



National Tracking Poll #180534
May 18-21, 2018

Crosstabulation Results

Methodology:

This poll was conducted from May 18-21, 2018, among a national sample of 2204 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

Table Index

- 1 **Table BRD12:** *How comfortable are you with companies being able to purchase data related to you, such as an email address, for online advertising purposes?* 3
- 2 **Table BRD13:** *How comfortable are you with companies being able to sell data related to you, such as an email address, for online advertising purposes?* 7
- 3 **Table BRD14:** *As you may know, on May 25 the General Data Protection Regulation goes into effect in all European Union member countries. The rules will change the way all companies that conduct business in EU member countries can collect, store and process user information data. How willing would you be to give a company access to your personal data for targeted advertising if it meant you could use their service for free?* 11
- 4 **Table BRD15:** *In the past 30 days, have you noticed any increase in notices from websites about updated terms of services governing the use of your data?* 15
- 5 **Table BRD16:** *Which of the following statements comes closest to your view, even if neither is exactly right?* 19
- 6 **Summary Statistics of Survey Respondent Demographics** 24

Crosstabulation Results by Respondent Demographics

Table BRD12: How comfortable are you with companies being able to purchase data related to you, such as an email address, for online advertising purposes?

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Adults	6%	(140)	9%	(188)	24%	(533)	54%	(1185)	7%	(158)	2204
Gender: Male	9%	(98)	11%	(117)	26%	(275)	48%	(514)	6%	(59)	1064
Gender: Female	4%	(42)	6%	(71)	23%	(258)	59%	(670)	9%	(99)	1140
Age: 18-29	8%	(38)	12%	(57)	22%	(105)	44%	(208)	13%	(59)	469
Age: 30-44	6%	(32)	9%	(49)	25%	(136)	52%	(282)	9%	(47)	546
Age: 45-54	9%	(35)	6%	(26)	25%	(98)	52%	(209)	8%	(31)	399
Age: 55-64	6%	(20)	6%	(21)	24%	(83)	64%	(225)	1%	(4)	353
Age: 65+	3%	(15)	8%	(35)	25%	(110)	60%	(261)	4%	(16)	437
Generation Z: 18-21	8%	(12)	12%	(19)	26%	(41)	40%	(64)	13%	(21)	158
Millennial: Age 22-37	8%	(47)	11%	(66)	24%	(147)	47%	(297)	11%	(68)	625
Generation X: Age 38-53	8%	(45)	7%	(42)	24%	(143)	54%	(321)	7%	(44)	596
Boomers: Age 54-72	5%	(33)	7%	(50)	24%	(170)	61%	(432)	3%	(23)	709
PID: Dem (no lean)	5%	(37)	8%	(59)	25%	(183)	56%	(404)	6%	(45)	728
PID: Ind (no lean)	5%	(45)	8%	(64)	24%	(202)	52%	(438)	11%	(92)	840
PID: Rep (no lean)	9%	(58)	10%	(64)	23%	(149)	54%	(343)	3%	(22)	636
PID/Gender: Dem Men	6%	(20)	11%	(34)	29%	(90)	49%	(153)	5%	(17)	314
PID/Gender: Dem Women	4%	(17)	6%	(25)	22%	(93)	61%	(251)	7%	(28)	414
PID/Gender: Ind Men	8%	(32)	9%	(37)	26%	(105)	50%	(206)	7%	(30)	410
PID/Gender: Ind Women	3%	(13)	6%	(27)	22%	(97)	54%	(232)	14%	(62)	431
PID/Gender: Rep Men	14%	(47)	13%	(46)	23%	(80)	46%	(155)	4%	(13)	340
PID/Gender: Rep Women	4%	(12)	6%	(18)	23%	(69)	63%	(188)	3%	(9)	296
Ideo: Liberal (1-3)	10%	(74)	10%	(73)	25%	(183)	50%	(367)	4%	(30)	726
Ideo: Moderate (4)	5%	(25)	7%	(33)	24%	(113)	56%	(259)	7%	(33)	463
Ideo: Conservative (5-7)	5%	(33)	8%	(58)	28%	(196)	57%	(394)	2%	(17)	697
Educ: < College	7%	(112)	8%	(120)	21%	(323)	54%	(818)	9%	(142)	1515
Educ: Bachelors degree	3%	(14)	9%	(42)	29%	(131)	56%	(249)	2%	(9)	445
Educ: Post-grad	6%	(14)	10%	(25)	33%	(79)	48%	(118)	3%	(8)	244

Continued on next page

Table BRD12: How comfortable are you with companies being able to purchase data related to you, such as an email address, for online advertising purposes?

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Adults	6%	(140)	9%	(188)	24%	(533)	54%	(1185)	7%	(158)	2204
Income: Under 50k	7%	(89)	8%	(102)	21%	(275)	55%	(702)	9%	(117)	1286
Income: 50k-100k	5%	(32)	9%	(58)	28%	(176)	53%	(333)	4%	(28)	628
Income: 100k+	6%	(18)	10%	(28)	28%	(82)	51%	(149)	5%	(14)	290
Ethnicity: White	6%	(100)	8%	(137)	25%	(427)	56%	(962)	6%	(99)	1725
Ethnicity: Hispanic	17%	(61)	9%	(31)	27%	(95)	35%	(122)	12%	(42)	350
Ethnicity: Afr. Am.	10%	(26)	10%	(29)	20%	(56)	48%	(133)	11%	(31)	275
Ethnicity: Other	7%	(14)	11%	(22)	25%	(51)	44%	(90)	14%	(28)	204
Relig: Protestant	7%	(36)	6%	(33)	29%	(149)	55%	(286)	3%	(16)	521
Relig: Roman Catholic	4%	(19)	10%	(44)	27%	(115)	53%	(227)	5%	(20)	425
Relig: Ath./Agn./None	6%	(39)	7%	(46)	23%	(146)	53%	(341)	11%	(71)	643
Relig: Something Else	7%	(27)	11%	(43)	22%	(81)	53%	(197)	7%	(25)	373
Relig: Jewish	19%	(10)	17%	(9)	27%	(14)	33%	(18)	4%	(2)	54
Relig: Evangelical	6%	(35)	9%	(48)	22%	(120)	58%	(322)	6%	(31)	556
Relig: Non-Evang. Catholics	6%	(39)	8%	(51)	30%	(185)	51%	(322)	5%	(30)	627
Relig: All Christian	6%	(75)	8%	(98)	26%	(305)	54%	(644)	5%	(61)	1183
Relig: All Non-Christian	6%	(65)	9%	(89)	22%	(227)	53%	(538)	9%	(96)	1016
Community: Urban	7%	(36)	9%	(51)	24%	(130)	51%	(279)	9%	(51)	547
Community: Suburban	5%	(50)	9%	(85)	27%	(258)	54%	(524)	5%	(53)	970
Community: Rural	8%	(54)	7%	(51)	21%	(146)	56%	(382)	8%	(54)	687
Employ: Private Sector	8%	(53)	9%	(61)	25%	(164)	53%	(344)	4%	(25)	647
Employ: Government	10%	(14)	6%	(8)	22%	(30)	56%	(76)	7%	(9)	137
Employ: Self-Employed	9%	(19)	11%	(25)	24%	(52)	49%	(108)	7%	(15)	219
Employ: Homemaker	—	(1)	8%	(14)	24%	(44)	57%	(108)	11%	(22)	189
Employ: Student	2%	(3)	7%	(8)	30%	(34)	49%	(55)	12%	(13)	112
Employ: Retired	3%	(12)	8%	(37)	25%	(116)	60%	(275)	4%	(17)	458
Employ: Unemployed	8%	(19)	9%	(19)	17%	(40)	48%	(108)	18%	(40)	226
Employ: Other	9%	(19)	7%	(14)	25%	(54)	51%	(111)	8%	(18)	216
Military HH: Yes	5%	(21)	10%	(42)	24%	(105)	57%	(244)	4%	(17)	428
Military HH: No	7%	(119)	8%	(146)	24%	(429)	53%	(940)	8%	(142)	1776

Continued on next page

Table BRD12: How comfortable are you with companies being able to purchase data related to you, such as an email address, for online advertising purposes?

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Adults	6%	(140)	9%	(188)	24%	(533)	54%	(1185)	7%	(158)	2204
RD/WT: Right Direction	8%	(68)	12%	(99)	26%	(224)	48%	(418)	6%	(56)	865
RD/WT: Wrong Track	5%	(72)	7%	(88)	23%	(309)	57%	(767)	8%	(103)	1339
Trump Job Approve	6%	(58)	10%	(94)	26%	(234)	53%	(472)	4%	(39)	898
Trump Job Disapprove	6%	(72)	7%	(84)	24%	(282)	56%	(654)	6%	(73)	1165
Trump Job Strongly Approve	10%	(49)	10%	(48)	23%	(108)	54%	(254)	3%	(16)	474
Trump Job Somewhat Approve	2%	(10)	11%	(46)	30%	(127)	51%	(218)	6%	(24)	424
Trump Job Somewhat Disapprove	4%	(13)	10%	(31)	28%	(85)	52%	(158)	5%	(15)	302
Trump Job Strongly Disapprove	7%	(59)	6%	(53)	23%	(198)	57%	(495)	7%	(58)	863
#1 Issue: Economy	5%	(33)	10%	(60)	26%	(159)	53%	(322)	6%	(34)	608
#1 Issue: Security	6%	(26)	8%	(34)	23%	(94)	55%	(228)	7%	(30)	413
#1 Issue: Health Care	6%	(22)	10%	(38)	29%	(105)	49%	(178)	6%	(21)	364
#1 Issue: Medicare / Social Security	5%	(15)	5%	(17)	20%	(68)	62%	(207)	8%	(27)	335
#1 Issue: Women's Issues	7%	(7)	6%	(6)	25%	(25)	51%	(53)	12%	(13)	103
#1 Issue: Education	10%	(18)	9%	(15)	25%	(43)	46%	(79)	10%	(18)	173
#1 Issue: Energy	12%	(10)	9%	(8)	18%	(15)	55%	(48)	6%	(5)	86
#1 Issue: Other	7%	(9)	8%	(9)	19%	(24)	57%	(69)	9%	(11)	122
2016 Vote: Democrat Hillary Clinton	5%	(34)	8%	(55)	26%	(178)	56%	(379)	5%	(33)	678
2016 Vote: Republican Donald Trump	7%	(45)	10%	(66)	25%	(166)	56%	(378)	3%	(22)	677
2016 Vote: Someone else	6%	(12)	7%	(15)	19%	(40)	60%	(125)	8%	(16)	207
Voted in 2014: Yes	5%	(67)	9%	(118)	24%	(329)	58%	(782)	4%	(56)	1353
Voted in 2014: No	9%	(72)	8%	(69)	24%	(205)	47%	(402)	12%	(102)	851
2012 Vote: Barack Obama	6%	(47)	9%	(78)	25%	(206)	56%	(473)	4%	(36)	840
2012 Vote: Mitt Romney	4%	(22)	7%	(38)	29%	(153)	57%	(300)	3%	(14)	527
2012 Vote: Other	2%	(2)	9%	(7)	12%	(10)	68%	(58)	9%	(8)	84
2012 Vote: Didn't Vote	9%	(69)	9%	(64)	22%	(164)	47%	(354)	13%	(101)	752
4-Region: Northeast	4%	(15)	10%	(39)	21%	(82)	59%	(234)	6%	(24)	394
4-Region: Midwest	6%	(29)	9%	(44)	25%	(114)	55%	(256)	4%	(21)	463
4-Region: South	8%	(63)	8%	(65)	24%	(202)	50%	(417)	10%	(79)	826
4-Region: West	6%	(33)	8%	(39)	26%	(135)	53%	(278)	7%	(35)	521

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Table BRD12: How comfortable are you with companies being able to purchase data related to you, such as an email address, for online advertising purposes?

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Adults	6%	(140)	9%	(188)	24%	(533)	54%	(1185)	7%	(158)	2204
Favorable of Trump	8%	(71)	10%	(87)	26%	(234)	52%	(474)	5%	(45)	910
Unfavorable of Trump	5%	(57)	8%	(92)	24%	(282)	57%	(663)	6%	(69)	1162
Very Favorable of Trump	11%	(57)	10%	(54)	21%	(109)	54%	(281)	4%	(20)	520
Somewhat Favorable of Trump	4%	(14)	9%	(33)	32%	(125)	49%	(193)	6%	(25)	390
Somewhat Unfavorable of Trump	5%	(12)	11%	(26)	28%	(63)	51%	(117)	5%	(11)	227
Very Unfavorable of Trump	5%	(45)	7%	(66)	23%	(219)	58%	(547)	6%	(59)	935
Sports fan: Avid	16%	(54)	12%	(40)	25%	(87)	45%	(155)	2%	(8)	344
Sports fan: Regular	5%	(24)	14%	(73)	25%	(129)	50%	(251)	6%	(30)	507
Sports fan: Casual	5%	(42)	6%	(50)	27%	(215)	57%	(457)	4%	(32)	795
Sports fan: Not a fan	4%	(18)	5%	(23)	19%	(97)	60%	(303)	12%	(63)	504
Sports fan: DK/NO	1%	(1)	3%	(1)	11%	(6)	35%	(19)	50%	(27)	54
Gambler: Avid	40%	(28)	11%	(8)	12%	(8)	33%	(23)	3%	(2)	70
Gambler: Regular	10%	(13)	16%	(21)	27%	(35)	42%	(55)	4%	(5)	129
Gambler: Casual	6%	(43)	9%	(70)	28%	(215)	53%	(403)	4%	(32)	764
Gambler: No	5%	(54)	7%	(87)	23%	(270)	58%	(685)	8%	(94)	1190
Gambler: DK/NO	3%	(1)	4%	(2)	9%	(5)	37%	(19)	47%	(25)	52

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

Table BRD13: How comfortable are you with companies being able to sell data related to you, such as an email address, for online advertising purposes?

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
Adults	6%	(132)	7%	(158)	19%	(411)	62%	(1361)	6%	(141)	2204
Gender: Male	8%	(86)	10%	(104)	20%	(215)	57%	(605)	5%	(54)	1064
Gender: Female	4%	(46)	5%	(54)	17%	(196)	66%	(756)	8%	(88)	1140
Age: 18-29	8%	(38)	10%	(47)	23%	(109)	48%	(224)	11%	(51)	469
Age: 30-44	6%	(33)	8%	(42)	19%	(102)	59%	(323)	8%	(46)	546
Age: 45-54	5%	(20)	9%	(37)	16%	(64)	64%	(254)	6%	(23)	399
Age: 55-64	7%	(25)	4%	(13)	17%	(61)	70%	(249)	2%	(6)	353
Age: 65+	4%	(16)	4%	(19)	17%	(75)	71%	(312)	4%	(15)	437
Generation Z: 18-21	7%	(11)	11%	(17)	31%	(49)	39%	(61)	13%	(20)	158
Millennial: Age 22-37	7%	(47)	10%	(61)	20%	(124)	54%	(337)	9%	(57)	625
Generation X: Age 38-53	6%	(33)	7%	(43)	16%	(97)	64%	(382)	7%	(41)	596
Boomers: Age 54-72	6%	(40)	4%	(29)	17%	(122)	70%	(496)	3%	(23)	709
PID: Dem (no lean)	5%	(38)	6%	(47)	20%	(148)	62%	(452)	6%	(43)	728
PID: Ind (no lean)	6%	(50)	6%	(49)	19%	(160)	59%	(496)	10%	(85)	840
PID: Rep (no lean)	7%	(45)	10%	(61)	16%	(103)	65%	(413)	2%	(13)	636
PID/Gender: Dem Men	6%	(20)	9%	(27)	23%	(71)	57%	(178)	6%	(19)	314
PID/Gender: Dem Women	4%	(18)	5%	(20)	19%	(77)	66%	(274)	6%	(25)	414
PID/Gender: Ind Men	7%	(30)	7%	(28)	22%	(89)	58%	(237)	6%	(26)	410
PID/Gender: Ind Women	5%	(20)	5%	(21)	17%	(71)	60%	(259)	14%	(60)	431
PID/Gender: Rep Men	11%	(37)	14%	(49)	16%	(55)	56%	(189)	3%	(9)	340
PID/Gender: Rep Women	3%	(8)	4%	(12)	16%	(48)	75%	(223)	1%	(4)	296
Ideo: Liberal (1-3)	8%	(59)	9%	(68)	22%	(162)	56%	(408)	4%	(29)	726
Ideo: Moderate (4)	6%	(28)	6%	(29)	18%	(82)	64%	(297)	6%	(27)	463
Ideo: Conservative (5-7)	5%	(34)	6%	(44)	18%	(124)	69%	(481)	2%	(14)	697
Educ: < College	6%	(97)	7%	(109)	18%	(266)	61%	(917)	8%	(125)	1515
Educ: Bachelors degree	4%	(19)	7%	(33)	19%	(85)	68%	(301)	2%	(8)	445
Educ: Post-grad	7%	(17)	6%	(15)	25%	(60)	59%	(143)	4%	(9)	244
Income: Under 50k	6%	(72)	8%	(102)	18%	(233)	60%	(773)	8%	(105)	1286
Income: 50k-100k	6%	(37)	6%	(35)	20%	(127)	65%	(407)	4%	(22)	628
Income: 100k+	8%	(24)	7%	(20)	18%	(51)	62%	(181)	5%	(14)	290

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Table BRD13: How comfortable are you with companies being able to sell data related to you, such as an email address, for online advertising purposes?

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	6%	(132)	7%	(158)	19%	(411)	62%	(1361)	6%	(141)	2204
Ethnicity: White	6%	(97)	6%	(106)	18%	(316)	65%	(1119)	5%	(86)	1725
Ethnicity: Hispanic	13%	(45)	12%	(44)	22%	(77)	43%	(150)	10%	(34)	350
Ethnicity: Afr. Am.	8%	(22)	13%	(35)	17%	(48)	50%	(139)	11%	(32)	275
Ethnicity: Other	7%	(14)	8%	(16)	23%	(47)	51%	(104)	12%	(24)	204
Relig: Protestant	4%	(21)	8%	(40)	18%	(96)	67%	(350)	3%	(15)	521
Relig: Roman Catholic	5%	(20)	8%	(35)	22%	(96)	62%	(262)	3%	(13)	425
Relig: Ath./Agn./None	6%	(37)	5%	(35)	18%	(115)	61%	(389)	10%	(67)	643
Relig: Something Else	10%	(36)	7%	(27)	20%	(74)	57%	(213)	6%	(23)	373
Relig: Jewish	24%	(13)	9%	(5)	23%	(12)	40%	(22)	4%	(2)	54
Relig: Evangelical	6%	(31)	8%	(42)	16%	(89)	65%	(363)	6%	(31)	556
Relig: Non-Evang. Catholics	4%	(28)	9%	(54)	21%	(134)	62%	(391)	3%	(20)	627
Relig: All Christian	5%	(59)	8%	(96)	19%	(223)	64%	(754)	4%	(51)	1183
Relig: All Non-Christian	7%	(73)	6%	(62)	19%	(188)	59%	(602)	9%	(90)	1016
Community: Urban	8%	(44)	6%	(33)	19%	(105)	57%	(314)	9%	(51)	547
Community: Suburban	6%	(54)	7%	(66)	19%	(184)	64%	(617)	5%	(48)	970
Community: Rural	5%	(35)	8%	(58)	18%	(122)	63%	(430)	6%	(42)	687
Employ: Private Sector	7%	(48)	8%	(54)	18%	(117)	63%	(405)	4%	(24)	647
Employ: Government	9%	(12)	6%	(8)	17%	(24)	62%	(85)	6%	(8)	137
Employ: Self-Employed	9%	(20)	8%	(17)	20%	(43)	57%	(125)	6%	(13)	219
Employ: Homemaker	1%	(2)	6%	(11)	18%	(35)	68%	(128)	7%	(13)	189
Employ: Student	2%	(3)	5%	(6)	34%	(38)	49%	(55)	10%	(11)	112
Employ: Retired	3%	(14)	5%	(24)	19%	(88)	69%	(316)	3%	(16)	458
Employ: Unemployed	8%	(18)	9%	(21)	13%	(30)	53%	(120)	16%	(37)	226
Employ: Other	7%	(15)	8%	(17)	17%	(36)	60%	(128)	9%	(20)	216
Military HH: Yes	5%	(23)	7%	(31)	17%	(74)	67%	(288)	3%	(12)	428
Military HH: No	6%	(109)	7%	(127)	19%	(337)	60%	(1073)	7%	(129)	1776
RD/WT: Right Direction	9%	(74)	9%	(78)	18%	(158)	59%	(511)	5%	(44)	865
RD/WT: Wrong Track	4%	(58)	6%	(80)	19%	(253)	64%	(851)	7%	(98)	1339
Trump Job Approve	7%	(64)	8%	(71)	18%	(158)	64%	(573)	4%	(32)	898
Trump Job Disapprove	6%	(64)	7%	(78)	20%	(227)	62%	(727)	6%	(68)	1165

Continued on next page

Table BRD13: How comfortable are you with companies being able to sell data related to you, such as an email address, for online advertising purposes?

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	6%	(132)	7%	(158)	19%	(411)	62%	(1361)	6%	(141)	2204
Trump Job Strongly Approve	10%	(46)	9%	(41)	14%	(68)	66%	(311)	2%	(8)	474
Trump Job Somewhat Approve	4%	(18)	7%	(30)	21%	(90)	62%	(262)	6%	(24)	424
Trump Job Somewhat Disapprove	6%	(18)	8%	(24)	24%	(71)	56%	(170)	6%	(18)	302
Trump Job Strongly Disapprove	5%	(46)	6%	(54)	18%	(156)	65%	(557)	6%	(50)	863
#1 Issue: Economy	5%	(29)	8%	(50)	21%	(125)	63%	(381)	4%	(23)	608
#1 Issue: Security	6%	(23)	8%	(32)	17%	(68)	62%	(257)	8%	(32)	413
#1 Issue: Health Care	7%	(25)	8%	(28)	19%	(70)	62%	(225)	4%	(16)	364
#1 Issue: Medicare / Social Security	6%	(21)	5%	(16)	13%	(44)	68%	(228)	8%	(26)	335
#1 Issue: Women's Issues	7%	(7)	6%	(6)	25%	(26)	48%	(50)	14%	(14)	103
#1 Issue: Education	8%	(14)	11%	(18)	20%	(34)	52%	(91)	9%	(16)	173
#1 Issue: Energy	7%	(6)	4%	(3)	25%	(22)	57%	(49)	7%	(6)	86
#1 Issue: Other	7%	(8)	3%	(3)	18%	(22)	66%	(80)	7%	(8)	122
2016 Vote: Democrat Hillary Clinton	7%	(45)	5%	(36)	20%	(138)	63%	(429)	5%	(31)	678
2016 Vote: Republican Donald Trump	7%	(46)	7%	(48)	16%	(106)	68%	(459)	3%	(17)	677
2016 Vote: Someone else	4%	(9)	7%	(14)	15%	(31)	67%	(139)	7%	(14)	207
Voted in 2014: Yes	6%	(84)	6%	(76)	18%	(242)	67%	(904)	4%	(48)	1353
Voted in 2014: No	6%	(49)	10%	(82)	20%	(169)	54%	(458)	11%	(93)	851
2012 Vote: Barack Obama	6%	(53)	6%	(52)	20%	(170)	64%	(535)	4%	(30)	840
2012 Vote: Mitt Romney	5%	(27)	5%	(26)	18%	(94)	70%	(370)	2%	(10)	527
2012 Vote: Other	1%	(1)	5%	(4)	11%	(9)	73%	(62)	10%	(8)	84
2012 Vote: Didn't Vote	7%	(52)	10%	(75)	18%	(137)	52%	(395)	12%	(93)	752
4-Region: Northeast	4%	(17)	5%	(19)	18%	(69)	68%	(267)	6%	(22)	394
4-Region: Midwest	6%	(27)	8%	(38)	18%	(84)	65%	(299)	3%	(15)	463
4-Region: South	7%	(60)	7%	(62)	19%	(155)	58%	(477)	9%	(73)	826
4-Region: West	5%	(28)	7%	(39)	20%	(104)	61%	(318)	6%	(32)	521
Favorable of Trump	7%	(65)	9%	(78)	17%	(152)	64%	(578)	4%	(36)	910
Unfavorable of Trump	5%	(56)	6%	(70)	21%	(242)	63%	(736)	5%	(59)	1162
Very Favorable of Trump	8%	(43)	11%	(56)	13%	(67)	65%	(340)	2%	(13)	520
Somewhat Favorable of Trump	6%	(22)	6%	(22)	22%	(85)	61%	(238)	6%	(23)	390
Somewhat Unfavorable of Trump	4%	(9)	9%	(20)	24%	(54)	59%	(133)	5%	(11)	227
Very Unfavorable of Trump	5%	(46)	5%	(50)	20%	(188)	64%	(603)	5%	(48)	935

Continued on next page

Table BRD13: How comfortable are you with companies being able to sell data related to you, such as an email address, for online advertising purposes?

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	6%	(132)	7%	(158)	19%	(411)	62%	(1361)	6%	(141)	2204
Sports fan: Avid	13%	(44)	13%	(44)	19%	(65)	53%	(184)	2%	(8)	344
Sports fan: Regular	6%	(30)	10%	(51)	22%	(110)	57%	(290)	5%	(26)	507
Sports fan: Casual	5%	(39)	5%	(43)	20%	(156)	67%	(530)	3%	(26)	795
Sports fan: Not a fan	4%	(19)	4%	(19)	15%	(73)	67%	(340)	11%	(54)	504
Sports fan: DK/NO	1%	(1)	—	(0)	15%	(8)	33%	(18)	51%	(28)	54
Gambler: Avid	17%	(12)	27%	(19)	12%	(9)	40%	(28)	3%	(2)	70
Gambler: Regular	14%	(18)	11%	(15)	21%	(27)	48%	(63)	5%	(6)	129
Gambler: Casual	6%	(43)	8%	(60)	19%	(148)	64%	(486)	3%	(26)	764
Gambler: No	5%	(57)	5%	(64)	19%	(221)	64%	(766)	7%	(81)	1190
Gambler: DK/NO	3%	(1)	1%	(1)	13%	(7)	35%	(18)	48%	(25)	52

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

Table BRD14: As you may know, on May 25 the General Data Protection Regulation goes into effect in all European Union member countries. The rules will change the way all companies that conduct business in EU member countries can collect, store and process user information data. How willing would you be to give a company access to your personal data for targeted advertising if it meant you could use their service for free?

Demographic	Very willing		Somewhat willing		Not too willing		Not willing at all		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	5%	(112)	18%	(406)	26%	(568)	37%	(818)	14%	(300)	2204
Gender: Male	7%	(74)	23%	(244)	26%	(280)	33%	(352)	11%	(114)	1064
Gender: Female	3%	(38)	14%	(162)	25%	(288)	41%	(466)	16%	(186)	1140
Age: 18-29	8%	(37)	24%	(115)	23%	(110)	25%	(119)	19%	(89)	469
Age: 30-44	5%	(28)	21%	(114)	26%	(144)	33%	(179)	15%	(81)	546
Age: 45-54	6%	(22)	20%	(80)	25%	(101)	35%	(140)	14%	(55)	399
Age: 55-64	4%	(15)	12%	(43)	29%	(103)	45%	(160)	9%	(32)	353
Age: 65+	2%	(10)	12%	(54)	25%	(109)	50%	(220)	10%	(44)	437
Generation Z: 18-21	6%	(9)	29%	(46)	19%	(30)	24%	(37)	23%	(36)	158
Millennial: Age 22-37	8%	(48)	22%	(137)	27%	(168)	28%	(173)	16%	(98)	625
Generation X: Age 38-53	5%	(29)	20%	(121)	25%	(150)	36%	(212)	14%	(83)	596
Boomers: Age 54-72	3%	(23)	12%	(84)	27%	(192)	47%	(332)	11%	(76)	709
PID: Dem (no lean)	5%	(36)	16%	(116)	29%	(213)	36%	(263)	14%	(100)	728
PID: Ind (no lean)	4%	(31)	19%	(161)	25%	(208)	36%	(304)	16%	(136)	840
PID: Rep (no lean)	7%	(45)	20%	(128)	23%	(146)	40%	(252)	10%	(64)	636
PID/Gender: Dem Men	5%	(16)	20%	(63)	30%	(95)	32%	(102)	12%	(37)	314
PID/Gender: Dem Women	5%	(19)	13%	(53)	28%	(118)	39%	(161)	15%	(63)	414
PID/Gender: Ind Men	5%	(19)	24%	(99)	26%	(106)	33%	(134)	13%	(52)	410
PID/Gender: Ind Women	3%	(12)	14%	(62)	24%	(103)	39%	(170)	19%	(84)	431
PID/Gender: Rep Men	11%	(39)	24%	(81)	23%	(79)	34%	(116)	7%	(25)	340
PID/Gender: Rep Women	2%	(6)	16%	(47)	23%	(68)	46%	(135)	13%	(39)	296
Ideo: Liberal (1-3)	8%	(56)	22%	(160)	27%	(194)	33%	(241)	10%	(76)	726
Ideo: Moderate (4)	4%	(18)	16%	(72)	30%	(137)	38%	(174)	13%	(61)	463
Ideo: Conservative (5-7)	4%	(30)	19%	(135)	25%	(177)	41%	(284)	10%	(71)	697
Educ: < College	5%	(81)	18%	(265)	24%	(363)	37%	(562)	16%	(243)	1515
Educ: Bachelors degree	4%	(17)	18%	(81)	30%	(133)	41%	(181)	7%	(33)	445
Educ: Post-grad	6%	(14)	24%	(60)	29%	(71)	31%	(76)	10%	(24)	244

Continued on next page

Table BRD14: As you may know, on May 25 the General Data Protection Regulation goes into effect in all European Union member countries. The rules will change the way all companies that conduct business in EU member countries can collect, store and process user information data. How willing would you be to give a company access to your personal data for targeted advertising if it meant you could use their service for free?

Demographic	Very willing		Somewhat willing		Not too willing		Not willing at all		Don't Know / No Opinion		Total N
Adults	5%	(112)	18%	(406)	26%	(568)	37%	(818)	14%	(300)	2204
Income: Under 50k	5%	(63)	17%	(219)	24%	(311)	38%	(485)	16%	(208)	1286
Income: 50k-100k	6%	(38)	20%	(125)	27%	(171)	36%	(225)	11%	(69)	628
Income: 100k+	4%	(11)	21%	(62)	29%	(86)	37%	(109)	8%	(23)	290
Ethnicity: White	5%	(89)	19%	(329)	26%	(447)	38%	(656)	12%	(205)	1725
Ethnicity: Hispanic	12%	(44)	20%	(68)	24%	(84)	30%	(106)	14%	(48)	350
Ethnicity: Afr. Am.	5%	(14)	14%	(39)	22%	(61)	38%	(105)	20%	(56)	275
Ethnicity: Other	5%	(9)	19%	(38)	29%	(60)	28%	(58)	19%	(39)	204
Relig: Protestant	5%	(26)	18%	(92)	25%	(132)	41%	(212)	11%	(59)	521
Relig: Roman Catholic	5%	(22)	16%	(69)	27%	(115)	41%	(175)	10%	(44)	425
Relig: Ath./Agn./None	4%	(25)	21%	(136)	24%	(152)	33%	(215)	18%	(114)	643
Relig: Something Else	8%	(29)	19%	(69)	30%	(111)	32%	(118)	12%	(46)	373
Relig: Jewish	18%	(10)	8%	(4)	33%	(18)	31%	(17)	10%	(5)	54
Relig: Evangelical	4%	(23)	17%	(95)	24%	(132)	42%	(234)	13%	(72)	556
Relig: Non-Evang. Catholics	6%	(35)	17%	(105)	27%	(172)	40%	(249)	11%	(67)	627
Relig: All Christian	5%	(58)	17%	(200)	26%	(303)	41%	(483)	12%	(139)	1183
Relig: All Non-Christian	5%	(54)	20%	(206)	26%	(263)	33%	(333)	16%	(160)	1016
Community: Urban	7%	(36)	17%	(95)	22%	(118)	37%	(202)	18%	(96)	547
Community: Suburban	4%	(34)	21%	(201)	28%	(269)	36%	(352)	12%	(114)	970
Community: Rural	6%	(42)	16%	(110)	26%	(180)	39%	(265)	13%	(90)	687
Employ: Private Sector	7%	(44)	22%	(139)	26%	(168)	36%	(231)	10%	(65)	647
Employ: Government	8%	(11)	16%	(22)	26%	(36)	38%	(52)	12%	(16)	137
Employ: Self-Employed	7%	(15)	17%	(37)	31%	(67)	31%	(68)	14%	(31)	219
Employ: Homemaker	2%	(4)	19%	(36)	21%	(40)	40%	(75)	18%	(33)	189
Employ: Student	5%	(5)	28%	(31)	25%	(29)	26%	(29)	17%	(19)	112
Employ: Retired	2%	(8)	14%	(62)	27%	(121)	48%	(217)	11%	(49)	458
Employ: Unemployed	6%	(13)	19%	(43)	22%	(50)	30%	(69)	23%	(51)	226
Employ: Other	5%	(11)	16%	(35)	26%	(56)	35%	(77)	17%	(37)	216
Military HH: Yes	6%	(24)	18%	(77)	23%	(100)	41%	(175)	12%	(52)	428
Military HH: No	5%	(88)	19%	(329)	26%	(468)	36%	(644)	14%	(248)	1776

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Table BRD14: As you may know, on May 25 the General Data Protection Regulation goes into effect in all European Union member countries. The rules will change the way all companies that conduct business in EU member countries can collect, store and process user information data. How willing would you be to give a company access to your personal data for targeted advertising if it meant you could use their service for free?

Demographic	Very willing		Somewhat willing		Not too willing		Not willing at all		Don't Know / No Opinion		Total N
Adults	5%	(112)	18%	(406)	26%	(568)	37%	(818)	14%	(300)	2204
RD/WT: Right Direction	7%	(59)	20%	(171)	25%	(216)	36%	(309)	13%	(110)	865
RD/WT: Wrong Track	4%	(53)	18%	(236)	26%	(352)	38%	(509)	14%	(190)	1339
Trump Job Approve	7%	(60)	19%	(173)	25%	(226)	38%	(341)	11%	(97)	898
Trump Job Disapprove	4%	(48)	19%	(216)	27%	(311)	37%	(432)	14%	(158)	1165
Trump Job Strongly Approve	9%	(42)	17%	(80)	22%	(103)	41%	(192)	12%	(55)	474
Trump Job Somewhat Approve	4%	(18)	22%	(93)	29%	(123)	35%	(149)	10%	(42)	424
Trump Job Somewhat Disapprove	3%	(10)	21%	(64)	29%	(89)	37%	(111)	10%	(29)	302
Trump Job Strongly Disapprove	4%	(39)	18%	(152)	26%	(223)	37%	(321)	15%	(129)	863
#1 Issue: Economy	6%	(37)	23%	(140)	26%	(160)	35%	(213)	9%	(58)	608
#1 Issue: Security	3%	(14)	17%	(72)	27%	(110)	37%	(154)	15%	(63)	413
#1 Issue: Health Care	3%	(13)	17%	(63)	31%	(113)	34%	(122)	15%	(53)	364
#1 Issue: Medicare / Social Security	5%	(17)	13%	(45)	22%	(74)	46%	(154)	13%	(45)	335
#1 Issue: Women's Issues	8%	(9)	21%	(22)	16%	(17)	38%	(39)	17%	(17)	103
#1 Issue: Education	6%	(11)	18%	(31)	24%	(41)	36%	(63)	15%	(27)	173
#1 Issue: Energy	6%	(5)	19%	(17)	30%	(26)	29%	(25)	15%	(13)	86
#1 Issue: Other	6%	(7)	14%	(17)	21%	(26)	39%	(47)	20%	(25)	122
2016 Vote: Democrat Hillary Clinton	4%	(29)	17%	(113)	28%	(187)	39%	(264)	13%	(85)	678
2016 Vote: Republican Donald Trump	5%	(34)	19%	(131)	23%	(158)	42%	(284)	10%	(70)	677
2016 Vote: Someone else	4%	(9)	21%	(43)	27%	(56)	37%	(76)	11%	(23)	207
Voted in 2014: Yes	4%	(54)	18%	(245)	26%	(349)	42%	(568)	10%	(137)	1353
Voted in 2014: No	7%	(58)	19%	(161)	26%	(219)	29%	(250)	19%	(163)	851
2012 Vote: Barack Obama	5%	(42)	18%	(150)	28%	(239)	38%	(318)	11%	(91)	840
2012 Vote: Mitt Romney	2%	(11)	19%	(100)	25%	(134)	44%	(231)	10%	(51)	527
2012 Vote: Other	—	(0)	18%	(15)	21%	(18)	47%	(40)	13%	(11)	84
2012 Vote: Didn't Vote	8%	(59)	19%	(140)	24%	(177)	31%	(231)	19%	(146)	752
4-Region: Northeast	3%	(14)	16%	(61)	30%	(119)	40%	(159)	11%	(42)	394
4-Region: Midwest	7%	(34)	21%	(99)	26%	(123)	33%	(153)	12%	(55)	463
4-Region: South	6%	(47)	17%	(142)	24%	(196)	37%	(303)	17%	(138)	826
4-Region: West	3%	(18)	20%	(103)	25%	(130)	39%	(204)	13%	(66)	521

Continued on next page

Table BRD14: As you may know, on May 25 the General Data Protection Regulation goes into effect in all European Union member countries. The rules will change the way all companies that conduct business in EU member countries can collect, store and process user information data. How willing would you be to give a company access to your personal data for targeted advertising if it meant you could use their service for free?

Demographic	Very willing		Somewhat willing		Not too willing		Not willing at all		Don't Know / No Opinion		Total N
Adults	5%	(112)	18%	(406)	26%	(568)	37%	(818)	14%	(300)	2204
Favorable of Trump	7%	(63)	19%	(174)	26%	(234)	37%	(340)	11%	(98)	910
Unfavorable of Trump	3%	(41)	19%	(217)	27%	(317)	37%	(434)	13%	(153)	1162
Very Favorable of Trump	9%	(49)	17%	(88)	23%	(120)	39%	(202)	12%	(61)	520
Somewhat Favorable of Trump	4%	(14)	22%	(87)	29%	(115)	35%	(137)	10%	(38)	390
Somewhat Unfavorable of Trump	3%	(6)	20%	(46)	30%	(68)	36%	(81)	12%	(26)	227
Very Unfavorable of Trump	4%	(34)	18%	(171)	27%	(250)	38%	(353)	14%	(127)	935
Sports fan: Avid	13%	(43)	25%	(85)	22%	(77)	29%	(101)	11%	(38)	344
Sports fan: Regular	5%	(28)	21%	(104)	30%	(150)	35%	(177)	9%	(48)	507
Sports fan: Casual	3%	(25)	17%	(139)	28%	(224)	40%	(315)	12%	(91)	795
Sports fan: Not a fan	3%	(13)	15%	(74)	22%	(111)	42%	(213)	19%	(93)	504
Sports fan: DK/NO	5%	(3)	8%	(4)	10%	(6)	21%	(12)	55%	(30)	54
Gambler: Avid	34%	(24)	25%	(17)	6%	(5)	26%	(18)	9%	(6)	70
Gambler: Regular	12%	(15)	29%	(38)	28%	(37)	25%	(33)	6%	(7)	129
Gambler: Casual	4%	(34)	22%	(171)	26%	(202)	35%	(269)	11%	(87)	764
Gambler: No	3%	(35)	15%	(176)	27%	(318)	41%	(486)	15%	(175)	1190
Gambler: DK/NO	7%	(4)	8%	(4)	12%	(6)	25%	(13)	48%	(25)	52

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

Table BRD15: *In the past 30 days, have you noticed any increase in notices from websites about updated terms of services governing the use of your data?*

Demographic	Yes		No		Don't Know		Total N
Adults	41%	(914)	41%	(898)	18%	(392)	2204
Gender: Male	44%	(464)	40%	(429)	16%	(170)	1064
Gender: Female	39%	(450)	41%	(469)	19%	(221)	1140
Age: 18-29	42%	(195)	38%	(176)	21%	(97)	469
Age: 30-44	45%	(244)	36%	(195)	20%	(107)	546
Age: 45-54	42%	(168)	42%	(167)	16%	(64)	399
Age: 55-64	44%	(156)	40%	(141)	16%	(57)	353
Age: 65+	34%	(151)	50%	(219)	15%	(67)	437
Generation Z: 18-21	35%	(55)	39%	(62)	26%	(40)	158
Millennial: Age 22-37	46%	(285)	36%	(223)	19%	(118)	625
Generation X: Age 38-53	42%	(251)	40%	(239)	18%	(105)	596
Boomers: Age 54-72	42%	(300)	41%	(292)	16%	(117)	709
PID: Dem (no lean)	39%	(283)	44%	(323)	17%	(122)	728
PID: Ind (no lean)	40%	(339)	39%	(324)	21%	(177)	840
PID: Rep (no lean)	46%	(292)	40%	(252)	14%	(92)	636
PID/Gender: Dem Men	43%	(136)	44%	(137)	13%	(41)	314
PID/Gender: Dem Women	35%	(147)	45%	(186)	20%	(81)	414
PID/Gender: Ind Men	42%	(174)	38%	(155)	20%	(81)	410
PID/Gender: Ind Women	39%	(166)	39%	(169)	22%	(96)	431
PID/Gender: Rep Men	45%	(154)	41%	(138)	14%	(48)	340
PID/Gender: Rep Women	46%	(137)	39%	(114)	15%	(44)	296
Ideo: Liberal (1-3)	45%	(329)	42%	(304)	13%	(93)	726
Ideo: Moderate (4)	40%	(186)	42%	(194)	18%	(83)	463
Ideo: Conservative (5-7)	45%	(315)	41%	(288)	13%	(94)	697
Educ: < College	38%	(570)	42%	(641)	20%	(304)	1515
Educ: Bachelors degree	52%	(231)	35%	(155)	13%	(59)	445
Educ: Post-grad	46%	(113)	42%	(102)	12%	(29)	244

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Table BRD15: *In the past 30 days, have you noticed any increase in notices from websites about updated terms of services governing the use of your data?*

Demographic	Yes	No	Don't Know	Total N
Adults	41% (914)	41% (898)	18% (392)	2204
Income: Under 50k	37% (479)	43% (551)	20% (256)	1286
Income: 50k-100k	47% (295)	38% (236)	15% (97)	628
Income: 100k+	48% (140)	38% (111)	13% (39)	290
Ethnicity: White	43% (734)	42% (726)	15% (265)	1725
Ethnicity: Hispanic	37% (128)	41% (144)	22% (78)	350
Ethnicity: Afr. Am.	34% (92)	43% (119)	23% (63)	275
Ethnicity: Other	43% (88)	26% (53)	31% (64)	204
Relig: Protestant	40% (207)	44% (230)	16% (84)	521
Relig: Roman Catholic	39% (166)	44% (188)	17% (71)	425
Relig: Ath./Agn./None	41% (266)	38% (247)	20% (129)	643
Relig: Something Else	50% (188)	35% (131)	14% (54)	373
Relig: Jewish	47% (25)	42% (22)	11% (6)	54
Relig: Evangelical	39% (219)	41% (228)	20% (109)	556
Relig: Non-Evang. Catholics	38% (240)	46% (288)	16% (99)	627
Relig: All Christian	39% (459)	44% (516)	18% (208)	1183
Relig: All Non-Christian	45% (454)	37% (378)	18% (183)	1016
Community: Urban	38% (207)	43% (235)	19% (105)	547
Community: Suburban	46% (451)	36% (354)	17% (165)	970
Community: Rural	37% (256)	45% (309)	18% (121)	687
Employ: Private Sector	47% (307)	37% (240)	16% (101)	647
Employ: Government	42% (58)	42% (58)	16% (22)	137
Employ: Self-Employed	46% (101)	38% (82)	16% (35)	219
Employ: Homemaker	35% (67)	47% (90)	17% (33)	189
Employ: Student	43% (49)	39% (44)	18% (20)	112
Employ: Retired	38% (176)	47% (216)	14% (66)	458
Employ: Unemployed	34% (77)	39% (89)	27% (61)	226
Employ: Other	38% (81)	37% (80)	25% (55)	216
Military HH: Yes	47% (202)	37% (157)	16% (69)	428
Military HH: No	40% (712)	42% (741)	18% (323)	1776
RD/WT: Right Direction	42% (367)	42% (359)	16% (138)	865
RD/WT: Wrong Track	41% (547)	40% (539)	19% (254)	1339

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Table BRD15: *In the past 30 days, have you noticed any increase in notices from websites about updated terms of services governing the use of your data?*

Demographic	Yes	No	Don't Know	Total N
Adults	41% (914)	41% (898)	18% (392)	2204
Trump Job Approve	45% (400)	40% (363)	15% (135)	898
Trump Job Disapprove	41% (480)	42% (485)	17% (201)	1165
Trump Job Strongly Approve	47% (224)	37% (176)	16% (74)	474
Trump Job Somewhat Approve	42% (176)	44% (187)	14% (61)	424
Trump Job Somewhat Disapprove	39% (118)	42% (126)	19% (58)	302
Trump Job Strongly Disapprove	42% (362)	42% (359)	16% (142)	863
#1 Issue: Economy	44% (270)	36% (219)	20% (119)	608
#1 Issue: Security	40% (165)	41% (169)	19% (78)	413
#1 Issue: Health Care	42% (153)	43% (157)	15% (53)	364
#1 Issue: Medicare / Social Security	34% (113)	47% (157)	19% (65)	335
#1 Issue: Women's Issues	39% (41)	43% (44)	18% (18)	103
#1 Issue: Education	48% (82)	33% (57)	20% (34)	173
#1 Issue: Energy	36% (31)	54% (47)	10% (8)	86
#1 Issue: Other	48% (58)	39% (47)	13% (16)	122
2016 Vote: Democrat Hillary Clinton	41% (275)	43% (294)	16% (109)	678
2016 Vote: Republican Donald Trump	46% (310)	40% (271)	14% (95)	677
2016 Vote: Someone else	49% (102)	33% (69)	17% (36)	207
Voted in 2014: Yes	44% (595)	42% (563)	14% (196)	1353
Voted in 2014: No	38% (320)	39% (335)	23% (196)	851
2012 Vote: Barack Obama	45% (381)	41% (343)	14% (116)	840
2012 Vote: Mitt Romney	43% (224)	43% (227)	14% (75)	527
2012 Vote: Other	37% (31)	45% (38)	18% (15)	84
2012 Vote: Didn't Vote	37% (277)	39% (290)	25% (185)	752
4-Region: Northeast	39% (155)	43% (169)	18% (70)	394
4-Region: Midwest	48% (222)	39% (182)	13% (59)	463
4-Region: South	39% (324)	42% (343)	19% (159)	826
4-Region: West	41% (214)	39% (204)	20% (103)	521
Favorable of Trump	43% (394)	42% (378)	15% (138)	910
Unfavorable of Trump	42% (488)	41% (476)	17% (198)	1162

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Table BRD15: *In the past 30 days, have you noticed any increase in notices from websites about updated terms of services governing the use of your data?*

Demographic	Yes		No		Don't Know		Total N
Adults	41%	(914)	41%	(898)	18%	(392)	2204
Very Favorable of Trump	45%	(232)	40%	(207)	16%	(81)	520
Somewhat Favorable of Trump	42%	(162)	44%	(171)	14%	(56)	390
Somewhat Unfavorable of Trump	39%	(90)	40%	(91)	20%	(46)	227
Very Unfavorable of Trump	43%	(399)	41%	(385)	16%	(151)	935
Sports fan: Avid	47%	(163)	43%	(147)	10%	(34)	344
Sports fan: Regular	41%	(208)	42%	(215)	17%	(84)	507
Sports fan: Casual	40%	(319)	41%	(329)	19%	(147)	795
Sports fan: Not a fan	43%	(216)	39%	(196)	18%	(91)	504
Sports fan: DK/NO	14%	(8)	20%	(11)	65%	(35)	54
Gambler: Avid	43%	(30)	43%	(30)	14%	(10)	70
Gambler: Regular	40%	(51)	48%	(61)	13%	(16)	129
Gambler: Casual	43%	(328)	41%	(314)	16%	(122)	764
Gambler: No	42%	(496)	41%	(483)	18%	(210)	1190
Gambler: DK/NO	16%	(8)	19%	(10)	65%	(34)	52

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

Table BRD16: Which of the following statements comes closest to your view, even if neither is exactly right?

Demographic	I don't mind companies sharing my data with other companies if it means I get more targeted or interesting advertisements.		I don't want companies sharing my data with other companies in order to advertise to me online.		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	10%	(230)	79%	(1748)	10%	(226)	2204
Gender: Male	14%	(147)	77%	(815)	10%	(102)	1064
Gender: Female	7%	(84)	82%	(932)	11%	(125)	1140
Age: 18-29	16%	(75)	67%	(315)	17%	(78)	469
Age: 30-44	8%	(42)	81%	(444)	11%	(61)	546
Age: 45-54	9%	(36)	80%	(321)	11%	(42)	399
Age: 55-64	10%	(34)	83%	(293)	8%	(27)	353
Age: 65+	10%	(43)	86%	(375)	4%	(18)	437
Generation Z: 18-21	21%	(32)	56%	(88)	23%	(37)	158
Millennial: Age 22-37	11%	(68)	76%	(477)	13%	(80)	625
Generation X: Age 38-53	9%	(51)	82%	(485)	10%	(59)	596
Boomers: Age 54-72	9%	(67)	84%	(593)	7%	(48)	709
PID: Dem (no lean)	10%	(72)	82%	(594)	8%	(62)	728
PID: Ind (no lean)	9%	(77)	77%	(646)	14%	(117)	840
PID: Rep (no lean)	13%	(81)	80%	(508)	7%	(47)	636
PID/Gender: Dem Men	14%	(43)	78%	(246)	8%	(25)	314
PID/Gender: Dem Women	7%	(29)	84%	(348)	9%	(37)	414
PID/Gender: Ind Men	9%	(39)	77%	(316)	13%	(55)	410
PID/Gender: Ind Women	9%	(39)	77%	(330)	15%	(62)	431
PID/Gender: Rep Men	19%	(65)	75%	(253)	6%	(22)	340
PID/Gender: Rep Women	6%	(16)	86%	(254)	9%	(25)	296
Ideo: Liberal (1-3)	14%	(103)	78%	(568)	8%	(55)	726
Ideo: Moderate (4)	7%	(33)	84%	(387)	9%	(43)	463
Ideo: Conservative (5-7)	11%	(77)	83%	(576)	6%	(44)	697

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Table BRD16: Which of the following statements comes closest to your view, even if neither is exactly right?

Demographic	I don't mind companies sharing my data with other companies if it means I get more targeted or interesting advertisements.		I don't want companies sharing my data with other companies in order to advertise to me online.		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	10%	(230)	79%	(1748)	10%	(226)	2204
Educ: < College	10%	(155)	78%	(1177)	12%	(183)	1515
Educ: Bachelors degree	10%	(43)	84%	(373)	6%	(28)	445
Educ: Post-grad	13%	(32)	81%	(197)	6%	(15)	244
Income: Under 50k	9%	(118)	79%	(1018)	12%	(149)	1286
Income: 50k-100k	13%	(79)	79%	(494)	9%	(55)	628
Income: 100k+	11%	(33)	81%	(236)	8%	(22)	290
Ethnicity: White	10%	(178)	81%	(1403)	8%	(144)	1725
Ethnicity: Hispanic	17%	(60)	68%	(238)	15%	(52)	350
Ethnicity: Afr. Am.	8%	(23)	75%	(205)	17%	(47)	275
Ethnicity: Other	14%	(30)	68%	(139)	18%	(36)	204
Relig: Protestant	10%	(52)	84%	(438)	6%	(32)	521
Relig: Roman Catholic	11%	(46)	80%	(339)	9%	(40)	425
Relig: Ath./Agn./None	10%	(65)	75%	(484)	15%	(94)	643
Relig: Something Else	14%	(52)	77%	(289)	9%	(32)	373
Relig: Jewish	22%	(12)	70%	(38)	8%	(4)	54
Relig: Evangelical	8%	(47)	82%	(457)	9%	(52)	556
Relig: Non-Evang. Catholics	11%	(67)	82%	(512)	8%	(48)	627
Relig: All Christian	10%	(114)	82%	(970)	8%	(100)	1183
Relig: All Non-Christian	11%	(117)	76%	(773)	12%	(126)	1016
Community: Urban	10%	(53)	77%	(423)	13%	(71)	547
Community: Suburban	12%	(115)	79%	(766)	9%	(88)	970
Community: Rural	9%	(62)	81%	(558)	10%	(67)	687

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Table BRD16: Which of the following statements comes closest to your view, even if neither is exactly right?

Demographic	I don't mind companies sharing my data with other companies if it means I get more targeted or interesting advertisements.		I don't want companies sharing my data with other companies in order to advertise to me online.		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	10%	(230)	79%	(1748)	10%	(226)	2204
Employ: Private Sector	11%	(71)	83%	(536)	6%	(41)	647
Employ: Government	10%	(14)	78%	(107)	12%	(16)	137
Employ: Self-Employed	17%	(38)	71%	(156)	11%	(24)	219
Employ: Homemaker	5%	(10)	83%	(156)	12%	(23)	189
Employ: Student	9%	(11)	71%	(79)	20%	(22)	112
Employ: Retired	10%	(44)	85%	(387)	6%	(26)	458
Employ: Unemployed	8%	(18)	73%	(165)	19%	(43)	226
Employ: Other	12%	(25)	75%	(161)	14%	(30)	216
Military HH: Yes	14%	(58)	80%	(342)	7%	(28)	428
Military HH: No	10%	(172)	79%	(1405)	11%	(198)	1776
RD/WT: Right Direction	14%	(122)	75%	(647)	11%	(95)	865
RD/WT: Wrong Track	8%	(108)	82%	(1100)	10%	(131)	1339
Trump Job Approve	13%	(119)	78%	(697)	9%	(83)	898
Trump Job Disapprove	9%	(103)	82%	(961)	9%	(101)	1165
Trump Job Strongly Approve	15%	(73)	77%	(363)	8%	(38)	474
Trump Job Somewhat Approve	11%	(46)	79%	(334)	11%	(45)	424
Trump Job Somewhat Disapprove	11%	(32)	81%	(244)	9%	(27)	302
Trump Job Strongly Disapprove	8%	(71)	83%	(717)	9%	(74)	863
#1 Issue: Economy	11%	(67)	80%	(488)	9%	(53)	608
#1 Issue: Security	11%	(44)	77%	(319)	12%	(50)	413
#1 Issue: Health Care	9%	(32)	84%	(307)	7%	(24)	364
#1 Issue: Medicare / Social Security	10%	(32)	82%	(276)	8%	(27)	335
#1 Issue: Women's Issues	10%	(10)	71%	(73)	19%	(20)	103
#1 Issue: Education	14%	(25)	74%	(127)	12%	(21)	173
#1 Issue: Energy	12%	(11)	71%	(62)	16%	(14)	86
#1 Issue: Other	8%	(9)	79%	(96)	14%	(17)	122

Continued on next page

Table BRD16: Which of the following statements comes closest to your view, even if neither is exactly right?

Demographic	I don't mind companies sharing my data with other companies if it means I get more targeted or interesting advertisements.		I don't want companies sharing my data with other companies in order to advertise to me online.		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	10%	(230)	79%	(1748)	10%	(226)	2204
2016 Vote: Democrat Hillary Clinton	9%	(58)	85%	(576)	7%	(45)	678
2016 Vote: Republican Donald Trump	11%	(78)	82%	(553)	7%	(46)	677
2016 Vote: Someone else	9%	(19)	79%	(163)	12%	(25)	207
Voted in 2014: Yes	9%	(128)	84%	(1133)	7%	(92)	1353
Voted in 2014: No	12%	(102)	72%	(615)	16%	(134)	851
2012 Vote: Barack Obama	10%	(82)	83%	(700)	7%	(59)	840
2012 Vote: Mitt Romney	10%	(50)	84%	(440)	7%	(36)	527
2012 Vote: Other	6%	(5)	85%	(71)	10%	(8)	84
2012 Vote: Didn't Vote	12%	(94)	71%	(535)	16%	(123)	752
4-Region: Northeast	11%	(45)	80%	(316)	9%	(34)	394
4-Region: Midwest	12%	(58)	80%	(371)	7%	(35)	463
4-Region: South	10%	(83)	77%	(633)	13%	(109)	826
4-Region: West	9%	(44)	82%	(428)	9%	(49)	521
Favorable of Trump	12%	(107)	80%	(724)	9%	(79)	910
Unfavorable of Trump	10%	(113)	81%	(941)	9%	(108)	1162
Very Favorable of Trump	13%	(69)	78%	(407)	8%	(44)	520
Somewhat Favorable of Trump	10%	(37)	81%	(317)	9%	(36)	390
Somewhat Unfavorable of Trump	14%	(32)	78%	(176)	9%	(19)	227
Very Unfavorable of Trump	9%	(81)	82%	(765)	10%	(89)	935
Sports fan: Avid	17%	(58)	76%	(263)	7%	(24)	344
Sports fan: Regular	12%	(63)	76%	(386)	11%	(57)	507
Sports fan: Casual	9%	(73)	83%	(659)	8%	(62)	795
Sports fan: Not a fan	7%	(36)	81%	(407)	12%	(62)	504
Sports fan: DK/NO	—	(0)	62%	(33)	38%	(21)	54

Continued on next page

Table BRD16: Which of the following statements comes closest to your view, even if neither is exactly right?

Demographic	I don't mind companies sharing my data with other companies if it means I get more targeted or interesting advertisements.	I don't want companies sharing my data with other companies in order to advertise to me online.	Don't Know / No Opinion	Total N
Adults	10% (230)	79% (1748)	10% (226)	2204
Gambler: Avid	26% (18)	65% (45)	9% (6)	70
Gambler: Regular	14% (18)	78% (101)	8% (10)	129
Gambler: Casual	13% (102)	81% (617)	6% (45)	764
Gambler: No	8% (90)	80% (953)	12% (146)	1190
Gambler: DK/NO	3% (1)	61% (32)	37% (19)	52

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	2204	100%
xdemGender	Gender: Male	1064	48%
	Gender: Female	1140	52%
	N	2204	
age5	Age: 18-29	469	21%
	Age: 30-44	546	25%
	Age: 45-54	399	18%
	Age: 55-64	353	16%
	Age: 65+	437	20%
	N	2204	
demAgeGeneration	Generation Z: 18-21	158	7%
	Millennial: Age 22-37	625	28%
	Generation X: Age 38-53	596	27%
	Boomers: Age 54-72	709	32%
	N	2087	
xpid3	PID: Dem (no lean)	728	33%
	PID: Ind (no lean)	840	38%
	PID: Rep (no lean)	636	29%
	N	2204	
xpidGender	PID/Gender: Dem Men	314	14%
	PID/Gender: Dem Women	414	19%
	PID/Gender: Ind Men	410	19%
	PID/Gender: Ind Women	431	20%
	PID/Gender: Rep Men	340	15%
	PID/Gender: Rep Women	296	13%
	N	2204	
xdemIdeo3	Ideo: Liberal (1-3)	726	33%
	Ideo: Moderate (4)	463	21%
	Ideo: Conservative (5-7)	697	32%
	N	1886	
xeduc3	Educ: < College	1515	69%
	Educ: Bachelors degree	445	20%
	Educ: Post-grad	244	11%
	N	2204	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1286	58%
	Income: 50k-100k	628	28%
	Income: 100k+	290	13%
	N	2204	
xdemWhite	Ethnicity: White	1725	78%
xdemHispBin	Ethnicity: Hispanic	350	16%
demBlackBin	Ethnicity: Afr. Am.	275	12%
demRaceOther	Ethnicity: Other	204	9%
xrelNet	Relig: Protestant	521	24%
	Relig: Roman Catholic	425	19%
	Relig: Ath./Agn./None	643	29%
	Relig: Something Else	373	17%
	N	1961	
xreligion1	Relig: Jewish	54	2%
xreligion2	Relig: Evangelical	556	25%
	Relig: Non-Evang. Catholics	627	28%
	N	1183	
xreligion3	Relig: All Christian	1183	54%
	Relig: All Non-Christian	1016	46%
	N	2199	
xdemUsr	Community: Urban	547	25%
	Community: Suburban	970	44%
	Community: Rural	687	31%
	N	2204	
xdemEmploy	Employ: Private Sector	647	29%
	Employ: Government	137	6%
	Employ: Self-Employed	219	10%
	Employ: Homemaker	189	9%
	Employ: Student	112	5%
	Employ: Retired	458	21%
	Employ: Unemployed	226	10%
	Employ: Other	216	10%
	N	2204	
xdemMilHH1	Military HH: Yes	428	19%
	Military HH: No	1776	81%
	N	2204	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	865	39%
	RD/WT: Wrong Track	1339	61%
	N	2204	
Trump_Approve	Trump Job Approve	898	41%
	Trump Job Disapprove	1165	53%
	N	2063	
Trump_Approve2	Trump Job Strongly Approve	474	21%
	Trump Job Somewhat Approve	424	19%
	Trump Job Somewhat Disapprove	302	14%
	Trump Job Strongly Disapprove	863	39%
	N	2063	
xnr3	#1 Issue: Economy	608	28%
	#1 Issue: Security	413	19%
	#1 Issue: Health Care	364	17%
	#1 Issue: Medicare / Social Security	335	15%
	#1 Issue: Women's Issues	103	5%
	#1 Issue: Education	173	8%
	#1 Issue: Energy	86	4%
	#1 Issue: Other	122	6%
N	2204		
xsubVote16O	2016 Vote: Democrat Hillary Clinton	678	31%
	2016 Vote: Republican Donald Trump	677	31%
	2016 Vote: Someone else	207	9%
	N	1563	
xsubVote14O	Voted in 2014: Yes	1353	61%
	Voted in 2014: No	851	39%
	N	2204	
xsubVote12O	2012 Vote: Barack Obama	840	38%
	2012 Vote: Mitt Romney	527	24%
	2012 Vote: Other	84	4%
	2012 Vote: Didn't Vote	752	34%
	N	2203	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	463	21%
	4-Region: South	826	37%
	4-Region: West	521	24%
	N	2204	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Fav	Favorable of Trump	910	41%
	Unfavorable of Trump	1162	53%
	N	2072	
Trump_Fav_FULL	Very Favorable of Trump	520	24%
	Somewhat Favorable of Trump	390	18%
	Somewhat Unfavorable of Trump	227	10%
	Very Unfavorable of Trump	935	42%
	N	2072	
BRDdem2	Sports fan: Avid	344	16%
	Sports fan: Regular	507	23%
	Sports fan: Casual	795	36%
	Sports fan: Not a fan	504	23%
	Sports fan: DK/NO	54	2%
	N	2204	
BRDdem3	Gambler: Avid	70	3%
	Gambler: Regular	129	6%
	Gambler: Casual	764	35%
	Gambler: No	1190	54%
	Gambler: DK/NO	52	2%
	N	2204	

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

