Rifle Association (NRA)

Demographic	Much more likely to do business with	Somewhat more likely to do business with	Somewhat less likely to do business with	Much less likely to do business with	No effect	Don't know / No opinion	Total N
Adults	19% (427)	14% (318)	10% (216)	22% (485)	21% (471)	13% (284)	2201
Strongly Approve	44% (214)	20% (96)	5% (26)	4% (17)	18% (88)	9% (45)	486
Somewhat Approve	20% (92)	23% (107)	11% (49)	8% (38)	29% (133)	9% (42)	460
Somewhat Disapprove	13% (37)	16% (46)	13% (36)	12% (35)	35% (102)	11% (33)	289
Strongly Disapprove	9% (76)	6% (52)	12% (101)	46% (387)	14% (120)	12% (104)	841
Dont Know / No Opinion	6% (8)	14% (17)	4% (4)	7% (8)	22% (27)	47% (59)	124
#1 Issue: Economy	18% (108)	16% (96)	10% (61)	15% (89)	28% (169)	13% (76)	599
#1 Issue: Security	27% (114)	20% (83)	9% (37)	12% (48)	22% (91)	10% (43)	416
#1 Issue: Health Care	15% (57)	11% (42)	14% (51)	28% (107)	20% (75)	12% (46)	377
#1 Issue: Medicare / Social Security	23% (74)	13% (42)	9% (29)	27% (85)	18% (58)	10% (32)	319
#1 Issue: Women's Issues	21% (23)	6% (7)	6% (7)	39% (43)	17% (19)	12% (13)	111
#1 Issue: Education	14% (24)	20% (34)	9% (15)	25% (42)	13% (23)	18% (31)	168
#1 Issue: Energy	12% (10)	14% (11)	12% (10)	31% (25)	18% (15)	14% (12)	83
#1 Issue: Other	14% (17)	4% (5)	5% (7)	36% (45)	17% (22)	25% (31)	127
2016 Vote: Democrat Hillary Clinton	10% (64)	10% (67)	14% (97)	47% (319)	11% (72)	8% (54)	673
2016 Vote: Republican Donald Trump	32% (244)	20% (154)	7% (57)	6% (42)	26% (199)	8% (61)	755
2016 Vote: Someone else	9% (16)	15% (27)	8% (15)	22% (40)	33% (59)	12% (22)	180
2012 Vote: Barack Obama	10% (85)	11% (87)	15% (122)	39% (323)	16% (132)	9% (73)	821
2012 Vote: Mitt Romney	32% (174)	21% (116)	8% (44)	6% (32)	25% (137)	7% (39)	542
2012 Vote: Other	24% (30)	15% (19)	8% (10)	16% (21)	27% (35)	10% (12)	128
2012 Vote: Didn't Vote	19% (137)	14% (97)	6% (40)	15% (109)	24% (167)	22% (156)	707
4-Region: Northeast	16% (63)	11% (43)	14% (55)	27% (108)	20% (79)	13% (53)	402
4-Region: Midwest	17% (82)	14% (68)	12% (59)	20% (94)	22% (103)	14% (68)	474
4-Region: South	22% (181)	17% (136)	8% (62)	20% (160)	21% (173)	13% (103)	815
4-Region: West	20% (100)	14% (71)	8% (41)	24% (124)	23% (115)	12% (60)	511
Supports Gun Control	14% (200)	13% (177)	12% (168)	31% (432)	21% (290)	9% (119)	1386
Does Not Support Gun Control	33% (213)	21% (135)	7% (44)	6% (42)	24% (154)	10% (63)	652
NRA Member in HH: Yes	49% (153)	23% (70)	7% (22)	7% (21)	10% (32)	4% (14)	312
NRA Member in HH: No	15% (274)	13% (248)	10% (195)	25% (465)	23% (438)	14% (270)	1889

Continued on next page

Table Q16_1: Are you more or less likely to do business with a company that...
Is affiliated with the National Rifle Association (NRA)

Demographic	Much more likely to do business with	Somewhat more likely to do business with	Somewhat less likely to do business with	Much less likely to do business with	No effect	Don't know / No opinion	Total N
Adults	19% (427)	14% (318)	10% (216)	22% (485)	21% (471)	13% (284)	2201
Gun Owning HH: Yes	27% (251)	20% (179)	8% (78)	13% (123)	23% (210)	8% (74)	915
Gun Owning HH: No	14% (175)	11% (140)	11% (139)	28% (362)	20% (261)	16% (209)	1286
Single Gun HH	25% (62)	18% (44)	10% (25)	16% (41)	22% (55)	9% (22)	250
Multi Gun HH	29% (157)	22% (118)	8% (42)	11% (61)	24% (130)	6% (34)	542
Likely to buy gun next 12 mnths	37% (244)	22% (147)	8% (55)	8% (54)	19% (126)	6% (41)	666
Likely to buy gun next month	46% (164)	24% (85)	8% (29)	4% (16)	14% (49)	4% (12)	355

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

Table Q16_4: Are you more or less likely to do business with a company that...
Publicly supports stricter gun control laws

Demographic	Much more likely to do business with	Somewhat more likely to do business with	Somewhat less likely to do business with	Much less likely to do business with	No effect	Don't know / No opinion	Total N
Adults	29% (641)	18% (401)	11% (234)	14% (308)	17% (365)	11% (253)	2201
Gender: Male	27% (290)	20% (207)	11% (112)	18% (189)	16% (170)	9% (92)	1060
Gender: Female	31% (351)	17% (195)	11% (122)	10% (119)	17% (195)	14% (161)	1141
Age: 18-29	28% (135)	20% (95)	12% (59)	11% (53)	14% (67)	14% (66)	475
Age: 30-44	27% (154)	18% (99)	9% (53)	15% (83)	17% (97)	13% (74)	560
Age: 45-54	27% (110)	16% (63)	15% (58)	13% (52)	17% (69)	12% (49)	400
Age: 55-64	27% (99)	20% (75)	7% (27)	16% (59)	18% (64)	12% (44)	368
Age: 65+	36% (143)	18% (70)	9% (36)	15% (61)	17% (67)	5% (20)	398
PID: Dem (no lean)	47% (330)	21% (147)	6% (39)	8% (57)	9% (60)	9% (66)	698
PID: Ind (no lean)	25% (204)	18% (151)	10% (85)	13% (104)	20% (166)	14% (118)	830
PID: Rep (no lean)	16% (106)	15% (103)	16% (110)	22% (147)	21% (138)	10% (68)	673
PID/Gender: Dem Men	44% (144)	24% (80)	5% (17)	10% (34)	7% (24)	9% (30)	329
PID/Gender: Dem Women	50% (186)	18% (66)	6% (22)	6% (23)	10% (36)	10% (36)	369
PID/Gender: Ind Men	25% (97)	18% (72)	10% (41)	16% (64)	21% (84)	9% (36)	394
PID/Gender: Ind Women	25% (107)	18% (79)	10% (44)	9% (41)	19% (82)	19% (82)	435
PID/Gender: Rep Men	14% (49)	16% (54)	16% (54)	27% (92)	18% (62)	8% (26)	337
PID/Gender: Rep Women	17% (58)	15% (49)	17% (56)	16% (55)	23% (76)	13% (42)	337
Ideo: Liberal (1-3)	44% (352)	21% (172)	7% (57)	8% (61)	11% (86)	9% (72)	800
Ideo: Moderate (4)	31% (137)	22% (96)	10% (44)	8% (36)	20% (85)	8% (37)	435
Ideo: Conservative (5-7)	15% (102)	13% (90)	17% (112)	27% (179)	19% (127)	9% (59)	667
Educ: < College	27% (419)	18% (280)	10% (160)	15% (230)	17% (261)	14% (217)	1567
Educ: Bachelors degree	32% (132)	19% (78)	12% (52)	14% (59)	17% (70)	6% (23)	416
Educ: Post-grad	41% (89)	20% (43)	10% (22)	9% (19)	15% (33)	6% (12)	219
Income: Under 50k	29% (390)	18% (238)	11% (144)	13% (179)	15% (197)	14% (190)	1339
Income: 50k-100k	28% (177)	18% (115)	12% (78)	15% (96)	18% (112)	7% (46)	624
Income: 100k+	31% (73)	20% (49)	5% (12)	14% (33)	23% (55)	7% (16)	239

Continued on next page

Table Q16_4: Are you more or less likely to do business with a company that...
Publicly supports stricter gun control laws

Demographic	Much more likely to do business with	Somewhat more likely to do business with	Somewhat less likely to do business with	Much less likely to do business with	No effect	Don't know / No opinion	Total N
Adults	29% (641)	18% (401)	11% (234)	14% (308)	17% (365)	11% (253)	2201
Ethnicity: White	26% (457)	19% (328)	12% (202)	15% (266)	18% (314)	10% (182)	1750
Ethnicity: Hispanic	31% (102)	24% (79)	12% (41)	10% (34)	13% (43)	10% (31)	329
Ethnicity: Afr. Am.	46% (124)	16% (43)	5% (14)	7% (19)	10% (26)	15% (41)	269
Ethnicity: Other	33% (60)	16% (30)	9% (17)	12% (22)	13% (24)	16% (29)	182
Relig: Protestant	25% (123)	17% (87)	12% (61)	21% (103)	17% (87)	8% (38)	499
Relig: Roman Catholic	33% (137)	20% (84)	11% (46)	11% (47)	16% (64)	8% (34)	413
Relig: Ath./Agn./None	29% (186)	17% (111)	9% (61)	12% (77)	17% (111)	16% (101)	647
Relig: Something Else	30% (114)	16% (61)	11% (42)	12% (44)	18% (66)	13% (47)	373
Relig: Jewish	48% (28)	19% (11)	5% (3)	4% (2)	20% (12)	4% (2)	59
Relig: Evangelical	26% (169)	21% (135)	12% (77)	18% (118)	14% (94)	9% (58)	650
Relig: Non-Evang. Catholics	32% (169)	18% (92)	10% (54)	13% (69)	18% (94)	9% (45)	523
Relig: All Christian	29% (338)	19% (227)	11% (130)	16% (187)	16% (188)	9% (103)	1173
Relig: All Non-Christian	29% (300)	17% (171)	10% (104)	12% (121)	17% (177)	14% (147)	1020
Community: Urban	38% (206)	19% (101)	8% (45)	9% (46)	17% (91)	9% (49)	538
Community: Suburban	31% (294)	19% (184)	9% (90)	13% (121)	16% (157)	11% (108)	955
Community: Rural	20% (140)	16% (116)	14% (99)	20% (141)	16% (117)	14% (96)	708
Employ: Private Sector	29% (199)	20% (138)	10% (69)	15% (104)	19% (129)	6% (37)	676
Employ: Government	24% (42)	21% (36)	19% (33)	16% (28)	13% (22)	8% (15)	175
Employ: Self-Employed	31% (65)	22% (45)	7% (15)	13% (27)	12% (25)	14% (29)	207
Employ: Homemaker	20% (36)	16% (28)	16% (28)	8% (14)	23% (40)	16% (29)	175
Employ: Student	33% (32)	21% (21)	9% (9)	10% (10)	12% (12)	15% (15)	98
Employ: Retired	32% (148)	16% (72)	9% (41)	16% (74)	18% (82)	9% (40)	457
Employ: Unemployed	33% (70)	14% (31)	10% (21)	14% (31)	9% (20)	20% (43)	216
Employ: Other	25% (49)	15% (30)	9% (18)	10% (20)	17% (33)	23% (46)	195
Military HH: Yes	26% (116)	19% (82)	13% (56)	18% (80)	16% (69)	8% (36)	440
Military HH: No	30% (524)	18% (319)	10% (178)	13% (228)	17% (295)	12% (217)	1761
RD/WT: Right Direction	21% (180)	17% (142)	14% (119)	18% (153)	19% (165)	11% (96)	855
RD/WT: Wrong Track	34% (460)	19% (260)	9% (114)	12% (155)	15% (200)	12% (157)	1346

Continued on next page

Table Q16_4: Are you more or less likely to do business with a company that...
Publicly supports stricter gun control laws

Demographic	Much more likely to do business with		Somewhat more likely to do business with		Somewhat less likely to do business with		Much less likely to do business with		No effect		Don't know / No opinion		Total N
Adults	29%	(641)	18%	(401)	11%	(234)	14%	(308)	17%	(365)	11%	(253)	2201
Strongly Approve	20%	(98)	15%	(73)	14%	(70)	24%	(117)	17%	(82)	10%	(47)	486
Somewhat Approve	16%	(74)	15%	(71)	19%	(88)	20%	(92)	21%	(98)	8%	(38)	460
Somewhat Disapprove	20%	(59)	28%	(81)	8%	(22)	8%	(23)	26%	(75)	10%	(30)	289
Strongly Disapprove	47%	(391)	20%	(168)	6%	(49)	8%	(71)	10%	(86)	9%	(77)	841
Dont Know / No Opinion	15%	(19)	7%	(9)	4%	(6)	4%	(5)	19%	(24)	50%	(62)	124
#1 Issue: Economy	23%	(135)	16%	(98)	12%	(75)	16%	(95)	22%	(132)	11%	(65)	599
#1 Issue: Security	22%	(91)	18%	(76)	13%	(54)	22%	(90)	15%	(64)	10%	(41)	416
#1 Issue: Health Care	37%	(138)	18%	(67)	12%	(44)	9%	(33)	14%	(54)	11%	(41)	377
#1 Issue: Medicare / Social Security	35%	(113)	20%	(64)	6%	(19)	14%	(44)	16%	(50)	9%	(29)	319
#1 Issue: Women's Issues	42%	(47)	18%	(20)	6%	(7)	8%	(9)	15%	(16)	12%	(13)	111
#1 Issue: Education	24%	(40)	26%	(44)	13%	(22)	6%	(11)	14%	(23)	17%	(28)	168
#1 Issue: Energy	31%	(26)	24%	(20)	13%	(11)	7%	(6)	9%	(8)	15%	(13)	83
#1 Issue: Other	40%	(50)	10%	(13)	2%	(2)	17%	(22)	13%	(16)	18%	(23)	127
2016 Vote: Democrat Hillary Clinton	51%	(341)	23%	(152)	6%	(43)	5%	(37)	8%	(53)	7%	(47)	673
2016 Vote: Republican Donald Trump	18%	(136)	14%	(104)	14%	(108)	25%	(188)	21%	(156)	8%	(64)	755
2016 Vote: Someone else	21%	(38)	23%	(42)	12%	(22)	8%	(15)	24%	(44)	11%	(19)	180
2012 Vote: Barack Obama	44%	(361)	22%	(184)	6%	(53)	8%	(69)	12%	(97)	7%	(58)	821
2012 Vote: Mitt Romney	15%	(84)	16%	(85)	16%	(85)	26%	(141)	20%	(111)	7%	(37)	542
2012 Vote: Other	18%	(23)	15%	(19)	19%	(24)	14%	(18)	23%	(29)	12%	(15)	128
2012 Vote: Didn't Vote	25%	(173)	16%	(113)	10%	(71)	11%	(80)	18%	(127)	20%	(141)	707
4-Region: Northeast	34%	(138)	17%	(68)	7%	(30)	11%	(46)	16%	(63)	14%	(57)	402
4-Region: Midwest	27%	(127)	19%	(89)	11%	(52)	13%	(62)	18%	(83)	13%	(60)	474
4-Region: South	29%	(235)	18%	(143)	12%	(95)	16%	(133)	15%	(122)	11%	(87)	815
4-Region: West	28%	(141)	20%	(102)	11%	(57)	13%	(67)	19%	(96)	9%	(48)	511
Supports Gun Control	41%	(568)	25%	(351)	7%	(97)	5%	(62)	16%	(222)	6%	(84)	1386
Does Not Support Gun Control	9%	(60)	7%	(47)	20%	(131)	37%	(241)	17%	(112)	9%	(62)	652
NRA Member in HH: Yes	21%	(66)	17%	(52)	15%	(46)	30%	(93)	12%	(36)	6%	(18)	312
NRA Member in HH: No	30%	(575)	18%	(349)	10%	(188)	11%	(215)	17%	(328)	12%	(234)	1889

Continued on next page

Table Q16_4: Are you more or less likely to do business with a company that...*Publicly supports stricter gun control laws*

Demographic	Much more likely to do business with	Somewhat more likely to do business with	Somewhat less likely to do business with	Much less likely to do business with	No effect	Don't know / No opinion	Total N
Adults	29% (641)	18% (401)	11% (234)	14% (308)	17% (365)	11% (253)	2201
Gun Owning HH: Yes	21% (189)	17% (156)	15% (142)	20% (185)	18% (168)	8% (75)	915
Gun Owning HH: No	35% (451)	19% (245)	7% (92)	10% (123)	15% (197)	14% (178)	1286
Single Gun HH	25% (63)	25% (62)	15% (37)	10% (25)	18% (45)	7% (18)	250
Multi Gun HH	17% (93)	15% (83)	17% (93)	25% (135)	19% (102)	7% (37)	542
Likely to buy gun next 12 mnths	23% (151)	18% (121)	16% (109)	22% (145)	15% (101)	6% (39)	666
Likely to buy gun next month	28% (98)	22% (78)	14% (48)	24% (85)	10% (36)	3% (9)	355

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

Table Q16_5: Are you more or less likely to do business with a company that...
Allows people to carry guns into its locations

Demographic	Much more likely to do business with	Somewhat more likely to do business with	Somewhat less likely to do business with	Much less likely to do business with	No effect	Don't know / No opinion	Total N
Adults	19% (412)	14% (306)	14% (301)	25% (546)	18% (391)	11% (245)	2201
Gender: Male	21% (227)	18% (191)	15% (155)	21% (226)	16% (175)	8% (86)	1060
Gender: Female	16% (185)	10% (115)	13% (146)	28% (320)	19% (217)	14% (159)	1141
Age: 18-29	22% (104)	15% (71)	12% (59)	20% (95)	18% (87)	13% (61)	475
Age: 30-44	21% (120)	15% (82)	13% (76)	20% (113)	18% (100)	12% (69)	560
Age: 45-54	18% (72)	13% (52)	15% (59)	23% (91)	19% (74)	13% (53)	400
Age: 55-64	15% (54)	16% (58)	13% (47)	29% (106)	16% (61)	12% (42)	368
Age: 65+	16% (63)	11% (44)	15% (61)	35% (141)	17% (70)	5% (20)	398
PID: Dem (no lean)	11% (73)	11% (74)	16% (110)	44% (310)	10% (69)	9% (62)	698
PID: Ind (no lean)	17% (138)	13% (104)	15% (125)	21% (178)	20% (168)	14% (116)	830
PID: Rep (no lean)	30% (201)	19% (128)	10% (67)	9% (57)	23% (154)	10% (66)	673
PID/Gender: Dem Men	13% (41)	17% (57)	19% (64)	35% (114)	7% (24)	8% (27)	329
PID/Gender: Dem Women	9% (32)	4% (16)	12% (46)	53% (196)	12% (45)	9% (35)	369
PID/Gender: Ind Men	19% (73)	16% (62)	15% (61)	22% (85)	20% (81)	8% (32)	394
PID/Gender: Ind Women	15% (65)	10% (42)	15% (64)	21% (93)	20% (87)	19% (84)	435
PID/Gender: Rep Men	34% (113)	21% (71)	9% (30)	8% (27)	21% (70)	8% (26)	337
PID/Gender: Rep Women	26% (88)	17% (57)	11% (37)	9% (31)	25% (85)	12% (40)	337
Ideo: Liberal (1-3)	15% (121)	11% (85)	15% (120)	40% (316)	11% (85)	9% (74)	800
Ideo: Moderate (4)	12% (52)	14% (61)	14% (62)	30% (132)	22% (95)	8% (33)	435
Ideo: Conservative (5-7)	29% (195)	19% (128)	12% (78)	10% (63)	23% (151)	8% (52)	667
Educ: < College	21% (325)	14% (212)	13% (200)	21% (334)	18% (282)	14% (213)	1567
Educ: Bachelors degree	13% (54)	15% (64)	18% (73)	30% (126)	18% (77)	5% (22)	416
Educ: Post-grad	15% (33)	14% (30)	13% (28)	39% (86)	15% (32)	5% (10)	219
Income: Under 50k	19% (260)	14% (193)	14% (181)	23% (313)	15% (206)	14% (185)	1339
Income: 50k-100k	18% (114)	14% (86)	14% (87)	26% (165)	20% (127)	7% (45)	624
Income: 100k+	16% (39)	11% (27)	14% (33)	29% (68)	24% (58)	6% (15)	239

Continued on next page

Table Q16_5: Are you more or less likely to do business with a company that...
Allows people to carry guns into its locations

Demographic	Much more likely to do business with	Somewhat more likely to do business with	Somewhat less likely to do business with	Much less likely to do business with	No effect	Don't know / No opinion	Total N
Adults	19% (412)	14% (306)	14% (301)	25% (546)	18% (391)	11% (245)	2201
Ethnicity: White	20% (346)	14% (248)	13% (226)	24% (418)	19% (336)	10% (176)	1750
Ethnicity: Hispanic	20% (66)	15% (50)	16% (51)	25% (83)	13% (43)	11% (37)	329
Ethnicity: Afr. Am.	13% (35)	10% (27)	17% (44)	34% (91)	12% (32)	15% (39)	269
Ethnicity: Other	17% (31)	17% (31)	17% (30)	20% (36)	13% (23)	16% (30)	182
Relig: Protestant	24% (121)	16% (81)	14% (71)	20% (100)	18% (89)	7% (37)	499
Relig: Roman Catholic	16% (66)	16% (66)	14% (59)	29% (119)	16% (68)	8% (34)	413
Relig: Ath./Agn./None	16% (104)	10% (63)	12% (80)	27% (173)	19% (124)	16% (103)	647
Relig: Something Else	14% (52)	15% (58)	13% (49)	27% (99)	20% (74)	11% (41)	373
Relig: Jewish	2% (1)	5% (3)	12% (7)	60% (35)	17% (10)	5% (3)	59
Relig: Evangelical	27% (173)	16% (107)	15% (97)	19% (121)	15% (98)	8% (54)	650
Relig: Non-Evang. Catholics	16% (82)	15% (78)	14% (75)	29% (150)	18% (93)	8% (44)	523
Relig: All Christian	22% (254)	16% (186)	15% (172)	23% (271)	16% (191)	8% (98)	1173
Relig: All Non-Christian	15% (157)	12% (121)	13% (129)	27% (272)	19% (198)	14% (144)	1020
Community: Urban	15% (78)	13% (69)	14% (75)	34% (181)	15% (80)	10% (55)	538
Community: Suburban	16% (149)	13% (127)	15% (146)	26% (252)	19% (184)	10% (97)	955
Community: Rural	26% (185)	16% (110)	11% (80)	16% (113)	18% (127)	13% (93)	708
Employ: Private Sector	19% (127)	14% (97)	13% (86)	26% (175)	22% (147)	7% (45)	676
Employ: Government	23% (40)	16% (27)	19% (33)	19% (33)	16% (28)	8% (14)	175
Employ: Self-Employed	17% (35)	17% (36)	13% (27)	23% (48)	15% (31)	14% (29)	207
Employ: Homemaker	20% (34)	16% (28)	11% (20)	21% (36)	17% (30)	15% (27)	175
Employ: Student	16% (16)	12% (12)	12% (12)	27% (27)	18% (18)	15% (15)	98
Employ: Retired	18% (80)	11% (51)	15% (69)	32% (148)	17% (76)	7% (33)	457
Employ: Unemployed	21% (46)	15% (32)	12% (26)	20% (43)	15% (32)	17% (37)	216
Employ: Other	17% (33)	12% (23)	14% (28)	18% (35)	15% (30)	24% (46)	195
Military HH: Yes	25% (108)	16% (69)	15% (68)	22% (97)	15% (64)	8% (34)	440
Military HH: No	17% (304)	13% (237)	13% (233)	25% (449)	19% (327)	12% (211)	1761
RD/WT: Right Direction	30% (260)	19% (160)	11% (90)	11% (93)	20% (170)	10% (81)	855
RD/WT: Wrong Track	11% (152)	11% (146)	16% (211)	34% (452)	16% (221)	12% (164)	1346

Continued on next page

Table Q16_5: Are you more or less likely to do business with a company that...
Allows people to carry guns into its locations

Demographic	Much more likely to do business with		Somewhat more likely to do business with		Somewhat less likely to do business with		Much less likely to do business with		No effect		Don't know / No opinion		Total N
Adults	19%	(412)	14%	(306)	14%	(301)	25%	(546)	18%	(391)	11%	(245)	2201
Strongly Approve	43%	(211)	16%	(78)	8%	(37)	9%	(42)	16%	(77)	8%	(40)	486
Somewhat Approve	18%	(84)	21%	(97)	15%	(70)	13%	(58)	24%	(109)	9%	(42)	460
Somewhat Disapprove	11%	(33)	17%	(49)	18%	(53)	21%	(60)	24%	(69)	9%	(25)	289
Strongly Disapprove	9%	(72)	8%	(71)	15%	(129)	44%	(374)	14%	(116)	9%	(80)	841
Dont Know / No Opinion	9%	(11)	9%	(11)	10%	(12)	9%	(11)	16%	(20)	47%	(58)	124
#1 Issue: Economy	18%	(106)	16%	(96)	11%	(69)	20%	(121)	24%	(143)	11%	(64)	599
#1 Issue: Security	25%	(102)	17%	(73)	15%	(62)	16%	(68)	17%	(71)	9%	(40)	416
#1 Issue: Health Care	13%	(49)	14%	(55)	19%	(73)	29%	(108)	12%	(44)	13%	(48)	377
#1 Issue: Medicare / Social Security	21%	(68)	11%	(34)	15%	(47)	31%	(100)	14%	(45)	8%	(25)	319
#1 Issue: Women's Issues	14%	(16)	13%	(14)	12%	(13)	35%	(39)	16%	(18)	10%	(11)	111
#1 Issue: Education	24%	(41)	11%	(18)	12%	(20)	22%	(37)	17%	(29)	13%	(23)	168
#1 Issue: Energy	8%	(7)	12%	(10)	6%	(5)	35%	(29)	25%	(21)	14%	(11)	83
#1 Issue: Other	18%	(23)	5%	(6)	9%	(12)	34%	(43)	15%	(19)	18%	(23)	127
2016 Vote: Democrat Hillary Clinton	8%	(53)	9%	(63)	19%	(128)	47%	(313)	11%	(72)	7%	(44)	673
2016 Vote: Republican Donald Trump	31%	(234)	18%	(139)	11%	(79)	10%	(75)	22%	(168)	8%	(59)	755
2016 Vote: Someone else	11%	(19)	16%	(29)	12%	(22)	28%	(50)	22%	(40)	12%	(21)	180
2012 Vote: Barack Obama	11%	(91)	10%	(82)	17%	(141)	42%	(347)	13%	(109)	6%	(53)	821
2012 Vote: Mitt Romney	31%	(167)	20%	(106)	11%	(61)	10%	(53)	22%	(119)	6%	(35)	542
2012 Vote: Other	19%	(24)	19%	(25)	14%	(18)	13%	(17)	22%	(28)	12%	(16)	128
2012 Vote: Didn't Vote	18%	(130)	13%	(93)	11%	(81)	18%	(128)	19%	(136)	20%	(139)	707
4-Region: Northeast	13%	(53)	12%	(50)	13%	(53)	29%	(115)	19%	(76)	14%	(54)	402
4-Region: Midwest	17%	(82)	12%	(55)	15%	(69)	24%	(114)	20%	(93)	13%	(61)	474
4-Region: South	23%	(186)	14%	(117)	14%	(117)	21%	(175)	17%	(138)	10%	(83)	815
4-Region: West	18%	(91)	16%	(84)	12%	(62)	28%	(142)	17%	(84)	9%	(47)	511
Supports Gun Control	12%	(172)	12%	(164)	17%	(240)	34%	(472)	18%	(247)	7%	(91)	1386
Does Not Support Gun Control	35%	(228)	21%	(137)	9%	(58)	10%	(62)	18%	(116)	8%	(50)	652
NRA Member in HH: Yes	46%	(143)	18%	(55)	8%	(26)	10%	(30)	15%	(46)	3%	(11)	312
NRA Member in HH: No	14%	(269)	13%	(251)	15%	(275)	27%	(515)	18%	(345)	12%	(234)	1889

Continued on next page

Table Q16_5: Are you more or less likely to do business with a company that...*Allows people to carry guns into its locations*

Demographic	Much more likely to do business with		Somewhat more likely to do business with		Somewhat less likely to do business with		Much less likely to do business with		No effect		Don't know / No opinion		Total N
Adults	19%	(412)	14%	(306)	14%	(301)	25%	(546)	18%	(391)	11%	(245)	2201
Gun Owning HH: Yes	28%	(258)	18%	(166)	13%	(115)	13%	(121)	21%	(189)	7%	(66)	915
Gun Owning HH: No	12%	(153)	11%	(140)	14%	(186)	33%	(425)	16%	(203)	14%	(178)	1286
Single Gun HH	20%	(51)	20%	(50)	15%	(38)	17%	(44)	20%	(50)	7%	(17)	250
Multi Gun HH	33%	(177)	17%	(95)	12%	(64)	11%	(60)	21%	(115)	6%	(31)	542
Likely to buy gun next 12 mnths	39%	(260)	21%	(139)	9%	(60)	9%	(62)	16%	(107)	6%	(38)	666
Likely to buy gun next month	50%	(178)	22%	(79)	9%	(31)	7%	(25)	10%	(35)	2%	(7)	355

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

Table Q17_1: *Would you consider boycotting a company that...
Is affiliated with the National Rifle Association (NRA)*

Demographic	Yes, would consider boycotting a company that did this		No, would not consider boycotting a company that did this		Don't know / No opinion		Total N
Adults	28%	(606)	51%	(1121)	22%	(474)	2201
Gender: Male	29%	(309)	53%	(559)	18%	(192)	1060
Gender: Female	26%	(297)	49%	(562)	25%	(283)	1141
Age: 18-29	25%	(119)	49%	(232)	26%	(124)	475
Age: 30-44	24%	(133)	52%	(291)	24%	(136)	560
Age: 45-54	29%	(116)	52%	(208)	19%	(76)	400
Age: 55-64	28%	(104)	51%	(187)	21%	(77)	368
Age: 65+	34%	(135)	51%	(202)	15%	(61)	398
PID: Dem (no lean)	49%	(345)	29%	(199)	22%	(154)	698
PID: Ind (no lean)	22%	(184)	52%	(433)	26%	(212)	830
PID: Rep (no lean)	11%	(77)	73%	(489)	16%	(108)	673
PID/Gender: Dem Men	51%	(166)	29%	(96)	20%	(67)	329
PID/Gender: Dem Women	48%	(179)	28%	(103)	24%	(87)	369
PID/Gender: Ind Men	24%	(95)	56%	(222)	20%	(78)	394
PID/Gender: Ind Women	21%	(90)	49%	(211)	31%	(135)	435
PID/Gender: Rep Men	14%	(48)	72%	(241)	14%	(47)	337
PID/Gender: Rep Women	9%	(29)	73%	(247)	18%	(61)	337
Ideo: Liberal (1-3)	48%	(384)	32%	(254)	20%	(162)	800
Ideo: Moderate (4)	29%	(126)	52%	(224)	19%	(85)	435
Ideo: Conservative (5-7)	9%	(63)	75%	(502)	15%	(102)	667
Educ: < College	23%	(365)	52%	(811)	25%	(391)	1567
Educ: Bachelors degree	35%	(148)	52%	(217)	12%	(51)	416
Educ: Post-grad	43%	(93)	42%	(93)	15%	(33)	219
Income: Under 50k	26%	(343)	48%	(645)	26%	(351)	1339
Income: 50k-100k	29%	(181)	56%	(349)	15%	(93)	624
Income: 100k+	34%	(81)	53%	(127)	13%	(30)	239
Ethnicity: White	26%	(447)	55%	(963)	19%	(341)	1750

Continued on next page

Table Q17_1: Would you consider boycotting a company that...
Is affiliated with the National Rifle Association (NRA)

Demographic	Yes, would consider boycotting a company that did this		No, would not consider boycotting a company that did this		Don't know / No opinion		Total N
Adults	28%	(606)	51%	(1121)	22%	(474)	2201
Ethnicity: Hispanic	31%	(103)	42%	(139)	26%	(87)	329
Ethnicity: Afr. Am.	39%	(104)	32%	(86)	29%	(79)	269
Ethnicity: Other	31%	(56)	40%	(72)	30%	(54)	182
Relig: Protestant	23%	(115)	61%	(305)	16%	(79)	499
Relig: Roman Catholic	32%	(132)	50%	(207)	18%	(73)	413
Relig: Ath./Agn./None	29%	(184)	44%	(283)	28%	(179)	647
Relig: Something Else	31%	(115)	49%	(184)	20%	(74)	373
Relig: Jewish	48%	(28)	37%	(22)	14%	(8)	59
Relig: Evangelical	21%	(137)	59%	(381)	20%	(132)	650
Relig: Non-Evang. Catholics	32%	(169)	51%	(268)	16%	(85)	523
Relig: All Christian	26%	(307)	55%	(650)	19%	(217)	1173
Relig: All Non-Christian	29%	(299)	46%	(467)	25%	(253)	1020
Community: Urban	38%	(205)	41%	(219)	21%	(114)	538
Community: Suburban	30%	(284)	51%	(490)	19%	(181)	955
Community: Rural	16%	(117)	58%	(412)	25%	(179)	708
Employ: Private Sector	32%	(216)	54%	(363)	14%	(98)	676
Employ: Government	23%	(40)	59%	(103)	18%	(32)	175
Employ: Self-Employed	31%	(64)	43%	(88)	26%	(55)	207
Employ: Homemaker	12%	(21)	58%	(102)	30%	(53)	175
Employ: Student	26%	(26)	46%	(45)	28%	(28)	98
Employ: Retired	31%	(140)	52%	(237)	18%	(80)	457
Employ: Unemployed	26%	(56)	44%	(96)	30%	(65)	216
Employ: Other	22%	(43)	45%	(87)	33%	(64)	195
Military HH: Yes	27%	(117)	54%	(236)	20%	(87)	440
Military HH: No	28%	(489)	50%	(885)	22%	(387)	1761
RD/WT: Right Direction	14%	(119)	67%	(569)	19%	(167)	855
RD/WT: Wrong Track	36%	(487)	41%	(552)	23%	(308)	1346

Continued on next page

Table Q17_1: Would you consider boycotting a company that...
Is affiliated with the National Rifle Association (NRA)

Demographic	Yes, would consider boycotting a company that did this		No, would not consider boycotting a company that did this		Don't know / No opinion		Total N
Adults	28%	(606)	51%	(1121)	22%	(474)	2201
Strongly Approve	13%	(62)	71%	(346)	16%	(79)	486
Somewhat Approve	12%	(56)	72%	(329)	16%	(75)	460
Somewhat Disapprove	18%	(51)	55%	(159)	28%	(80)	289
Strongly Disapprove	51%	(431)	28%	(237)	21%	(173)	841
Dont Know / No Opinion	5%	(6)	41%	(51)	54%	(67)	124
#1 Issue: Economy	19%	(111)	59%	(352)	23%	(135)	599
#1 Issue: Security	17%	(69)	67%	(277)	17%	(70)	416
#1 Issue: Health Care	40%	(149)	38%	(143)	23%	(85)	377
#1 Issue: Medicare / Social Security	34%	(107)	46%	(148)	20%	(65)	319
#1 Issue: Women's Issues	48%	(53)	31%	(34)	21%	(24)	111
#1 Issue: Education	23%	(38)	52%	(87)	25%	(43)	168
#1 Issue: Energy	42%	(35)	43%	(36)	16%	(13)	83
#1 Issue: Other	34%	(43)	35%	(44)	31%	(40)	127
2016 Vote: Democrat Hillary Clinton	54%	(363)	28%	(189)	18%	(121)	673
2016 Vote: Republican Donald Trump	11%	(82)	75%	(566)	14%	(107)	755
2016 Vote: Someone else	26%	(47)	48%	(87)	25%	(46)	180
2012 Vote: Barack Obama	46%	(376)	34%	(275)	21%	(170)	821
2012 Vote: Mitt Romney	11%	(58)	78%	(424)	11%	(60)	542
2012 Vote: Other	17%	(22)	64%	(82)	19%	(25)	128
2012 Vote: Didn't Vote	21%	(150)	48%	(339)	31%	(217)	707
4-Region: Northeast	34%	(138)	43%	(173)	23%	(91)	402
4-Region: Midwest	25%	(119)	53%	(251)	22%	(104)	474
4-Region: South	25%	(201)	55%	(447)	20%	(167)	815
4-Region: West	29%	(148)	49%	(249)	22%	(113)	511
Supports Gun Control	38%	(531)	44%	(607)	18%	(248)	1386
Does Not Support Gun Control	10%	(65)	73%	(477)	17%	(110)	652
NRA Member in HH: Yes	21%	(64)	72%	(223)	8%	(25)	312
NRA Member in HH: No	29%	(542)	48%	(898)	24%	(449)	1889

Continued on next page

Table Q17_1: Would you consider boycotting a company that...
Is affiliated with the National Rifle Association (NRA)

Demographic	Yes, would consider boycotting a company that did this		No, would not consider boycotting a company that did this		Don't know / No opinion		Total N
Adults	28%	(606)	51%	(1121)	22%	(474)	2201
Gun Owning HH: Yes	19%	(174)	66%	(605)	15%	(136)	915
Gun Owning HH: No	34%	(432)	40%	(516)	26%	(338)	1286
Single Gun HH	26%	(64)	59%	(148)	15%	(37)	250
Multi Gun HH	15%	(83)	72%	(392)	12%	(67)	542
Likely to buy gun next 12 mnths	20%	(134)	68%	(451)	12%	(81)	666
Likely to buy gun next month	26%	(93)	64%	(227)	10%	(35)	355

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

Table Q17_4: *Would you consider boycotting a company that...
Publicly supports stricter gun control laws*

Demographic	Yes, would consider boycotting a company that did this		No, would not consider boycotting a company that did this		Don't know / No opinion		Total N
Adults	21%	(463)	59%	(1292)	20%	(445)	2201
Gender: Male	26%	(280)	57%	(599)	17%	(180)	1060
Gender: Female	16%	(183)	61%	(693)	23%	(265)	1141
Age: 18-29	26%	(122)	50%	(239)	24%	(115)	475
Age: 30-44	22%	(121)	56%	(315)	22%	(123)	560
Age: 45-54	21%	(85)	58%	(233)	21%	(82)	400
Age: 55-64	17%	(62)	64%	(237)	19%	(69)	368
Age: 65+	18%	(73)	68%	(269)	14%	(57)	398
PID: Dem (no lean)	15%	(104)	67%	(470)	18%	(124)	698
PID: Ind (no lean)	20%	(163)	57%	(472)	23%	(195)	830
PID: Rep (no lean)	29%	(197)	52%	(350)	19%	(126)	673
PID/Gender: Dem Men	16%	(53)	66%	(219)	17%	(57)	329
PID/Gender: Dem Women	14%	(51)	68%	(251)	18%	(67)	369
PID/Gender: Ind Men	25%	(98)	58%	(230)	17%	(66)	394
PID/Gender: Ind Women	15%	(65)	55%	(242)	30%	(129)	435
PID/Gender: Rep Men	38%	(129)	45%	(150)	17%	(57)	337
PID/Gender: Rep Women	20%	(67)	59%	(200)	21%	(69)	337
Ideo: Liberal (1-3)	19%	(153)	64%	(512)	17%	(135)	800
Ideo: Moderate (4)	13%	(56)	71%	(307)	16%	(72)	435
Ideo: Conservative (5-7)	31%	(206)	51%	(342)	18%	(119)	667
Educ: < College	22%	(338)	55%	(857)	24%	(372)	1567
Educ: Bachelors degree	20%	(84)	68%	(283)	12%	(49)	416
Educ: Post-grad	19%	(41)	70%	(153)	11%	(25)	219
Income: Under 50k	22%	(294)	55%	(736)	23%	(308)	1339
Income: 50k-100k	20%	(124)	63%	(391)	17%	(108)	624
Income: 100k+	19%	(45)	69%	(165)	12%	(30)	239
Ethnicity: White	21%	(374)	59%	(1037)	19%	(339)	1750

Continued on next page

Table Q17_4: *Would you consider boycotting a company that...
Publicly supports stricter gun control laws*

Demographic	Yes, would consider boycotting a company that did this		No, would not consider boycotting a company that did this		Don't know / No opinion		Total N
Adults	21%	(463)	59%	(1292)	20%	(445)	2201
Ethnicity: Hispanic	24%	(80)	50%	(165)	25%	(84)	329
Ethnicity: Afr. Am.	18%	(48)	60%	(161)	22%	(59)	269
Ethnicity: Other	22%	(40)	52%	(94)	26%	(47)	182
Relig: Protestant	25%	(124)	61%	(304)	14%	(72)	499
Relig: Roman Catholic	24%	(99)	60%	(247)	16%	(67)	413
Relig: Ath./Agn./None	17%	(111)	57%	(368)	26%	(168)	647
Relig: Something Else	20%	(73)	62%	(231)	18%	(69)	373
Relig: Jewish	13%	(8)	81%	(47)	7%	(4)	59
Relig: Evangelical	24%	(158)	55%	(361)	20%	(131)	650
Relig: Non-Evang. Catholics	23%	(121)	63%	(329)	14%	(74)	523
Relig: All Christian	24%	(279)	59%	(689)	17%	(205)	1173
Relig: All Non-Christian	18%	(184)	59%	(599)	23%	(237)	1020
Community: Urban	20%	(107)	63%	(341)	17%	(90)	538
Community: Suburban	20%	(189)	63%	(603)	17%	(162)	955
Community: Rural	24%	(167)	49%	(348)	27%	(193)	708
Employ: Private Sector	24%	(160)	63%	(424)	14%	(92)	676
Employ: Government	26%	(46)	56%	(98)	18%	(32)	175
Employ: Self-Employed	18%	(38)	58%	(119)	24%	(50)	207
Employ: Homemaker	15%	(27)	57%	(101)	27%	(48)	175
Employ: Student	24%	(23)	57%	(56)	20%	(20)	98
Employ: Retired	19%	(87)	63%	(290)	18%	(81)	457
Employ: Unemployed	22%	(48)	50%	(109)	28%	(60)	216
Employ: Other	18%	(35)	49%	(96)	33%	(64)	195
Military HH: Yes	26%	(115)	53%	(235)	21%	(91)	440
Military HH: No	20%	(348)	60%	(1058)	20%	(355)	1761
RD/WT: Right Direction	29%	(245)	50%	(425)	22%	(185)	855
RD/WT: Wrong Track	16%	(218)	64%	(867)	19%	(261)	1346

Continued on next page

Table Q17_4: *Would you consider boycotting a company that...
Publicly supports stricter gun control laws*

Demographic	Yes, would consider boycotting a company that did this		No, would not consider boycotting a company that did this		Don't know / No opinion		Total N
Adults	21%	(463)	59%	(1292)	20%	(445)	2201
Strongly Approve	35%	(172)	46%	(224)	19%	(90)	486
Somewhat Approve	27%	(126)	53%	(244)	20%	(90)	460
Somewhat Disapprove	15%	(42)	64%	(186)	21%	(61)	289
Strongly Disapprove	14%	(117)	70%	(588)	16%	(136)	841
Dont Know / No Opinion	4%	(5)	41%	(50)	55%	(68)	124
#1 Issue: Economy	19%	(114)	62%	(370)	19%	(115)	599
#1 Issue: Security	31%	(129)	48%	(200)	21%	(87)	416
#1 Issue: Health Care	20%	(74)	59%	(223)	21%	(81)	377
#1 Issue: Medicare / Social Security	18%	(57)	62%	(198)	20%	(64)	319
#1 Issue: Women's Issues	16%	(18)	69%	(76)	15%	(17)	111
#1 Issue: Education	21%	(36)	57%	(95)	22%	(37)	168
#1 Issue: Energy	17%	(14)	71%	(59)	13%	(11)	83
#1 Issue: Other	17%	(22)	56%	(71)	27%	(34)	127
2016 Vote: Democrat Hillary Clinton	14%	(92)	74%	(498)	12%	(83)	673
2016 Vote: Republican Donald Trump	31%	(236)	52%	(391)	17%	(129)	755
2016 Vote: Someone else	17%	(31)	62%	(113)	20%	(37)	180
2012 Vote: Barack Obama	14%	(117)	71%	(583)	15%	(122)	821
2012 Vote: Mitt Romney	33%	(177)	54%	(291)	14%	(74)	542
2012 Vote: Other	25%	(33)	54%	(69)	21%	(27)	128
2012 Vote: Didn't Vote	19%	(137)	49%	(349)	31%	(220)	707
4-Region: Northeast	17%	(69)	64%	(256)	19%	(77)	402
4-Region: Midwest	19%	(89)	60%	(285)	21%	(99)	474
4-Region: South	24%	(195)	56%	(460)	20%	(160)	815
4-Region: West	22%	(110)	57%	(292)	21%	(109)	511
Supports Gun Control	13%	(183)	73%	(1010)	14%	(194)	1386
Does Not Support Gun Control	42%	(271)	38%	(245)	21%	(136)	652
NRA Member in HH: Yes	44%	(138)	41%	(127)	15%	(47)	312
NRA Member in HH: No	17%	(325)	62%	(1165)	21%	(399)	1889

Continued on next page

Table Q17_4: *Would you consider boycotting a company that...
Publicly supports stricter gun control laws*

Demographic	Yes, would consider boycotting a company that did this		No, would not consider boycotting a company that did this		Don't know / No opinion		Total N
Adults	21%	(463)	59%	(1292)	20%	(445)	2201
Gun Owning HH: Yes	30%	(271)	53%	(487)	17%	(157)	915
Gun Owning HH: No	15%	(192)	63%	(805)	22%	(288)	1286
Single Gun HH	24%	(61)	60%	(149)	16%	(40)	250
Multi Gun HH	33%	(179)	53%	(287)	14%	(75)	542
Likely to buy gun next 12 mnths	36%	(243)	47%	(313)	17%	(110)	666
Likely to buy gun next month	46%	(164)	43%	(152)	11%	(39)	355

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

Table Q17_5: *Would you consider boycotting a company that...
Allows people to carry guns into its locations*

Demographic	Yes, would consider boycotting a company that did this		No, would not consider boycotting a company that did this		Don't know / No opinion		Total N
Adults	32%	(710)	47%	(1031)	21%	(460)	2201
Gender: Male	31%	(328)	52%	(549)	17%	(182)	1060
Gender: Female	33%	(382)	42%	(481)	24%	(278)	1141
Age: 18-29	31%	(148)	45%	(215)	24%	(113)	475
Age: 30-44	29%	(162)	47%	(263)	24%	(135)	560
Age: 45-54	30%	(120)	49%	(196)	21%	(84)	400
Age: 55-64	35%	(128)	47%	(171)	19%	(68)	368
Age: 65+	38%	(152)	47%	(185)	15%	(60)	398
PID: Dem (no lean)	52%	(363)	27%	(187)	21%	(148)	698
PID: Ind (no lean)	28%	(232)	49%	(403)	23%	(194)	830
PID: Rep (no lean)	17%	(115)	65%	(441)	18%	(118)	673
PID/Gender: Dem Men	49%	(161)	31%	(102)	20%	(66)	329
PID/Gender: Dem Women	55%	(202)	23%	(85)	22%	(82)	369
PID/Gender: Ind Men	29%	(113)	55%	(216)	16%	(65)	394
PID/Gender: Ind Women	27%	(119)	43%	(187)	30%	(129)	435
PID/Gender: Rep Men	16%	(54)	69%	(232)	15%	(51)	337
PID/Gender: Rep Women	18%	(61)	62%	(209)	20%	(67)	337
Ideo: Liberal (1-3)	49%	(393)	30%	(243)	20%	(163)	800
Ideo: Moderate (4)	35%	(154)	48%	(209)	17%	(72)	435
Ideo: Conservative (5-7)	16%	(104)	68%	(457)	16%	(106)	667
Educ: < College	29%	(451)	48%	(746)	24%	(370)	1567
Educ: Bachelors degree	39%	(162)	47%	(194)	14%	(59)	416
Educ: Post-grad	45%	(97)	42%	(91)	14%	(30)	219
Income: Under 50k	32%	(434)	43%	(575)	25%	(329)	1339
Income: 50k-100k	32%	(203)	53%	(329)	15%	(92)	624
Income: 100k+	31%	(73)	53%	(128)	16%	(38)	239
Ethnicity: White	30%	(522)	51%	(888)	19%	(340)	1750

Continued on next page

Table Q17_5: *Would you consider boycotting a company that...
Allows people to carry guns into its locations*

Demographic	Yes, would consider boycotting a company that did this		No, would not consider boycotting a company that did this		Don't know / No opinion		Total N
Adults	32%	(710)	47%	(1031)	21%	(460)	2201
Ethnicity: Hispanic	36%	(117)	34%	(113)	30%	(99)	329
Ethnicity: Afr. Am.	49%	(130)	28%	(75)	23%	(63)	269
Ethnicity: Other	32%	(58)	37%	(67)	31%	(57)	182
Relig: Protestant	27%	(136)	57%	(286)	16%	(78)	499
Relig: Roman Catholic	39%	(161)	43%	(178)	18%	(73)	413
Relig: Ath./Agn./None	33%	(212)	41%	(268)	26%	(166)	647
Relig: Something Else	36%	(133)	45%	(168)	19%	(72)	373
Relig: Jewish	58%	(34)	32%	(18)	11%	(6)	59
Relig: Evangelical	28%	(184)	52%	(339)	20%	(127)	650
Relig: Non-Evang. Catholics	35%	(181)	48%	(251)	18%	(92)	523
Relig: All Christian	31%	(364)	50%	(590)	19%	(219)	1173
Relig: All Non-Christian	34%	(345)	43%	(436)	23%	(239)	1020
Community: Urban	42%	(224)	38%	(202)	21%	(112)	538
Community: Suburban	34%	(327)	46%	(438)	20%	(190)	955
Community: Rural	23%	(159)	55%	(391)	22%	(158)	708
Employ: Private Sector	32%	(215)	54%	(363)	15%	(98)	676
Employ: Government	32%	(56)	49%	(86)	19%	(34)	175
Employ: Self-Employed	30%	(61)	43%	(89)	27%	(56)	207
Employ: Homemaker	25%	(45)	49%	(87)	25%	(44)	175
Employ: Student	45%	(45)	32%	(31)	23%	(23)	98
Employ: Retired	38%	(172)	45%	(208)	17%	(77)	457
Employ: Unemployed	31%	(68)	39%	(84)	30%	(65)	216
Employ: Other	25%	(49)	43%	(84)	32%	(63)	195
Military HH: Yes	33%	(145)	49%	(216)	18%	(79)	440
Military HH: No	32%	(565)	46%	(815)	22%	(381)	1761
RD/WT: Right Direction	21%	(179)	59%	(506)	20%	(170)	855
RD/WT: Wrong Track	39%	(531)	39%	(525)	22%	(290)	1346

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Table Q17_5: *Would you consider boycotting a company that...
Allows people to carry guns into its locations*

Demographic	Yes, would consider boycotting a company that did this		No, would not consider boycotting a company that did this		Don't know / No opinion		Total N
Adults	32%	(710)	47%	(1031)	21%	(460)	2201
Strongly Approve	17%	(83)	65%	(316)	18%	(87)	486
Somewhat Approve	19%	(88)	63%	(290)	18%	(82)	460
Somewhat Disapprove	31%	(90)	46%	(134)	23%	(66)	289
Strongly Disapprove	51%	(427)	30%	(250)	20%	(164)	841
Dont Know / No Opinion	18%	(22)	33%	(40)	50%	(62)	124
#1 Issue: Economy	25%	(149)	55%	(332)	20%	(117)	599
#1 Issue: Security	23%	(96)	59%	(245)	18%	(76)	416
#1 Issue: Health Care	40%	(150)	37%	(139)	23%	(88)	377
#1 Issue: Medicare / Social Security	36%	(115)	42%	(134)	22%	(71)	319
#1 Issue: Women's Issues	54%	(60)	27%	(30)	19%	(21)	111
#1 Issue: Education	33%	(55)	42%	(70)	25%	(43)	168
#1 Issue: Energy	48%	(40)	45%	(38)	7%	(6)	83
#1 Issue: Other	36%	(45)	34%	(44)	30%	(38)	127
2016 Vote: Democrat Hillary Clinton	56%	(375)	28%	(188)	16%	(110)	673
2016 Vote: Republican Donald Trump	18%	(134)	67%	(507)	15%	(115)	755
2016 Vote: Someone else	34%	(61)	43%	(78)	23%	(41)	180
2012 Vote: Barack Obama	50%	(412)	31%	(258)	18%	(151)	821
2012 Vote: Mitt Romney	16%	(84)	73%	(395)	12%	(63)	542
2012 Vote: Other	21%	(27)	58%	(74)	21%	(27)	128
2012 Vote: Didn't Vote	26%	(187)	43%	(303)	31%	(216)	707
4-Region: Northeast	39%	(155)	42%	(169)	19%	(77)	402
4-Region: Midwest	31%	(147)	48%	(229)	21%	(97)	474
4-Region: South	28%	(229)	51%	(416)	21%	(170)	815
4-Region: West	35%	(179)	42%	(216)	23%	(116)	511
Supports Gun Control	44%	(614)	39%	(534)	17%	(238)	1386
Does Not Support Gun Control	12%	(80)	71%	(461)	17%	(111)	652
NRA Member in HH: Yes	26%	(80)	60%	(188)	14%	(43)	312
NRA Member in HH: No	33%	(630)	45%	(843)	22%	(417)	1889

Continued on next page

Table Q17_5: *Would you consider boycotting a company that...
Allows people to carry guns into its locations*

Demographic	Yes, would consider boycotting a company that did this		No, would not consider boycotting a company that did this		Don't know / No opinion		Total N
Adults	32%	(710)	47%	(1031)	21%	(460)	2201
Gun Owning HH: Yes	23%	(207)	62%	(565)	16%	(143)	915
Gun Owning HH: No	39%	(503)	36%	(466)	25%	(317)	1286
Single Gun HH	34%	(84)	52%	(129)	15%	(37)	250
Multi Gun HH	17%	(93)	70%	(379)	13%	(69)	542
Likely to buy gun next 12 mnths	24%	(161)	63%	(421)	13%	(84)	666
Likely to buy gun next month	28%	(98)	62%	(219)	11%	(38)	355

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

Table Q18: *In your view, should a company that is affiliated with the National Rifle Association (NRA) cut its ties with the organization if their customers demand they do so?*

Demographic	Yes, companies should cut ties with the NRA if their customers demand it		No, companies should not cut ties with the NRA if their customers demand it		Don't know / No opinion		Total N
Adults	35%	(768)	39%	(851)	26%	(582)	2201
Gender: Male	40%	(427)	39%	(416)	20%	(216)	1060
Gender: Female	30%	(341)	38%	(434)	32%	(366)	1141
Age: 18-29	35%	(165)	37%	(178)	28%	(133)	475
Age: 30-44	31%	(172)	37%	(208)	32%	(180)	560
Age: 45-54	35%	(142)	41%	(166)	23%	(92)	400
Age: 55-64	36%	(131)	39%	(142)	26%	(94)	368
Age: 65+	40%	(158)	39%	(157)	21%	(83)	398
PID: Dem (no lean)	56%	(390)	20%	(142)	24%	(165)	698
PID: Ind (no lean)	31%	(259)	36%	(296)	33%	(275)	830
PID: Rep (no lean)	18%	(119)	61%	(413)	21%	(142)	673
PID/Gender: Dem Men	60%	(199)	22%	(73)	17%	(57)	329
PID/Gender: Dem Women	52%	(192)	19%	(69)	29%	(109)	369
PID/Gender: Ind Men	38%	(148)	36%	(144)	26%	(102)	394
PID/Gender: Ind Women	25%	(111)	35%	(152)	40%	(173)	435
PID/Gender: Rep Men	24%	(80)	59%	(199)	17%	(58)	337
PID/Gender: Rep Women	12%	(39)	63%	(214)	25%	(84)	337
Ideo: Liberal (1-3)	55%	(440)	26%	(204)	19%	(156)	800
Ideo: Moderate (4)	37%	(160)	36%	(155)	28%	(120)	435
Ideo: Conservative (5-7)	18%	(120)	60%	(403)	22%	(145)	667
Educ: < College	30%	(470)	40%	(630)	30%	(467)	1567
Educ: Bachelors degree	44%	(184)	37%	(154)	19%	(77)	416
Educ: Post-grad	52%	(114)	31%	(67)	17%	(38)	219
Income: Under 50k	32%	(434)	38%	(502)	30%	(403)	1339
Income: 50k-100k	37%	(233)	42%	(264)	20%	(126)	624
Income: 100k+	42%	(101)	36%	(85)	22%	(53)	239

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Table Q18: *In your view, should a company that is affiliated with the National Rifle Association (NRA) cut its ties with the organization if their customers demand they do so?*

Demographic	Yes, companies should cut ties with the NRA if their customers demand it		No, companies should not cut ties with the NRA if their customers demand it		Don't know / No opinion		Total N
Adults	35%	(768)	39%	(851)	26%	(582)	2201
Ethnicity: White	32%	(559)	43%	(746)	25%	(446)	1750
Ethnicity: Hispanic	44%	(146)	29%	(96)	27%	(88)	329
Ethnicity: Afr. Am.	51%	(137)	19%	(52)	30%	(80)	269
Ethnicity: Other	40%	(72)	29%	(53)	31%	(57)	182
Relig: Protestant	30%	(149)	50%	(249)	20%	(102)	499
Relig: Roman Catholic	41%	(168)	38%	(157)	21%	(87)	413
Relig: Ath./Agn./None	36%	(235)	30%	(193)	34%	(219)	647
Relig: Something Else	38%	(143)	35%	(130)	27%	(101)	373
Relig: Jewish	59%	(34)	28%	(17)	13%	(8)	59
Relig: Evangelical	29%	(189)	47%	(307)	24%	(154)	650
Relig: Non-Evang. Catholics	38%	(198)	42%	(219)	20%	(107)	523
Relig: All Christian	33%	(387)	45%	(526)	22%	(260)	1173
Relig: All Non-Christian	37%	(377)	32%	(323)	31%	(320)	1020
Community: Urban	46%	(245)	29%	(155)	26%	(139)	538
Community: Suburban	37%	(350)	40%	(379)	24%	(225)	955
Community: Rural	24%	(173)	45%	(317)	31%	(218)	708
Employ: Private Sector	38%	(260)	42%	(283)	20%	(133)	676
Employ: Government	38%	(66)	38%	(67)	24%	(42)	175
Employ: Self-Employed	36%	(74)	35%	(71)	29%	(61)	207
Employ: Homemaker	21%	(36)	42%	(74)	37%	(65)	175
Employ: Student	42%	(42)	29%	(28)	29%	(28)	98
Employ: Retired	37%	(167)	41%	(188)	22%	(102)	457
Employ: Unemployed	33%	(72)	31%	(68)	36%	(77)	216
Employ: Other	26%	(50)	36%	(71)	38%	(74)	195
Military HH: Yes	35%	(155)	43%	(188)	22%	(97)	440
Military HH: No	35%	(613)	38%	(663)	28%	(485)	1761
RD/WT: Right Direction	22%	(191)	55%	(470)	23%	(194)	855
RD/WT: Wrong Track	43%	(577)	28%	(381)	29%	(388)	1346

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Table Q18: *In your view, should a company that is affiliated with the National Rifle Association (NRA) cut its ties with the organization if their customers demand they do so?*

Demographic	Yes, companies should cut ties with the NRA if their customers demand it		No, companies should not cut ties with the NRA if their customers demand it		Don't know / No opinion		Total N
Adults	35%	(768)	39%	(851)	26%	(582)	2201
Strongly Approve	18%	(88)	63%	(305)	19%	(93)	486
Somewhat Approve	23%	(105)	52%	(241)	25%	(115)	460
Somewhat Disapprove	32%	(94)	37%	(106)	31%	(89)	289
Strongly Disapprove	55%	(461)	20%	(166)	25%	(214)	841
Dont Know / No Opinion	16%	(20)	27%	(33)	57%	(71)	124
#1 Issue: Economy	27%	(164)	44%	(264)	29%	(171)	599
#1 Issue: Security	24%	(100)	53%	(220)	23%	(96)	416
#1 Issue: Health Care	44%	(166)	32%	(119)	24%	(92)	377
#1 Issue: Medicare / Social Security	40%	(127)	37%	(120)	23%	(73)	319
#1 Issue: Women's Issues	51%	(56)	27%	(30)	22%	(24)	111
#1 Issue: Education	37%	(63)	32%	(53)	31%	(52)	168
#1 Issue: Energy	48%	(40)	25%	(21)	27%	(22)	83
#1 Issue: Other	41%	(52)	19%	(24)	40%	(51)	127
2016 Vote: Democrat Hillary Clinton	61%	(414)	20%	(133)	19%	(126)	673
2016 Vote: Republican Donald Trump	18%	(137)	61%	(460)	21%	(158)	755
2016 Vote: Someone else	33%	(59)	35%	(64)	32%	(58)	180
2012 Vote: Barack Obama	54%	(447)	24%	(197)	22%	(178)	821
2012 Vote: Mitt Romney	18%	(96)	63%	(340)	19%	(105)	542
2012 Vote: Other	27%	(34)	48%	(61)	25%	(33)	128
2012 Vote: Didn't Vote	27%	(191)	36%	(252)	37%	(264)	707
4-Region: Northeast	41%	(164)	33%	(132)	26%	(106)	402
4-Region: Midwest	33%	(159)	38%	(178)	29%	(137)	474
4-Region: South	32%	(260)	43%	(349)	25%	(206)	815
4-Region: West	36%	(185)	38%	(192)	26%	(133)	511
Supports Gun Control	47%	(658)	30%	(417)	22%	(311)	1386
Does Not Support Gun Control	15%	(99)	62%	(402)	23%	(151)	652
NRA Member in HH: Yes	25%	(78)	62%	(194)	13%	(40)	312
NRA Member in HH: No	37%	(690)	35%	(657)	29%	(542)	1889

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Table Q18: *In your view, should a company that is affiliated with the National Rifle Association (NRA) cut its ties with the organization if their customers demand they do so?*

Demographic	Yes, companies should cut ties with the NRA if their customers demand it		No, companies should not cut ties with the NRA if their customers demand it		Don't know / No opinion		Total N
Adults	35%	(768)	39%	(851)	26%	(582)	2201
Gun Owning HH: Yes	25%	(226)	53%	(487)	22%	(202)	915
Gun Owning HH: No	42%	(542)	28%	(364)	30%	(380)	1286
Single Gun HH	35%	(87)	46%	(114)	20%	(49)	250
Multi Gun HH	21%	(115)	58%	(315)	21%	(112)	542
Likely to buy gun next 12 mnths	27%	(181)	56%	(375)	17%	(110)	666
Likely to buy gun next month	32%	(113)	59%	(209)	9%	(33)	355

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

Table Q19: *In your view, does the National Rifle Association (NRA) support policies that are mostly good or mostly bad for the United States?*

Demographic	The NRA supports policies that are mostly good for the United States		The NRA supports policies that are mostly bad for the United States		Don't know / No opinion		Total N
Adults	42%	(914)	30%	(670)	28%	(617)	2201
Gender: Male	46%	(487)	32%	(339)	22%	(234)	1060
Gender: Female	37%	(427)	29%	(331)	34%	(383)	1141
Age: 18-29	40%	(190)	28%	(133)	32%	(152)	475
Age: 30-44	39%	(220)	27%	(153)	33%	(187)	560
Age: 45-54	40%	(162)	31%	(126)	28%	(113)	400
Age: 55-64	43%	(158)	30%	(112)	27%	(98)	368
Age: 65+	46%	(185)	37%	(146)	17%	(67)	398
PID: Dem (no lean)	19%	(129)	55%	(383)	27%	(186)	698
PID: Ind (no lean)	39%	(327)	26%	(217)	34%	(286)	830
PID: Rep (no lean)	68%	(458)	10%	(70)	22%	(146)	673
PID/Gender: Dem Men	22%	(73)	56%	(184)	22%	(71)	329
PID/Gender: Dem Women	15%	(56)	54%	(198)	31%	(115)	369
PID/Gender: Ind Men	44%	(172)	28%	(111)	28%	(111)	394
PID/Gender: Ind Women	35%	(154)	24%	(106)	40%	(175)	435
PID/Gender: Rep Men	72%	(241)	13%	(43)	15%	(52)	337
PID/Gender: Rep Women	64%	(217)	8%	(26)	28%	(94)	337
Ideo: Liberal (1-3)	27%	(218)	52%	(418)	21%	(164)	800
Ideo: Moderate (4)	35%	(151)	33%	(144)	32%	(140)	435
Ideo: Conservative (5-7)	69%	(458)	12%	(82)	19%	(128)	667
Educ: < College	43%	(672)	26%	(400)	32%	(494)	1567
Educ: Bachelors degree	39%	(161)	39%	(164)	22%	(91)	416
Educ: Post-grad	37%	(81)	48%	(105)	15%	(32)	219
Income: Under 50k	40%	(538)	28%	(373)	32%	(428)	1339
Income: 50k-100k	45%	(283)	32%	(200)	23%	(141)	624
Income: 100k+	39%	(93)	41%	(97)	20%	(48)	239
Ethnicity: White	46%	(809)	27%	(472)	27%	(470)	1750
Ethnicity: Hispanic	37%	(121)	30%	(100)	33%	(108)	329

Continued on next page

Table Q19: *In your view, does the National Rifle Association (NRA) support policies that are mostly good or mostly bad for the United States?*

Demographic	The NRA supports policies that are mostly good for the United States		The NRA supports policies that are mostly bad for the United States		Don't know / No opinion	Total N
Adults	42%	(914)	30%	(670)	28% (617)	2201
Ethnicity: Afr. Am.	19%	(52)	48%	(128)	33% (89)	269
Ethnicity: Other	29%	(53)	39%	(70)	32% (59)	182
Relig: Protestant	58%	(290)	25%	(126)	17% (84)	499
Relig: Roman Catholic	42%	(173)	32%	(132)	26% (108)	413
Relig: Ath./Agn./None	30%	(191)	34%	(220)	36% (235)	647
Relig: Something Else	37%	(138)	34%	(128)	29% (107)	373
Relig: Jewish	20%	(12)	62%	(37)	17% (10)	59
Relig: Evangelical	54%	(354)	23%	(147)	23% (149)	650
Relig: Non-Evang. Catholics	43%	(225)	33%	(174)	24% (124)	523
Relig: All Christian	49%	(580)	27%	(321)	23% (273)	1173
Relig: All Non-Christian	32%	(330)	34%	(348)	34% (342)	1020
Community: Urban	32%	(170)	40%	(218)	28% (150)	538
Community: Suburban	38%	(361)	34%	(321)	29% (272)	955
Community: Rural	54%	(383)	18%	(130)	28% (195)	708
Employ: Private Sector	45%	(305)	33%	(221)	22% (150)	676
Employ: Government	46%	(81)	28%	(50)	25% (44)	175
Employ: Self-Employed	41%	(85)	35%	(72)	24% (49)	207
Employ: Homemaker	39%	(69)	23%	(40)	38% (66)	175
Employ: Student	27%	(27)	39%	(39)	33% (33)	98
Employ: Retired	47%	(215)	33%	(151)	20% (92)	457
Employ: Unemployed	30%	(65)	24%	(51)	46% (100)	216
Employ: Other	34%	(67)	23%	(45)	43% (83)	195
Military HH: Yes	54%	(236)	27%	(118)	20% (86)	440
Military HH: No	38%	(678)	31%	(552)	30% (531)	1761
RD/WT: Right Direction	62%	(528)	15%	(124)	24% (203)	855
RD/WT: Wrong Track	29%	(387)	41%	(545)	31% (414)	1346

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Table Q19: *In your view, does the National Rifle Association (NRA) support policies that are mostly good or mostly bad for the United States?*

Demographic	The NRA supports policies that are mostly good for the United States		The NRA supports policies that are mostly bad for the United States		Don't know / No opinion		Total N
Adults	42%	(914)	30%	(670)	28%	(617)	2201
Strongly Approve	73%	(353)	12%	(56)	16%	(76)	486
Somewhat Approve	59%	(271)	13%	(61)	28%	(128)	460
Somewhat Disapprove	37%	(108)	27%	(79)	35%	(102)	289
Strongly Disapprove	18%	(152)	55%	(466)	27%	(224)	841
Dont Know / No Opinion	24%	(30)	6%	(7)	70%	(87)	124
#1 Issue: Economy	45%	(272)	26%	(153)	29%	(174)	599
#1 Issue: Security	57%	(238)	19%	(80)	24%	(99)	416
#1 Issue: Health Care	32%	(121)	37%	(140)	31%	(116)	377
#1 Issue: Medicare / Social Security	44%	(140)	34%	(110)	22%	(70)	319
#1 Issue: Women's Issues	31%	(34)	46%	(51)	23%	(25)	111
#1 Issue: Education	36%	(61)	30%	(50)	34%	(57)	168
#1 Issue: Energy	21%	(18)	41%	(34)	37%	(31)	83
#1 Issue: Other	24%	(31)	40%	(51)	36%	(45)	127
2016 Vote: Democrat Hillary Clinton	18%	(119)	60%	(405)	22%	(149)	673
2016 Vote: Republican Donald Trump	70%	(527)	11%	(80)	20%	(148)	755
2016 Vote: Someone else	37%	(67)	32%	(58)	31%	(55)	180
2012 Vote: Barack Obama	24%	(199)	52%	(431)	23%	(192)	821
2012 Vote: Mitt Romney	71%	(383)	12%	(64)	17%	(95)	542
2012 Vote: Other	56%	(72)	18%	(24)	25%	(32)	128
2012 Vote: Didn't Vote	37%	(259)	21%	(151)	42%	(296)	707
4-Region: Northeast	36%	(143)	34%	(137)	30%	(122)	402
4-Region: Midwest	41%	(196)	29%	(135)	30%	(142)	474
4-Region: South	47%	(380)	29%	(235)	25%	(200)	815
4-Region: West	38%	(195)	32%	(162)	30%	(154)	511
Supports Gun Control	31%	(435)	43%	(598)	25%	(353)	1386
Does Not Support Gun Control	68%	(442)	10%	(67)	22%	(142)	652
NRA Member in HH: Yes	73%	(229)	16%	(50)	11%	(33)	312
NRA Member in HH: No	36%	(685)	33%	(620)	31%	(584)	1889

Continued on next page

Table Q19: *In your view, does the National Rifle Association (NRA) support policies that are mostly good or mostly bad for the United States?*

Demographic	The NRA supports policies that are mostly good for the United States		The NRA supports policies that are mostly bad for the United States		Don't know / No opinion		Total N
Adults	42%	(914)	30%	(670)	28%	(617)	2201
Gun Owning HH: Yes	59%	(538)	20%	(180)	21%	(197)	915
Gun Owning HH: No	29%	(376)	38%	(489)	33%	(421)	1286
Single Gun HH	50%	(124)	28%	(70)	22%	(56)	250
Multi Gun HH	64%	(348)	16%	(88)	19%	(105)	542
Likely to buy gun next 12 mnths	66%	(439)	20%	(130)	15%	(97)	666
Likely to buy gun next month	69%	(245)	22%	(79)	9%	(31)	355

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

Table Q20_1: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
Enterprise Rent-a-Car

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	26%	(563)	24%	(537)	13%	(277)	12%	(272)	20%	(434)	5%	(119)	2201
Gender: Male	25%	(264)	25%	(264)	14%	(149)	13%	(143)	17%	(185)	5%	(54)	1060
Gender: Female	26%	(299)	24%	(273)	11%	(127)	11%	(130)	22%	(249)	6%	(64)	1141
Age: 18-29	26%	(122)	26%	(122)	10%	(48)	10%	(47)	18%	(88)	10%	(48)	475
Age: 30-44	23%	(130)	24%	(134)	15%	(81)	11%	(60)	20%	(115)	7%	(40)	560
Age: 45-54	26%	(105)	24%	(95)	12%	(46)	12%	(50)	21%	(84)	5%	(20)	400
Age: 55-64	26%	(96)	26%	(96)	11%	(41)	15%	(54)	20%	(73)	2%	(7)	368
Age: 65+	27%	(109)	23%	(90)	15%	(60)	16%	(62)	19%	(74)	1%	(4)	398
PID: Dem (no lean)	43%	(303)	28%	(198)	6%	(39)	2%	(17)	15%	(106)	5%	(36)	698
PID: Ind (no lean)	18%	(151)	26%	(215)	12%	(101)	12%	(96)	24%	(195)	9%	(72)	830
PID: Rep (no lean)	16%	(109)	19%	(125)	20%	(136)	24%	(160)	20%	(133)	2%	(11)	673
PID/Gender: Dem Men	40%	(133)	29%	(94)	8%	(27)	3%	(8)	15%	(48)	6%	(19)	329
PID/Gender: Dem Women	46%	(170)	28%	(104)	3%	(12)	2%	(8)	16%	(58)	4%	(17)	369
PID/Gender: Ind Men	18%	(71)	29%	(114)	12%	(46)	12%	(47)	22%	(87)	8%	(30)	394
PID/Gender: Ind Women	18%	(80)	23%	(101)	13%	(55)	11%	(49)	25%	(108)	10%	(42)	435
PID/Gender: Rep Men	18%	(61)	17%	(56)	23%	(76)	26%	(87)	15%	(50)	2%	(6)	337
PID/Gender: Rep Women	14%	(48)	20%	(69)	18%	(60)	21%	(72)	24%	(82)	2%	(6)	337
Ideo: Liberal (1-3)	40%	(318)	27%	(215)	10%	(76)	5%	(40)	13%	(107)	5%	(42)	800
Ideo: Moderate (4)	28%	(121)	30%	(131)	9%	(41)	9%	(40)	21%	(89)	3%	(12)	435
Ideo: Conservative (5-7)	13%	(87)	21%	(142)	20%	(133)	25%	(166)	19%	(129)	2%	(11)	667
Educ: < College	23%	(363)	22%	(344)	12%	(193)	14%	(216)	22%	(344)	7%	(106)	1567
Educ: Bachelors degree	29%	(119)	31%	(129)	14%	(57)	9%	(36)	16%	(65)	2%	(10)	416
Educ: Post-grad	37%	(80)	29%	(64)	13%	(27)	9%	(20)	11%	(24)	1%	(3)	219
Income: Under 50k	25%	(338)	23%	(303)	12%	(160)	11%	(153)	21%	(284)	8%	(100)	1339
Income: 50k-100k	25%	(154)	27%	(168)	13%	(83)	14%	(89)	19%	(116)	2%	(13)	624
Income: 100k+	29%	(70)	28%	(66)	14%	(33)	13%	(31)	14%	(33)	2%	(5)	239
Ethnicity: White	23%	(404)	24%	(427)	14%	(239)	14%	(245)	20%	(355)	5%	(81)	1750
Ethnicity: Hispanic	33%	(108)	23%	(75)	10%	(33)	13%	(41)	12%	(41)	10%	(31)	329

Continued on next page

Table Q20_1: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
Enterprise Rent-a-Car

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (563)	24% (537)	13% (277)	12% (272)	20% (434)	5% (119)	2201
Ethnicity: Afr. Am.	38% (103)	27% (72)	6% (16)	4% (10)	20% (54)	5% (14)	269
Ethnicity: Other	31% (56)	22% (39)	12% (22)	10% (18)	13% (25)	13% (23)	182
Relig: Protestant	20% (100)	21% (107)	20% (98)	17% (87)	20% (97)	2% (10)	499
Relig: Roman Catholic	31% (126)	30% (122)	11% (45)	12% (50)	15% (63)	2% (7)	413
Relig: Ath./Agn./None	25% (159)	25% (164)	9% (60)	9% (55)	21% (135)	11% (74)	647
Relig: Something Else	28% (104)	26% (98)	12% (45)	11% (40)	20% (74)	3% (12)	373
Relig: Jewish	33% (19)	31% (18)	4% (2)	15% (9)	17% (10)	— (0)	59
Relig: Evangelical	25% (164)	20% (128)	16% (107)	16% (104)	19% (126)	3% (22)	650
Relig: Non-Evang. Catholics	26% (136)	28% (145)	12% (63)	14% (73)	18% (96)	2% (10)	523
Relig: All Christian	26% (300)	23% (273)	15% (170)	15% (176)	19% (222)	3% (32)	1173
Relig: All Non-Christian	26% (263)	26% (262)	10% (104)	9% (96)	21% (209)	8% (86)	1020
Community: Urban	32% (173)	28% (150)	9% (48)	8% (44)	18% (95)	5% (28)	538
Community: Suburban	26% (245)	25% (242)	14% (130)	11% (109)	20% (189)	4% (39)	955
Community: Rural	20% (144)	21% (146)	14% (98)	17% (119)	21% (150)	7% (52)	708
Employ: Private Sector	28% (188)	28% (192)	12% (82)	14% (91)	15% (101)	3% (21)	676
Employ: Government	31% (54)	21% (37)	18% (31)	10% (18)	17% (30)	3% (5)	175
Employ: Self-Employed	22% (46)	26% (54)	13% (27)	13% (26)	21% (43)	5% (10)	207
Employ: Homemaker	23% (41)	24% (43)	13% (23)	9% (16)	25% (43)	6% (10)	175
Employ: Student	20% (20)	33% (32)	7% (7)	6% (6)	17% (16)	17% (16)	98
Employ: Retired	26% (121)	22% (99)	13% (61)	16% (75)	21% (94)	2% (8)	457
Employ: Unemployed	24% (52)	16% (35)	12% (25)	9% (20)	27% (58)	12% (26)	216
Employ: Other	21% (41)	23% (45)	11% (21)	10% (19)	24% (46)	11% (22)	195
Military HH: Yes	25% (109)	22% (98)	17% (73)	17% (73)	17% (77)	2% (11)	440
Military HH: No	26% (454)	25% (439)	12% (204)	11% (200)	20% (357)	6% (108)	1761
RD/WT: Right Direction	19% (162)	19% (163)	17% (149)	21% (176)	21% (179)	3% (26)	855
RD/WT: Wrong Track	30% (401)	28% (375)	9% (128)	7% (96)	19% (255)	7% (92)	1346

Continued on next page

Table Q20_1: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
Enterprise Rent-a-Car

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (563)	24% (537)	13% (277)	12% (272)	20% (434)	5% (119)	2201
Strongly Approve	17% (83)	14% (69)	19% (91)	29% (139)	19% (92)	2% (12)	486
Somewhat Approve	13% (60)	25% (115)	19% (89)	16% (73)	24% (110)	3% (15)	460
Somewhat Disapprove	23% (67)	32% (93)	12% (36)	7% (19)	21% (60)	5% (15)	289
Strongly Disapprove	40% (340)	29% (242)	6% (52)	4% (34)	15% (126)	6% (48)	841
Dont Know / No Opinion	11% (13)	16% (19)	7% (9)	5% (7)	37% (46)	24% (30)	124
#1 Issue: Economy	20% (118)	27% (160)	13% (80)	12% (70)	24% (142)	5% (28)	599
#1 Issue: Security	20% (83)	18% (76)	16% (65)	22% (90)	19% (80)	5% (22)	416
#1 Issue: Health Care	29% (111)	27% (102)	9% (36)	9% (32)	20% (74)	6% (22)	377
#1 Issue: Medicare / Social Security	30% (95)	24% (77)	14% (45)	12% (38)	18% (57)	2% (7)	319
#1 Issue: Women's Issues	40% (44)	24% (27)	8% (8)	9% (10)	14% (16)	5% (6)	111
#1 Issue: Education	27% (45)	31% (52)	15% (24)	7% (11)	13% (22)	8% (13)	168
#1 Issue: Energy	30% (25)	24% (20)	11% (9)	7% (6)	22% (19)	6% (5)	83
#1 Issue: Other	32% (41)	19% (24)	7% (9)	11% (14)	18% (23)	12% (15)	127
2016 Vote: Democrat Hillary Clinton	45% (303)	31% (206)	7% (45)	4% (25)	12% (77)	2% (15)	673
2016 Vote: Republican Donald Trump	15% (114)	20% (149)	18% (135)	24% (182)	22% (163)	2% (13)	755
2016 Vote: Someone else	18% (32)	37% (67)	10% (18)	8% (15)	20% (36)	7% (12)	180
2012 Vote: Barack Obama	41% (334)	31% (254)	7% (57)	4% (34)	14% (119)	3% (24)	821
2012 Vote: Mitt Romney	13% (71)	20% (107)	22% (119)	28% (149)	17% (91)	1% (5)	542
2012 Vote: Other	17% (21)	26% (33)	15% (19)	12% (15)	29% (37)	3% (4)	128
2012 Vote: Didn't Vote	19% (136)	20% (142)	12% (82)	10% (73)	26% (186)	12% (87)	707
4-Region: Northeast	29% (116)	26% (103)	10% (41)	10% (40)	19% (77)	6% (25)	402
4-Region: Midwest	24% (112)	23% (108)	13% (63)	11% (54)	23% (110)	6% (26)	474
4-Region: South	25% (200)	25% (202)	13% (108)	14% (115)	19% (153)	4% (35)	815
4-Region: West	26% (134)	24% (124)	13% (64)	12% (63)	18% (94)	6% (32)	511
Supports Gun Control	34% (478)	30% (414)	10% (134)	6% (77)	17% (236)	3% (47)	1386
Does Not Support Gun Control	11% (73)	16% (106)	21% (136)	27% (177)	21% (137)	3% (23)	652
NRA Member in HH: Yes	20% (63)	16% (51)	19% (58)	26% (82)	17% (52)	2% (7)	312
NRA Member in HH: No	26% (499)	26% (487)	12% (219)	10% (190)	20% (382)	6% (112)	1889
Gun Owning HH: Yes	17% (160)	23% (211)	17% (153)	19% (177)	19% (178)	4% (35)	915
Gun Owning HH: No	31% (402)	25% (326)	10% (123)	7% (95)	20% (255)	6% (83)	1286

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Table Q20_1: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
Enterprise Rent-a-Car

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (563)	24% (537)	13% (277)	12% (272)	20% (434)	5% (119)	2201
Single Gun HH	23% (57)	30% (74)	19% (47)	12% (31)	14% (34)	3% (7)	250
Multi Gun HH	16% (85)	21% (115)	17% (90)	22% (121)	22% (120)	2% (12)	542
Likely to buy gun next 12 mnths	22% (144)	21% (139)	18% (121)	20% (132)	16% (106)	4% (24)	666
Likely to buy gun next month	27% (96)	19% (69)	18% (64)	21% (76)	12% (41)	3% (10)	355

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

Table Q20_4: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
Alamo Rent a Car

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (442)	23% (499)	12% (261)	12% (267)	21% (458)	12% (273)	2201
Gender: Male	21% (221)	24% (258)	13% (138)	14% (149)	17% (183)	10% (110)	1060
Gender: Female	19% (220)	21% (242)	11% (123)	10% (118)	24% (275)	14% (163)	1141
Age: 18-29	16% (75)	23% (110)	10% (48)	8% (40)	16% (76)	27% (127)	475
Age: 30-44	18% (103)	20% (112)	13% (70)	11% (59)	25% (139)	14% (76)	560
Age: 45-54	21% (85)	23% (93)	11% (46)	13% (50)	24% (95)	8% (31)	400
Age: 55-64	22% (82)	25% (94)	11% (39)	15% (55)	20% (74)	6% (24)	368
Age: 65+	24% (96)	23% (90)	15% (58)	16% (63)	19% (75)	4% (16)	398
PID: Dem (no lean)	35% (244)	30% (209)	5% (35)	3% (21)	16% (114)	10% (73)	698
PID: Ind (no lean)	14% (116)	23% (188)	11% (94)	10% (85)	25% (210)	16% (136)	830
PID: Rep (no lean)	12% (81)	15% (102)	19% (131)	24% (161)	20% (134)	10% (64)	673
PID/Gender: Dem Men	34% (113)	31% (102)	6% (19)	3% (10)	15% (49)	11% (35)	329
PID/Gender: Dem Women	36% (131)	29% (107)	4% (16)	3% (11)	18% (66)	10% (38)	369
PID/Gender: Ind Men	16% (61)	26% (102)	12% (46)	12% (48)	22% (86)	13% (51)	394
PID/Gender: Ind Women	13% (55)	20% (86)	11% (48)	8% (37)	29% (124)	20% (85)	435
PID/Gender: Rep Men	14% (47)	16% (54)	22% (73)	27% (90)	14% (48)	7% (24)	337
PID/Gender: Rep Women	10% (34)	14% (49)	17% (58)	21% (71)	25% (85)	12% (40)	337
Ideo: Liberal (1-3)	33% (263)	27% (218)	9% (74)	5% (37)	15% (122)	11% (86)	800
Ideo: Moderate (4)	21% (91)	27% (117)	10% (42)	9% (38)	23% (99)	11% (47)	435
Ideo: Conservative (5-7)	10% (67)	18% (123)	18% (123)	25% (170)	20% (134)	7% (50)	667
Educ: < College	18% (274)	19% (304)	11% (180)	14% (219)	23% (354)	15% (236)	1567
Educ: Bachelors degree	23% (97)	31% (129)	14% (58)	7% (30)	17% (73)	7% (29)	416
Educ: Post-grad	32% (71)	30% (67)	10% (22)	8% (19)	15% (32)	4% (9)	219
Income: Under 50k	19% (258)	21% (275)	10% (140)	11% (151)	22% (295)	16% (220)	1339
Income: 50k-100k	20% (123)	26% (162)	14% (85)	13% (80)	21% (128)	7% (45)	624
Income: 100k+	25% (61)	26% (62)	15% (36)	15% (36)	15% (35)	4% (9)	239
Ethnicity: White	18% (317)	21% (373)	13% (231)	14% (239)	22% (385)	12% (206)	1750
Ethnicity: Hispanic	25% (81)	26% (86)	10% (32)	8% (27)	14% (47)	17% (57)	329

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Table Q20_4: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
Alamo Rent a Car

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (442)	23% (499)	12% (261)	12% (267)	21% (458)	12% (273)	2201
Ethnicity: Afr. Am.	31% (84)	30% (82)	5% (12)	3% (8)	18% (49)	12% (33)	269
Ethnicity: Other	22% (41)	25% (45)	9% (17)	11% (20)	14% (25)	18% (34)	182
Relig: Protestant	18% (91)	18% (92)	19% (94)	17% (84)	21% (107)	6% (31)	499
Relig: Roman Catholic	26% (106)	28% (116)	11% (44)	10% (40)	16% (67)	10% (40)	413
Relig: Ath./Agn./None	17% (111)	24% (155)	10% (65)	9% (57)	22% (145)	18% (114)	647
Relig: Something Else	21% (80)	24% (89)	10% (36)	12% (45)	22% (82)	11% (41)	373
Relig: Jewish	25% (15)	31% (18)	2% (1)	18% (11)	22% (13)	2% (1)	59
Relig: Evangelical	21% (136)	19% (124)	14% (89)	16% (101)	20% (128)	11% (72)	650
Relig: Non-Evang. Catholics	22% (113)	24% (128)	13% (70)	12% (64)	20% (104)	9% (45)	523
Relig: All Christian	21% (250)	21% (251)	14% (159)	14% (165)	20% (231)	10% (117)	1173
Relig: All Non-Christian	19% (191)	24% (244)	10% (101)	10% (102)	22% (227)	15% (155)	1020
Community: Urban	24% (130)	28% (151)	10% (52)	6% (33)	22% (117)	10% (55)	538
Community: Suburban	22% (210)	23% (224)	13% (127)	12% (114)	19% (181)	10% (99)	955
Community: Rural	14% (101)	18% (125)	12% (82)	17% (121)	23% (161)	17% (119)	708
Employ: Private Sector	23% (154)	28% (187)	11% (78)	12% (80)	18% (123)	8% (55)	676
Employ: Government	21% (36)	23% (41)	18% (32)	11% (19)	17% (31)	9% (16)	175
Employ: Self-Employed	21% (44)	24% (50)	11% (23)	14% (28)	22% (45)	8% (17)	207
Employ: Homemaker	16% (27)	17% (29)	13% (23)	9% (16)	27% (47)	19% (33)	175
Employ: Student	14% (14)	19% (19)	10% (10)	7% (7)	21% (21)	29% (28)	98
Employ: Retired	23% (104)	20% (93)	13% (59)	17% (78)	21% (95)	6% (28)	457
Employ: Unemployed	16% (35)	18% (39)	8% (18)	10% (23)	23% (51)	24% (51)	216
Employ: Other	14% (27)	21% (41)	9% (18)	9% (18)	23% (46)	23% (45)	195
Military HH: Yes	21% (94)	22% (95)	14% (62)	17% (75)	19% (84)	7% (29)	440
Military HH: No	20% (348)	23% (404)	11% (198)	11% (192)	21% (374)	14% (244)	1761
RD/WT: Right Direction	15% (126)	17% (143)	16% (141)	21% (180)	21% (178)	10% (87)	855
RD/WT: Wrong Track	23% (316)	26% (357)	9% (120)	6% (87)	21% (280)	14% (187)	1346

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Table Q20_4: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
Alamo Rent a Car

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (442)	23% (499)	12% (261)	12% (267)	21% (458)	12% (273)	2201
Strongly Approve	13% (63)	14% (69)	18% (86)	28% (134)	19% (94)	8% (41)	486
Somewhat Approve	10% (44)	20% (92)	19% (87)	17% (78)	25% (117)	9% (43)	460
Somewhat Disapprove	16% (48)	29% (85)	13% (38)	6% (17)	23% (66)	13% (37)	289
Strongly Disapprove	33% (280)	28% (234)	5% (41)	4% (35)	17% (145)	13% (106)	841
Dont Know / No Opinion	6% (8)	15% (19)	8% (9)	3% (4)	30% (37)	38% (47)	124
#1 Issue: Economy	13% (79)	23% (137)	13% (79)	12% (69)	25% (152)	14% (81)	599
#1 Issue: Security	16% (67)	16% (67)	15% (61)	23% (95)	20% (84)	10% (43)	416
#1 Issue: Health Care	25% (94)	27% (103)	11% (42)	7% (25)	19% (72)	11% (42)	377
#1 Issue: Medicare / Social Security	25% (79)	25% (79)	12% (39)	11% (34)	20% (63)	8% (26)	319
#1 Issue: Women's Issues	35% (39)	25% (28)	5% (5)	7% (8)	15% (16)	13% (15)	111
#1 Issue: Education	18% (30)	28% (46)	10% (18)	10% (16)	19% (33)	15% (25)	168
#1 Issue: Energy	26% (22)	25% (21)	10% (8)	9% (7)	14% (12)	16% (14)	83
#1 Issue: Other	25% (32)	14% (18)	7% (9)	10% (13)	21% (27)	22% (28)	127
2016 Vote: Democrat Hillary Clinton	38% (256)	33% (223)	6% (42)	3% (21)	13% (90)	6% (41)	673
2016 Vote: Republican Donald Trump	11% (85)	16% (123)	17% (131)	25% (186)	23% (177)	7% (53)	755
2016 Vote: Someone else	15% (27)	32% (57)	9% (16)	9% (15)	22% (40)	14% (25)	180
2012 Vote: Barack Obama	34% (280)	32% (259)	7% (54)	4% (32)	17% (141)	7% (56)	821
2012 Vote: Mitt Romney	10% (55)	16% (86)	20% (111)	28% (152)	19% (101)	7% (37)	542
2012 Vote: Other	11% (15)	25% (32)	12% (15)	12% (16)	34% (44)	5% (7)	128
2012 Vote: Didn't Vote	13% (93)	17% (120)	11% (81)	9% (67)	24% (172)	25% (174)	707
4-Region: Northeast	23% (94)	23% (92)	9% (37)	11% (43)	20% (80)	14% (56)	402
4-Region: Midwest	20% (96)	20% (95)	14% (66)	12% (56)	22% (105)	12% (56)	474
4-Region: South	19% (155)	23% (189)	13% (102)	13% (107)	20% (163)	12% (98)	815
4-Region: West	19% (97)	24% (124)	11% (55)	12% (62)	22% (110)	12% (63)	511
Supports Gun Control	28% (394)	28% (394)	8% (117)	5% (75)	19% (268)	10% (137)	1386
Does Not Support Gun Control	6% (41)	14% (94)	20% (132)	28% (180)	21% (134)	11% (71)	652
NRA Member in HH: Yes	15% (47)	17% (53)	17% (52)	28% (88)	16% (51)	7% (21)	312
NRA Member in HH: No	21% (395)	24% (447)	11% (209)	10% (180)	22% (407)	13% (253)	1889
Gun Owning HH: Yes	14% (126)	21% (189)	15% (135)	19% (175)	21% (191)	11% (100)	915
Gun Owning HH: No	25% (316)	24% (310)	10% (126)	7% (92)	21% (268)	14% (174)	1286

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Table Q20_4: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
Alamo Rent a Car

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (442)	23% (499)	12% (261)	12% (267)	21% (458)	12% (273)	2201
Single Gun HH	20% (51)	26% (64)	16% (39)	10% (24)	17% (44)	11% (28)	250
Multi Gun HH	11% (58)	20% (107)	15% (81)	23% (127)	22% (122)	9% (47)	542
Likely to buy gun next 12 mnths	17% (113)	20% (133)	15% (97)	21% (139)	18% (119)	10% (64)	666
Likely to buy gun next month	25% (88)	18% (65)	14% (50)	23% (82)	12% (43)	8% (27)	355

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

Table Q20_5: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
National Car Rental

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (449)	22% (490)	13% (280)	12% (268)	21% (461)	11% (253)	2201
Gender: Male	21% (218)	25% (261)	14% (145)	14% (146)	17% (183)	10% (106)	1060
Gender: Female	20% (231)	20% (229)	12% (135)	11% (123)	24% (278)	13% (146)	1141
Age: 18-29	19% (89)	23% (111)	11% (50)	7% (34)	19% (90)	21% (102)	475
Age: 30-44	17% (95)	20% (113)	13% (75)	11% (62)	22% (124)	16% (91)	560
Age: 45-54	21% (83)	21% (83)	14% (56)	14% (57)	23% (91)	8% (31)	400
Age: 55-64	23% (86)	25% (93)	11% (42)	15% (54)	19% (69)	7% (24)	368
Age: 65+	24% (96)	23% (91)	14% (58)	16% (62)	22% (86)	1% (5)	398
PID: Dem (no lean)	35% (248)	29% (205)	6% (41)	2% (13)	17% (121)	10% (70)	698
PID: Ind (no lean)	15% (125)	22% (179)	12% (100)	12% (96)	24% (202)	15% (129)	830
PID: Rep (no lean)	11% (76)	16% (107)	21% (139)	24% (160)	20% (138)	8% (54)	673
PID/Gender: Dem Men	35% (115)	30% (98)	8% (25)	2% (5)	15% (50)	11% (35)	329
PID/Gender: Dem Women	36% (132)	29% (107)	4% (15)	2% (8)	19% (71)	10% (36)	369
PID/Gender: Ind Men	16% (65)	27% (107)	11% (45)	12% (48)	21% (84)	12% (47)	394
PID/Gender: Ind Women	14% (60)	17% (72)	13% (55)	11% (48)	27% (118)	19% (82)	435
PID/Gender: Rep Men	11% (39)	17% (56)	22% (75)	28% (93)	15% (49)	7% (25)	337
PID/Gender: Rep Women	11% (38)	15% (50)	19% (64)	20% (67)	26% (89)	9% (29)	337
Ideo: Liberal (1-3)	34% (270)	25% (204)	11% (85)	5% (39)	15% (122)	10% (80)	800
Ideo: Moderate (4)	20% (88)	29% (126)	10% (45)	8% (35)	22% (96)	10% (45)	435
Ideo: Conservative (5-7)	10% (67)	18% (120)	19% (128)	25% (167)	22% (145)	6% (40)	667
Educ: < College	18% (279)	20% (307)	12% (195)	14% (214)	22% (352)	14% (218)	1567
Educ: Bachelors degree	24% (102)	28% (118)	15% (61)	8% (35)	19% (80)	5% (20)	416
Educ: Post-grad	31% (68)	30% (65)	11% (24)	9% (19)	13% (29)	6% (14)	219
Income: Under 50k	20% (265)	21% (286)	11% (153)	12% (160)	21% (285)	14% (189)	1339
Income: 50k-100k	20% (124)	23% (141)	15% (95)	12% (76)	22% (135)	8% (52)	624
Income: 100k+	25% (60)	26% (63)	13% (32)	13% (32)	17% (40)	5% (11)	239
Ethnicity: White	19% (325)	21% (364)	14% (247)	14% (239)	22% (389)	11% (186)	1750
Ethnicity: Hispanic	21% (70)	25% (84)	13% (42)	11% (35)	13% (42)	17% (56)	329

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Table Q20_5: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
National Car Rental

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (449)	22% (490)	13% (280)	12% (268)	21% (461)	11% (253)	2201
Ethnicity: Afr. Am.	32% (86)	29% (79)	5% (13)	3% (8)	19% (51)	12% (31)	269
Ethnicity: Other	21% (38)	26% (47)	11% (20)	12% (22)	11% (20)	19% (35)	182
Relig: Protestant	18% (91)	20% (98)	18% (92)	17% (85)	22% (109)	5% (24)	499
Relig: Roman Catholic	24% (101)	24% (99)	15% (62)	10% (42)	18% (74)	9% (35)	413
Relig: Ath./Agn./None	19% (122)	25% (159)	8% (54)	9% (57)	21% (139)	18% (116)	647
Relig: Something Else	20% (75)	24% (90)	12% (45)	12% (45)	22% (82)	10% (36)	373
Relig: Jewish	25% (15)	31% (18)	1% (1)	17% (10)	24% (14)	2% (1)	59
Relig: Evangelical	21% (135)	18% (119)	16% (101)	16% (105)	20% (127)	10% (63)	650
Relig: Non-Evang. Catholics	22% (116)	23% (121)	15% (78)	12% (60)	21% (111)	7% (37)	523
Relig: All Christian	21% (251)	20% (240)	15% (178)	14% (166)	20% (238)	9% (101)	1173
Relig: All Non-Christian	19% (196)	24% (249)	10% (100)	10% (102)	22% (221)	15% (152)	1020
Community: Urban	25% (137)	27% (146)	11% (61)	6% (34)	19% (104)	10% (56)	538
Community: Suburban	22% (206)	22% (214)	13% (126)	12% (111)	21% (203)	10% (93)	955
Community: Rural	15% (106)	18% (130)	13% (93)	17% (123)	22% (154)	15% (103)	708
Employ: Private Sector	22% (148)	27% (185)	13% (90)	13% (86)	17% (114)	8% (52)	676
Employ: Government	19% (33)	20% (34)	20% (35)	12% (21)	20% (35)	10% (17)	175
Employ: Self-Employed	22% (46)	28% (57)	10% (21)	9% (19)	19% (38)	12% (24)	207
Employ: Homemaker	19% (34)	14% (24)	12% (21)	10% (18)	30% (53)	14% (25)	175
Employ: Student	14% (14)	21% (20)	9% (9)	10% (10)	20% (20)	25% (25)	98
Employ: Retired	23% (103)	22% (98)	13% (61)	16% (75)	23% (104)	3% (15)	457
Employ: Unemployed	19% (42)	15% (33)	9% (21)	9% (19)	24% (52)	23% (50)	216
Employ: Other	14% (28)	19% (37)	11% (22)	10% (19)	22% (43)	23% (45)	195
Military HH: Yes	20% (89)	21% (93)	14% (63)	18% (79)	20% (87)	7% (29)	440
Military HH: No	20% (360)	23% (397)	12% (217)	11% (189)	21% (373)	13% (223)	1761
RD/WT: Right Direction	14% (124)	18% (150)	17% (142)	21% (177)	22% (184)	9% (78)	855
RD/WT: Wrong Track	24% (325)	25% (340)	10% (138)	7% (92)	21% (277)	13% (174)	1346

Continued on next page

Table Q20_5: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
National Car Rental

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (449)	22% (490)	13% (280)	12% (268)	21% (461)	11% (253)	2201
Strongly Approve	13% (61)	15% (72)	19% (91)	27% (133)	20% (96)	7% (33)	486
Somewhat Approve	9% (42)	20% (91)	21% (96)	16% (76)	25% (114)	9% (41)	460
Somewhat Disapprove	19% (55)	28% (81)	11% (33)	7% (19)	22% (65)	12% (36)	289
Strongly Disapprove	34% (283)	27% (230)	6% (48)	4% (36)	17% (142)	12% (102)	841
Dont Know / No Opinion	6% (8)	12% (15)	10% (13)	3% (4)	36% (45)	32% (40)	124
#1 Issue: Economy	15% (91)	22% (131)	14% (81)	13% (76)	24% (146)	12% (73)	599
#1 Issue: Security	17% (70)	15% (64)	16% (68)	20% (85)	21% (88)	10% (42)	416
#1 Issue: Health Care	25% (93)	24% (92)	11% (42)	8% (31)	19% (71)	13% (48)	377
#1 Issue: Medicare / Social Security	26% (82)	27% (86)	12% (37)	11% (35)	21% (66)	4% (13)	319
#1 Issue: Women's Issues	32% (36)	25% (28)	9% (10)	4% (5)	17% (19)	13% (14)	111
#1 Issue: Education	15% (26)	31% (53)	15% (25)	8% (13)	17% (29)	14% (23)	168
#1 Issue: Energy	24% (20)	23% (19)	11% (9)	8% (7)	19% (16)	15% (12)	83
#1 Issue: Other	25% (32)	14% (17)	6% (8)	13% (16)	21% (26)	22% (27)	127
2016 Vote: Democrat Hillary Clinton	37% (251)	32% (214)	7% (45)	3% (23)	13% (90)	7% (49)	673
2016 Vote: Republican Donald Trump	11% (86)	17% (126)	18% (137)	24% (183)	24% (181)	6% (42)	755
2016 Vote: Someone else	16% (29)	30% (54)	12% (21)	8% (14)	23% (42)	11% (20)	180
2012 Vote: Barack Obama	33% (275)	30% (244)	8% (64)	4% (32)	18% (144)	8% (63)	821
2012 Vote: Mitt Romney	10% (54)	17% (92)	21% (112)	28% (149)	20% (107)	5% (29)	542
2012 Vote: Other	12% (16)	22% (28)	13% (16)	13% (16)	35% (45)	5% (7)	128
2012 Vote: Didn't Vote	15% (105)	18% (126)	12% (88)	10% (71)	23% (164)	22% (153)	707
4-Region: Northeast	22% (90)	22% (88)	10% (42)	11% (46)	20% (80)	14% (56)	402
4-Region: Midwest	21% (98)	21% (97)	14% (68)	11% (54)	24% (113)	9% (44)	474
4-Region: South	19% (154)	22% (182)	14% (111)	13% (107)	20% (165)	12% (97)	815
4-Region: West	21% (107)	24% (123)	12% (60)	12% (62)	20% (103)	11% (56)	511
Supports Gun Control	28% (394)	28% (395)	9% (126)	6% (83)	19% (264)	9% (124)	1386
Does Not Support Gun Control	7% (47)	12% (80)	22% (145)	27% (174)	20% (132)	11% (72)	652
NRA Member in HH: Yes	15% (46)	16% (49)	20% (61)	27% (84)	18% (55)	5% (17)	312
NRA Member in HH: No	21% (403)	23% (441)	12% (219)	10% (184)	21% (406)	12% (236)	1889
Gun Owning HH: Yes	13% (121)	20% (179)	18% (162)	19% (171)	21% (190)	10% (93)	915
Gun Owning HH: No	25% (328)	24% (311)	9% (118)	8% (98)	21% (271)	12% (160)	1286

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Table Q20_5: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
National Car Rental

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (449)	22% (490)	13% (280)	12% (268)	21% (461)	11% (253)	2201
Single Gun HH	19% (48)	25% (63)	17% (43)	11% (27)	16% (41)	11% (27)	250
Multi Gun HH	11% (57)	19% (101)	18% (99)	23% (123)	23% (125)	7% (37)	542
Likely to buy gun next 12 mnths	16% (107)	19% (128)	18% (122)	21% (137)	18% (117)	8% (55)	666
Likely to buy gun next month	23% (80)	18% (65)	17% (62)	23% (81)	11% (39)	8% (29)	355

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

Table Q20_6: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
Lifelock

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	23%	(515)	22%	(494)	12%	(265)	12%	(254)	21%	(464)	10%	(210)	2201
Gender: Male	23%	(249)	25%	(265)	14%	(145)	13%	(138)	17%	(179)	8%	(84)	1060
Gender: Female	23%	(266)	20%	(229)	11%	(120)	10%	(116)	25%	(284)	11%	(125)	1141
Age: 18-29	23%	(107)	26%	(121)	10%	(47)	7%	(31)	20%	(96)	15%	(73)	475
Age: 30-44	22%	(125)	21%	(118)	12%	(66)	10%	(59)	23%	(130)	11%	(63)	560
Age: 45-54	24%	(96)	22%	(87)	11%	(45)	14%	(56)	22%	(88)	7%	(30)	400
Age: 55-64	25%	(92)	22%	(80)	13%	(47)	14%	(52)	20%	(74)	6%	(22)	368
Age: 65+	24%	(95)	22%	(88)	15%	(60)	14%	(56)	19%	(76)	6%	(22)	398
PID: Dem (no lean)	37%	(262)	29%	(203)	6%	(41)	3%	(18)	16%	(111)	9%	(63)	698
PID: Ind (no lean)	20%	(164)	21%	(177)	11%	(95)	10%	(87)	25%	(205)	12%	(101)	830
PID: Rep (no lean)	13%	(89)	17%	(114)	19%	(129)	22%	(149)	22%	(147)	7%	(46)	673
PID/Gender: Dem Men	36%	(120)	31%	(101)	7%	(25)	3%	(11)	13%	(43)	9%	(29)	329
PID/Gender: Dem Women	38%	(142)	28%	(102)	5%	(17)	2%	(7)	18%	(68)	9%	(33)	369
PID/Gender: Ind Men	20%	(79)	26%	(102)	11%	(42)	12%	(48)	21%	(83)	10%	(40)	394
PID/Gender: Ind Women	19%	(85)	17%	(75)	12%	(54)	9%	(39)	28%	(122)	14%	(61)	435
PID/Gender: Rep Men	15%	(50)	18%	(61)	23%	(79)	23%	(79)	16%	(53)	5%	(15)	337
PID/Gender: Rep Women	12%	(39)	16%	(52)	15%	(50)	21%	(70)	28%	(94)	9%	(30)	337
Ideo: Liberal (1-3)	36%	(285)	28%	(221)	9%	(74)	4%	(36)	15%	(121)	8%	(63)	800
Ideo: Moderate (4)	26%	(114)	26%	(111)	10%	(43)	9%	(37)	21%	(93)	8%	(37)	435
Ideo: Conservative (5-7)	13%	(85)	18%	(119)	19%	(129)	24%	(159)	20%	(136)	6%	(39)	667
Educ: < College	21%	(333)	21%	(326)	11%	(178)	13%	(197)	23%	(357)	11%	(176)	1567
Educ: Bachelors degree	26%	(109)	27%	(114)	15%	(61)	8%	(33)	18%	(74)	6%	(24)	416
Educ: Post-grad	33%	(72)	25%	(54)	12%	(26)	11%	(23)	15%	(33)	5%	(11)	219
Income: Under 50k	23%	(309)	22%	(294)	11%	(144)	11%	(143)	22%	(296)	11%	(153)	1339
Income: 50k-100k	22%	(138)	24%	(148)	13%	(84)	13%	(80)	21%	(128)	7%	(45)	624
Income: 100k+	28%	(68)	22%	(52)	16%	(38)	13%	(31)	17%	(40)	5%	(11)	239
Ethnicity: White	21%	(369)	22%	(392)	13%	(228)	13%	(229)	22%	(383)	9%	(149)	1750
Ethnicity: Hispanic	26%	(87)	26%	(84)	13%	(42)	9%	(28)	13%	(43)	14%	(45)	329

Continued on next page

Table Q20_6: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
Lifelock

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	23% (515)	22% (494)	12% (265)	12% (254)	21% (464)	10% (210)	2201
Ethnicity: Afr. Am.	38% (103)	22% (60)	5% (14)	3% (8)	20% (55)	11% (29)	269
Ethnicity: Other	24% (43)	23% (42)	12% (23)	9% (17)	14% (26)	18% (32)	182
Relig: Protestant	19% (97)	21% (105)	19% (97)	16% (81)	20% (98)	4% (22)	499
Relig: Roman Catholic	28% (116)	26% (109)	12% (48)	11% (44)	17% (70)	6% (26)	413
Relig: Ath./Agn./None	23% (147)	25% (159)	8% (51)	8% (52)	23% (152)	13% (86)	647
Relig: Something Else	24% (90)	20% (73)	12% (43)	11% (41)	23% (84)	11% (42)	373
Relig: Jewish	25% (14)	26% (15)	6% (4)	16% (10)	21% (13)	5% (3)	59
Relig: Evangelical	22% (145)	21% (140)	15% (100)	14% (92)	20% (127)	7% (47)	650
Relig: Non-Evang. Catholics	25% (133)	23% (121)	13% (70)	13% (67)	19% (98)	6% (33)	523
Relig: All Christian	24% (278)	22% (261)	15% (170)	14% (159)	19% (225)	7% (80)	1173
Relig: All Non-Christian	23% (237)	23% (232)	9% (94)	9% (93)	23% (236)	13% (128)	1020
Community: Urban	29% (156)	29% (158)	10% (52)	6% (32)	19% (101)	7% (40)	538
Community: Suburban	25% (237)	20% (195)	14% (129)	12% (111)	21% (203)	8% (79)	955
Community: Rural	17% (122)	20% (141)	12% (84)	16% (111)	23% (160)	13% (91)	708
Employ: Private Sector	26% (174)	25% (170)	12% (81)	13% (89)	18% (124)	6% (39)	676
Employ: Government	23% (40)	22% (39)	16% (28)	9% (16)	19% (33)	11% (20)	175
Employ: Self-Employed	24% (51)	25% (51)	13% (26)	10% (20)	19% (40)	9% (19)	207
Employ: Homemaker	20% (36)	22% (39)	10% (18)	8% (13)	32% (57)	7% (13)	175
Employ: Student	19% (19)	27% (27)	9% (9)	6% (6)	17% (17)	21% (21)	98
Employ: Retired	24% (109)	19% (88)	15% (70)	16% (72)	20% (91)	6% (26)	457
Employ: Unemployed	25% (54)	19% (41)	7% (16)	9% (20)	23% (49)	17% (36)	216
Employ: Other	17% (33)	20% (38)	8% (16)	9% (17)	28% (54)	18% (36)	195
Military HH: Yes	23% (102)	22% (96)	17% (74)	16% (71)	19% (83)	3% (14)	440
Military HH: No	23% (413)	23% (398)	11% (191)	10% (183)	22% (381)	11% (196)	1761
RD/WT: Right Direction	18% (150)	19% (160)	16% (134)	20% (175)	21% (182)	6% (55)	855
RD/WT: Wrong Track	27% (365)	25% (334)	10% (132)	6% (79)	21% (282)	11% (154)	1346

Continued on next page

Table Q20_6: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
Lifelock

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	23%	(515)	22%	(494)	12%	(265)	12%	(254)	21%	(464)	10%	(210)	2201
Strongly Approve	16%	(79)	14%	(68)	18%	(88)	27%	(132)	19%	(94)	5%	(24)	486
Somewhat Approve	12%	(56)	21%	(96)	19%	(87)	16%	(74)	24%	(110)	8%	(37)	460
Somewhat Disapprove	18%	(53)	30%	(87)	12%	(35)	5%	(14)	26%	(75)	9%	(25)	289
Strongly Disapprove	37%	(314)	27%	(226)	6%	(51)	3%	(28)	16%	(138)	10%	(85)	841
Dont Know / No Opinion	10%	(13)	13%	(16)	4%	(5)	4%	(6)	37%	(46)	31%	(38)	124
#1 Issue: Economy	18%	(108)	24%	(143)	14%	(82)	12%	(74)	23%	(136)	9%	(56)	599
#1 Issue: Security	18%	(74)	17%	(70)	16%	(68)	21%	(86)	20%	(84)	9%	(35)	416
#1 Issue: Health Care	28%	(104)	26%	(98)	9%	(32)	5%	(19)	22%	(84)	11%	(40)	377
#1 Issue: Medicare / Social Security	27%	(85)	23%	(73)	14%	(46)	11%	(34)	19%	(60)	7%	(22)	319
#1 Issue: Women's Issues	42%	(47)	20%	(22)	7%	(8)	6%	(7)	18%	(20)	8%	(8)	111
#1 Issue: Education	26%	(44)	27%	(45)	9%	(16)	9%	(15)	20%	(33)	10%	(16)	168
#1 Issue: Energy	24%	(20)	31%	(26)	10%	(8)	6%	(5)	17%	(14)	12%	(10)	83
#1 Issue: Other	27%	(34)	14%	(18)	5%	(6)	11%	(14)	26%	(33)	17%	(21)	127
2016 Vote: Democrat Hillary Clinton	38%	(258)	33%	(219)	7%	(44)	4%	(25)	14%	(95)	5%	(33)	673
2016 Vote: Republican Donald Trump	15%	(114)	17%	(126)	18%	(136)	23%	(171)	22%	(169)	5%	(39)	755
2016 Vote: Someone else	19%	(33)	27%	(49)	13%	(24)	9%	(17)	21%	(37)	11%	(20)	180
2012 Vote: Barack Obama	35%	(290)	30%	(250)	7%	(59)	4%	(34)	16%	(134)	7%	(54)	821
2012 Vote: Mitt Romney	13%	(70)	16%	(86)	21%	(116)	26%	(138)	18%	(100)	6%	(31)	542
2012 Vote: Other	12%	(16)	18%	(23)	17%	(22)	14%	(18)	30%	(39)	8%	(11)	128
2012 Vote: Didn't Vote	20%	(139)	19%	(136)	10%	(68)	9%	(62)	27%	(191)	16%	(112)	707
4-Region: Northeast	25%	(99)	23%	(90)	9%	(36)	10%	(42)	22%	(88)	12%	(47)	402
4-Region: Midwest	23%	(108)	21%	(97)	14%	(66)	12%	(55)	22%	(106)	9%	(42)	474
4-Region: South	23%	(190)	23%	(185)	13%	(103)	12%	(98)	20%	(166)	9%	(73)	815
4-Region: West	23%	(118)	24%	(121)	12%	(60)	12%	(59)	20%	(105)	9%	(48)	511
Supports Gun Control	32%	(447)	28%	(387)	8%	(117)	5%	(70)	19%	(267)	7%	(99)	1386
Does Not Support Gun Control	9%	(56)	14%	(93)	21%	(138)	26%	(172)	20%	(133)	9%	(59)	652
NRA Member in HH: Yes	21%	(66)	14%	(45)	19%	(59)	25%	(79)	15%	(47)	5%	(15)	312
NRA Member in HH: No	24%	(449)	24%	(449)	11%	(206)	9%	(175)	22%	(417)	10%	(195)	1889
Gun Owning HH: Yes	18%	(165)	20%	(181)	16%	(147)	18%	(165)	22%	(198)	6%	(59)	915
Gun Owning HH: No	27%	(350)	24%	(312)	9%	(118)	7%	(89)	21%	(265)	12%	(150)	1286

Continued on next page

Table Q20_6: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
Lifelock

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	23%	(515)	22%	(494)	12%	(265)	12%	(254)	21%	(464)	10%	(210)	2201
Single Gun HH	24%	(60)	28%	(71)	14%	(36)	10%	(25)	20%	(50)	3%	(8)	250
Multi Gun HH	15%	(83)	17%	(95)	18%	(97)	21%	(116)	23%	(124)	5%	(28)	542
Likely to buy gun next 12 mnths	22%	(146)	21%	(139)	15%	(101)	20%	(136)	17%	(116)	4%	(27)	666
Likely to buy gun next month	28%	(98)	20%	(72)	15%	(53)	21%	(76)	13%	(47)	3%	(10)	355

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

Table Q20_7: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
Norton Antivirus

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	24%	(528)	23%	(504)	13%	(293)	14%	(301)	18%	(403)	8%	(171)	2201
Gender: Male	24%	(254)	23%	(247)	14%	(148)	17%	(177)	15%	(163)	7%	(70)	1060
Gender: Female	24%	(274)	23%	(257)	13%	(145)	11%	(124)	21%	(240)	9%	(101)	1141
Age: 18-29	22%	(103)	24%	(113)	13%	(62)	13%	(63)	17%	(79)	12%	(55)	475
Age: 30-44	22%	(125)	23%	(129)	14%	(76)	11%	(64)	20%	(111)	10%	(55)	560
Age: 45-54	25%	(99)	21%	(84)	13%	(50)	15%	(60)	20%	(80)	7%	(27)	400
Age: 55-64	26%	(95)	24%	(87)	12%	(44)	15%	(56)	17%	(63)	6%	(22)	368
Age: 65+	27%	(106)	23%	(91)	15%	(61)	15%	(58)	18%	(70)	3%	(12)	398
PID: Dem (no lean)	41%	(283)	29%	(205)	6%	(43)	4%	(29)	13%	(89)	7%	(49)	698
PID: Ind (no lean)	19%	(160)	21%	(173)	13%	(110)	13%	(109)	23%	(193)	10%	(84)	830
PID: Rep (no lean)	13%	(85)	19%	(126)	21%	(141)	24%	(163)	18%	(120)	6%	(38)	673
PID/Gender: Dem Men	39%	(129)	30%	(98)	7%	(25)	5%	(16)	11%	(38)	7%	(23)	329
PID/Gender: Dem Women	42%	(153)	29%	(106)	5%	(18)	4%	(14)	14%	(52)	7%	(26)	369
PID/Gender: Ind Men	20%	(79)	22%	(87)	12%	(49)	17%	(66)	21%	(81)	8%	(33)	394
PID/Gender: Ind Women	19%	(82)	20%	(86)	14%	(61)	10%	(43)	26%	(113)	12%	(51)	435
PID/Gender: Rep Men	14%	(46)	18%	(62)	22%	(75)	28%	(95)	13%	(44)	4%	(15)	337
PID/Gender: Rep Women	12%	(39)	19%	(65)	20%	(66)	20%	(67)	23%	(76)	7%	(24)	337
Ideo: Liberal (1-3)	38%	(303)	27%	(219)	10%	(83)	6%	(51)	12%	(92)	6%	(52)	800
Ideo: Moderate (4)	25%	(109)	28%	(121)	11%	(48)	9%	(41)	19%	(83)	8%	(33)	435
Ideo: Conservative (5-7)	12%	(80)	20%	(130)	20%	(135)	26%	(176)	18%	(118)	4%	(29)	667
Educ: < College	22%	(348)	20%	(308)	13%	(208)	15%	(232)	20%	(318)	10%	(153)	1567
Educ: Bachelors degree	26%	(106)	31%	(131)	14%	(57)	11%	(45)	16%	(65)	3%	(12)	416
Educ: Post-grad	34%	(74)	30%	(66)	13%	(29)	11%	(23)	9%	(20)	3%	(7)	219
Income: Under 50k	24%	(323)	21%	(284)	12%	(161)	13%	(175)	20%	(266)	10%	(131)	1339
Income: 50k-100k	23%	(142)	25%	(157)	15%	(95)	14%	(89)	17%	(105)	6%	(34)	624
Income: 100k+	26%	(63)	26%	(63)	16%	(37)	15%	(37)	13%	(32)	3%	(7)	239
Ethnicity: White	22%	(387)	23%	(396)	14%	(250)	15%	(263)	19%	(332)	7%	(122)	1750
Ethnicity: Hispanic	27%	(90)	29%	(95)	10%	(31)	11%	(35)	12%	(40)	12%	(39)	329

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Table Q20_7: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
Norton Antivirus

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	24% (528)	23% (504)	13% (293)	14% (301)	18% (403)	8% (171)	2201
Ethnicity: Afr. Am.	35% (94)	26% (69)	8% (20)	5% (13)	19% (50)	8% (22)	269
Ethnicity: Other	26% (47)	22% (40)	12% (23)	13% (25)	11% (21)	15% (27)	182
Relig: Protestant	19% (97)	23% (116)	19% (95)	18% (88)	18% (88)	3% (16)	499
Relig: Roman Catholic	31% (128)	24% (98)	14% (58)	12% (50)	14% (59)	5% (21)	413
Relig: Ath./Agn./None	23% (151)	23% (146)	10% (63)	12% (79)	21% (138)	11% (70)	647
Relig: Something Else	25% (91)	25% (93)	13% (50)	12% (45)	16% (61)	9% (33)	373
Relig: Jewish	27% (16)	36% (21)	5% (3)	15% (9)	13% (7)	5% (3)	59
Relig: Evangelical	23% (147)	21% (139)	15% (100)	16% (103)	18% (115)	7% (47)	650
Relig: Non-Evang. Catholics	26% (138)	24% (123)	15% (81)	14% (72)	17% (88)	4% (21)	523
Relig: All Christian	24% (285)	22% (262)	15% (181)	15% (175)	17% (203)	6% (68)	1173
Relig: All Non-Christian	24% (242)	23% (239)	11% (113)	12% (124)	19% (199)	10% (103)	1020
Community: Urban	30% (163)	26% (142)	11% (60)	9% (50)	16% (88)	7% (35)	538
Community: Suburban	25% (235)	23% (217)	14% (132)	14% (130)	18% (174)	7% (67)	955
Community: Rural	18% (130)	21% (145)	14% (101)	17% (120)	20% (142)	10% (70)	708
Employ: Private Sector	27% (180)	27% (183)	13% (86)	14% (97)	15% (98)	5% (33)	676
Employ: Government	19% (34)	26% (46)	18% (32)	13% (23)	18% (32)	6% (10)	175
Employ: Self-Employed	21% (44)	24% (50)	12% (25)	15% (31)	17% (36)	10% (20)	207
Employ: Homemaker	26% (45)	17% (30)	12% (21)	10% (18)	25% (44)	10% (17)	175
Employ: Student	17% (16)	30% (29)	13% (13)	12% (12)	12% (12)	16% (16)	98
Employ: Retired	26% (119)	20% (94)	15% (67)	17% (76)	18% (80)	5% (21)	457
Employ: Unemployed	24% (53)	16% (34)	11% (25)	12% (27)	25% (54)	11% (25)	216
Employ: Other	19% (37)	20% (39)	12% (24)	9% (17)	25% (48)	16% (30)	195
Military HH: Yes	23% (103)	24% (104)	14% (63)	18% (78)	16% (72)	5% (20)	440
Military HH: No	24% (425)	23% (400)	13% (231)	13% (222)	19% (332)	9% (151)	1761
RD/WT: Right Direction	16% (136)	20% (171)	16% (141)	23% (194)	19% (160)	6% (53)	855
RD/WT: Wrong Track	29% (392)	25% (333)	11% (153)	8% (107)	18% (243)	9% (118)	1346

Continued on next page

Table Q20_7: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*

Norton Antivirus

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	24% (528)	23% (504)	13% (293)	14% (301)	18% (403)	8% (171)	2201
Strongly Approve	15% (71)	16% (78)	20% (97)	28% (135)	15% (74)	6% (30)	486
Somewhat Approve	11% (49)	22% (101)	22% (99)	19% (89)	21% (97)	5% (25)	460
Somewhat Disapprove	24% (69)	29% (83)	11% (32)	7% (20)	25% (72)	5% (15)	289
Strongly Disapprove	39% (328)	27% (228)	6% (53)	6% (50)	13% (112)	8% (71)	841
Dont Know / No Opinion	9% (12)	12% (15)	10% (12)	5% (7)	39% (49)	24% (30)	124
#1 Issue: Economy	19% (116)	23% (139)	16% (94)	14% (81)	21% (127)	7% (41)	599
#1 Issue: Security	15% (62)	18% (74)	18% (75)	22% (93)	20% (83)	7% (30)	416
#1 Issue: Health Care	29% (108)	26% (98)	9% (35)	9% (35)	19% (70)	8% (31)	377
#1 Issue: Medicare / Social Security	28% (89)	25% (80)	12% (39)	13% (41)	17% (53)	6% (18)	319
#1 Issue: Women's Issues	41% (46)	21% (23)	10% (11)	6% (7)	16% (18)	5% (6)	111
#1 Issue: Education	26% (44)	26% (43)	14% (24)	12% (20)	12% (20)	10% (17)	168
#1 Issue: Energy	34% (28)	29% (24)	7% (6)	9% (8)	16% (13)	5% (4)	83
#1 Issue: Other	27% (34)	18% (23)	7% (9)	13% (16)	15% (19)	20% (26)	127
2016 Vote: Democrat Hillary Clinton	42% (284)	32% (213)	6% (42)	5% (34)	10% (66)	5% (34)	673
2016 Vote: Republican Donald Trump	13% (97)	18% (134)	20% (150)	26% (195)	19% (143)	5% (35)	755
2016 Vote: Someone else	21% (39)	29% (53)	9% (17)	10% (18)	23% (41)	7% (13)	180
2012 Vote: Barack Obama	38% (316)	31% (256)	7% (56)	6% (47)	13% (107)	5% (40)	821
2012 Vote: Mitt Romney	12% (63)	17% (93)	23% (122)	29% (156)	16% (87)	4% (21)	542
2012 Vote: Other	14% (17)	22% (28)	15% (19)	14% (18)	27% (35)	9% (11)	128
2012 Vote: Didn't Vote	19% (131)	18% (127)	14% (97)	11% (79)	25% (174)	14% (98)	707
4-Region: Northeast	27% (107)	23% (93)	9% (38)	13% (51)	19% (77)	9% (35)	402
4-Region: Midwest	22% (103)	21% (100)	16% (78)	12% (59)	20% (95)	8% (39)	474
4-Region: South	23% (189)	23% (185)	14% (116)	15% (126)	18% (145)	7% (54)	815
4-Region: West	25% (129)	25% (126)	12% (62)	13% (65)	17% (86)	9% (44)	511
Supports Gun Control	33% (460)	29% (402)	10% (133)	7% (94)	16% (219)	6% (77)	1386
Does Not Support Gun Control	9% (60)	14% (89)	23% (151)	30% (193)	18% (118)	6% (42)	652
NRA Member in HH: Yes	17% (55)	20% (62)	18% (57)	30% (93)	12% (36)	3% (9)	312
NRA Member in HH: No	25% (474)	23% (442)	13% (237)	11% (208)	19% (367)	9% (162)	1889
Gun Owning HH: Yes	16% (145)	22% (202)	17% (155)	21% (195)	18% (161)	6% (57)	915
Gun Owning HH: No	30% (383)	23% (302)	11% (139)	8% (106)	19% (242)	9% (115)	1286

Continued on next page

Table Q20_7: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
Norton Antivirus

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	24% (528)	23% (504)	13% (293)	14% (301)	18% (403)	8% (171)	2201
Single Gun HH	21% (53)	33% (82)	16% (39)	13% (33)	13% (33)	4% (9)	250
Multi Gun HH	14% (75)	19% (105)	18% (98)	25% (135)	19% (102)	5% (26)	542
Likely to buy gun next 12 mnths	20% (136)	22% (144)	17% (113)	22% (145)	15% (101)	4% (26)	666
Likely to buy gun next month	25% (90)	21% (73)	17% (59)	22% (78)	11% (39)	4% (15)	355

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

Table Q20_8: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
SimpliSafe

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	18%	(399)	17%	(375)	10%	(229)	12%	(263)	16%	(354)	26%	(580)	2201
Gender: Male	19%	(206)	20%	(209)	12%	(126)	14%	(144)	15%	(161)	20%	(213)	1060
Gender: Female	17%	(193)	15%	(166)	9%	(104)	10%	(118)	17%	(193)	32%	(367)	1141
Age: 18-29	19%	(88)	16%	(74)	11%	(51)	11%	(53)	15%	(73)	29%	(137)	475
Age: 30-44	15%	(86)	17%	(97)	11%	(62)	10%	(56)	19%	(108)	27%	(150)	560
Age: 45-54	20%	(79)	17%	(67)	11%	(43)	13%	(50)	15%	(62)	25%	(101)	400
Age: 55-64	19%	(69)	18%	(66)	10%	(35)	14%	(51)	15%	(57)	24%	(89)	368
Age: 65+	20%	(78)	18%	(72)	10%	(38)	13%	(53)	14%	(55)	26%	(102)	398
PID: Dem (no lean)	31%	(219)	25%	(171)	6%	(44)	2%	(17)	13%	(90)	22%	(156)	698
PID: Ind (no lean)	13%	(111)	15%	(126)	10%	(79)	12%	(100)	19%	(159)	31%	(255)	830
PID: Rep (no lean)	10%	(69)	12%	(78)	16%	(107)	22%	(146)	16%	(105)	25%	(169)	673
PID/Gender: Dem Men	32%	(104)	26%	(85)	9%	(30)	3%	(10)	11%	(35)	20%	(65)	329
PID/Gender: Dem Women	31%	(115)	23%	(86)	4%	(14)	2%	(8)	15%	(56)	25%	(91)	369
PID/Gender: Ind Men	15%	(59)	19%	(74)	9%	(35)	13%	(49)	21%	(82)	24%	(95)	394
PID/Gender: Ind Women	12%	(52)	12%	(52)	10%	(44)	12%	(51)	18%	(77)	37%	(160)	435
PID/Gender: Rep Men	13%	(43)	15%	(50)	18%	(61)	25%	(85)	13%	(44)	16%	(53)	337
PID/Gender: Rep Women	8%	(26)	8%	(28)	14%	(46)	18%	(60)	18%	(61)	34%	(116)	337
Ideo: Liberal (1-3)	30%	(244)	22%	(177)	8%	(67)	7%	(52)	12%	(98)	20%	(162)	800
Ideo: Moderate (4)	18%	(78)	20%	(88)	8%	(34)	9%	(41)	17%	(72)	28%	(121)	435
Ideo: Conservative (5-7)	9%	(62)	13%	(85)	16%	(108)	23%	(151)	14%	(96)	25%	(165)	667
Educ: < College	16%	(248)	15%	(237)	10%	(153)	13%	(204)	18%	(275)	29%	(449)	1567
Educ: Bachelors degree	21%	(89)	22%	(93)	13%	(56)	9%	(37)	14%	(60)	20%	(82)	416
Educ: Post-grad	28%	(62)	21%	(46)	10%	(21)	10%	(22)	9%	(19)	22%	(49)	219
Income: Under 50k	18%	(242)	17%	(221)	9%	(119)	11%	(146)	18%	(236)	28%	(376)	1339
Income: 50k-100k	16%	(100)	18%	(114)	13%	(82)	13%	(84)	14%	(89)	25%	(155)	624
Income: 100k+	24%	(58)	17%	(40)	12%	(29)	14%	(33)	12%	(30)	21%	(49)	239
Ethnicity: White	16%	(288)	16%	(281)	11%	(191)	13%	(228)	16%	(277)	28%	(486)	1750
Ethnicity: Hispanic	20%	(67)	19%	(61)	12%	(41)	14%	(46)	11%	(37)	23%	(77)	329

Continued on next page

Table Q20_8: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
SimpliSafe

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (399)	17% (375)	10% (229)	12% (263)	16% (354)	26% (580)	2201
Ethnicity: Afr. Am.	29% (79)	22% (60)	5% (14)	5% (12)	21% (56)	17% (47)	269
Ethnicity: Other	18% (33)	19% (34)	14% (25)	12% (22)	12% (22)	26% (47)	182
Relig: Protestant	15% (74)	16% (81)	14% (71)	16% (80)	15% (73)	24% (120)	499
Relig: Roman Catholic	23% (94)	21% (88)	10% (41)	12% (49)	13% (55)	21% (85)	413
Relig: Ath./Agn./None	17% (111)	18% (115)	8% (52)	9% (60)	17% (109)	31% (200)	647
Relig: Something Else	18% (68)	17% (62)	10% (37)	12% (44)	17% (63)	26% (98)	373
Relig: Jewish	23% (14)	23% (13)	3% (2)	18% (10)	17% (10)	16% (10)	59
Relig: Evangelical	18% (120)	16% (102)	14% (91)	13% (83)	16% (104)	23% (151)	650
Relig: Non-Evang. Catholics	19% (100)	18% (96)	9% (49)	14% (75)	14% (76)	24% (128)	523
Relig: All Christian	19% (220)	17% (197)	12% (140)	13% (158)	15% (180)	24% (279)	1173
Relig: All Non-Christian	18% (180)	17% (177)	9% (89)	10% (104)	17% (172)	29% (299)	1020
Community: Urban	21% (111)	23% (123)	8% (45)	10% (52)	15% (82)	23% (126)	538
Community: Suburban	20% (193)	17% (159)	12% (111)	11% (103)	16% (150)	25% (238)	955
Community: Rural	14% (96)	13% (94)	10% (73)	15% (108)	17% (123)	30% (216)	708
Employ: Private Sector	20% (135)	18% (124)	12% (82)	13% (88)	13% (91)	23% (156)	676
Employ: Government	19% (34)	17% (30)	16% (29)	12% (21)	17% (29)	19% (33)	175
Employ: Self-Employed	18% (36)	22% (46)	11% (23)	11% (22)	23% (47)	16% (33)	207
Employ: Homemaker	13% (23)	17% (30)	7% (12)	11% (19)	20% (36)	31% (55)	175
Employ: Student	16% (16)	17% (17)	5% (5)	14% (14)	14% (14)	34% (33)	98
Employ: Retired	20% (90)	16% (72)	9% (42)	14% (65)	15% (67)	26% (120)	457
Employ: Unemployed	19% (41)	10% (22)	10% (21)	8% (17)	18% (40)	35% (76)	216
Employ: Other	12% (23)	18% (35)	8% (16)	8% (16)	16% (31)	38% (74)	195
Military HH: Yes	20% (86)	17% (76)	13% (55)	16% (72)	15% (68)	19% (84)	440
Military HH: No	18% (313)	17% (300)	10% (174)	11% (191)	16% (286)	28% (496)	1761
RD/WT: Right Direction	13% (108)	13% (111)	14% (116)	20% (170)	18% (151)	23% (199)	855
RD/WT: Wrong Track	22% (292)	20% (264)	8% (113)	7% (92)	15% (204)	28% (381)	1346

Continued on next page

Table Q20_8: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
SimpliSafe

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (399)	17% (375)	10% (229)	12% (263)	16% (354)	26% (580)	2201
Strongly Approve	12% (58)	10% (47)	16% (77)	26% (128)	16% (79)	20% (96)	486
Somewhat Approve	7% (32)	15% (71)	15% (68)	17% (80)	17% (78)	29% (132)	460
Somewhat Disapprove	18% (51)	20% (58)	12% (34)	5% (16)	20% (59)	25% (72)	289
Strongly Disapprove	30% (250)	22% (189)	5% (42)	4% (34)	13% (106)	26% (221)	841
Dont Know / No Opinion	7% (9)	8% (10)	7% (8)	4% (5)	26% (32)	48% (60)	124
#1 Issue: Economy	14% (83)	15% (90)	13% (75)	11% (67)	21% (125)	26% (158)	599
#1 Issue: Security	13% (52)	13% (52)	14% (58)	22% (90)	15% (62)	24% (102)	416
#1 Issue: Health Care	23% (88)	21% (80)	10% (38)	7% (25)	13% (50)	25% (96)	377
#1 Issue: Medicare / Social Security	21% (67)	18% (57)	7% (21)	11% (36)	13% (42)	30% (96)	319
#1 Issue: Women's Issues	28% (31)	17% (19)	5% (6)	7% (7)	17% (18)	27% (30)	111
#1 Issue: Education	17% (28)	23% (39)	10% (17)	11% (19)	16% (27)	23% (39)	168
#1 Issue: Energy	22% (18)	26% (21)	8% (7)	5% (4)	16% (14)	22% (19)	83
#1 Issue: Other	25% (32)	14% (17)	5% (7)	12% (15)	12% (16)	32% (41)	127
2016 Vote: Democrat Hillary Clinton	34% (226)	26% (178)	6% (41)	3% (20)	12% (83)	18% (124)	673
2016 Vote: Republican Donald Trump	9% (68)	12% (87)	15% (114)	24% (180)	16% (124)	24% (182)	755
2016 Vote: Someone else	13% (24)	24% (42)	9% (16)	7% (14)	16% (29)	31% (55)	180
2012 Vote: Barack Obama	29% (239)	25% (206)	6% (48)	4% (36)	14% (113)	22% (179)	821
2012 Vote: Mitt Romney	9% (50)	10% (54)	18% (96)	25% (137)	14% (75)	24% (131)	542
2012 Vote: Other	10% (13)	15% (19)	12% (16)	14% (18)	19% (25)	30% (38)	128
2012 Vote: Didn't Vote	14% (97)	14% (97)	10% (69)	10% (71)	20% (141)	33% (230)	707
4-Region: Northeast	20% (82)	19% (78)	7% (29)	11% (45)	15% (62)	26% (105)	402
4-Region: Midwest	18% (84)	14% (67)	13% (61)	10% (47)	17% (82)	28% (133)	474
4-Region: South	17% (139)	18% (148)	10% (83)	13% (107)	16% (130)	26% (208)	815
4-Region: West	19% (95)	16% (82)	11% (57)	12% (63)	16% (81)	26% (134)	511
Supports Gun Control	25% (352)	23% (314)	7% (93)	6% (86)	14% (191)	25% (350)	1386
Does Not Support Gun Control	6% (42)	9% (57)	20% (128)	26% (168)	16% (106)	23% (151)	652
NRA Member in HH: Yes	16% (51)	11% (34)	17% (53)	30% (94)	12% (38)	13% (40)	312
NRA Member in HH: No	18% (348)	18% (341)	9% (176)	9% (168)	17% (316)	29% (540)	1889
Gun Owning HH: Yes	13% (123)	14% (125)	14% (132)	19% (174)	16% (147)	23% (215)	915
Gun Owning HH: No	22% (277)	19% (250)	8% (98)	7% (89)	16% (207)	28% (365)	1286

Continued on next page

Table Q20_8: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
SimpliSafe

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (399)	17% (375)	10% (229)	12% (263)	16% (354)	26% (580)	2201
Single Gun HH	20% (49)	17% (43)	16% (40)	10% (25)	15% (38)	22% (55)	250
Multi Gun HH	11% (59)	13% (69)	15% (80)	24% (127)	17% (93)	21% (115)	542
Likely to buy gun next 12 mnths	17% (110)	16% (106)	15% (97)	21% (139)	15% (99)	17% (114)	666
Likely to buy gun next month	23% (80)	16% (57)	17% (60)	20% (72)	10% (36)	14% (50)	355

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

Table Q20_9: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
MetLife

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	23%	(512)	22%	(493)	12%	(273)	12%	(270)	22%	(493)	7%	(160)	2201
Gender: Male	24%	(257)	23%	(242)	13%	(140)	13%	(141)	20%	(208)	7%	(71)	1060
Gender: Female	22%	(254)	22%	(251)	12%	(133)	11%	(129)	25%	(285)	8%	(89)	1141
Age: 18-29	22%	(105)	23%	(111)	12%	(58)	8%	(37)	19%	(89)	16%	(77)	475
Age: 30-44	21%	(118)	20%	(109)	12%	(70)	11%	(62)	27%	(150)	9%	(50)	560
Age: 45-54	25%	(100)	22%	(87)	12%	(47)	13%	(51)	23%	(93)	6%	(23)	400
Age: 55-64	24%	(88)	25%	(92)	12%	(43)	16%	(58)	22%	(80)	2%	(7)	368
Age: 65+	26%	(101)	23%	(93)	14%	(56)	16%	(62)	21%	(82)	1%	(4)	398
PID: Dem (no lean)	39%	(274)	29%	(199)	5%	(35)	3%	(20)	17%	(119)	7%	(50)	698
PID: Ind (no lean)	18%	(149)	22%	(185)	12%	(100)	11%	(94)	26%	(218)	10%	(83)	830
PID: Rep (no lean)	13%	(88)	16%	(108)	21%	(138)	23%	(155)	23%	(156)	4%	(28)	673
PID/Gender: Dem Men	40%	(130)	28%	(93)	7%	(23)	2%	(7)	14%	(47)	9%	(28)	329
PID/Gender: Dem Women	39%	(144)	29%	(106)	3%	(12)	4%	(13)	20%	(72)	6%	(22)	369
PID/Gender: Ind Men	20%	(79)	24%	(95)	11%	(42)	12%	(48)	26%	(102)	7%	(29)	394
PID/Gender: Ind Women	16%	(70)	21%	(90)	13%	(58)	11%	(46)	27%	(117)	12%	(54)	435
PID/Gender: Rep Men	14%	(48)	16%	(54)	22%	(75)	26%	(86)	18%	(59)	4%	(14)	337
PID/Gender: Rep Women	12%	(41)	16%	(54)	19%	(63)	21%	(69)	29%	(96)	4%	(13)	337
Ideo: Liberal (1-3)	38%	(302)	26%	(211)	9%	(71)	5%	(40)	14%	(110)	8%	(65)	800
Ideo: Moderate (4)	23%	(100)	27%	(118)	11%	(48)	9%	(39)	25%	(111)	5%	(20)	435
Ideo: Conservative (5-7)	13%	(86)	19%	(124)	20%	(131)	25%	(166)	22%	(145)	2%	(16)	667
Educ: < College	21%	(323)	20%	(313)	12%	(195)	13%	(209)	25%	(386)	9%	(141)	1567
Educ: Bachelors degree	28%	(115)	29%	(122)	13%	(54)	9%	(37)	18%	(75)	3%	(13)	416
Educ: Post-grad	34%	(74)	26%	(58)	11%	(25)	11%	(24)	15%	(33)	3%	(6)	219
Income: Under 50k	23%	(314)	21%	(278)	11%	(149)	11%	(146)	24%	(316)	10%	(135)	1339
Income: 50k-100k	21%	(130)	25%	(157)	14%	(89)	14%	(89)	23%	(141)	3%	(17)	624
Income: 100k+	28%	(68)	24%	(58)	15%	(35)	14%	(34)	15%	(36)	4%	(8)	239
Ethnicity: White	21%	(359)	23%	(394)	14%	(238)	14%	(248)	23%	(405)	6%	(106)	1750
Ethnicity: Hispanic	29%	(97)	24%	(78)	11%	(38)	9%	(29)	13%	(43)	14%	(45)	329

Continued on next page

Table Q20_9: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*

MetLife

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	23% (512)	22% (493)	12% (273)	12% (270)	22% (493)	7% (160)	2201
Ethnicity: Afr. Am.	38% (101)	22% (58)	7% (19)	3% (7)	23% (61)	8% (22)	269
Ethnicity: Other	28% (51)	22% (40)	10% (17)	8% (15)	15% (26)	18% (33)	182
Relig: Protestant	21% (105)	19% (93)	20% (98)	17% (86)	22% (109)	2% (9)	499
Relig: Roman Catholic	29% (118)	26% (107)	12% (48)	11% (44)	18% (74)	5% (22)	413
Relig: Ath./Agn./None	21% (138)	24% (156)	10% (67)	9% (58)	24% (158)	11% (69)	647
Relig: Something Else	24% (89)	23% (87)	10% (37)	11% (42)	24% (89)	8% (30)	373
Relig: Jewish	33% (19)	31% (18)	4% (2)	17% (10)	15% (9)	— (0)	59
Relig: Evangelical	22% (144)	20% (129)	15% (97)	16% (102)	21% (140)	6% (38)	650
Relig: Non-Evang. Catholics	27% (140)	23% (118)	14% (71)	13% (67)	20% (105)	4% (22)	523
Relig: All Christian	24% (284)	21% (247)	14% (168)	14% (169)	21% (245)	5% (60)	1173
Relig: All Non-Christian	22% (227)	24% (243)	10% (104)	10% (100)	24% (247)	10% (99)	1020
Community: Urban	27% (146)	26% (141)	10% (52)	8% (41)	22% (117)	8% (41)	538
Community: Suburban	25% (243)	21% (205)	13% (127)	12% (113)	22% (209)	6% (59)	955
Community: Rural	17% (122)	21% (147)	13% (95)	16% (116)	24% (168)	9% (61)	708
Employ: Private Sector	25% (166)	25% (171)	14% (94)	13% (86)	19% (129)	4% (30)	676
Employ: Government	20% (36)	22% (39)	19% (33)	11% (20)	20% (34)	8% (13)	175
Employ: Self-Employed	25% (52)	28% (58)	11% (23)	11% (23)	17% (35)	8% (16)	207
Employ: Homemaker	21% (37)	17% (29)	11% (20)	10% (18)	30% (52)	11% (20)	175
Employ: Student	22% (22)	29% (28)	7% (6)	8% (8)	21% (21)	13% (13)	98
Employ: Retired	25% (112)	21% (96)	13% (59)	17% (77)	22% (102)	2% (10)	457
Employ: Unemployed	25% (54)	15% (31)	8% (18)	9% (19)	27% (59)	16% (35)	216
Employ: Other	17% (33)	20% (39)	10% (19)	9% (18)	31% (61)	12% (24)	195
Military HH: Yes	22% (99)	21% (91)	16% (69)	17% (76)	20% (89)	4% (16)	440
Military HH: No	23% (413)	23% (402)	12% (204)	11% (194)	23% (404)	8% (144)	1761
RD/WT: Right Direction	17% (145)	18% (151)	17% (142)	20% (175)	22% (191)	6% (51)	855
RD/WT: Wrong Track	27% (366)	25% (342)	10% (132)	7% (95)	22% (302)	8% (110)	1346

Continued on next page

Table Q20_9: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*

MetLife

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	23% (512)	22% (493)	12% (273)	12% (270)	22% (493)	7% (160)	2201
Strongly Approve	14% (68)	14% (66)	20% (98)	28% (138)	20% (97)	4% (19)	486
Somewhat Approve	11% (51)	22% (102)	19% (87)	17% (76)	26% (119)	5% (25)	460
Somewhat Disapprove	22% (64)	29% (83)	11% (32)	5% (15)	26% (75)	7% (21)	289
Strongly Disapprove	38% (318)	27% (225)	5% (45)	4% (34)	18% (153)	8% (66)	841
Dont Know / No Opinion	8% (10)	13% (17)	9% (11)	5% (6)	40% (49)	24% (30)	124
#1 Issue: Economy	17% (105)	22% (135)	14% (86)	12% (72)	28% (167)	6% (34)	599
#1 Issue: Security	17% (69)	18% (73)	15% (64)	23% (95)	21% (87)	7% (27)	416
#1 Issue: Health Care	29% (109)	27% (101)	9% (34)	7% (26)	21% (79)	7% (28)	377
#1 Issue: Medicare / Social Security	27% (86)	26% (82)	12% (39)	11% (36)	20% (65)	4% (13)	319
#1 Issue: Women's Issues	37% (41)	21% (23)	10% (11)	6% (6)	17% (19)	9% (10)	111
#1 Issue: Education	24% (41)	24% (40)	13% (22)	9% (16)	21% (35)	9% (15)	168
#1 Issue: Energy	30% (25)	28% (23)	10% (9)	5% (4)	17% (14)	10% (9)	83
#1 Issue: Other	28% (36)	13% (16)	7% (9)	11% (14)	22% (28)	19% (24)	127
2016 Vote: Democrat Hillary Clinton	42% (281)	31% (205)	6% (43)	3% (22)	14% (96)	4% (26)	673
2016 Vote: Republican Donald Trump	12% (91)	18% (133)	19% (142)	24% (185)	25% (185)	3% (20)	755
2016 Vote: Someone else	19% (35)	29% (53)	10% (17)	9% (17)	25% (44)	8% (15)	180
2012 Vote: Barack Obama	37% (307)	30% (246)	7% (58)	4% (32)	18% (146)	4% (32)	821
2012 Vote: Mitt Romney	12% (66)	16% (87)	21% (113)	28% (152)	20% (110)	2% (13)	542
2012 Vote: Other	15% (20)	24% (30)	13% (16)	13% (17)	31% (39)	4% (6)	128
2012 Vote: Didn't Vote	17% (119)	18% (127)	12% (86)	9% (67)	28% (197)	16% (110)	707
4-Region: Northeast	25% (100)	26% (106)	9% (37)	11% (45)	22% (88)	6% (26)	402
4-Region: Midwest	22% (104)	24% (114)	14% (67)	11% (53)	23% (107)	6% (28)	474
4-Region: South	23% (186)	21% (169)	12% (101)	13% (107)	23% (189)	8% (63)	815
4-Region: West	24% (122)	20% (103)	13% (68)	13% (65)	21% (109)	9% (44)	511
Supports Gun Control	33% (453)	28% (388)	9% (126)	6% (80)	20% (282)	4% (56)	1386
Does Not Support Gun Control	8% (49)	13% (87)	22% (141)	27% (174)	23% (150)	8% (51)	652
NRA Member in HH: Yes	21% (66)	13% (41)	18% (57)	26% (83)	16% (51)	4% (14)	312
NRA Member in HH: No	24% (445)	24% (451)	11% (216)	10% (187)	23% (443)	8% (147)	1889
Gun Owning HH: Yes	16% (150)	20% (188)	17% (152)	20% (180)	23% (207)	4% (39)	915
Gun Owning HH: No	28% (362)	24% (305)	9% (121)	7% (90)	22% (286)	9% (121)	1286

Continued on next page

Table Q20_9: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
MetLife

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	23% (512)	22% (493)	12% (273)	12% (270)	22% (493)	7% (160)	2201
Single Gun HH	22% (56)	26% (64)	19% (48)	11% (29)	19% (48)	2% (5)	250
Multi Gun HH	14% (78)	19% (105)	16% (89)	24% (130)	23% (125)	3% (15)	542
Likely to buy gun next 12 mnths	20% (135)	20% (130)	17% (115)	21% (141)	19% (125)	3% (21)	666
Likely to buy gun next month	26% (93)	20% (71)	16% (57)	22% (77)	13% (45)	3% (11)	355

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

Table Q20_10: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
Chubb

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	17%	(366)	14%	(301)	10%	(219)	11%	(244)	16%	(342)	33%	(730)	2201
Gender: Male	17%	(183)	16%	(169)	11%	(115)	14%	(144)	14%	(152)	28%	(297)	1060
Gender: Female	16%	(183)	12%	(132)	9%	(105)	9%	(100)	17%	(190)	38%	(432)	1141
Age: 18-29	14%	(67)	13%	(62)	11%	(54)	9%	(45)	18%	(87)	34%	(161)	475
Age: 30-44	17%	(93)	14%	(78)	11%	(60)	10%	(57)	14%	(80)	34%	(192)	560
Age: 45-54	17%	(69)	13%	(52)	8%	(34)	11%	(45)	18%	(71)	32%	(129)	400
Age: 55-64	17%	(63)	15%	(57)	9%	(33)	13%	(48)	14%	(50)	32%	(117)	368
Age: 65+	19%	(74)	13%	(52)	10%	(39)	12%	(48)	14%	(54)	33%	(131)	398
PID: Dem (no lean)	29%	(205)	20%	(139)	6%	(41)	3%	(19)	14%	(98)	28%	(197)	698
PID: Ind (no lean)	12%	(100)	13%	(106)	10%	(83)	10%	(84)	17%	(141)	38%	(316)	830
PID: Rep (no lean)	9%	(62)	8%	(56)	14%	(96)	21%	(141)	15%	(103)	32%	(216)	673
PID/Gender: Dem Men	29%	(94)	22%	(73)	7%	(24)	4%	(12)	13%	(42)	25%	(83)	329
PID/Gender: Dem Women	30%	(110)	18%	(66)	5%	(17)	2%	(6)	15%	(56)	31%	(114)	369
PID/Gender: Ind Men	13%	(52)	15%	(58)	9%	(37)	11%	(45)	17%	(68)	34%	(133)	394
PID/Gender: Ind Women	11%	(47)	11%	(48)	10%	(45)	9%	(39)	17%	(73)	42%	(183)	435
PID/Gender: Rep Men	11%	(37)	11%	(38)	16%	(53)	26%	(87)	12%	(42)	24%	(81)	337
PID/Gender: Rep Women	7%	(25)	5%	(18)	13%	(43)	16%	(54)	18%	(61)	40%	(135)	337
Ideo: Liberal (1-3)	29%	(233)	19%	(149)	9%	(71)	6%	(45)	12%	(95)	26%	(206)	800
Ideo: Moderate (4)	16%	(69)	16%	(68)	8%	(37)	9%	(38)	20%	(85)	32%	(138)	435
Ideo: Conservative (5-7)	7%	(49)	10%	(65)	15%	(97)	21%	(138)	14%	(95)	33%	(222)	667
Educ: < College	14%	(221)	11%	(179)	9%	(145)	12%	(195)	17%	(262)	36%	(565)	1567
Educ: Bachelors degree	20%	(83)	19%	(78)	13%	(55)	8%	(32)	13%	(55)	27%	(114)	416
Educ: Post-grad	28%	(62)	20%	(44)	9%	(20)	8%	(17)	11%	(25)	23%	(51)	219
Income: Under 50k	16%	(218)	12%	(165)	9%	(121)	10%	(140)	17%	(224)	35%	(471)	1339
Income: 50k-100k	15%	(96)	16%	(98)	11%	(69)	12%	(77)	15%	(94)	30%	(189)	624
Income: 100k+	22%	(52)	16%	(38)	12%	(29)	11%	(26)	10%	(24)	29%	(69)	239
Ethnicity: White	15%	(267)	13%	(223)	11%	(186)	12%	(206)	15%	(267)	34%	(602)	1750
Ethnicity: Hispanic	21%	(68)	15%	(50)	10%	(34)	11%	(37)	11%	(38)	31%	(102)	329

Continued on next page

Table Q20_10: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
Chubb

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	17%	(366)	14%	(301)	10%	(219)	11%	(244)	16%	(342)	33%	(730)	2201
Ethnicity: Afr. Am.	26%	(70)	18%	(49)	5%	(15)	7%	(18)	20%	(54)	23%	(63)	269
Ethnicity: Other	16%	(30)	16%	(29)	10%	(19)	11%	(20)	11%	(21)	35%	(64)	182
Relig: Protestant	14%	(69)	11%	(57)	13%	(66)	16%	(79)	13%	(65)	33%	(164)	499
Relig: Roman Catholic	22%	(91)	16%	(64)	10%	(42)	9%	(38)	11%	(46)	32%	(131)	413
Relig: Ath./Agn./None	16%	(101)	15%	(96)	7%	(48)	9%	(59)	18%	(116)	35%	(226)	647
Relig: Something Else	16%	(61)	16%	(61)	11%	(41)	9%	(34)	17%	(62)	31%	(114)	373
Relig: Jewish	24%	(14)	23%	(13)	9%	(5)	12%	(7)	19%	(11)	13%	(8)	59
Relig: Evangelical	17%	(111)	11%	(74)	11%	(69)	14%	(91)	16%	(105)	31%	(200)	650
Relig: Non-Evang. Catholics	18%	(93)	13%	(68)	12%	(62)	11%	(56)	11%	(58)	36%	(186)	523
Relig: All Christian	17%	(204)	12%	(142)	11%	(131)	13%	(147)	14%	(163)	33%	(386)	1173
Relig: All Non-Christian	16%	(162)	15%	(157)	9%	(89)	9%	(93)	17%	(178)	33%	(340)	1020
Community: Urban	20%	(108)	19%	(101)	10%	(51)	8%	(44)	16%	(84)	28%	(149)	538
Community: Suburban	19%	(181)	13%	(124)	11%	(102)	10%	(93)	16%	(154)	32%	(301)	955
Community: Rural	11%	(77)	11%	(75)	9%	(66)	15%	(106)	15%	(103)	39%	(279)	708
Employ: Private Sector	20%	(132)	16%	(111)	10%	(71)	11%	(75)	14%	(93)	29%	(194)	676
Employ: Government	16%	(28)	14%	(24)	13%	(22)	14%	(24)	20%	(35)	24%	(42)	175
Employ: Self-Employed	17%	(35)	17%	(35)	8%	(16)	12%	(26)	19%	(39)	27%	(56)	207
Employ: Homemaker	15%	(26)	9%	(16)	12%	(20)	9%	(16)	20%	(36)	35%	(62)	175
Employ: Student	11%	(11)	18%	(18)	13%	(12)	5%	(5)	19%	(18)	35%	(34)	98
Employ: Retired	18%	(81)	11%	(49)	9%	(40)	14%	(65)	13%	(59)	36%	(163)	457
Employ: Unemployed	16%	(34)	10%	(21)	10%	(22)	7%	(16)	14%	(31)	43%	(92)	216
Employ: Other	10%	(20)	13%	(26)	8%	(16)	9%	(17)	15%	(30)	44%	(86)	195
Military HH: Yes	17%	(75)	14%	(63)	12%	(53)	15%	(65)	15%	(66)	27%	(119)	440
Military HH: No	17%	(291)	14%	(238)	9%	(166)	10%	(179)	16%	(276)	35%	(611)	1761
RD/WT: Right Direction	12%	(101)	10%	(86)	13%	(109)	19%	(161)	15%	(129)	32%	(269)	855
RD/WT: Wrong Track	20%	(265)	16%	(215)	8%	(111)	6%	(83)	16%	(213)	34%	(460)	1346

Continued on next page

Table Q20_10: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
Chubb

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (366)	14% (301)	10% (219)	11% (244)	16% (342)	33% (730)	2201
Strongly Approve	11% (52)	8% (40)	15% (73)	25% (123)	13% (61)	28% (137)	486
Somewhat Approve	5% (25)	12% (57)	14% (64)	14% (65)	18% (84)	36% (166)	460
Somewhat Disapprove	15% (43)	14% (41)	11% (31)	5% (16)	22% (63)	33% (96)	289
Strongly Disapprove	28% (236)	18% (156)	5% (43)	4% (34)	13% (109)	31% (264)	841
Dont Know / No Opinion	8% (10)	6% (7)	8% (9)	5% (6)	20% (25)	54% (67)	124
#1 Issue: Economy	11% (64)	16% (94)	11% (66)	11% (67)	17% (103)	34% (204)	599
#1 Issue: Security	12% (50)	8% (34)	12% (50)	20% (83)	17% (71)	31% (128)	416
#1 Issue: Health Care	21% (78)	16% (62)	9% (34)	7% (27)	15% (55)	32% (121)	377
#1 Issue: Medicare / Social Security	20% (64)	11% (35)	7% (22)	10% (33)	14% (45)	37% (120)	319
#1 Issue: Women's Issues	30% (33)	14% (16)	11% (12)	3% (4)	10% (11)	32% (35)	111
#1 Issue: Education	18% (30)	19% (33)	11% (18)	7% (12)	16% (26)	29% (49)	168
#1 Issue: Energy	24% (20)	18% (15)	6% (5)	8% (6)	12% (10)	32% (27)	83
#1 Issue: Other	21% (27)	9% (12)	9% (11)	9% (11)	16% (20)	36% (46)	127
2016 Vote: Democrat Hillary Clinton	32% (215)	23% (153)	6% (40)	4% (25)	13% (85)	23% (154)	673
2016 Vote: Republican Donald Trump	9% (65)	8% (60)	14% (109)	21% (161)	16% (123)	31% (237)	755
2016 Vote: Someone else	12% (21)	20% (36)	8% (15)	6% (11)	11% (20)	43% (77)	180
2012 Vote: Barack Obama	28% (232)	20% (166)	6% (53)	3% (29)	14% (112)	28% (230)	821
2012 Vote: Mitt Romney	8% (45)	7% (38)	15% (79)	24% (129)	13% (71)	33% (180)	542
2012 Vote: Other	7% (9)	16% (20)	16% (20)	11% (14)	16% (21)	34% (43)	128
2012 Vote: Didn't Vote	11% (79)	11% (77)	9% (67)	10% (71)	19% (137)	39% (275)	707
4-Region: Northeast	21% (84)	18% (73)	7% (29)	11% (43)	14% (56)	29% (116)	402
4-Region: Midwest	16% (78)	11% (54)	12% (56)	9% (44)	16% (75)	35% (167)	474
4-Region: South	15% (122)	13% (103)	11% (86)	13% (102)	16% (132)	33% (271)	815
4-Region: West	16% (83)	14% (71)	9% (48)	11% (54)	16% (80)	34% (176)	511
Supports Gun Control	24% (329)	18% (253)	8% (109)	5% (71)	14% (200)	31% (425)	1386
Does Not Support Gun Control	5% (30)	6% (41)	16% (106)	24% (158)	15% (100)	33% (217)	652
NRA Member in HH: Yes	15% (46)	9% (29)	15% (47)	28% (88)	11% (36)	22% (67)	312
NRA Member in HH: No	17% (320)	14% (272)	9% (172)	8% (156)	16% (306)	35% (663)	1889
Gun Owning HH: Yes	12% (106)	12% (106)	13% (117)	17% (153)	14% (133)	33% (301)	915
Gun Owning HH: No	20% (260)	15% (195)	8% (102)	7% (91)	16% (209)	33% (429)	1286

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Table Q20_10: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
Chubb

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (366)	14% (301)	10% (219)	11% (244)	16% (342)	33% (730)	2201
Single Gun HH	18% (46)	14% (36)	11% (29)	9% (22)	15% (38)	32% (79)	250
Multi Gun HH	9% (48)	11% (59)	14% (76)	21% (115)	15% (80)	30% (164)	542
Likely to buy gun next 12 mnths	15% (102)	12% (80)	14% (91)	20% (130)	16% (107)	23% (156)	666
Likely to buy gun next month	23% (81)	13% (47)	12% (42)	21% (75)	10% (37)	21% (74)	355

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

Table Q20_11: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
First National Bank of Omaha

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (437)	17% (368)	11% (234)	12% (273)	20% (449)	20% (441)	2201
Gender: Male	22% (228)	18% (195)	11% (115)	14% (150)	17% (185)	18% (186)	1060
Gender: Female	18% (209)	15% (172)	10% (119)	11% (123)	23% (264)	22% (255)	1141
Age: 18-29	20% (95)	16% (77)	10% (48)	11% (52)	19% (89)	24% (114)	475
Age: 30-44	18% (101)	17% (94)	11% (60)	11% (60)	21% (120)	22% (124)	560
Age: 45-54	20% (80)	16% (66)	11% (46)	12% (49)	22% (89)	18% (71)	400
Age: 55-64	20% (75)	17% (64)	9% (35)	13% (49)	22% (80)	18% (65)	368
Age: 65+	22% (86)	17% (66)	11% (45)	16% (62)	18% (71)	17% (67)	398
PID: Dem (no lean)	34% (240)	23% (159)	5% (35)	4% (25)	16% (112)	18% (127)	698
PID: Ind (no lean)	15% (121)	16% (133)	10% (84)	12% (103)	24% (198)	23% (191)	830
PID: Rep (no lean)	11% (75)	11% (76)	17% (115)	22% (145)	21% (139)	18% (123)	673
PID/Gender: Dem Men	35% (116)	24% (80)	6% (20)	5% (15)	14% (44)	16% (53)	329
PID/Gender: Dem Women	34% (124)	22% (80)	4% (15)	3% (10)	18% (68)	20% (74)	369
PID/Gender: Ind Men	17% (66)	19% (76)	8% (33)	13% (52)	24% (95)	18% (72)	394
PID/Gender: Ind Women	13% (55)	13% (57)	12% (51)	12% (50)	24% (103)	27% (119)	435
PID/Gender: Rep Men	13% (45)	12% (40)	18% (62)	24% (82)	14% (46)	18% (61)	337
PID/Gender: Rep Women	9% (30)	11% (36)	16% (53)	19% (63)	28% (93)	18% (62)	337
Ideo: Liberal (1-3)	35% (277)	22% (174)	8% (64)	7% (53)	14% (115)	15% (117)	800
Ideo: Moderate (4)	19% (84)	19% (83)	8% (33)	9% (41)	22% (96)	22% (97)	435
Ideo: Conservative (5-7)	9% (58)	12% (79)	17% (115)	24% (163)	22% (146)	16% (107)	667
Educ: < College	18% (275)	15% (232)	11% (166)	14% (214)	21% (332)	22% (348)	1567
Educ: Bachelors degree	23% (98)	23% (95)	12% (48)	9% (37)	19% (78)	14% (59)	416
Educ: Post-grad	30% (65)	18% (40)	9% (20)	10% (21)	18% (39)	15% (34)	219
Income: Under 50k	21% (275)	15% (206)	9% (125)	12% (159)	21% (280)	22% (293)	1339
Income: 50k-100k	18% (111)	19% (116)	13% (78)	13% (78)	21% (130)	18% (110)	624
Income: 100k+	21% (51)	19% (46)	13% (31)	15% (35)	16% (39)	16% (38)	239
Ethnicity: White	18% (308)	16% (281)	11% (198)	14% (240)	21% (371)	20% (353)	1750
Ethnicity: Hispanic	25% (82)	19% (62)	11% (36)	14% (45)	10% (34)	21% (71)	329

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Table Q20_11: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
First National Bank of Omaha

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (437)	17% (368)	11% (234)	12% (273)	20% (449)	20% (441)	2201
Ethnicity: Afr. Am.	34% (90)	19% (52)	6% (16)	3% (9)	21% (56)	17% (46)	269
Ethnicity: Other	21% (39)	19% (34)	11% (21)	13% (24)	12% (22)	23% (42)	182
Relig: Protestant	17% (83)	14% (67)	15% (75)	17% (84)	21% (106)	17% (85)	499
Relig: Roman Catholic	25% (103)	19% (79)	11% (47)	11% (46)	16% (65)	17% (72)	413
Relig: Ath./Agn./None	17% (112)	19% (124)	8% (53)	10% (63)	20% (129)	26% (165)	647
Relig: Something Else	22% (82)	17% (63)	9% (35)	12% (45)	23% (87)	16% (60)	373
Relig: Jewish	25% (15)	29% (17)	2% (1)	14% (8)	18% (10)	13% (8)	59
Relig: Evangelical	20% (132)	14% (93)	13% (85)	15% (97)	20% (129)	18% (115)	650
Relig: Non-Evang. Catholics	21% (111)	16% (86)	11% (59)	13% (68)	19% (100)	19% (98)	523
Relig: All Christian	21% (243)	15% (179)	12% (145)	14% (164)	20% (229)	18% (213)	1173
Relig: All Non-Christian	19% (194)	18% (187)	9% (88)	11% (108)	21% (217)	22% (225)	1020
Community: Urban	25% (133)	23% (125)	8% (41)	8% (45)	20% (108)	16% (87)	538
Community: Suburban	22% (208)	15% (147)	12% (118)	12% (110)	20% (187)	19% (185)	955
Community: Rural	14% (97)	14% (97)	11% (75)	16% (117)	22% (154)	24% (169)	708
Employ: Private Sector	21% (145)	19% (129)	12% (81)	12% (82)	18% (125)	17% (115)	676
Employ: Government	22% (39)	17% (30)	17% (31)	12% (21)	17% (30)	14% (24)	175
Employ: Self-Employed	24% (49)	17% (35)	9% (19)	13% (27)	21% (43)	16% (34)	207
Employ: Homemaker	17% (30)	14% (25)	9% (16)	10% (17)	26% (46)	24% (41)	175
Employ: Student	15% (15)	18% (18)	9% (8)	11% (11)	17% (17)	30% (29)	98
Employ: Retired	21% (94)	14% (66)	10% (45)	17% (76)	20% (93)	18% (83)	457
Employ: Unemployed	19% (42)	16% (35)	7% (15)	9% (19)	21% (46)	27% (59)	216
Employ: Other	12% (23)	15% (30)	10% (19)	11% (20)	25% (48)	28% (54)	195
Military HH: Yes	19% (85)	15% (64)	13% (57)	17% (75)	22% (99)	14% (60)	440
Military HH: No	20% (353)	17% (303)	10% (177)	11% (198)	20% (350)	22% (380)	1761
RD/WT: Right Direction	14% (121)	12% (106)	14% (120)	20% (175)	21% (178)	18% (155)	855
RD/WT: Wrong Track	23% (316)	19% (262)	8% (114)	7% (98)	20% (271)	21% (285)	1346

Continued on next page

Table Q20_11: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
First National Bank of Omaha

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (437)	17% (368)	11% (234)	12% (273)	20% (449)	20% (441)	2201
Strongly Approve	13% (61)	9% (41)	17% (83)	27% (131)	19% (90)	16% (78)	486
Somewhat Approve	7% (32)	16% (71)	16% (75)	17% (77)	24% (110)	21% (95)	460
Somewhat Disapprove	17% (50)	18% (52)	9% (27)	9% (27)	26% (74)	20% (59)	289
Strongly Disapprove	34% (286)	23% (190)	5% (39)	4% (32)	16% (135)	19% (159)	841
Dont Know / No Opinion	6% (8)	10% (12)	8% (10)	4% (5)	32% (40)	40% (50)	124
#1 Issue: Economy	14% (84)	17% (102)	12% (74)	13% (76)	23% (139)	21% (123)	599
#1 Issue: Security	15% (63)	13% (54)	14% (56)	21% (86)	20% (85)	17% (72)	416
#1 Issue: Health Care	23% (87)	20% (75)	10% (39)	9% (33)	19% (73)	19% (70)	377
#1 Issue: Medicare / Social Security	24% (78)	16% (50)	7% (23)	12% (40)	19% (60)	21% (68)	319
#1 Issue: Women's Issues	34% (38)	17% (19)	9% (10)	2% (2)	19% (21)	19% (21)	111
#1 Issue: Education	19% (32)	21% (35)	11% (19)	7% (12)	21% (36)	20% (34)	168
#1 Issue: Energy	30% (25)	20% (17)	7% (6)	6% (5)	17% (14)	20% (16)	83
#1 Issue: Other	24% (31)	12% (16)	4% (6)	15% (19)	16% (20)	29% (36)	127
2016 Vote: Democrat Hillary Clinton	37% (250)	25% (170)	5% (35)	4% (27)	16% (106)	13% (85)	673
2016 Vote: Republican Donald Trump	9% (69)	12% (88)	16% (123)	24% (182)	22% (164)	17% (130)	755
2016 Vote: Someone else	13% (24)	24% (42)	9% (17)	9% (17)	21% (38)	24% (42)	180
2012 Vote: Barack Obama	33% (267)	23% (189)	6% (51)	4% (36)	18% (150)	16% (128)	821
2012 Vote: Mitt Romney	9% (51)	10% (56)	18% (97)	27% (146)	18% (98)	17% (94)	542
2012 Vote: Other	8% (10)	22% (28)	13% (16)	13% (17)	26% (34)	18% (23)	128
2012 Vote: Didn't Vote	15% (108)	13% (94)	10% (70)	10% (73)	24% (166)	27% (194)	707
4-Region: Northeast	22% (88)	16% (65)	8% (33)	11% (45)	20% (78)	23% (92)	402
4-Region: Midwest	19% (88)	16% (76)	13% (62)	11% (54)	21% (100)	20% (94)	474
4-Region: South	20% (166)	17% (140)	10% (85)	13% (102)	21% (169)	19% (153)	815
4-Region: West	19% (95)	17% (87)	11% (54)	14% (72)	20% (102)	20% (102)	511
Supports Gun Control	28% (384)	22% (306)	8% (112)	5% (75)	19% (265)	18% (245)	1386
Does Not Support Gun Control	7% (44)	9% (58)	18% (115)	28% (183)	19% (124)	20% (129)	652
NRA Member in HH: Yes	18% (56)	14% (43)	17% (52)	27% (84)	15% (47)	10% (30)	312
NRA Member in HH: No	20% (381)	17% (325)	10% (182)	10% (189)	21% (402)	22% (411)	1889
Gun Owning HH: Yes	14% (128)	14% (128)	15% (135)	19% (172)	21% (190)	18% (163)	915
Gun Owning HH: No	24% (309)	19% (239)	8% (99)	8% (101)	20% (259)	22% (278)	1286

Continued on next page

Table Q20_11: *Knowing what you know now, do you have a favorable or unfavorable impression of each of the following companies?*
First National Bank of Omaha

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (437)	17% (368)	11% (234)	12% (273)	20% (449)	20% (441)	2201
Single Gun HH	21% (53)	17% (43)	18% (45)	10% (25)	20% (49)	14% (34)	250
Multi Gun HH	11% (58)	13% (71)	14% (74)	23% (127)	21% (115)	18% (97)	542
Likely to buy gun next 12 mnths	17% (114)	15% (103)	15% (97)	21% (140)	19% (124)	13% (89)	666
Likely to buy gun next month	25% (87)	13% (47)	16% (56)	22% (77)	12% (43)	13% (44)	355

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

Table Q20a: *Should the Constitution of the United States be amended to remove the Second Amendment which protects the right of individuals to own guns?*

Demographic	Yes, the Constitution should be amended to remove the Second Amendment		No, the Constitution should not be amended to remove the Second Amendment		Don't know / No opinion		Total N
Adults	17%	(365)	69%	(1517)	14%	(318)	2201
Gender: Male	18%	(194)	71%	(748)	11%	(117)	1060
Gender: Female	15%	(171)	67%	(769)	18%	(201)	1141
Age: 18-29	26%	(124)	55%	(261)	19%	(91)	475
Age: 30-44	18%	(102)	65%	(362)	17%	(96)	560
Age: 45-54	14%	(56)	74%	(294)	13%	(50)	400
Age: 55-64	11%	(42)	75%	(277)	13%	(48)	368
Age: 65+	11%	(42)	81%	(323)	8%	(32)	398
PID: Dem (no lean)	27%	(188)	58%	(405)	15%	(105)	698
PID: Ind (no lean)	14%	(119)	68%	(564)	18%	(146)	830
PID: Rep (no lean)	9%	(58)	81%	(548)	10%	(67)	673
PID/Gender: Dem Men	27%	(87)	61%	(200)	13%	(41)	329
PID/Gender: Dem Women	27%	(101)	55%	(205)	17%	(64)	369
PID/Gender: Ind Men	17%	(67)	71%	(280)	12%	(47)	394
PID/Gender: Ind Women	12%	(52)	65%	(284)	23%	(99)	435
PID/Gender: Rep Men	12%	(40)	80%	(268)	9%	(29)	337
PID/Gender: Rep Women	5%	(18)	83%	(281)	11%	(38)	337
Ideo: Liberal (1-3)	29%	(229)	58%	(460)	14%	(110)	800
Ideo: Moderate (4)	15%	(66)	71%	(310)	13%	(58)	435
Ideo: Conservative (5-7)	7%	(48)	86%	(575)	7%	(44)	667
Educ: < College	15%	(228)	69%	(1076)	17%	(263)	1567
Educ: Bachelors degree	19%	(79)	71%	(296)	10%	(41)	416
Educ: Post-grad	27%	(58)	67%	(146)	6%	(14)	219
Income: Under 50k	17%	(224)	65%	(875)	18%	(240)	1339
Income: 50k-100k	15%	(92)	76%	(472)	9%	(59)	624
Income: 100k+	21%	(49)	71%	(170)	8%	(19)	239

Continued on next page

Table Q20a: *Should the Constitution of the United States be amended to remove the Second Amendment which protects the right of individuals to own guns?*

Demographic	Yes, the Constitution should be amended to remove the Second Amendment		No, the Constitution should not be amended to remove the Second Amendment		Don't know / No opinion		Total N
Adults	17%	(365)	69%	(1517)	14%	(318)	2201
Ethnicity: White	15%	(261)	73%	(1283)	12%	(207)	1750
Ethnicity: Hispanic	27%	(90)	56%	(185)	16%	(54)	329
Ethnicity: Afr. Am.	18%	(49)	56%	(149)	26%	(71)	269
Ethnicity: Other	31%	(56)	47%	(86)	22%	(40)	182
Relig: Protestant	11%	(53)	84%	(420)	5%	(27)	499
Relig: Roman Catholic	24%	(100)	66%	(274)	9%	(39)	413
Relig: Ath./Agn./None	16%	(104)	62%	(399)	22%	(144)	647
Relig: Something Else	20%	(76)	63%	(236)	16%	(60)	373
Relig: Jewish	35%	(21)	58%	(34)	7%	(4)	59
Relig: Evangelical	14%	(88)	76%	(493)	11%	(69)	650
Relig: Non-Evang. Catholics	18%	(96)	73%	(384)	8%	(43)	523
Relig: All Christian	16%	(184)	75%	(877)	10%	(112)	1173
Relig: All Non-Christian	18%	(180)	62%	(635)	20%	(204)	1020
Community: Urban	24%	(131)	59%	(317)	17%	(91)	538
Community: Suburban	17%	(160)	71%	(679)	12%	(116)	955
Community: Rural	11%	(74)	74%	(522)	16%	(112)	708
Employ: Private Sector	21%	(143)	70%	(470)	9%	(63)	676
Employ: Government	20%	(36)	67%	(118)	12%	(21)	175
Employ: Self-Employed	18%	(37)	64%	(133)	18%	(37)	207
Employ: Homemaker	12%	(21)	73%	(129)	15%	(26)	175
Employ: Student	28%	(27)	51%	(50)	21%	(21)	98
Employ: Retired	10%	(47)	79%	(360)	11%	(50)	457
Employ: Unemployed	16%	(34)	60%	(130)	24%	(52)	216
Employ: Other	11%	(21)	65%	(127)	24%	(48)	195
Military HH: Yes	14%	(63)	78%	(343)	8%	(34)	440
Military HH: No	17%	(303)	67%	(1174)	16%	(284)	1761
RD/WT: Right Direction	15%	(126)	74%	(631)	11%	(98)	855
RD/WT: Wrong Track	18%	(239)	66%	(886)	16%	(220)	1346

Continued on next page

Table Q20a: *Should the Constitution of the United States be amended to remove the Second Amendment which protects the right of individuals to own guns?*

Demographic	Yes, the Constitution should be amended to remove the Second Amendment		No, the Constitution should not be amended to remove the Second Amendment		Don't know / No opinion		Total N
Adults	17%	(365)	69%	(1517)	14%	(318)	2201
Strongly Approve	13%	(61)	79%	(384)	9%	(41)	486
Somewhat Approve	11%	(51)	79%	(365)	10%	(44)	460
Somewhat Disapprove	17%	(48)	70%	(203)	13%	(38)	289
Strongly Disapprove	23%	(197)	60%	(506)	16%	(139)	841
Dont Know / No Opinion	7%	(8)	48%	(60)	45%	(56)	124
#1 Issue: Economy	11%	(68)	75%	(448)	14%	(83)	599
#1 Issue: Security	14%	(59)	73%	(303)	13%	(54)	416
#1 Issue: Health Care	19%	(74)	64%	(243)	16%	(61)	377
#1 Issue: Medicare / Social Security	16%	(50)	73%	(234)	11%	(35)	319
#1 Issue: Women's Issues	27%	(30)	58%	(64)	15%	(16)	111
#1 Issue: Education	22%	(37)	61%	(102)	18%	(29)	168
#1 Issue: Energy	30%	(25)	62%	(51)	8%	(7)	83
#1 Issue: Other	18%	(23)	56%	(71)	26%	(33)	127
2016 Vote: Democrat Hillary Clinton	27%	(184)	60%	(405)	12%	(83)	673
2016 Vote: Republican Donald Trump	10%	(77)	82%	(622)	7%	(57)	755
2016 Vote: Someone else	12%	(22)	69%	(125)	19%	(34)	180
2012 Vote: Barack Obama	23%	(189)	64%	(529)	13%	(103)	821
2012 Vote: Mitt Romney	7%	(37)	87%	(470)	6%	(35)	542
2012 Vote: Other	7%	(10)	81%	(104)	11%	(14)	128
2012 Vote: Didn't Vote	18%	(129)	58%	(413)	23%	(164)	707
4-Region: Northeast	22%	(87)	61%	(244)	17%	(70)	402
4-Region: Midwest	15%	(73)	71%	(335)	14%	(65)	474
4-Region: South	14%	(117)	72%	(584)	14%	(114)	815
4-Region: West	17%	(88)	69%	(354)	14%	(70)	511
Supports Gun Control	21%	(298)	67%	(929)	11%	(159)	1386
Does Not Support Gun Control	9%	(58)	84%	(545)	8%	(50)	652
NRA Member in HH: Yes	24%	(74)	72%	(224)	5%	(14)	312
NRA Member in HH: No	15%	(291)	68%	(1294)	16%	(304)	1889

Continued on next page

Table Q20a: *Should the Constitution of the United States be amended to remove the Second Amendment which protects the right of individuals to own guns?*

Demographic	Yes, the Constitution should be amended to remove the Second Amendment		No, the Constitution should not be amended to remove the Second Amendment		Don't know / No opinion		Total N
Adults	17%	(365)	69%	(1517)	14%	(318)	2201
Gun Owning HH: Yes	12%	(110)	79%	(726)	9%	(79)	915
Gun Owning HH: No	20%	(256)	62%	(791)	19%	(239)	1286
Single Gun HH	17%	(42)	74%	(184)	10%	(24)	250
Multi Gun HH	10%	(56)	82%	(447)	7%	(39)	542
Likely to buy gun next 12 mnths	16%	(110)	78%	(519)	6%	(38)	666
Likely to buy gun next month	23%	(82)	73%	(258)	4%	(15)	355

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

Table Q21: *How much have you seen, read, or heard about this news prior to taking this survey?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	59%	(1298)	27%	(592)	8%	(181)	6%	(131)	2201
Gender: Male	58%	(613)	27%	(291)	9%	(94)	6%	(62)	1060
Gender: Female	60%	(685)	26%	(301)	8%	(86)	6%	(69)	1141
Age: 18-29	53%	(252)	27%	(127)	11%	(51)	10%	(45)	475
Age: 30-44	51%	(286)	31%	(172)	9%	(49)	9%	(51)	560
Age: 45-54	58%	(233)	29%	(115)	8%	(33)	5%	(21)	400
Age: 55-64	63%	(231)	25%	(93)	9%	(34)	3%	(10)	368
Age: 65+	74%	(296)	21%	(85)	3%	(14)	1%	(4)	398
PID: Dem (no lean)	64%	(445)	24%	(166)	7%	(45)	6%	(42)	698
PID: Ind (no lean)	54%	(445)	28%	(231)	12%	(97)	7%	(58)	830
PID: Rep (no lean)	61%	(408)	29%	(195)	6%	(38)	5%	(32)	673
PID/Gender: Dem Men	60%	(197)	25%	(81)	9%	(30)	6%	(21)	329
PID/Gender: Dem Women	67%	(249)	23%	(85)	4%	(15)	6%	(21)	369
PID/Gender: Ind Men	54%	(214)	30%	(119)	11%	(42)	5%	(19)	394
PID/Gender: Ind Women	53%	(230)	26%	(112)	13%	(55)	9%	(39)	435
PID/Gender: Rep Men	60%	(202)	27%	(91)	7%	(22)	7%	(22)	337
PID/Gender: Rep Women	61%	(207)	31%	(104)	5%	(16)	3%	(10)	337
Ideo: Liberal (1-3)	61%	(485)	25%	(201)	8%	(68)	6%	(46)	800
Ideo: Moderate (4)	62%	(270)	27%	(117)	7%	(32)	4%	(16)	435
Ideo: Conservative (5-7)	64%	(426)	28%	(190)	6%	(37)	2%	(14)	667
Educ: < College	56%	(885)	27%	(418)	10%	(151)	7%	(113)	1567
Educ: Bachelors degree	64%	(267)	28%	(117)	5%	(19)	3%	(13)	416
Educ: Post-grad	67%	(146)	26%	(56)	5%	(11)	3%	(6)	219
Income: Under 50k	54%	(727)	27%	(362)	10%	(139)	8%	(110)	1339
Income: 50k-100k	67%	(416)	26%	(162)	5%	(34)	2%	(12)	624
Income: 100k+	65%	(155)	28%	(68)	3%	(8)	4%	(9)	239
Ethnicity: White	61%	(1063)	27%	(469)	8%	(134)	5%	(85)	1750
Ethnicity: Hispanic	52%	(170)	31%	(103)	12%	(40)	5%	(16)	329
Ethnicity: Afr. Am.	56%	(150)	25%	(68)	9%	(24)	10%	(26)	269
Ethnicity: Other	47%	(85)	30%	(55)	13%	(23)	11%	(19)	182

Continued on next page

Table Q21: *How much have you seen, read, or heard about this news prior to taking this survey?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	59%	(1298)	27%	(592)	8%	(181)	6%	(131)	2201
Relig: Protestant	65%	(324)	29%	(145)	6%	(28)	1%	(3)	499
Relig: Roman Catholic	63%	(260)	27%	(111)	7%	(29)	3%	(14)	413
Relig: Ath./Agn./None	55%	(353)	25%	(164)	10%	(65)	10%	(65)	647
Relig: Something Else	55%	(203)	28%	(105)	10%	(37)	7%	(28)	373
Relig: Jewish	77%	(45)	20%	(12)	—	(0)	3%	(2)	59
Relig: Evangelical	62%	(401)	28%	(181)	6%	(42)	4%	(26)	650
Relig: Non-Evang. Catholics	64%	(337)	27%	(141)	7%	(35)	2%	(10)	523
Relig: All Christian	63%	(738)	27%	(322)	7%	(77)	3%	(37)	1173
Relig: All Non-Christian	55%	(557)	26%	(269)	10%	(101)	9%	(92)	1020
Community: Urban	59%	(317)	26%	(142)	9%	(48)	6%	(32)	538
Community: Suburban	62%	(588)	27%	(254)	7%	(65)	5%	(48)	955
Community: Rural	56%	(393)	28%	(196)	10%	(67)	7%	(52)	708
Employ: Private Sector	62%	(417)	29%	(196)	7%	(49)	2%	(14)	676
Employ: Government	53%	(93)	33%	(59)	9%	(15)	5%	(9)	175
Employ: Self-Employed	53%	(109)	29%	(59)	12%	(25)	7%	(14)	207
Employ: Homemaker	54%	(94)	26%	(45)	10%	(17)	11%	(19)	175
Employ: Student	48%	(47)	33%	(33)	10%	(10)	9%	(9)	98
Employ: Retired	72%	(328)	21%	(94)	5%	(23)	3%	(12)	457
Employ: Unemployed	51%	(110)	23%	(51)	10%	(21)	16%	(34)	216
Employ: Other	51%	(100)	28%	(55)	10%	(20)	10%	(20)	195
Military HH: Yes	64%	(283)	26%	(114)	6%	(26)	4%	(18)	440
Military HH: No	58%	(1016)	27%	(478)	9%	(154)	6%	(113)	1761
RD/WT: Right Direction	58%	(498)	27%	(234)	9%	(76)	5%	(47)	855
RD/WT: Wrong Track	59%	(800)	27%	(357)	8%	(104)	6%	(84)	1346
Strongly Approve	64%	(312)	23%	(110)	9%	(44)	4%	(20)	486
Somewhat Approve	57%	(264)	31%	(144)	8%	(36)	3%	(16)	460
Somewhat Disapprove	48%	(139)	40%	(116)	8%	(24)	3%	(10)	289
Strongly Disapprove	64%	(539)	23%	(192)	7%	(58)	6%	(52)	841
Dont Know / No Opinion	35%	(43)	23%	(29)	15%	(19)	27%	(33)	124

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Table Q21: *How much have you seen, read, or heard about this news prior to taking this survey?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	59%	(1298)	27%	(592)	8%	(181)	6%	(131)	2201
#1 Issue: Economy	54%	(325)	31%	(183)	9%	(57)	6%	(34)	599
#1 Issue: Security	61%	(256)	28%	(117)	7%	(29)	4%	(15)	416
#1 Issue: Health Care	57%	(214)	29%	(108)	8%	(30)	7%	(25)	377
#1 Issue: Medicare / Social Security	65%	(206)	23%	(72)	9%	(30)	3%	(11)	319
#1 Issue: Women's Issues	70%	(77)	20%	(22)	5%	(6)	5%	(6)	111
#1 Issue: Education	54%	(91)	28%	(47)	8%	(14)	10%	(18)	168
#1 Issue: Energy	63%	(52)	24%	(20)	9%	(8)	4%	(3)	83
#1 Issue: Other	61%	(77)	17%	(22)	6%	(8)	16%	(20)	127
2016 Vote: Democrat Hillary Clinton	67%	(453)	22%	(146)	7%	(44)	4%	(30)	673
2016 Vote: Republican Donald Trump	64%	(483)	27%	(207)	6%	(46)	3%	(19)	755
2016 Vote: Someone else	56%	(101)	32%	(58)	7%	(14)	5%	(8)	180
2012 Vote: Barack Obama	66%	(539)	24%	(195)	6%	(53)	4%	(34)	821
2012 Vote: Mitt Romney	65%	(350)	29%	(155)	5%	(28)	2%	(9)	542
2012 Vote: Other	53%	(67)	33%	(42)	9%	(11)	6%	(7)	128
2012 Vote: Didn't Vote	48%	(338)	28%	(200)	13%	(89)	11%	(80)	707
4-Region: Northeast	61%	(244)	27%	(108)	7%	(27)	6%	(22)	402
4-Region: Midwest	58%	(274)	27%	(128)	8%	(38)	7%	(34)	474
4-Region: South	61%	(501)	27%	(218)	7%	(57)	5%	(38)	815
4-Region: West	55%	(279)	27%	(137)	11%	(58)	7%	(37)	511
Supports Gun Control	66%	(911)	26%	(365)	6%	(82)	2%	(28)	1386
Does Not Support Gun Control	53%	(348)	30%	(193)	11%	(73)	6%	(38)	652
NRA Member in HH: Yes	61%	(190)	27%	(85)	9%	(28)	3%	(9)	312
NRA Member in HH: No	59%	(1109)	27%	(506)	8%	(153)	6%	(122)	1889
Gun Owning HH: Yes	61%	(563)	27%	(244)	8%	(71)	4%	(38)	915
Gun Owning HH: No	57%	(735)	27%	(348)	8%	(109)	7%	(93)	1286
Single Gun HH	65%	(162)	26%	(64)	7%	(16)	3%	(8)	250
Multi Gun HH	62%	(334)	28%	(149)	8%	(45)	3%	(14)	542
Likely to buy gun next 12 mnths	62%	(415)	29%	(190)	7%	(46)	2%	(15)	666
Likely to buy gun next month	62%	(221)	31%	(109)	5%	(19)	2%	(7)	355

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

Table Q22: How familiar are you with "concealed carry" laws in the United States as they pertain to guns?

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	27%	(584)	45%	(995)	21%	(472)	7%	(150)	2201
Gender: Male	32%	(340)	45%	(476)	17%	(180)	6%	(64)	1060
Gender: Female	21%	(244)	46%	(519)	26%	(292)	8%	(86)	1141
Age: 18-29	28%	(135)	43%	(203)	18%	(84)	11%	(54)	475
Age: 30-44	27%	(151)	44%	(247)	19%	(108)	10%	(54)	560
Age: 45-54	28%	(111)	46%	(183)	21%	(83)	6%	(23)	400
Age: 55-64	27%	(98)	46%	(170)	24%	(88)	3%	(12)	368
Age: 65+	22%	(89)	49%	(193)	27%	(109)	2%	(7)	398
PID: Dem (no lean)	21%	(149)	48%	(337)	23%	(160)	7%	(51)	698
PID: Ind (no lean)	25%	(209)	44%	(362)	23%	(190)	8%	(68)	830
PID: Rep (no lean)	33%	(225)	44%	(295)	18%	(122)	5%	(31)	673
PID/Gender: Dem Men	27%	(87)	46%	(152)	19%	(62)	8%	(28)	329
PID/Gender: Dem Women	17%	(62)	50%	(185)	27%	(98)	6%	(24)	369
PID/Gender: Ind Men	30%	(119)	46%	(181)	19%	(76)	5%	(18)	394
PID/Gender: Ind Women	21%	(90)	42%	(181)	26%	(114)	11%	(50)	435
PID/Gender: Rep Men	40%	(133)	42%	(143)	13%	(42)	5%	(18)	337
PID/Gender: Rep Women	27%	(92)	45%	(153)	24%	(80)	4%	(12)	337
Ideo: Liberal (1-3)	24%	(191)	47%	(374)	20%	(164)	9%	(71)	800
Ideo: Moderate (4)	25%	(107)	48%	(210)	24%	(104)	3%	(14)	435
Ideo: Conservative (5-7)	35%	(234)	46%	(309)	16%	(107)	3%	(18)	667
Educ: < College	25%	(399)	44%	(685)	23%	(354)	8%	(129)	1567
Educ: Bachelors degree	28%	(117)	49%	(204)	19%	(78)	4%	(16)	416
Educ: Post-grad	31%	(68)	49%	(106)	18%	(40)	2%	(5)	219
Income: Under 50k	25%	(334)	43%	(576)	23%	(305)	9%	(123)	1339
Income: 50k-100k	27%	(166)	49%	(307)	22%	(137)	2%	(14)	624
Income: 100k+	35%	(84)	47%	(112)	13%	(30)	5%	(13)	239
Ethnicity: White	27%	(469)	47%	(827)	20%	(354)	6%	(101)	1750
Ethnicity: Hispanic	28%	(91)	39%	(130)	24%	(79)	9%	(29)	329
Ethnicity: Afr. Am.	24%	(64)	40%	(106)	29%	(78)	8%	(21)	269
Ethnicity: Other	28%	(51)	34%	(62)	22%	(41)	16%	(29)	182

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Table Q22: How familiar are you with "concealed carry" laws in the United States as they pertain to guns?

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	27%	(584)	45%	(995)	21%	(472)	7%	(150)	2201
Relig: Protestant	32%	(158)	45%	(224)	21%	(104)	3%	(13)	499
Relig: Roman Catholic	25%	(105)	49%	(200)	20%	(82)	6%	(26)	413
Relig: Ath./Agn./None	24%	(152)	45%	(291)	21%	(137)	10%	(67)	647
Relig: Something Else	23%	(84)	47%	(176)	22%	(83)	8%	(29)	373
Relig: Jewish	26%	(15)	45%	(26)	28%	(16)	2%	(1)	59
Relig: Evangelical	32%	(211)	42%	(276)	21%	(139)	4%	(25)	650
Relig: Non-Evang. Catholics	26%	(136)	48%	(249)	21%	(111)	5%	(28)	523
Relig: All Christian	30%	(347)	45%	(525)	21%	(249)	4%	(53)	1173
Relig: All Non-Christian	23%	(237)	46%	(467)	22%	(221)	9%	(96)	1020
Community: Urban	24%	(127)	48%	(257)	23%	(124)	6%	(30)	538
Community: Suburban	25%	(243)	47%	(448)	22%	(206)	6%	(58)	955
Community: Rural	30%	(214)	41%	(290)	20%	(142)	9%	(62)	708
Employ: Private Sector	30%	(206)	48%	(323)	18%	(124)	4%	(24)	676
Employ: Government	26%	(46)	53%	(94)	17%	(29)	4%	(7)	175
Employ: Self-Employed	25%	(51)	49%	(101)	16%	(32)	11%	(22)	207
Employ: Homemaker	27%	(47)	36%	(64)	27%	(48)	10%	(17)	175
Employ: Student	27%	(26)	37%	(36)	23%	(23)	13%	(13)	98
Employ: Retired	26%	(117)	45%	(207)	25%	(116)	4%	(17)	457
Employ: Unemployed	22%	(48)	40%	(87)	22%	(48)	16%	(34)	216
Employ: Other	22%	(42)	43%	(83)	27%	(52)	9%	(17)	195
Military HH: Yes	34%	(150)	45%	(199)	19%	(82)	2%	(10)	440
Military HH: No	25%	(434)	45%	(796)	22%	(390)	8%	(140)	1761
RD/WT: Right Direction	35%	(302)	42%	(355)	16%	(140)	7%	(58)	855
RD/WT: Wrong Track	21%	(282)	48%	(640)	25%	(332)	7%	(92)	1346
Strongly Approve	44%	(215)	34%	(164)	17%	(82)	5%	(25)	486
Somewhat Approve	24%	(108)	50%	(231)	22%	(101)	4%	(20)	460
Somewhat Disapprove	25%	(72)	49%	(142)	22%	(63)	4%	(12)	289
Strongly Disapprove	20%	(169)	50%	(424)	22%	(187)	7%	(62)	841
Dont Know / No Opinion	17%	(21)	27%	(34)	31%	(39)	25%	(31)	124

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Table Q22: How familiar are you with "concealed carry" laws in the United States as they pertain to guns?

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	27%	(584)	45%	(995)	21%	(472)	7%	(150)	2201
#1 Issue: Economy	26%	(155)	47%	(284)	20%	(122)	6%	(38)	599
#1 Issue: Security	29%	(120)	45%	(188)	22%	(90)	4%	(18)	416
#1 Issue: Health Care	25%	(95)	46%	(173)	22%	(82)	7%	(27)	377
#1 Issue: Medicare / Social Security	27%	(85)	43%	(138)	24%	(78)	6%	(18)	319
#1 Issue: Women's Issues	22%	(25)	54%	(60)	16%	(18)	7%	(8)	111
#1 Issue: Education	27%	(46)	45%	(76)	16%	(26)	12%	(20)	168
#1 Issue: Energy	28%	(24)	42%	(35)	27%	(22)	3%	(3)	83
#1 Issue: Other	27%	(34)	32%	(40)	27%	(35)	14%	(18)	127
2016 Vote: Democrat Hillary Clinton	23%	(157)	50%	(339)	22%	(149)	4%	(28)	673
2016 Vote: Republican Donald Trump	36%	(273)	44%	(329)	17%	(127)	3%	(26)	755
2016 Vote: Someone else	24%	(44)	53%	(96)	18%	(33)	4%	(7)	180
2012 Vote: Barack Obama	25%	(206)	49%	(399)	22%	(182)	4%	(34)	821
2012 Vote: Mitt Romney	36%	(194)	44%	(239)	18%	(95)	2%	(13)	542
2012 Vote: Other	25%	(32)	55%	(71)	15%	(19)	4%	(6)	128
2012 Vote: Didn't Vote	21%	(150)	40%	(285)	25%	(173)	14%	(98)	707
4-Region: Northeast	19%	(78)	47%	(187)	26%	(103)	8%	(34)	402
4-Region: Midwest	25%	(120)	49%	(232)	20%	(93)	6%	(29)	474
4-Region: South	31%	(250)	43%	(352)	21%	(171)	5%	(41)	815
4-Region: West	26%	(135)	44%	(224)	21%	(105)	9%	(46)	511
Supports Gun Control	25%	(342)	49%	(678)	24%	(326)	3%	(39)	1386
Does Not Support Gun Control	35%	(229)	43%	(282)	16%	(104)	6%	(38)	652
NRA Member in HH: Yes	48%	(150)	37%	(117)	11%	(34)	4%	(12)	312
NRA Member in HH: No	23%	(434)	47%	(879)	23%	(438)	7%	(138)	1889
Gun Owning HH: Yes	38%	(347)	45%	(408)	13%	(119)	5%	(42)	915
Gun Owning HH: No	18%	(237)	46%	(587)	27%	(353)	8%	(108)	1286
Single Gun HH	35%	(86)	47%	(118)	15%	(38)	3%	(6)	250
Multi Gun HH	42%	(229)	45%	(241)	10%	(55)	3%	(16)	542
Likely to buy gun next 12 mnths	46%	(306)	42%	(280)	10%	(69)	2%	(11)	666
Likely to buy gun next month	55%	(196)	38%	(135)	5%	(18)	2%	(6)	355

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

Table Q23: *Do you yourself have a concealed carry permit for a firearm?*

Demographic	Yes		No		Total N
Adults	17%	(353)	83%	(1698)	2051
Gender: Male	22%	(215)	78%	(781)	995
Gender: Female	13%	(139)	87%	(917)	1056
Age: 18-29	28%	(117)	72%	(304)	421
Age: 30-44	18%	(90)	82%	(416)	506
Age: 45-54	14%	(54)	86%	(323)	377
Age: 55-64	13%	(47)	87%	(309)	355
Age: 65+	11%	(45)	89%	(346)	391
PID: Dem (no lean)	11%	(73)	89%	(574)	647
PID: Ind (no lean)	14%	(109)	86%	(652)	761
PID: Rep (no lean)	27%	(171)	73%	(472)	643
PID/Gender: Dem Men	15%	(44)	85%	(257)	301
PID/Gender: Dem Women	8%	(28)	92%	(317)	346
PID/Gender: Ind Men	16%	(61)	84%	(315)	376
PID/Gender: Ind Women	13%	(48)	87%	(337)	386
PID/Gender: Rep Men	34%	(110)	66%	(209)	319
PID/Gender: Rep Women	19%	(62)	81%	(263)	324
Ideo: Liberal (1-3)	17%	(124)	83%	(605)	729
Ideo: Moderate (4)	16%	(68)	84%	(353)	421
Ideo: Conservative (5-7)	21%	(138)	79%	(512)	650
Educ: < College	18%	(252)	82%	(1186)	1438
Educ: Bachelors degree	15%	(61)	85%	(339)	400
Educ: Post-grad	19%	(41)	81%	(173)	214
Income: Under 50k	16%	(192)	84%	(1024)	1216
Income: 50k-100k	19%	(117)	81%	(492)	610
Income: 100k+	20%	(45)	80%	(181)	226
Ethnicity: White	17%	(284)	83%	(1366)	1650
Ethnicity: Hispanic	24%	(73)	76%	(227)	301
Ethnicity: Afr. Am.	12%	(29)	88%	(218)	248
Ethnicity: Other	26%	(40)	74%	(113)	153

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Table Q23: *Do you yourself have a concealed carry permit for a firearm?*

Demographic	Yes		No		Total N
Adults	17%	(353)	83%	(1698)	2051
Relig: Protestant	20%	(100)	80%	(386)	486
Relig: Roman Catholic	18%	(69)	82%	(318)	387
Relig: Ath./Agn./None	15%	(86)	85%	(494)	580
Relig: Something Else	17%	(57)	83%	(287)	344
Relig: Jewish	22%	(13)	78%	(45)	57
Relig: Evangelical	20%	(124)	80%	(502)	626
Relig: Non-Evang. Catholics	17%	(85)	83%	(410)	495
Relig: All Christian	19%	(210)	81%	(911)	1121
Relig: All Non-Christian	15%	(143)	85%	(781)	924
Community: Urban	17%	(89)	83%	(419)	508
Community: Suburban	15%	(133)	85%	(764)	897
Community: Rural	20%	(132)	80%	(514)	646
Employ: Private Sector	19%	(123)	81%	(530)	653
Employ: Government	35%	(58)	65%	(110)	168
Employ: Self-Employed	15%	(27)	85%	(158)	185
Employ: Homemaker	14%	(21)	86%	(137)	159
Employ: Student	27%	(23)	73%	(62)	85
Employ: Retired	13%	(59)	87%	(381)	441
Employ: Unemployed	8%	(14)	92%	(168)	182
Employ: Other	15%	(27)	85%	(151)	178
Military HH: Yes	26%	(111)	74%	(319)	430
Military HH: No	15%	(242)	85%	(1379)	1621
RD/WT: Right Direction	26%	(205)	74%	(592)	797
RD/WT: Wrong Track	12%	(149)	88%	(1106)	1254
Strongly Approve	30%	(139)	70%	(321)	461
Somewhat Approve	19%	(83)	81%	(357)	440
Somewhat Disapprove	17%	(46)	83%	(231)	278
Strongly Disapprove	10%	(81)	90%	(698)	779
Dont Know / No Opinion	4%	(4)	96%	(90)	93

Continued on next page

Table Q23: Do you yourself have a concealed carry permit for a firearm?

Demographic	Yes		No		Total N
Adults	17%	(353)	83%	(1698)	2051
#1 Issue: Economy	18%	(102)	82%	(459)	560
#1 Issue: Security	18%	(72)	82%	(326)	398
#1 Issue: Health Care	15%	(54)	85%	(296)	350
#1 Issue: Medicare / Social Security	13%	(40)	87%	(261)	301
#1 Issue: Women's Issues	12%	(12)	88%	(91)	103
#1 Issue: Education	31%	(45)	69%	(103)	148
#1 Issue: Energy	16%	(13)	84%	(68)	81
#1 Issue: Other	13%	(14)	87%	(95)	109
2016 Vote: Democrat Hillary Clinton	12%	(80)	88%	(565)	645
2016 Vote: Republican Donald Trump	26%	(192)	74%	(537)	729
2016 Vote: Someone else	13%	(23)	87%	(150)	173
2012 Vote: Barack Obama	12%	(96)	88%	(692)	788
2012 Vote: Mitt Romney	23%	(124)	77%	(405)	529
2012 Vote: Other	18%	(23)	82%	(100)	122
2012 Vote: Didn't Vote	18%	(111)	82%	(498)	609
4-Region: Northeast	14%	(50)	86%	(318)	368
4-Region: Midwest	16%	(72)	84%	(373)	445
4-Region: South	20%	(153)	80%	(620)	773
4-Region: West	17%	(78)	83%	(387)	465
Supports Gun Control	14%	(195)	86%	(1152)	1347
Does Not Support Gun Control	24%	(150)	76%	(464)	614
NRA Member in HH: Yes	44%	(132)	56%	(167)	300
NRA Member in HH: No	13%	(221)	87%	(1530)	1751
Gun Owning HH: Yes	31%	(267)	69%	(607)	874
Gun Owning HH: No	7%	(86)	93%	(1091)	1177
Single Gun HH	21%	(52)	79%	(191)	243
Multi Gun HH	37%	(192)	63%	(333)	525
Likely to buy gun next 12 mnths	34%	(221)	66%	(434)	654
Likely to buy gun next month	41%	(144)	59%	(205)	349

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

Table Q24: Are you likely or unlikely to purchase any type of gun within the next 12 months?

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't know		Total N
Adults	14%	(316)	16%	(350)	19%	(424)	41%	(892)	10%	(219)	2201
Gender: Male	18%	(192)	20%	(211)	19%	(201)	33%	(355)	9%	(100)	1060
Gender: Female	11%	(123)	12%	(139)	20%	(223)	47%	(537)	10%	(119)	1141
Age: 18-29	19%	(89)	23%	(108)	16%	(78)	34%	(162)	8%	(39)	475
Age: 30-44	19%	(108)	15%	(85)	17%	(98)	34%	(189)	14%	(79)	560
Age: 45-54	14%	(58)	17%	(69)	19%	(76)	39%	(157)	10%	(40)	400
Age: 55-64	9%	(33)	13%	(46)	25%	(92)	44%	(161)	10%	(36)	368
Age: 65+	7%	(28)	11%	(42)	20%	(80)	56%	(223)	6%	(25)	398
PID: Dem (no lean)	10%	(73)	11%	(80)	14%	(97)	55%	(383)	9%	(65)	698
PID: Ind (no lean)	14%	(113)	17%	(140)	19%	(154)	39%	(326)	12%	(97)	830
PID: Rep (no lean)	19%	(129)	19%	(131)	26%	(173)	27%	(182)	9%	(58)	673
PID/Gender: Dem Men	14%	(46)	16%	(52)	13%	(44)	47%	(153)	10%	(33)	329
PID/Gender: Dem Women	7%	(27)	7%	(27)	14%	(53)	62%	(230)	9%	(32)	369
PID/Gender: Ind Men	14%	(55)	21%	(81)	19%	(76)	37%	(144)	10%	(38)	394
PID/Gender: Ind Women	13%	(58)	14%	(59)	18%	(78)	42%	(182)	13%	(59)	435
PID/Gender: Rep Men	27%	(91)	23%	(78)	24%	(80)	17%	(58)	9%	(29)	337
PID/Gender: Rep Women	11%	(38)	16%	(53)	28%	(93)	37%	(125)	9%	(29)	337
Ideo: Liberal (1-3)	15%	(122)	14%	(110)	16%	(126)	47%	(377)	8%	(64)	800
Ideo: Moderate (4)	10%	(44)	15%	(67)	22%	(97)	45%	(198)	6%	(28)	435
Ideo: Conservative (5-7)	18%	(121)	20%	(134)	23%	(152)	30%	(202)	9%	(59)	667
Educ: < College	15%	(242)	16%	(249)	20%	(310)	37%	(581)	12%	(185)	1567
Educ: Bachelors degree	11%	(46)	17%	(70)	19%	(79)	47%	(196)	6%	(25)	416
Educ: Post-grad	13%	(28)	14%	(31)	16%	(35)	53%	(115)	4%	(9)	219
Income: Under 50k	15%	(195)	16%	(209)	18%	(245)	40%	(532)	12%	(159)	1339
Income: 50k-100k	15%	(97)	16%	(101)	20%	(124)	41%	(259)	7%	(43)	624
Income: 100k+	10%	(24)	17%	(40)	23%	(55)	43%	(102)	7%	(18)	239
Ethnicity: White	13%	(222)	16%	(283)	21%	(363)	41%	(725)	9%	(158)	1750
Ethnicity: Hispanic	22%	(73)	18%	(59)	16%	(52)	35%	(116)	9%	(30)	329
Ethnicity: Afr. Am.	22%	(59)	15%	(41)	13%	(34)	38%	(101)	13%	(34)	269
Ethnicity: Other	19%	(35)	14%	(26)	15%	(27)	36%	(66)	15%	(28)	182

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Table Q24: Are you likely or unlikely to purchase any type of gun within the next 12 months?

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't know		Total N
Adults	14%	(316)	16%	(350)	19%	(424)	41%	(892)	10%	(219)	2201
Relig: Protestant	16%	(82)	17%	(85)	21%	(104)	40%	(200)	6%	(29)	499
Relig: Roman Catholic	14%	(58)	13%	(53)	22%	(91)	42%	(172)	9%	(38)	413
Relig: Ath./Agn./None	12%	(78)	16%	(103)	15%	(94)	44%	(286)	13%	(86)	647
Relig: Something Else	14%	(52)	16%	(61)	20%	(76)	40%	(149)	9%	(35)	373
Relig: Jewish	7%	(4)	12%	(7)	19%	(11)	60%	(35)	2%	(1)	59
Relig: Evangelical	19%	(124)	19%	(126)	21%	(136)	32%	(208)	9%	(57)	650
Relig: Non-Evang. Catholics	12%	(61)	12%	(60)	22%	(117)	47%	(245)	8%	(40)	523
Relig: All Christian	16%	(185)	16%	(186)	22%	(253)	39%	(453)	8%	(97)	1173
Relig: All Non-Christian	13%	(129)	16%	(164)	17%	(170)	43%	(435)	12%	(121)	1020
Community: Urban	16%	(88)	15%	(78)	16%	(88)	46%	(249)	7%	(36)	538
Community: Suburban	10%	(98)	14%	(136)	21%	(198)	45%	(429)	10%	(93)	955
Community: Rural	18%	(129)	19%	(136)	19%	(138)	30%	(214)	13%	(91)	708
Employ: Private Sector	17%	(116)	19%	(128)	19%	(131)	40%	(268)	5%	(33)	676
Employ: Government	21%	(37)	19%	(33)	26%	(45)	26%	(46)	8%	(15)	175
Employ: Self-Employed	16%	(33)	22%	(46)	17%	(35)	31%	(63)	14%	(29)	207
Employ: Homemaker	16%	(28)	11%	(19)	21%	(37)	36%	(62)	16%	(29)	175
Employ: Student	12%	(12)	17%	(16)	10%	(10)	50%	(49)	11%	(11)	98
Employ: Retired	9%	(40)	12%	(57)	19%	(85)	52%	(237)	8%	(38)	457
Employ: Unemployed	10%	(22)	12%	(26)	22%	(47)	38%	(81)	18%	(40)	216
Employ: Other	14%	(27)	12%	(24)	17%	(33)	44%	(85)	13%	(26)	195
Military HH: Yes	22%	(99)	17%	(77)	17%	(77)	34%	(150)	9%	(38)	440
Military HH: No	12%	(217)	16%	(273)	20%	(347)	42%	(742)	10%	(182)	1761
RD/WT: Right Direction	19%	(165)	22%	(184)	22%	(190)	26%	(220)	11%	(97)	855
RD/WT: Wrong Track	11%	(151)	12%	(166)	17%	(234)	50%	(672)	9%	(122)	1346
Strongly Approve	25%	(123)	21%	(103)	22%	(108)	22%	(107)	9%	(44)	486
Somewhat Approve	14%	(64)	20%	(94)	25%	(114)	32%	(148)	9%	(40)	460
Somewhat Disapprove	10%	(30)	17%	(49)	20%	(59)	43%	(124)	9%	(27)	289
Strongly Disapprove	10%	(83)	11%	(91)	15%	(128)	55%	(466)	9%	(73)	841
Dont Know / No Opinion	13%	(16)	10%	(12)	12%	(15)	37%	(46)	28%	(35)	124

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Table Q24: Are you likely or unlikely to purchase any type of gun within the next 12 months?

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't know		Total N
Adults	14%	(316)	16%	(350)	19%	(424)	41%	(892)	10%	(219)	2201
#1 Issue: Economy	14%	(82)	17%	(102)	23%	(137)	36%	(218)	10%	(59)	599
#1 Issue: Security	18%	(73)	17%	(71)	22%	(90)	33%	(138)	11%	(44)	416
#1 Issue: Health Care	11%	(41)	17%	(65)	17%	(66)	45%	(170)	9%	(36)	377
#1 Issue: Medicare / Social Security	11%	(37)	13%	(40)	21%	(68)	48%	(154)	7%	(21)	319
#1 Issue: Women's Issues	10%	(12)	14%	(15)	16%	(18)	53%	(59)	7%	(8)	111
#1 Issue: Education	26%	(43)	18%	(31)	14%	(23)	28%	(48)	14%	(24)	168
#1 Issue: Energy	11%	(9)	21%	(17)	15%	(13)	47%	(39)	6%	(5)	83
#1 Issue: Other	15%	(19)	7%	(9)	7%	(9)	53%	(67)	18%	(23)	127
2016 Vote: Democrat Hillary Clinton	9%	(61)	14%	(96)	16%	(105)	54%	(366)	7%	(46)	673
2016 Vote: Republican Donald Trump	21%	(155)	20%	(149)	23%	(176)	28%	(212)	8%	(64)	755
2016 Vote: Someone else	12%	(21)	14%	(25)	18%	(33)	48%	(86)	8%	(14)	180
2012 Vote: Barack Obama	11%	(89)	14%	(111)	16%	(135)	52%	(427)	7%	(59)	821
2012 Vote: Mitt Romney	18%	(100)	19%	(106)	25%	(134)	30%	(162)	7%	(41)	542
2012 Vote: Other	14%	(18)	18%	(23)	22%	(28)	34%	(43)	12%	(16)	128
2012 Vote: Didn't Vote	15%	(108)	16%	(110)	18%	(126)	37%	(260)	15%	(102)	707
4-Region: Northeast	9%	(36)	15%	(61)	14%	(55)	52%	(210)	10%	(39)	402
4-Region: Midwest	10%	(49)	16%	(77)	20%	(95)	44%	(209)	9%	(43)	474
4-Region: South	19%	(153)	15%	(126)	24%	(196)	32%	(264)	9%	(77)	815
4-Region: West	15%	(78)	17%	(87)	15%	(78)	41%	(209)	12%	(60)	511
Supports Gun Control	12%	(166)	15%	(207)	18%	(253)	49%	(684)	5%	(76)	1386
Does Not Support Gun Control	22%	(141)	20%	(132)	23%	(148)	25%	(164)	10%	(67)	652
NRA Member in HH: Yes	38%	(119)	25%	(78)	17%	(53)	14%	(45)	5%	(16)	312
NRA Member in HH: No	10%	(196)	14%	(272)	20%	(371)	45%	(847)	11%	(203)	1889
Gun Owning HH: Yes	22%	(205)	23%	(207)	24%	(223)	22%	(199)	9%	(82)	915
Gun Owning HH: No	9%	(111)	11%	(144)	16%	(201)	54%	(693)	11%	(137)	1286
Single Gun HH	22%	(55)	22%	(55)	23%	(57)	24%	(59)	9%	(24)	250
Multi Gun HH	24%	(132)	25%	(135)	26%	(141)	20%	(107)	5%	(27)	542
Likely to buy gun next 12 mnths	47%	(316)	53%	(350)	—	(0)	—	(0)	—	(0)	666
Likely to buy gun next month	60%	(213)	40%	(142)	—	(0)	—	(0)	—	(0)	355

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

Table Q25: *And, are you likely to purchase any type of gun within the next month?*

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't know		Total N
Adults	24%	(159)	29%	(196)	30%	(202)	12%	(78)	5%	(31)	666
Gender: Male	27%	(110)	32%	(128)	26%	(105)	10%	(42)	5%	(18)	404
Gender: Female	19%	(49)	26%	(68)	37%	(96)	14%	(36)	5%	(13)	262
Age: 18-29	23%	(45)	24%	(48)	34%	(67)	13%	(26)	6%	(12)	197
Age: 30-44	31%	(61)	30%	(59)	27%	(52)	9%	(18)	2%	(4)	193
Age: 45-54	23%	(29)	37%	(47)	26%	(33)	9%	(12)	5%	(6)	127
Age: 55-64	16%	(13)	29%	(23)	30%	(24)	17%	(13)	8%	(6)	79
Age: 65+	17%	(12)	27%	(19)	38%	(26)	14%	(9)	4%	(3)	70
PID: Dem (no lean)	25%	(38)	32%	(48)	24%	(37)	16%	(24)	3%	(5)	153
PID: Ind (no lean)	20%	(51)	27%	(68)	36%	(90)	13%	(33)	4%	(11)	253
PID: Rep (no lean)	27%	(70)	30%	(79)	29%	(75)	8%	(20)	6%	(16)	260
PID/Gender: Dem Men	28%	(28)	37%	(37)	18%	(18)	13%	(13)	3%	(3)	98
PID/Gender: Dem Women	19%	(10)	22%	(12)	35%	(19)	21%	(11)	3%	(2)	54
PID/Gender: Ind Men	23%	(31)	29%	(40)	27%	(37)	16%	(22)	4%	(6)	136
PID/Gender: Ind Women	17%	(20)	24%	(28)	45%	(53)	10%	(12)	4%	(5)	117
PID/Gender: Rep Men	30%	(51)	30%	(51)	30%	(50)	4%	(7)	5%	(9)	169
PID/Gender: Rep Women	21%	(19)	31%	(28)	27%	(24)	14%	(13)	7%	(6)	91
Ideo: Liberal (1-3)	30%	(69)	33%	(77)	23%	(54)	12%	(27)	2%	(6)	232
Ideo: Moderate (4)	16%	(18)	31%	(35)	40%	(45)	12%	(14)	—	(0)	112
Ideo: Conservative (5-7)	23%	(57)	27%	(69)	35%	(88)	10%	(24)	6%	(15)	255
Educ: < College	24%	(118)	28%	(136)	30%	(148)	12%	(59)	6%	(29)	491
Educ: Bachelors degree	19%	(23)	32%	(38)	34%	(40)	12%	(14)	2%	(2)	116
Educ: Post-grad	31%	(18)	37%	(22)	23%	(13)	9%	(5)	—	(0)	59
Income: Under 50k	27%	(108)	30%	(119)	25%	(101)	13%	(54)	5%	(20)	403
Income: 50k-100k	18%	(36)	28%	(56)	41%	(82)	9%	(19)	3%	(5)	198
Income: 100k+	22%	(14)	32%	(21)	29%	(19)	9%	(6)	9%	(6)	65
Ethnicity: White	22%	(111)	30%	(150)	33%	(164)	11%	(54)	5%	(25)	505
Ethnicity: Hispanic	33%	(44)	26%	(35)	30%	(40)	9%	(12)	—	(1)	132
Ethnicity: Afr. Am.	30%	(30)	25%	(25)	25%	(25)	17%	(17)	3%	(3)	100
Ethnicity: Other	30%	(19)	34%	(21)	21%	(13)	11%	(7)	4%	(2)	61

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Table Q25: *And, are you likely to purchase any type of gun within the next month?*

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't know		Total N
Adults	24%	(159)	29%	(196)	30%	(202)	12%	(78)	5%	(31)	666
Relig: Protestant	24%	(40)	27%	(46)	31%	(52)	14%	(23)	4%	(7)	167
Relig: Roman Catholic	27%	(30)	38%	(43)	21%	(24)	9%	(11)	4%	(5)	112
Relig: Ath./Agn./None	20%	(36)	28%	(50)	32%	(57)	14%	(24)	7%	(13)	180
Relig: Something Else	25%	(28)	29%	(33)	34%	(38)	11%	(12)	2%	(2)	113
Relig: Evangelical	27%	(67)	27%	(68)	31%	(77)	11%	(28)	4%	(10)	250
Relig: Non-Evang. Catholics	23%	(28)	37%	(45)	24%	(29)	11%	(13)	5%	(6)	121
Relig: All Christian	26%	(95)	30%	(113)	28%	(105)	11%	(42)	4%	(16)	371
Relig: All Non-Christian	22%	(64)	28%	(83)	32%	(95)	12%	(36)	5%	(15)	294
Community: Urban	26%	(43)	26%	(43)	30%	(50)	12%	(20)	6%	(10)	166
Community: Suburban	23%	(55)	30%	(70)	32%	(75)	11%	(26)	4%	(9)	234
Community: Rural	23%	(62)	31%	(83)	29%	(77)	12%	(32)	4%	(11)	266
Employ: Private Sector	29%	(71)	27%	(65)	30%	(74)	10%	(24)	4%	(9)	244
Employ: Government	20%	(14)	39%	(27)	30%	(21)	6%	(4)	5%	(3)	70
Employ: Self-Employed	22%	(18)	43%	(35)	19%	(15)	13%	(11)	2%	(2)	79
Employ: Retired	16%	(15)	27%	(26)	34%	(33)	15%	(15)	8%	(8)	97
Employ: Other	23%	(12)	26%	(13)	31%	(15)	13%	(6)	8%	(4)	51
Military HH: Yes	33%	(58)	28%	(50)	28%	(49)	10%	(17)	1%	(2)	176
Military HH: No	21%	(102)	30%	(146)	31%	(153)	12%	(61)	6%	(29)	490
RD/WT: Right Direction	29%	(100)	32%	(113)	27%	(94)	8%	(29)	4%	(14)	349
RD/WT: Wrong Track	19%	(59)	26%	(83)	34%	(108)	16%	(49)	5%	(17)	317
Strongly Approve	31%	(70)	30%	(68)	24%	(54)	9%	(21)	6%	(14)	226
Somewhat Approve	14%	(22)	37%	(59)	37%	(59)	9%	(14)	3%	(5)	158
Somewhat Disapprove	23%	(18)	40%	(32)	27%	(21)	7%	(6)	3%	(2)	79
Strongly Disapprove	25%	(44)	21%	(37)	32%	(56)	18%	(31)	4%	(6)	174
#1 Issue: Economy	20%	(37)	27%	(49)	31%	(57)	14%	(26)	9%	(16)	184
#1 Issue: Security	19%	(28)	38%	(55)	30%	(44)	7%	(10)	5%	(7)	144
#1 Issue: Health Care	23%	(24)	31%	(33)	36%	(38)	9%	(10)	1%	(1)	106
#1 Issue: Medicare / Social Security	27%	(21)	22%	(17)	32%	(25)	16%	(12)	4%	(3)	77
#1 Issue: Education	31%	(23)	26%	(19)	26%	(19)	12%	(9)	5%	(4)	74
2016 Vote: Democrat Hillary Clinton	27%	(43)	31%	(48)	22%	(35)	17%	(26)	2%	(4)	157
2016 Vote: Republican Donald Trump	24%	(73)	31%	(93)	30%	(91)	9%	(26)	7%	(21)	304

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Table Q25: *And, are you likely to purchase any type of gun within the next month?*

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't know		Total N
Adults	24%	(159)	29%	(196)	30%	(202)	12%	(78)	5%	(31)	666
2012 Vote: Barack Obama	27%	(54)	34%	(69)	24%	(48)	12%	(25)	3%	(6)	201
2012 Vote: Mitt Romney	25%	(51)	26%	(53)	35%	(71)	9%	(18)	6%	(13)	205
2012 Vote: Didn't Vote	21%	(45)	29%	(64)	33%	(73)	12%	(26)	5%	(11)	218
4-Region: Northeast	30%	(29)	34%	(33)	20%	(20)	11%	(11)	5%	(5)	97
4-Region: Midwest	17%	(21)	33%	(42)	31%	(40)	14%	(18)	5%	(6)	126
4-Region: South	27%	(75)	29%	(80)	31%	(85)	10%	(29)	3%	(9)	278
4-Region: West	20%	(34)	25%	(42)	35%	(57)	13%	(21)	7%	(11)	164
Supports Gun Control	23%	(85)	31%	(117)	31%	(116)	12%	(46)	2%	(9)	373
Does Not Support Gun Control	26%	(71)	28%	(76)	29%	(80)	11%	(31)	6%	(16)	273
NRA Member in HH: Yes	36%	(72)	28%	(56)	24%	(47)	8%	(16)	3%	(6)	197
NRA Member in HH: No	19%	(88)	30%	(140)	33%	(154)	13%	(62)	5%	(25)	469
Gun Owning HH: Yes	25%	(102)	31%	(129)	30%	(124)	9%	(36)	5%	(20)	411
Gun Owning HH: No	22%	(57)	26%	(66)	30%	(78)	17%	(42)	4%	(11)	255
Single Gun HH	26%	(28)	34%	(37)	28%	(31)	8%	(9)	4%	(5)	110
Multi Gun HH	24%	(64)	31%	(84)	32%	(84)	9%	(24)	4%	(11)	267
Likely to buy gun next 12 mnths	24%	(159)	29%	(196)	30%	(202)	12%	(78)	5%	(31)	666
Likely to buy gun next month	45%	(159)	55%	(196)	—	(0)	—	(0)	—	(0)	355

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

Table Q26_1NET: Which of the following reasons best describe(s) why you are likely to purchase a gun in the near future? Please select all that apply.
- Hunting

Demographic	Selected		Not Selected		Total N
Adults	34%	(224)	66%	(441)	666
Gender: Male	38%	(152)	62%	(252)	404
Gender: Female	28%	(73)	72%	(190)	262
Age: 18-29	41%	(80)	59%	(117)	197
Age: 30-44	35%	(68)	65%	(126)	193
Age: 45-54	29%	(37)	71%	(90)	127
Age: 55-64	33%	(26)	67%	(53)	79
Age: 65+	20%	(14)	80%	(56)	70
PID: Dem (no lean)	30%	(46)	70%	(107)	153
PID: Ind (no lean)	32%	(80)	68%	(173)	253
PID: Rep (no lean)	38%	(99)	62%	(161)	260
PID/Gender: Dem Men	32%	(32)	68%	(67)	98
PID/Gender: Dem Women	26%	(14)	74%	(40)	54
PID/Gender: Ind Men	33%	(45)	67%	(91)	136
PID/Gender: Ind Women	30%	(35)	70%	(82)	117
PID/Gender: Rep Men	45%	(75)	55%	(94)	169
PID/Gender: Rep Women	26%	(23)	74%	(67)	91
Ideo: Liberal (1-3)	30%	(69)	70%	(163)	232
Ideo: Moderate (4)	29%	(32)	71%	(80)	112
Ideo: Conservative (5-7)	36%	(91)	64%	(164)	255
Educ: < College	35%	(173)	65%	(318)	491
Educ: Bachelors degree	30%	(35)	70%	(81)	116
Educ: Post-grad	27%	(16)	73%	(43)	59
Income: Under 50k	35%	(143)	65%	(261)	403
Income: 50k-100k	32%	(63)	68%	(135)	198
Income: 100k+	30%	(19)	70%	(46)	65
Ethnicity: White	35%	(177)	65%	(328)	505
Ethnicity: Hispanic	32%	(42)	68%	(90)	132
Ethnicity: Afr. Am.	20%	(20)	80%	(80)	100

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Table Q26_1NET: Which of the following reasons best describe(s) why you are likely to purchase a gun in the near future? Please select all that apply.
- Hunting

Demographic	Selected		Not Selected		Total N
Adults	34%	(224)	66%	(441)	666
Ethnicity: Other	46%	(28)	54%	(33)	61
Relig: Protestant	31%	(52)	69%	(116)	167
Relig: Roman Catholic	36%	(40)	64%	(72)	112
Relig: Ath./Agn./None	37%	(66)	63%	(114)	180
Relig: Something Else	28%	(32)	72%	(81)	113
Relig: Evangelical	37%	(93)	63%	(156)	250
Relig: Non-Evang. Catholics	27%	(33)	73%	(89)	121
Relig: All Christian	34%	(126)	66%	(245)	371
Relig: All Non-Christian	34%	(98)	66%	(195)	294
Community: Urban	27%	(46)	73%	(121)	166
Community: Suburban	30%	(70)	70%	(164)	234
Community: Rural	41%	(108)	59%	(157)	266
Employ: Private Sector	33%	(81)	67%	(164)	244
Employ: Government	36%	(25)	64%	(45)	70
Employ: Self-Employed	33%	(27)	67%	(53)	79
Employ: Retired	27%	(27)	73%	(71)	97
Employ: Other	35%	(18)	65%	(33)	51
Military HH: Yes	33%	(57)	67%	(118)	176
Military HH: No	34%	(167)	66%	(323)	490
RD/WT: Right Direction	36%	(126)	64%	(223)	349
RD/WT: Wrong Track	31%	(98)	69%	(219)	317
Strongly Approve	43%	(97)	57%	(130)	226
Somewhat Approve	32%	(50)	68%	(108)	158
Somewhat Disapprove	32%	(25)	68%	(54)	79
Strongly Disapprove	22%	(38)	78%	(137)	174
#1 Issue: Economy	34%	(63)	66%	(121)	184
#1 Issue: Security	37%	(54)	63%	(90)	144
#1 Issue: Health Care	26%	(27)	74%	(78)	106
#1 Issue: Medicare / Social Security	41%	(31)	59%	(46)	77
#1 Issue: Education	30%	(22)	70%	(51)	74

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Table Q26_1NET: Which of the following reasons best describe(s) why you are likely to purchase a gun in the near future? Please select all that apply.
- Hunting

Demographic	Selected		Not Selected		Total N
Adults	34%	(224)	66%	(441)	666
2016 Vote: Democrat Hillary Clinton	26%	(41)	74%	(116)	157
2016 Vote: Republican Donald Trump	40%	(121)	60%	(183)	304
2012 Vote: Barack Obama	29%	(58)	71%	(142)	201
2012 Vote: Mitt Romney	46%	(94)	54%	(112)	205
2012 Vote: Didn't Vote	28%	(62)	72%	(156)	218
4-Region: Northeast	36%	(35)	64%	(63)	97
4-Region: Midwest	33%	(42)	67%	(85)	126
4-Region: South	30%	(84)	70%	(194)	278
4-Region: West	39%	(65)	61%	(100)	164
Supports Gun Control	28%	(106)	72%	(267)	373
Does Not Support Gun Control	40%	(110)	60%	(163)	273
NRA Member in HH: Yes	44%	(87)	56%	(110)	197
NRA Member in HH: No	29%	(137)	71%	(331)	469
Gun Owning HH: Yes	40%	(165)	60%	(246)	411
Gun Owning HH: No	23%	(59)	77%	(195)	255
Single Gun HH	35%	(38)	65%	(72)	110
Multi Gun HH	41%	(110)	59%	(157)	267
Likely to buy gun next 12 mnths	34%	(224)	66%	(441)	666
Likely to buy gun next month	36%	(128)	64%	(227)	355

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

Table Q26_4NET: Which of the following reasons best describe(s) why you are likely to purchase a gun in the near future? Please select all that apply.
- Sports shooting

Demographic	Selected		Not Selected		Total N
Adults	27%	(180)	73%	(486)	666
Gender: Male	35%	(142)	65%	(261)	404
Gender: Female	14%	(38)	86%	(225)	262
Age: 18-29	29%	(58)	71%	(139)	197
Age: 30-44	25%	(49)	75%	(144)	193
Age: 45-54	30%	(38)	70%	(88)	127
Age: 55-64	21%	(17)	79%	(62)	79
Age: 65+	26%	(18)	74%	(52)	70
PID: Dem (no lean)	25%	(38)	75%	(114)	153
PID: Ind (no lean)	28%	(71)	72%	(182)	253
PID: Rep (no lean)	27%	(70)	73%	(190)	260
PID/Gender: Dem Men	33%	(32)	67%	(66)	98
PID/Gender: Dem Women	11%	(6)	89%	(48)	54
PID/Gender: Ind Men	39%	(53)	61%	(83)	136
PID/Gender: Ind Women	16%	(19)	84%	(98)	117
PID/Gender: Rep Men	34%	(58)	66%	(112)	169
PID/Gender: Rep Women	14%	(13)	86%	(78)	91
Ideo: Liberal (1-3)	28%	(65)	72%	(167)	232
Ideo: Moderate (4)	30%	(34)	70%	(78)	112
Ideo: Conservative (5-7)	27%	(69)	73%	(186)	255
Educ: < College	26%	(128)	74%	(363)	491
Educ: Bachelors degree	27%	(31)	73%	(84)	116
Educ: Post-grad	35%	(21)	65%	(38)	59
Income: Under 50k	27%	(110)	73%	(293)	403
Income: 50k-100k	26%	(52)	74%	(146)	198
Income: 100k+	28%	(18)	72%	(47)	65
Ethnicity: White	28%	(140)	72%	(365)	505
Ethnicity: Hispanic	32%	(42)	68%	(90)	132
Ethnicity: Afr. Am.	25%	(25)	75%	(75)	100

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Table Q26_4NET: Which of the following reasons best describe(s) why you are likely to purchase a gun in the near future? Please select all that apply.
- Sports shooting

Demographic	Selected		Not Selected		Total N
Adults	27%	(180)	73%	(486)	666
Ethnicity: Other	25%	(15)	75%	(46)	61
Relig: Protestant	29%	(49)	71%	(119)	167
Relig: Roman Catholic	28%	(31)	72%	(80)	112
Relig: Ath./Agn./None	30%	(54)	70%	(127)	180
Relig: Something Else	24%	(27)	76%	(86)	113
Relig: Evangelical	25%	(62)	75%	(188)	250
Relig: Non-Evang. Catholics	31%	(37)	69%	(84)	121
Relig: All Christian	27%	(99)	73%	(272)	371
Relig: All Non-Christian	27%	(81)	73%	(213)	294
Community: Urban	22%	(37)	78%	(130)	166
Community: Suburban	32%	(75)	68%	(159)	234
Community: Rural	26%	(69)	74%	(197)	266
Employ: Private Sector	30%	(73)	70%	(172)	244
Employ: Government	30%	(21)	70%	(49)	70
Employ: Self-Employed	26%	(21)	74%	(59)	79
Employ: Retired	27%	(26)	73%	(71)	97
Employ: Other	32%	(16)	68%	(34)	51
Military HH: Yes	34%	(60)	66%	(116)	176
Military HH: No	25%	(120)	75%	(370)	490
RD/WT: Right Direction	34%	(118)	66%	(231)	349
RD/WT: Wrong Track	20%	(62)	80%	(255)	317
Strongly Approve	30%	(67)	70%	(159)	226
Somewhat Approve	31%	(49)	69%	(109)	158
Somewhat Disapprove	23%	(18)	77%	(61)	79
Strongly Disapprove	24%	(41)	76%	(133)	174
#1 Issue: Economy	27%	(50)	73%	(134)	184
#1 Issue: Security	33%	(47)	67%	(97)	144
#1 Issue: Health Care	16%	(17)	84%	(89)	106
#1 Issue: Medicare / Social Security	30%	(23)	70%	(54)	77
#1 Issue: Education	27%	(20)	73%	(54)	74

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Table Q26_4NET: Which of the following reasons best describe(s) why you are likely to purchase a gun in the near future? Please select all that apply.
- Sports shooting

Demographic	Selected		Not Selected		Total N
Adults	27%	(180)	73%	(486)	666
2016 Vote: Democrat Hillary Clinton	27%	(43)	73%	(113)	157
2016 Vote: Republican Donald Trump	30%	(90)	70%	(214)	304
2012 Vote: Barack Obama	26%	(53)	74%	(147)	201
2012 Vote: Mitt Romney	32%	(65)	68%	(140)	205
2012 Vote: Didn't Vote	21%	(46)	79%	(172)	218
4-Region: Northeast	33%	(32)	67%	(65)	97
4-Region: Midwest	23%	(28)	77%	(98)	126
4-Region: South	24%	(66)	76%	(212)	278
4-Region: West	33%	(53)	67%	(111)	164
Supports Gun Control	28%	(106)	72%	(268)	373
Does Not Support Gun Control	26%	(71)	74%	(202)	273
NRA Member in HH: Yes	40%	(78)	60%	(119)	197
NRA Member in HH: No	22%	(102)	78%	(367)	469
Gun Owning HH: Yes	30%	(125)	70%	(286)	411
Gun Owning HH: No	21%	(55)	79%	(200)	255
Single Gun HH	25%	(28)	75%	(82)	110
Multi Gun HH	34%	(91)	66%	(176)	267
Likely to buy gun next 12 mnths	27%	(180)	73%	(486)	666
Likely to buy gun next month	32%	(115)	68%	(240)	355

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

Table Q26_5NET: Which of the following reasons best describe(s) why you are likely to purchase a gun in the near future? Please select all that apply.
- Range shooting

Demographic	Selected		Not Selected		Total N
Adults	40%	(264)	60%	(402)	666
Gender: Male	41%	(167)	59%	(237)	404
Gender: Female	37%	(97)	63%	(165)	262
Age: 18-29	42%	(82)	58%	(115)	197
Age: 30-44	38%	(74)	62%	(120)	193
Age: 45-54	38%	(48)	62%	(79)	127
Age: 55-64	45%	(36)	55%	(43)	79
Age: 65+	36%	(25)	64%	(45)	70
PID: Dem (no lean)	31%	(48)	69%	(105)	153
PID: Ind (no lean)	42%	(107)	58%	(146)	253
PID: Rep (no lean)	42%	(109)	58%	(151)	260
PID/Gender: Dem Men	35%	(34)	65%	(64)	98
PID/Gender: Dem Women	25%	(14)	75%	(41)	54
PID/Gender: Ind Men	44%	(60)	56%	(76)	136
PID/Gender: Ind Women	40%	(47)	60%	(70)	117
PID/Gender: Rep Men	43%	(73)	57%	(97)	169
PID/Gender: Rep Women	40%	(37)	60%	(54)	91
Ideo: Liberal (1-3)	31%	(71)	69%	(161)	232
Ideo: Moderate (4)	46%	(52)	54%	(60)	112
Ideo: Conservative (5-7)	45%	(115)	55%	(140)	255
Educ: < College	39%	(192)	61%	(299)	491
Educ: Bachelors degree	47%	(54)	53%	(62)	116
Educ: Post-grad	31%	(18)	69%	(41)	59
Income: Under 50k	35%	(143)	65%	(260)	403
Income: 50k-100k	45%	(88)	55%	(110)	198
Income: 100k+	51%	(33)	49%	(32)	65
Ethnicity: White	41%	(206)	59%	(299)	505
Ethnicity: Hispanic	41%	(54)	59%	(77)	132
Ethnicity: Afr. Am.	32%	(32)	68%	(68)	100

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Table Q26_5NET: Which of the following reasons best describe(s) why you are likely to purchase a gun in the near future? Please select all that apply.
- Range shooting

Demographic	Selected		Not Selected		Total N
Adults	40%	(264)	60%	(402)	666
Ethnicity: Other	43%	(26)	57%	(35)	61
Relig: Protestant	44%	(74)	56%	(93)	167
Relig: Roman Catholic	35%	(39)	65%	(72)	112
Relig: Ath./Agn./None	47%	(85)	53%	(95)	180
Relig: Something Else	32%	(36)	68%	(77)	113
Relig: Evangelical	34%	(86)	66%	(164)	250
Relig: Non-Evang. Catholics	47%	(57)	53%	(64)	121
Relig: All Christian	39%	(143)	61%	(228)	371
Relig: All Non-Christian	41%	(121)	59%	(172)	294
Community: Urban	30%	(50)	70%	(116)	166
Community: Suburban	44%	(104)	56%	(131)	234
Community: Rural	42%	(110)	58%	(155)	266
Employ: Private Sector	43%	(104)	57%	(141)	244
Employ: Government	34%	(24)	66%	(46)	70
Employ: Self-Employed	36%	(29)	64%	(51)	79
Employ: Retired	36%	(35)	64%	(62)	97
Employ: Other	40%	(20)	60%	(30)	51
Military HH: Yes	42%	(75)	58%	(101)	176
Military HH: No	39%	(190)	61%	(301)	490
RD/WT: Right Direction	38%	(133)	62%	(216)	349
RD/WT: Wrong Track	41%	(131)	59%	(186)	317
Strongly Approve	43%	(98)	57%	(129)	226
Somewhat Approve	36%	(56)	64%	(102)	158
Somewhat Disapprove	38%	(30)	62%	(49)	79
Strongly Disapprove	39%	(67)	61%	(107)	174
#1 Issue: Economy	44%	(80)	56%	(104)	184
#1 Issue: Security	45%	(65)	55%	(79)	144
#1 Issue: Health Care	32%	(34)	68%	(71)	106
#1 Issue: Medicare / Social Security	30%	(23)	70%	(53)	77
#1 Issue: Education	38%	(28)	62%	(46)	74

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Table Q26_5NET: Which of the following reasons best describe(s) why you are likely to purchase a gun in the near future? Please select all that apply.
- Range shooting

Demographic	Selected		Not Selected		Total N
Adults	40%	(264)	60%	(402)	666
2016 Vote: Democrat Hillary Clinton	37%	(58)	63%	(99)	157
2016 Vote: Republican Donald Trump	45%	(137)	55%	(167)	304
2012 Vote: Barack Obama	41%	(83)	59%	(117)	201
2012 Vote: Mitt Romney	44%	(90)	56%	(115)	205
2012 Vote: Didn't Vote	34%	(74)	66%	(144)	218
4-Region: Northeast	37%	(36)	63%	(61)	97
4-Region: Midwest	41%	(52)	59%	(74)	126
4-Region: South	38%	(105)	62%	(173)	278
4-Region: West	43%	(71)	57%	(94)	164
Supports Gun Control	34%	(129)	66%	(245)	373
Does Not Support Gun Control	46%	(125)	54%	(148)	273
NRA Member in HH: Yes	45%	(88)	55%	(109)	197
NRA Member in HH: No	38%	(176)	62%	(293)	469
Gun Owning HH: Yes	43%	(179)	57%	(233)	411
Gun Owning HH: No	34%	(86)	66%	(169)	255
Single Gun HH	33%	(36)	67%	(74)	110
Multi Gun HH	50%	(132)	50%	(135)	267
Likely to buy gun next 12 mnths	40%	(264)	60%	(402)	666
Likely to buy gun next month	41%	(144)	59%	(211)	355

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

Table Q26_6NET: Which of the following reasons best describe(s) why you are likely to purchase a gun in the near future? Please select all that apply.
- Self-defense

Demographic	Selected		Not Selected		Total N
Adults	76%	(505)	24%	(161)	666
Gender: Male	73%	(294)	27%	(110)	404
Gender: Female	80%	(211)	20%	(51)	262
Age: 18-29	70%	(139)	30%	(58)	197
Age: 30-44	73%	(142)	27%	(52)	193
Age: 45-54	78%	(99)	22%	(28)	127
Age: 55-64	84%	(66)	16%	(13)	79
Age: 65+	85%	(59)	15%	(11)	70
PID: Dem (no lean)	67%	(102)	33%	(51)	153
PID: Ind (no lean)	78%	(197)	22%	(56)	253
PID: Rep (no lean)	79%	(206)	21%	(54)	260
PID/Gender: Dem Men	65%	(64)	35%	(35)	98
PID/Gender: Dem Women	69%	(38)	31%	(17)	54
PID/Gender: Ind Men	77%	(104)	23%	(32)	136
PID/Gender: Ind Women	79%	(93)	21%	(24)	117
PID/Gender: Rep Men	74%	(126)	26%	(44)	169
PID/Gender: Rep Women	88%	(80)	12%	(11)	91
Ideo: Liberal (1-3)	62%	(143)	38%	(89)	232
Ideo: Moderate (4)	80%	(89)	20%	(23)	112
Ideo: Conservative (5-7)	87%	(220)	13%	(34)	255
Educ: < College	76%	(373)	24%	(118)	491
Educ: Bachelors degree	78%	(91)	22%	(25)	116
Educ: Post-grad	69%	(41)	31%	(18)	59
Income: Under 50k	73%	(293)	27%	(110)	403
Income: 50k-100k	81%	(160)	19%	(38)	198
Income: 100k+	80%	(52)	20%	(13)	65
Ethnicity: White	77%	(389)	23%	(116)	505
Ethnicity: Hispanic	64%	(84)	36%	(48)	132
Ethnicity: Afr. Am.	77%	(77)	23%	(23)	100

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Table Q26_6NET: Which of the following reasons best describe(s) why you are likely to purchase a gun in the near future? Please select all that apply.
- Self-defense

Demographic	Selected		Not Selected		Total N
Adults	76%	(505)	24%	(161)	666
Ethnicity: Other	64%	(39)	36%	(22)	61
Relig: Protestant	76%	(127)	24%	(40)	167
Relig: Roman Catholic	77%	(86)	23%	(26)	112
Relig: Ath./Agn./None	73%	(131)	27%	(49)	180
Relig: Something Else	76%	(86)	24%	(27)	113
Relig: Evangelical	74%	(185)	26%	(65)	250
Relig: Non-Evang. Catholics	85%	(103)	15%	(19)	121
Relig: All Christian	78%	(288)	22%	(83)	371
Relig: All Non-Christian	74%	(217)	26%	(77)	294
Community: Urban	71%	(118)	29%	(48)	166
Community: Suburban	76%	(177)	24%	(57)	234
Community: Rural	79%	(209)	21%	(56)	266
Employ: Private Sector	70%	(172)	30%	(73)	244
Employ: Government	75%	(53)	25%	(17)	70
Employ: Self-Employed	71%	(57)	29%	(23)	79
Employ: Retired	87%	(84)	13%	(13)	97
Employ: Other	78%	(39)	22%	(11)	51
Military HH: Yes	71%	(125)	29%	(51)	176
Military HH: No	77%	(380)	23%	(110)	490
RD/WT: Right Direction	73%	(255)	27%	(94)	349
RD/WT: Wrong Track	79%	(249)	21%	(68)	317
Strongly Approve	78%	(177)	22%	(49)	226
Somewhat Approve	77%	(122)	23%	(36)	158
Somewhat Disapprove	74%	(59)	26%	(20)	79
Strongly Disapprove	70%	(122)	30%	(52)	174
#1 Issue: Economy	83%	(154)	17%	(30)	184
#1 Issue: Security	78%	(113)	22%	(31)	144
#1 Issue: Health Care	73%	(77)	27%	(29)	106
#1 Issue: Medicare / Social Security	74%	(57)	26%	(20)	77
#1 Issue: Education	60%	(44)	40%	(30)	74

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Table Q26_6NET: Which of the following reasons best describe(s) why you are likely to purchase a gun in the near future? Please select all that apply.
- Self-defense

Demographic	Selected		Not Selected		Total N
Adults	76%	(505)	24%	(161)	666
2016 Vote: Democrat Hillary Clinton	64%	(100)	36%	(57)	157
2016 Vote: Republican Donald Trump	81%	(246)	19%	(58)	304
2012 Vote: Barack Obama	70%	(141)	30%	(59)	201
2012 Vote: Mitt Romney	82%	(168)	18%	(38)	205
2012 Vote: Didn't Vote	75%	(163)	25%	(55)	218
4-Region: Northeast	71%	(69)	29%	(28)	97
4-Region: Midwest	80%	(101)	20%	(25)	126
4-Region: South	79%	(220)	21%	(58)	278
4-Region: West	70%	(114)	30%	(50)	164
Supports Gun Control	67%	(252)	33%	(121)	373
Does Not Support Gun Control	86%	(235)	14%	(38)	273
NRA Member in HH: Yes	65%	(129)	35%	(69)	197
NRA Member in HH: No	80%	(376)	20%	(93)	469
Gun Owning HH: Yes	73%	(299)	27%	(113)	411
Gun Owning HH: No	81%	(206)	19%	(49)	255
Single Gun HH	64%	(70)	36%	(40)	110
Multi Gun HH	76%	(204)	24%	(63)	267
Likely to buy gun next 12 mnths	76%	(505)	24%	(161)	666
Likely to buy gun next month	75%	(265)	25%	(90)	355

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

Table Q26_7NET: Which of the following reasons best describe(s) why you are likely to purchase a gun in the near future? Please select all that apply.
- Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	5%	(32)	95%	(634)	666
Gender: Male	5%	(20)	95%	(384)	404
Gender: Female	5%	(12)	95%	(250)	262
Age: 18-29	5%	(9)	95%	(188)	197
Age: 30-44	3%	(5)	97%	(189)	193
Age: 45-54	5%	(7)	95%	(120)	127
Age: 55-64	8%	(6)	92%	(73)	79
Age: 65+	7%	(5)	93%	(65)	70
PID: Dem (no lean)	5%	(8)	95%	(145)	153
PID: Ind (no lean)	6%	(15)	94%	(238)	253
PID: Rep (no lean)	4%	(9)	96%	(251)	260
PID/Gender: Dem Men	5%	(5)	95%	(94)	98
PID/Gender: Dem Women	6%	(3)	94%	(51)	54
PID/Gender: Ind Men	6%	(8)	94%	(128)	136
PID/Gender: Ind Women	5%	(6)	95%	(111)	117
PID/Gender: Rep Men	4%	(7)	96%	(163)	169
PID/Gender: Rep Women	3%	(3)	97%	(88)	91
Ideo: Liberal (1-3)	3%	(7)	97%	(225)	232
Ideo: Moderate (4)	6%	(7)	94%	(105)	112
Ideo: Conservative (5-7)	7%	(17)	93%	(238)	255
Educ: < College	6%	(28)	94%	(463)	491
Educ: Bachelors degree	1%	(2)	99%	(114)	116
Educ: Post-grad	4%	(2)	96%	(57)	59
Income: Under 50k	4%	(17)	96%	(386)	403
Income: 50k-100k	7%	(13)	93%	(184)	198
Income: 100k+	3%	(2)	97%	(63)	65
Ethnicity: White	5%	(28)	95%	(477)	505
Ethnicity: Hispanic	6%	(7)	94%	(124)	132
Ethnicity: Afr. Am.	2%	(2)	98%	(98)	100

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Table Q26_7NET: Which of the following reasons best describe(s) why you are likely to purchase a gun in the near future? Please select all that apply.
- Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	5%	(32)	95%	(634)	666
Ethnicity: Other	4%	(3)	96%	(58)	61
Relig: Protestant	2%	(3)	98%	(164)	167
Relig: Roman Catholic	2%	(2)	98%	(110)	112
Relig: Ath./Agn./None	8%	(14)	92%	(166)	180
Relig: Something Else	8%	(9)	92%	(104)	113
Relig: Evangelical	1%	(4)	99%	(246)	250
Relig: Non-Evang. Catholics	3%	(4)	97%	(118)	121
Relig: All Christian	2%	(7)	98%	(364)	371
Relig: All Non-Christian	8%	(23)	92%	(270)	294
Community: Urban	6%	(10)	94%	(156)	166
Community: Suburban	4%	(9)	96%	(225)	234
Community: Rural	5%	(12)	95%	(253)	266
Employ: Private Sector	4%	(10)	96%	(234)	244
Employ: Government	4%	(3)	96%	(67)	70
Employ: Self-Employed	7%	(6)	93%	(74)	79
Employ: Retired	8%	(8)	92%	(90)	97
Employ: Other	2%	(1)	98%	(50)	51
Military HH: Yes	4%	(8)	96%	(168)	176
Military HH: No	5%	(24)	95%	(466)	490
RD/WT: Right Direction	2%	(8)	98%	(340)	349
RD/WT: Wrong Track	7%	(23)	93%	(294)	317
Strongly Approve	2%	(4)	98%	(223)	226
Somewhat Approve	5%	(8)	95%	(150)	158
Somewhat Disapprove	6%	(5)	94%	(75)	79
Strongly Disapprove	9%	(15)	91%	(159)	174
#1 Issue: Economy	4%	(7)	96%	(178)	184
#1 Issue: Security	5%	(7)	95%	(137)	144
#1 Issue: Health Care	1%	(2)	99%	(104)	106
#1 Issue: Medicare / Social Security	6%	(4)	94%	(72)	77
#1 Issue: Education	8%	(6)	92%	(68)	74

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Table Q26_7NET: Which of the following reasons best describe(s) why you are likely to purchase a gun in the near future? Please select all that apply.
- Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	5%	(32)	95%	(634)	666
2016 Vote: Democrat Hillary Clinton	3%	(4)	97%	(152)	157
2016 Vote: Republican Donald Trump	5%	(14)	95%	(290)	304
2012 Vote: Barack Obama	3%	(5)	97%	(195)	201
2012 Vote: Mitt Romney	6%	(12)	94%	(194)	205
2012 Vote: Didn't Vote	7%	(14)	93%	(204)	218
4-Region: Northeast	1%	(1)	99%	(96)	97
4-Region: Midwest	7%	(9)	93%	(117)	126
4-Region: South	6%	(17)	94%	(261)	278
4-Region: West	3%	(5)	97%	(159)	164
Supports Gun Control	4%	(15)	96%	(358)	373
Does Not Support Gun Control	5%	(14)	95%	(259)	273
NRA Member in HH: Yes	3%	(5)	97%	(192)	197
NRA Member in HH: No	6%	(26)	94%	(442)	469
Gun Owning HH: Yes	6%	(24)	94%	(387)	411
Gun Owning HH: No	3%	(8)	97%	(247)	255
Single Gun HH	6%	(7)	94%	(103)	110
Multi Gun HH	6%	(15)	94%	(252)	267
Likely to buy gun next 12 mnths	5%	(32)	95%	(634)	666
Likely to buy gun next month	5%	(16)	95%	(339)	355

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

Table Q26_8NET: Which of the following reasons best describe(s) why you are likely to purchase a gun in the near future? Please select all that apply.
- Don't know

Demographic	Selected		Not Selected		Total N
Adults	2%	(11)	98%	(655)	666
Gender: Male	1%	(6)	99%	(398)	404
Gender: Female	2%	(6)	98%	(256)	262
Age: 18-29	3%	(5)	97%	(192)	197
Age: 30-44	1%	(2)	99%	(191)	193
Age: 45-54	1%	(2)	99%	(125)	127
Age: 55-64	—	(0)	100%	(79)	79
Age: 65+	3%	(2)	97%	(67)	70
PID: Dem (no lean)	3%	(5)	97%	(148)	153
PID: Ind (no lean)	1%	(2)	99%	(251)	253
PID: Rep (no lean)	2%	(4)	98%	(256)	260
PID/Gender: Dem Men	2%	(2)	98%	(96)	98
PID/Gender: Dem Women	4%	(2)	96%	(52)	54
PID/Gender: Ind Men	—	(1)	100%	(135)	136
PID/Gender: Ind Women	1%	(1)	99%	(116)	117
PID/Gender: Rep Men	1%	(2)	99%	(167)	169
PID/Gender: Rep Women	2%	(2)	98%	(89)	91
Ideo: Liberal (1-3)	3%	(7)	97%	(225)	232
Ideo: Moderate (4)	2%	(2)	98%	(109)	112
Ideo: Conservative (5-7)	1%	(1)	99%	(253)	255
Educ: < College	2%	(8)	98%	(483)	491
Educ: Bachelors degree	1%	(1)	99%	(115)	116
Educ: Post-grad	3%	(2)	97%	(57)	59
Income: Under 50k	2%	(7)	98%	(397)	403
Income: 50k-100k	2%	(4)	98%	(194)	198
Income: 100k+	1%	(1)	99%	(64)	65
Ethnicity: White	1%	(6)	99%	(499)	505
Ethnicity: Hispanic	2%	(3)	98%	(129)	132
Ethnicity: Afr. Am.	3%	(3)	97%	(97)	100

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Table Q26_8NET: Which of the following reasons best describe(s) why you are likely to purchase a gun in the near future? Please select all that apply.
- Don't know

Demographic	Selected		Not Selected		Total N
Adults	2%	(11)	98%	(655)	666
Ethnicity: Other	4%	(3)	96%	(58)	61
Relig: Protestant	2%	(4)	98%	(163)	167
Relig: Roman Catholic	2%	(2)	98%	(109)	112
Relig: Ath./Agn./None	2%	(4)	98%	(176)	180
Relig: Something Else	1%	(1)	99%	(113)	113
Relig: Evangelical	3%	(7)	97%	(243)	250
Relig: Non-Evang. Catholics	—	(0)	100%	(121)	121
Relig: All Christian	2%	(7)	98%	(365)	371
Relig: All Non-Christian	2%	(5)	98%	(289)	294
Community: Urban	6%	(9)	94%	(157)	166
Community: Suburban	—	(0)	100%	(234)	234
Community: Rural	1%	(2)	99%	(264)	266
Employ: Private Sector	2%	(4)	98%	(240)	244
Employ: Government	—	(0)	100%	(70)	70
Employ: Self-Employed	3%	(2)	97%	(77)	79
Employ: Retired	2%	(2)	98%	(95)	97
Employ: Other	3%	(2)	97%	(49)	51
Military HH: Yes	2%	(4)	98%	(172)	176
Military HH: No	2%	(8)	98%	(482)	490
RD/WT: Right Direction	2%	(7)	98%	(342)	349
RD/WT: Wrong Track	1%	(4)	99%	(313)	317
Strongly Approve	2%	(5)	98%	(221)	226
Somewhat Approve	1%	(2)	99%	(156)	158
Somewhat Disapprove	—	(0)	100%	(79)	79
Strongly Disapprove	3%	(5)	97%	(170)	174
#1 Issue: Economy	1%	(2)	99%	(183)	184
#1 Issue: Security	3%	(5)	97%	(139)	144
#1 Issue: Health Care	2%	(2)	98%	(104)	106
#1 Issue: Medicare / Social Security	1%	(1)	99%	(76)	77
#1 Issue: Education	3%	(2)	97%	(72)	74

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Table Q26_8NET: Which of the following reasons best describe(s) why you are likely to purchase a gun in the near future? Please select all that apply.
- Don't know

Demographic	Selected		Not Selected		Total N
Adults	2%	(11)	98%	(655)	666
2016 Vote: Democrat Hillary Clinton	4%	(6)	96%	(151)	157
2016 Vote: Republican Donald Trump	1%	(3)	99%	(301)	304
2012 Vote: Barack Obama	2%	(4)	98%	(197)	201
2012 Vote: Mitt Romney	1%	(2)	99%	(203)	205
2012 Vote: Didn't Vote	2%	(5)	98%	(213)	218
4-Region: Northeast	—	(0)	100%	(97)	97
4-Region: Midwest	3%	(3)	97%	(123)	126
4-Region: South	2%	(7)	98%	(272)	278
4-Region: West	1%	(1)	99%	(163)	164
Supports Gun Control	1%	(6)	99%	(368)	373
Does Not Support Gun Control	2%	(5)	98%	(268)	273
NRA Member in HH: Yes	2%	(4)	98%	(193)	197
NRA Member in HH: No	2%	(7)	98%	(462)	469
Gun Owning HH: Yes	1%	(5)	99%	(406)	411
Gun Owning HH: No	2%	(6)	98%	(248)	255
Single Gun HH	1%	(1)	99%	(109)	110
Multi Gun HH	1%	(4)	99%	(263)	267
Likely to buy gun next 12 mnths	2%	(11)	98%	(655)	666
Likely to buy gun next month	1%	(4)	99%	(351)	355

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	475	22%
	Age: 30-44	560	25%
	Age: 45-54	400	18%
	Age: 55-64	368	17%
	Age: 65+	398	18%
	N	2201	
xpid3	PID: Dem (no lean)	698	32%
	PID: Ind (no lean)	830	38%
	PID: Rep (no lean)	673	31%
	N	2201	
xpidGender	PID/Gender: Dem Men	329	15%
	PID/Gender: Dem Women	369	17%
	PID/Gender: Ind Men	394	18%
	PID/Gender: Ind Women	435	20%
	PID/Gender: Rep Men	337	15%
	PID/Gender: Rep Women	337	15%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	800	36%
	Ideo: Moderate (4)	435	20%
	Ideo: Conservative (5-7)	667	30%
	N	1902	
xeduc3	Educ: < College	1567	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2201	
xdemInc3	Income: Under 50k	1339	61%
	Income: 50k-100k	624	28%
	Income: 100k+	239	11%
	N	2201	
xdemWhite	Ethnicity: White	1750	80%
xdemHispBin	Ethnicity: Hispanic	329	15%

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
demBlackBin	Ethnicity: Afr. Am.	269	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	499	23%
	Relig: Roman Catholic	413	19%
	Relig: Ath./Agn./None	647	29%
	Relig: Something Else	373	17%
	N	1932	
xreligion1	Relig: Jewish	59	3%
xreligion2	Relig: Evangelical	650	30%
	Relig: Non-Evang. Catholics	523	24%
	N	1173	
xreligion3	Relig: All Christian	1173	53%
	Relig: All Non-Christian	1020	46%
	N	2193	
xdemUsr	Community: Urban	538	24%
	Community: Suburban	955	43%
	Community: Rural	708	32%
	N	2201	
xdemEmploy	Employ: Private Sector	676	31%
	Employ: Government	175	8%
	Employ: Self-Employed	207	9%
	Employ: Homemaker	175	8%
	Employ: Student	98	4%
	Employ: Retired	457	21%
	Employ: Unemployed	216	10%
	Employ: Other	195	9%
	N	2201	
xdemMilHH1	Military HH: Yes	440	20%
	Military HH: No	1761	80%
	N	2201	
xnr1	RD/WT: Right Direction	855	39%
	RD/WT: Wrong Track	1346	61%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	486	22%
	Somewhat Approve	460	21%
	Somewhat Disapprove	289	13%
	Strongly Disapprove	841	38%
	Dont Know / No Opinion	124	6%
	N	2201	
xnr3	#1 Issue: Economy	599	27%
	#1 Issue: Security	416	19%
	#1 Issue: Health Care	377	17%
	#1 Issue: Medicare / Social Security	319	15%
	#1 Issue: Women's Issues	111	5%
	#1 Issue: Education	168	8%
	#1 Issue: Energy	83	4%
	#1 Issue: Other	127	6%
	N	2201	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	673	31%
	2016 Vote: Republican Donald Trump	755	34%
	2016 Vote: Someone else	180	8%
	N	1608	
xsubVote12O	2012 Vote: Barack Obama	821	37%
	2012 Vote: Mitt Romney	542	25%
	2012 Vote: Other	128	6%
	2012 Vote: Didn't Vote	707	32%
	N	2198	
xreg4	4-Region: Northeast	402	18%
	4-Region: Midwest	474	22%
	4-Region: South	815	37%
	4-Region: West	511	23%
	N	2201	
xdemFIR1	Supports Gun Control	1386	63%
xdemFIR2	Does Not Support Gun Control	652	30%
xdemFIR3	NRA Member in HH: Yes	312	14%
	NRA Member in HH: No	1889	86%
	N	2201	
xdemFIR4	Gun Owning HH: Yes	915	42%
	Gun Owning HH: No	1286	58%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemFIR5	Single Gun HH	250	11%
	Multi Gun HH	542	25%
	N	792	
xdemFIR6	Likely to buy gun next 12 mnths	666	30%
xdemFIR7	Likely to buy gun next month	355	16%

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

