MORNING CONSULT

National Tracking Poll #180639
June 22-24, 2018

Crosstabulation Results

Table Index

Crosstabulation Results by Respondent Demographics

Table BR1: *As you may know, a vertical merger is a deal in which two companies in the same industry that arent direct competitors agree to join. Knowing this, do you support or oppose vertical mergers?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No Opinion		Total N
Adults	8%	(186)	36%	(800)	18%	(388)	5%	(113)	33%	(716)	2203
Gender: Male	10%	(102)	38%	(406)	22%	(231)	6%	(59)	25%	(265)	1063
Gender: Female	7%	(84)	35%	(393)	14%	(157)	5%	(54)	40%	(451)	1140
Age: 18-29	8%	(39)	30%	(139)	20%	(96)	4%	(18)	38%	(179)	472
Age: 30-44	12%	(64)	39%	(211)	13%	(72)	3%	(18)	33%	(177)	542
Age: 45-54	7%	(24)	40%	(148)	13%	(47)	6%	(24)	35%	(129)	371
Age: 55-64	8%	(30)	36%	(136)	21%	(81)	6%	(22)	29%	(111)	381
Age: 65+	7%	(29)	38%	(165)	21%	(91)	7%	(32)	27%	(120)	437
Generation Z: 18-21	9%	(15)	25%	(44)	23%	(40)	4%	(6)	39%	(68)	173
Millennial: Age 22-37	10%	(59)	35%	(210)	16%	(94)	3%	(19)	36%	(212)	594
Generation X: Age 38-53	9%	(54)	40%	(234)	13%	(76)	5%	(30)	33%	(195)	589
Boomers: Age 54-72	7%	(47)	37%	(262)	22%	(155)	7%	(50)	28%	(199)	714
PID: Dem (no lean)	9%	(64)	36%	(248)	18%	(124)	6%	(43)	31%	(213)	693
PID: Ind (no lean)	6%	(51)	33%	(288)	18%	(157)	5%	(43)	38%	(333)	873
PID: Rep (no lean)	11%	(71)	41%	(264)	17%	(106)	4%	(27)	27%	(170)	637
PID/Gender: Dem Men	11%	(37)	38%	(131)	22%	(74)	7%	(23)	23%	(79)	344
PID/Gender: Dem Women	8%	(27)	33%	(117)	14%	(50)	6%	(21)	39%	(134)	349
PID/Gender: Ind Men	5%	(18)	33%	(129)	24%	(94)	6%	(24)	32%	(124)	389
PID/Gender: Ind Women	7%	(33)	33%	(159)	13%	(64)	4%	(20)	43%	(208)	484
PID/Gender: Rep Men	14%	(46)	44%	(146)	19%	(63)	4%	(13)	19%	(62)	330
PID/Gender: Rep Women	8%	(24)	38%	(117)	14%	(43)	5%	(14)	35%	(108)	307
Ideo: Liberal (1-3)	9%	(64)	32%	(237)	23%	(166)	7%	(51)	29%	(212)	730
Ideo: Moderate (4)	8%	(36)	43%	(196)	14%	(64)	5%	(23)	29%	(133)	451
Ideo: Conservative (5-7)	9%	(63)	42%	(300)	18%	(127)	4%	(30)	26%	(187)	707
Educ: < College	9%	(142)	33%	(499)	16%	(249)	4%	(66)	37%	(559)	1514
Educ: Bachelors degree	6%	(27)	44%	(194)	20%	(90)	6%	(29)	23%	(104)	444
Educ: Post-grad	7%	(17)	43%	(106)	20%	(49)	8%	(19)	22%	(54)	244

Table BR1: *As you may know, a vertical merger is a deal in which two companies in the same industry that arent direct competitors agree to join. Knowing this, do you support or oppose vertical mergers?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No Opinion		Total N
Adults	8%	(186)	36%	(800)	18%	(388)	5%	(113)	33%	(716)	2203
Income: Under 50k	9%	(115)	34%	(437)	16%	(208)	6%	(74)	35%	(450)	1284
Income: 50k-100k	7%	(47)	37%	(242)	21%	(133)	4%	(24)	31%	(199)	645
Income: 100k+	9%	(24)	44%	(122)	17%	(47)	6%	(15)	24%	(67)	274
Ethnicity: White	7%	(127)	37%	(646)	18%	(314)	5%	(83)	32%	(554)	1724
Ethnicity: Hispanic	11%	(38)	33%	(116)	18%	(64)	5%	(19)	32%	(113)	350
Ethnicity: Afr. Am.	16%	(44)	30%	(83)	18%	(49)	5%	(14)	31%	(84)	275
Ethnicity: Other	8%	(15)	35%	(71)	12%	(25)	8%	(16)	38%	(78)	204
Relig: Protestant	10%	(53)	40%	(217)	19%	(102)	4%	(23)	27%	(148)	543
Relig: Roman Catholic	9%	(37)	42%	(178)	17%	(71)	5%	(20)	27%	(114)	420
Relig: Ath./Agn./None	6%	(43)	31%	(211)	17%	(114)	5%	(37)	41%	(279)	684
Relig: Something Else	8%	(24)	36%	(116)	21%	(67)	6%	(20)	29%	(91)	319
Relig: Evangelical	11%	(69)	38%	(228)	16%	(98)	5%	(31)	30%	(182)	608
Relig: Non-Evang. Catholics	8%	(50)	41%	(244)	18%	(109)	4%	(25)	27%	(162)	589
Relig: All Christian	10%	(119)	39%	(473)	17%	(206)	5%	(56)	29%	(344)	1198
Relig: All Non-Christian	7%	(68)	33%	(327)	18%	(181)	6%	(57)	37%	(370)	1002
Community: Urban	11%	(63)	35%	(203)	17%	(98)	5%	(29)	31%	(179)	573
Community: Suburban	7%	(67)	38%	(372)	19%	(191)	5%	(51)	31%	(301)	982
Community: Rural	9%	(57)	35%	(224)	15%	(99)	5%	(33)	36%	(236)	648
Employ: Private Sector	10%	(64)	41%	(278)	16%	(111)	6%	(38)	27%	(185)	677
Employ: Government	8%	(12)	43%	(63)	15%	(22)	2%	(2)	32%	(47)	145
Employ: Self-Employed	10%	(18)	28%	(52)	28%	(51)	7%	(13)	28%	(52)	186
Employ: Homemaker	13%	(23)	33%	(59)	12%	(21)	3%	(6)	39%	(70)	179
Employ: Student	7%	(6)	29%	(28)	19%	(18)	5%	(5)	40%	(39)	97
Employ: Retired	7%	(34)	39%	(201)	22%	(110)	6%	(30)	27%	(136)	511
Employ: Unemployed	9%	(20)	31%	(67)	15%	(32)	6%	(13)	39%	(83)	216
Employ: Other	5%	(9)	27%	(51)	12%	(23)	3%	(5)	54%	(104)	192
Military HH: Yes	8%	(35)	39%	(169)	18%	(78)	5%	(20)	30%	(132)	433
Military HH: No	9%	(151)	36%	(631)	17%	(310)	5%	(94)	33%	(584)	1770
RD/WT: Right Direction	11%	(101)	41%	(371)	16%	(149)	4%	(36)	28%	(250)	907
RD/WT: Wrong Track	7%	(85)	33%	(429)	18%	(239)	6%	(77)	36%	(466)	1296

Continued on next page

Table BR1: *As you may know, a vertical merger is a deal in which two companies in the same industry that arent direct competitors agree to join. Knowing this, do you support or oppose vertical mergers?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No Opinion		Total N
Adults	8%	(186)	36%	(800)	18%	(388)	5%	(113)	33%	(716)	2203
Trump Job Approve	11%	(106)	41%	(382)	16%	(154)	4%	(37)	27%	(255)	933
Trump Job Disapprove	7%	(74)	35%	(394)	19%	(220)	6%	(71)	33%	(374)	1134
Trump Job Strongly Approve	16%	(77)	37%	(180)	17%	(81)	5%	(23)	25%	(119)	481
Trump Job Somewhat Approve	7%	(30)	45%	(202)	16%	(72)	3%	(14)	30%	(136)	452
Trump Job Somewhat Disapprove	7%	(21)	47%	(139)	14%	(42)	5%	(14)	26%	(77)	293
Trump Job Strongly Disapprove	6%	(53)	30%	(255)	21%	(178)	7%	(57)	35%	(297)	841
#1 Issue: Economy	8%	(47)	43%	(261)	16%	(96)	5%	(28)	29%	(178)	609
#1 Issue: Security	12%	(55)	40%	(176)	15%	(65)	3%	(12)	31%	(136)	445
#1 Issue: Health Care	8%	(28)	35%	(117)	21%	(70)	5%	(16)	31%	(103)	335
#1 Issue: Medicare / Social Security	5%	(15)	30%	(97)	21%	(68)	10%	(33)	35%	(115)	327
#1 Issue: Women's Issues	3%	(3)	33%	(29)	18%	(15)	6%	(5)	40%	(35)	87
#1 Issue: Education	11%	(20)	37%	(71)	21%	(39)	3%	(5)	29%	(55)	190
#1 Issue: Energy	14%	(10)	29%	(22)	21%	(16)	6%	(5)	30%	(22)	74
#1 Issue: Other	6%	(9)	21%	(28)	13%	(18)	7%	(9)	53%	(71)	135
2016 Vote: Democrat Hillary Clinton	7%	(45)	37%	(251)	20%	(135)	7%	(50)	28%	(191)	673
2016 Vote: Republican Donald Trump	9%	(69)	42%	(313)	17%	(127)	5%	(36)	27%	(205)	751
2016 Vote: Someone else	7%	(16)	37%	(83)	18%	(39)	5%	(10)	33%	(74)	223
Voted in 2014: Yes	8%	(119)	39%	(551)	19%	(277)	7%	(93)	27%	(381)	1422
Voted in 2014: No	9%	(67)	32%	(248)	14%	(111)	3%	(20)	43%	(335)	781
2012 Vote: Barack Obama	8%	(64)	37%	(310)	20%	(171)	7%	(56)	28%	(236)	837
2012 Vote: Mitt Romney	9%	(54)	43%	(247)	16%	(90)	5%	(29)	27%	(152)	571
2012 Vote: Other	9%	(10)	31%	(36)	18%	(20)	9%	(11)	33%	(38)	116
2012 Vote: Didn't Vote	8%	(56)	31%	(207)	16%	(105)	3%	(18)	43%	(290)	677
4-Region: Northeast	7%	(27)	38%	(149)	18%	(73)	6%	(24)	31%	(121)	394
4-Region: Midwest	7%	(33)	33%	(152)	19%	(89)	5%	(22)	36%	(167)	463
4-Region: South	9%	(77)	36%	(300)	16%	(131)	6%	(46)	33%	(272)	825
4-Region: West	9%	(49)	38%	(199)	18%	(95)	4%	(21)	30%	(157)	521
Favorable of Trump	12%	(106)	42%	(381)	15%	(138)	4%	(35)	28%	(253)	913
Unfavorable of Trump	6%	(72)	35%	(389)	21%	(231)	6%	(70)	32%	(359)	1122

Table BR1: *As you may know, a vertical merger is a deal in which two companies in the same industry that arent direct competitors agree to join. Knowing this, do you support or oppose vertical mergers?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No Opinion		Total N
Adults	8%	(186)	36%	(800)	18%	(388)	5%	(113)	33%	(716)	2203
Very Favorable of Trump	16%	(82)	38%	(194)	18%	(91)	5%	(25)	24%	(126)	518
Somewhat Favorable of Trump	6%	(25)	47%	(186)	12%	(47)	2%	(10)	32%	(127)	395
Somewhat Unfavorable of Trump	9%	(20)	45%	(108)	15%	(35)	5%	(12)	26%	(63)	238
Very Unfavorable of Trump	6%	(52)	32%	(282)	22%	(196)	7%	(58)	34%	(297)	885

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

Table BR2: *Do you believe that these types of mergers will:*

Demographic	Increase quality of services		Make no difference either way		Decrease quality of services		Don't know / No Opinion		Total N
Adults	28%	(617)	26%	(564)	19%	(409)	28%	(614)	2203
Gender: Male	27%	(289)	29%	(312)	20%	(214)	23%	(248)	1063
Gender: Female	29%	(328)	22%	(252)	17%	(194)	32%	(366)	1140
Age: 18-29	32%	(153)	23%	(111)	14%	(65)	30%	(144)	472
Age: 30-44	30%	(164)	23%	(127)	17%	(95)	29%	(157)	542
Age: 45-54	26%	(95)	27%	(102)	19%	(70)	28%	(104)	371
Age: 55-64	28%	(105)	26%	(98)	23%	(89)	23%	(88)	381
Age: 65+	23%	(99)	29%	(126)	21%	(91)	28%	(121)	437
Generation Z: 18-21	40%	(69)	19%	(33)	11%	(20)	30%	(51)	173
Millennial: Age 22-37	30%	(176)	25%	(147)	16%	(94)	30%	(177)	594
Generation X: Age 38-53	27%	(162)	26%	(152)	17%	(102)	29%	(173)	589
Boomers: Age 54-72	26%	(183)	26%	(189)	24%	(168)	24%	(173)	714
PID: Dem (no lean)	27%	(188)	31%	(212)	19%	(131)	23%	(162)	693
PID: Ind (no lean)	26%	(229)	21%	(181)	19%	(169)	34%	(294)	873
PID: Rep (no lean)	31%	(200)	27%	(171)	17%	(110)	25%	(157)	637
PID/Gender: Dem Men	28%	(97)	33%	(114)	20%	(68)	19%	(64)	344
PID/Gender: Dem Women	26%	(91)	28%	(97)	18%	(62)	28%	(98)	349
PID/Gender: Ind Men	22%	(87)	25%	(95)	22%	(86)	31%	(121)	389
PID/Gender: Ind Women	29%	(141)	18%	(86)	17%	(83)	36%	(174)	484
PID/Gender: Rep Men	32%	(104)	31%	(102)	18%	(61)	19%	(64)	330
PID/Gender: Rep Women	31%	(95)	22%	(69)	16%	(49)	31%	(94)	307
Ideo: Liberal (1-3)	26%	(190)	26%	(193)	23%	(165)	25%	(182)	730
Ideo: Moderate (4)	30%	(137)	28%	(125)	18%	(79)	24%	(110)	451
Ideo: Conservative (5-7)	31%	(219)	28%	(197)	19%	(132)	22%	(158)	707
Educ: < College	28%	(429)	24%	(366)	16%	(236)	32%	(483)	1514
Educ: Bachelors degree	27%	(121)	28%	(125)	26%	(116)	19%	(82)	444
Educ: Post-grad	28%	(67)	30%	(72)	23%	(56)	20%	(48)	244
Income: Under 50k	28%	(361)	23%	(298)	17%	(218)	32%	(407)	1284
Income: 50k-100k	27%	(171)	28%	(184)	21%	(133)	24%	(157)	645
Income: 100k+	31%	(85)	30%	(82)	21%	(58)	18%	(50)	274

Table BR2: *Do you believe that these types of mergers will:*

Demographic	Increase quality of services		Make no difference either way		Decrease quality of services		Don't know / No Opinion		Total N
Adults	28%	(617)	26%	(564)	19%	(409)	28%	(614)	2203
Ethnicity: White	27%	(459)	26%	(453)	19%	(328)	28%	(484)	1724
Ethnicity: Hispanic	27%	(94)	28%	(96)	18%	(63)	27%	(96)	350
Ethnicity: Afr. Am.	40%	(111)	22%	(61)	16%	(43)	22%	(61)	275
Ethnicity: Other	23%	(47)	24%	(50)	19%	(38)	34%	(69)	204
Relig: Protestant	29%	(158)	28%	(153)	18%	(98)	25%	(134)	543
Relig: Roman Catholic	28%	(119)	30%	(126)	16%	(69)	25%	(106)	420
Relig: Ath./Agn./None	25%	(173)	21%	(143)	20%	(134)	34%	(234)	684
Relig: Something Else	28%	(91)	26%	(83)	20%	(64)	25%	(81)	319
Relig: Evangelical	31%	(191)	26%	(159)	18%	(110)	25%	(149)	608
Relig: Non-Evang. Catholics	27%	(162)	30%	(178)	17%	(100)	25%	(149)	589
Relig: All Christian	29%	(353)	28%	(337)	18%	(210)	25%	(298)	1198
Relig: All Non-Christian	26%	(264)	23%	(226)	20%	(198)	31%	(315)	1002
Community: Urban	31%	(179)	28%	(158)	15%	(85)	26%	(152)	573
Community: Suburban	27%	(266)	26%	(254)	22%	(212)	25%	(249)	982
Community: Rural	27%	(172)	23%	(152)	17%	(112)	33%	(213)	648
Employ: Private Sector	29%	(195)	28%	(189)	22%	(150)	21%	(142)	677
Employ: Government	28%	(40)	29%	(42)	18%	(26)	26%	(37)	145
Employ: Self-Employed	32%	(59)	25%	(46)	21%	(39)	22%	(41)	186
Employ: Homemaker	24%	(44)	25%	(45)	16%	(29)	34%	(62)	179
Employ: Student	35%	(34)	19%	(19)	16%	(15)	30%	(29)	97
Employ: Retired	25%	(130)	27%	(140)	20%	(102)	27%	(139)	511
Employ: Unemployed	33%	(71)	20%	(44)	9%	(20)	37%	(80)	216
Employ: Other	22%	(43)	20%	(38)	14%	(27)	44%	(84)	192
Military HH: Yes	25%	(108)	30%	(129)	21%	(91)	24%	(106)	433
Military HH: No	29%	(509)	25%	(435)	18%	(318)	29%	(508)	1770
RD/WT: Right Direction	30%	(273)	28%	(256)	18%	(160)	24%	(218)	907
RD/WT: Wrong Track	27%	(344)	24%	(307)	19%	(248)	31%	(396)	1296
Trump Job Approve	30%	(279)	28%	(262)	18%	(166)	24%	(226)	933
Trump Job Disapprove	28%	(315)	25%	(282)	20%	(225)	28%	(312)	1134

Table BR2: *Do you believe that these types of mergers will:*

Demographic	Increase quality of services		Make no difference either way		Decrease quality of services		Don't know / No Opinion		Total N
Adults	28%	(617)	26%	(564)	19%	(409)	28%	(614)	2203
Trump Job Strongly Approve	31%	(151)	26%	(123)	20%	(96)	23%	(110)	481
Trump Job Somewhat Approve	28%	(128)	31%	(138)	15%	(70)	26%	(116)	452
Trump Job Somewhat Disapprove	39%	(114)	25%	(75)	14%	(41)	22%	(63)	293
Trump Job Strongly Disapprove	24%	(200)	25%	(208)	22%	(184)	30%	(248)	841
#1 Issue: Economy	32%	(196)	23%	(142)	19%	(115)	26%	(156)	609
#1 Issue: Security	31%	(137)	26%	(118)	16%	(71)	27%	(119)	445
#1 Issue: Health Care	27%	(89)	29%	(98)	19%	(62)	26%	(86)	335
#1 Issue: Medicare / Social Security	23%	(74)	24%	(80)	22%	(72)	31%	(101)	327
#1 Issue: Women's Issues	28%	(24)	31%	(27)	13%	(11)	28%	(24)	87
#1 Issue: Education	27%	(52)	30%	(56)	19%	(36)	24%	(46)	190
#1 Issue: Energy	34%	(25)	15%	(11)	23%	(17)	28%	(21)	74
#1 Issue: Other	14%	(19)	23%	(31)	18%	(24)	46%	(62)	135
2016 Vote: Democrat Hillary Clinton	25%	(168)	30%	(200)	22%	(146)	24%	(159)	673
2016 Vote: Republican Donald Trump	29%	(216)	27%	(202)	20%	(151)	24%	(183)	751
2016 Vote: Someone else	29%	(64)	25%	(55)	17%	(38)	29%	(65)	223
Voted in 2014: Yes	26%	(376)	29%	(407)	22%	(317)	23%	(322)	1422
Voted in 2014: No	31%	(241)	20%	(156)	12%	(92)	37%	(292)	781
2012 Vote: Barack Obama	28%	(234)	27%	(228)	22%	(185)	23%	(190)	837
2012 Vote: Mitt Romney	30%	(170)	31%	(179)	17%	(100)	21%	(122)	571
2012 Vote: Other	17%	(20)	18%	(21)	26%	(31)	38%	(45)	116
2012 Vote: Didn't Vote	28%	(192)	20%	(135)	14%	(93)	38%	(257)	677
4-Region: Northeast	27%	(106)	26%	(103)	19%	(76)	28%	(109)	394
4-Region: Midwest	23%	(108)	27%	(124)	18%	(84)	32%	(147)	463
4-Region: South	30%	(248)	22%	(183)	19%	(153)	29%	(241)	825
4-Region: West	30%	(155)	30%	(154)	18%	(96)	22%	(116)	521
Favorable of Trump	30%	(276)	28%	(251)	18%	(166)	24%	(220)	913
Unfavorable of Trump	28%	(315)	26%	(288)	20%	(223)	26%	(296)	1122
Very Favorable of Trump	30%	(158)	27%	(139)	20%	(104)	23%	(118)	518
Somewhat Favorable of Trump	30%	(118)	28%	(113)	16%	(63)	26%	(102)	395
Somewhat Unfavorable of Trump	40%	(94)	27%	(64)	15%	(35)	19%	(44)	238
Very Unfavorable of Trump	25%	(221)	25%	(224)	21%	(188)	28%	(252)	885

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

Table BR3: *Do you believe that these types of mergers will:*

Demographic	Expand your choice of products		Make no difference either way		Limit your choice of products		Don't know / No Opinion		Total N
Adults	26%	(569)	25%	(552)	26%	(577)	23%	(504)	2203
Gender: Male	22%	(229)	30%	(314)	30%	(318)	19%	(203)	1063
Gender: Female	30%	(340)	21%	(239)	23%	(260)	26%	(302)	1140
Age: 18-29	27%	(129)	24%	(115)	21%	(99)	27%	(129)	472
Age: 30-44	29%	(157)	22%	(120)	25%	(137)	24%	(129)	542
Age: 45-54	27%	(99)	24%	(89)	24%	(87)	26%	(96)	371
Age: 55-64	26%	(97)	29%	(109)	30%	(113)	16%	(61)	381
Age: 65+	20%	(87)	27%	(120)	32%	(141)	20%	(89)	437
Generation Z: 18-21	28%	(48)	25%	(43)	18%	(31)	30%	(52)	173
Millennial: Age 22-37	28%	(169)	22%	(129)	25%	(146)	25%	(151)	594
Generation X: Age 38-53	28%	(162)	25%	(145)	23%	(133)	25%	(148)	589
Boomers: Age 54-72	22%	(160)	28%	(199)	31%	(224)	18%	(131)	714
PID: Dem (no lean)	27%	(184)	23%	(161)	31%	(215)	19%	(133)	693
PID: Ind (no lean)	24%	(207)	23%	(204)	23%	(203)	30%	(259)	873
PID: Rep (no lean)	28%	(178)	29%	(187)	25%	(159)	18%	(113)	637
PID/Gender: Dem Men	22%	(74)	28%	(96)	35%	(120)	16%	(54)	344
PID/Gender: Dem Women	32%	(110)	19%	(65)	27%	(95)	22%	(78)	349
PID/Gender: Ind Men	18%	(71)	28%	(109)	27%	(104)	27%	(105)	389
PID/Gender: Ind Women	28%	(136)	20%	(94)	21%	(99)	32%	(154)	484
PID/Gender: Rep Men	25%	(84)	33%	(108)	29%	(94)	13%	(44)	330
PID/Gender: Rep Women	31%	(94)	26%	(79)	21%	(65)	22%	(69)	307
Ideo: Liberal (1-3)	25%	(184)	25%	(181)	30%	(218)	20%	(147)	730
Ideo: Moderate (4)	26%	(117)	27%	(124)	27%	(121)	20%	(90)	451
Ideo: Conservative (5-7)	26%	(184)	29%	(208)	28%	(199)	16%	(116)	707
Educ: < College	28%	(420)	24%	(358)	22%	(337)	26%	(400)	1514
Educ: Bachelors degree	22%	(99)	26%	(116)	37%	(163)	15%	(65)	444
Educ: Post-grad	20%	(50)	32%	(79)	32%	(77)	16%	(39)	244
Income: Under 50k	28%	(359)	21%	(274)	25%	(316)	26%	(334)	1284
Income: 50k-100k	25%	(158)	29%	(186)	27%	(174)	20%	(127)	645
Income: 100k+	19%	(52)	34%	(92)	32%	(87)	16%	(44)	274

Continued on next page

Table BR3: *Do you believe that these types of mergers will:*

Demographic	Expand your choice of products		Make no difference either way		Limit your choice of products		Don't know / No Opinion		Total N
Adults	26%	(569)	25%	(552)	26%	(577)	23%	(504)	2203
Ethnicity: White	24%	(414)	26%	(451)	27%	(473)	22%	(386)	1724
Ethnicity: Hispanic	25%	(87)	26%	(90)	24%	(83)	25%	(89)	350
Ethnicity: Afr. Am.	42%	(115)	19%	(52)	18%	(48)	22%	(59)	275
Ethnicity: Other	19%	(40)	24%	(49)	27%	(56)	29%	(59)	204
Relig: Protestant	24%	(132)	30%	(160)	29%	(160)	17%	(91)	543
Relig: Roman Catholic	23%	(98)	28%	(116)	28%	(116)	21%	(90)	420
Relig: Ath./Agn./None	26%	(174)	19%	(133)	26%	(175)	29%	(201)	684
Relig: Something Else	24%	(77)	27%	(86)	24%	(77)	25%	(78)	319
Relig: Evangelical	31%	(187)	27%	(165)	24%	(143)	19%	(114)	608
Relig: Non-Evang. Catholics	22%	(131)	29%	(169)	31%	(181)	19%	(109)	589
Relig: All Christian	26%	(317)	28%	(333)	27%	(324)	19%	(223)	1198
Relig: All Non-Christian	25%	(251)	22%	(218)	25%	(253)	28%	(280)	1002
Community: Urban	28%	(161)	25%	(145)	25%	(142)	22%	(125)	573
Community: Suburban	25%	(246)	27%	(260)	28%	(274)	21%	(202)	982
Community: Rural	25%	(162)	23%	(147)	25%	(161)	27%	(178)	648
Employ: Private Sector	24%	(162)	29%	(193)	29%	(197)	18%	(124)	677
Employ: Government	23%	(33)	27%	(39)	27%	(40)	23%	(34)	145
Employ: Self-Employed	32%	(59)	22%	(40)	32%	(59)	15%	(28)	186
Employ: Homemaker	30%	(53)	26%	(46)	19%	(35)	25%	(45)	179
Employ: Student	27%	(26)	26%	(25)	18%	(18)	28%	(27)	97
Employ: Retired	21%	(107)	28%	(145)	31%	(156)	20%	(102)	511
Employ: Unemployed	34%	(74)	15%	(32)	19%	(41)	32%	(69)	216
Employ: Other	28%	(53)	16%	(32)	16%	(32)	39%	(75)	192
Military HH: Yes	23%	(99)	27%	(119)	30%	(129)	20%	(87)	433
Military HH: No	27%	(470)	25%	(434)	25%	(448)	24%	(418)	1770
RD/WT: Right Direction	27%	(242)	29%	(263)	25%	(223)	20%	(180)	907
RD/WT: Wrong Track	25%	(327)	22%	(290)	27%	(355)	25%	(324)	1296
Trump Job Approve	28%	(262)	29%	(272)	24%	(222)	19%	(176)	933
Trump Job Disapprove	25%	(280)	23%	(265)	30%	(337)	22%	(252)	1134

Table BR3: *Do you believe that these types of mergers will:*

Demographic	Expand your choice of products		Make no difference either way		Limit your choice of products		Don't know / No Opinion		Total N
Adults	26%	(569)	25%	(552)	26%	(577)	23%	(504)	2203
Trump Job Strongly Approve	29%	(141)	30%	(143)	24%	(117)	17%	(80)	481
Trump Job Somewhat Approve	27%	(122)	28%	(128)	23%	(106)	21%	(97)	452
Trump Job Somewhat Disapprove	29%	(86)	24%	(70)	25%	(74)	21%	(63)	293
Trump Job Strongly Disapprove	23%	(194)	23%	(194)	31%	(264)	22%	(189)	841
#1 Issue: Economy	27%	(163)	25%	(154)	26%	(160)	22%	(132)	609
#1 Issue: Security	29%	(131)	28%	(125)	22%	(97)	21%	(92)	445
#1 Issue: Health Care	25%	(83)	24%	(81)	29%	(99)	21%	(72)	335
#1 Issue: Medicare / Social Security	22%	(73)	27%	(87)	30%	(99)	21%	(68)	327
#1 Issue: Women's Issues	22%	(19)	29%	(25)	21%	(18)	28%	(25)	87
#1 Issue: Education	28%	(54)	24%	(47)	24%	(46)	23%	(44)	190
#1 Issue: Energy	37%	(27)	17%	(13)	28%	(21)	19%	(14)	74
#1 Issue: Other	14%	(18)	16%	(22)	27%	(37)	43%	(58)	135
2016 Vote: Democrat Hillary Clinton	23%	(155)	25%	(168)	34%	(229)	18%	(120)	673
2016 Vote: Republican Donald Trump	26%	(195)	28%	(213)	27%	(204)	18%	(138)	751
2016 Vote: Someone else	28%	(62)	25%	(55)	23%	(52)	24%	(53)	223
Voted in 2014: Yes	25%	(353)	27%	(385)	30%	(430)	18%	(254)	1422
Voted in 2014: No	28%	(216)	21%	(168)	19%	(147)	32%	(251)	781
2012 Vote: Barack Obama	25%	(208)	25%	(208)	32%	(268)	18%	(153)	837
2012 Vote: Mitt Romney	27%	(155)	29%	(168)	27%	(155)	16%	(94)	571
2012 Vote: Other	14%	(16)	24%	(28)	31%	(35)	31%	(36)	116
2012 Vote: Didn't Vote	28%	(189)	22%	(148)	17%	(118)	33%	(222)	677
4-Region: Northeast	26%	(101)	26%	(101)	25%	(100)	24%	(93)	394
4-Region: Midwest	21%	(96)	25%	(116)	29%	(134)	26%	(118)	463
4-Region: South	27%	(226)	22%	(186)	26%	(218)	24%	(197)	825
4-Region: West	28%	(147)	29%	(151)	24%	(126)	19%	(97)	521
Favorable of Trump	28%	(259)	29%	(263)	25%	(227)	18%	(164)	913
Unfavorable of Trump	25%	(283)	23%	(263)	29%	(324)	22%	(252)	1122
Very Favorable of Trump	30%	(157)	29%	(150)	25%	(132)	15%	(79)	518
Somewhat Favorable of Trump	26%	(102)	28%	(112)	24%	(96)	22%	(85)	395
Somewhat Unfavorable of Trump	33%	(79)	22%	(52)	26%	(62)	19%	(45)	238
Very Unfavorable of Trump	23%	(204)	24%	(212)	30%	(263)	23%	(207)	885

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

Table BR4: *Do you believe that these types of mergers will:*

Demographic	Increase your monthly payments		Make no difference either way		Decrease your monthly payments		Don't know / No Opinion		Total N
Adults	29%	(647)	30%	(668)	9%	(198)	31%	(689)	2203
Gender: Male	31%	(328)	34%	(366)	11%	(120)	23%	(248)	1063
Gender: Female	28%	(319)	26%	(302)	7%	(78)	39%	(441)	1140
Age: 18-29	25%	(116)	27%	(126)	12%	(56)	37%	(174)	472
Age: 30-44	30%	(165)	29%	(157)	10%	(54)	31%	(167)	542
Age: 45-54	28%	(106)	31%	(117)	7%	(26)	33%	(123)	371
Age: 55-64	31%	(119)	31%	(118)	11%	(41)	27%	(102)	381
Age: 65+	33%	(142)	34%	(150)	5%	(21)	28%	(123)	437
Generation Z: 18-21	22%	(39)	25%	(44)	11%	(20)	41%	(71)	173
Millennial: Age 22-37	30%	(176)	27%	(161)	10%	(62)	33%	(196)	594
Generation X: Age 38-53	27%	(156)	32%	(186)	9%	(54)	33%	(193)	589
Boomers: Age 54-72	34%	(239)	32%	(230)	8%	(59)	26%	(185)	714
PID: Dem (no lean)	32%	(224)	30%	(205)	11%	(74)	27%	(189)	693
PID: Ind (no lean)	28%	(240)	27%	(239)	7%	(63)	38%	(330)	873
PID: Rep (no lean)	29%	(183)	35%	(223)	10%	(61)	27%	(170)	637
PID/Gender: Dem Men	33%	(113)	33%	(114)	14%	(49)	20%	(68)	344
PID/Gender: Dem Women	32%	(111)	26%	(91)	7%	(26)	35%	(121)	349
PID/Gender: Ind Men	29%	(113)	31%	(120)	9%	(36)	31%	(119)	389
PID/Gender: Ind Women	26%	(127)	25%	(119)	5%	(27)	44%	(211)	484
PID/Gender: Rep Men	31%	(102)	40%	(132)	11%	(35)	19%	(61)	330
PID/Gender: Rep Women	26%	(81)	30%	(92)	8%	(26)	35%	(108)	307
Ideo: Liberal (1-3)	33%	(243)	28%	(204)	12%	(84)	27%	(199)	730
Ideo: Moderate (4)	30%	(137)	34%	(155)	7%	(30)	29%	(129)	451
Ideo: Conservative (5-7)	28%	(200)	36%	(255)	9%	(65)	26%	(187)	707
Educ: < College	27%	(409)	29%	(437)	8%	(122)	36%	(547)	1514
Educ: Bachelors degree	36%	(159)	33%	(146)	10%	(45)	21%	(94)	444
Educ: Post-grad	32%	(79)	35%	(85)	13%	(32)	20%	(49)	244
Income: Under 50k	27%	(351)	29%	(374)	9%	(115)	35%	(445)	1284
Income: 50k-100k	33%	(211)	30%	(195)	9%	(55)	29%	(184)	645
Income: 100k+	31%	(85)	36%	(100)	10%	(28)	22%	(61)	274

Table BR4: *Do you believe that these types of mergers will:*

Demographic	Increase your monthly payments		Make no difference either way		Decrease your monthly payments		Don't know / No Opinion		Total N
Adults	29%	(647)	30%	(668)	9%	(198)	31%	(689)	2203
Ethnicity: White	29%	(500)	32%	(544)	8%	(134)	32%	(545)	1724
Ethnicity: Hispanic	28%	(99)	26%	(92)	11%	(37)	35%	(122)	350
Ethnicity: Afr. Am.	27%	(75)	28%	(77)	18%	(49)	27%	(74)	275
Ethnicity: Other	35%	(72)	23%	(47)	7%	(15)	35%	(71)	204
Relig: Protestant	31%	(170)	37%	(200)	9%	(47)	23%	(126)	543
Relig: Roman Catholic	30%	(125)	31%	(129)	9%	(39)	30%	(128)	420
Relig: Ath./Agn./None	27%	(182)	27%	(186)	8%	(53)	38%	(262)	684
Relig: Something Else	30%	(95)	27%	(85)	9%	(30)	34%	(108)	319
Relig: Evangelical	30%	(185)	32%	(196)	10%	(63)	27%	(165)	608
Relig: Non-Evang. Catholics	31%	(185)	34%	(199)	9%	(51)	26%	(155)	589
Relig: All Christian	31%	(369)	33%	(395)	10%	(114)	27%	(319)	1198
Relig: All Non-Christian	28%	(277)	27%	(272)	8%	(83)	37%	(370)	1002
Community: Urban	28%	(162)	29%	(169)	12%	(68)	31%	(175)	573
Community: Suburban	31%	(301)	33%	(320)	8%	(83)	28%	(278)	982
Community: Rural	29%	(185)	28%	(179)	7%	(48)	36%	(236)	648
Employ: Private Sector	34%	(230)	33%	(221)	10%	(71)	23%	(155)	677
Employ: Government	31%	(45)	32%	(47)	11%	(16)	26%	(38)	145
Employ: Self-Employed	38%	(70)	27%	(50)	10%	(18)	26%	(48)	186
Employ: Homemaker	25%	(44)	29%	(51)	8%	(13)	39%	(71)	179
Employ: Student	20%	(19)	24%	(24)	13%	(12)	43%	(42)	97
Employ: Retired	30%	(155)	36%	(181)	5%	(27)	29%	(148)	511
Employ: Unemployed	20%	(43)	25%	(53)	11%	(23)	45%	(97)	216
Employ: Other	22%	(42)	21%	(40)	9%	(18)	48%	(92)	192
Military HH: Yes	29%	(127)	34%	(149)	9%	(39)	27%	(118)	433
Military HH: No	29%	(520)	29%	(519)	9%	(159)	32%	(571)	1770
RD/WT: Right Direction	27%	(248)	35%	(321)	11%	(97)	27%	(240)	907
RD/WT: Wrong Track	31%	(399)	27%	(347)	8%	(101)	35%	(449)	1296
Trump Job Approve	28%	(260)	34%	(319)	10%	(98)	27%	(256)	933
Trump Job Disapprove	32%	(364)	28%	(322)	8%	(96)	31%	(352)	1134

Table BR4: *Do you believe that these types of mergers will:*

Demographic	Increase your monthly payments		Make no difference either way		Decrease your monthly payments		Don't know / No Opinion		Total N
Adults	29%	(647)	30%	(668)	9%	(198)	31%	(689)	2203
Trump Job Strongly Approve	31%	(151)	32%	(155)	10%	(49)	26%	(126)	481
Trump Job Somewhat Approve	24%	(109)	36%	(164)	11%	(49)	29%	(130)	452
Trump Job Somewhat Disapprove	29%	(85)	30%	(88)	10%	(31)	31%	(90)	293
Trump Job Strongly Disapprove	33%	(279)	28%	(233)	8%	(65)	31%	(263)	841
#1 Issue: Economy	32%	(194)	29%	(177)	9%	(54)	30%	(184)	609
#1 Issue: Security	25%	(109)	34%	(150)	11%	(48)	31%	(138)	445
#1 Issue: Health Care	33%	(109)	31%	(105)	9%	(32)	27%	(89)	335
#1 Issue: Medicare / Social Security	36%	(119)	29%	(95)	7%	(24)	27%	(89)	327
#1 Issue: Women's Issues	19%	(16)	35%	(31)	9%	(8)	37%	(32)	87
#1 Issue: Education	27%	(51)	33%	(62)	11%	(21)	29%	(56)	190
#1 Issue: Energy	27%	(20)	19%	(14)	11%	(8)	43%	(32)	74
#1 Issue: Other	22%	(29)	25%	(33)	3%	(4)	51%	(69)	135
2016 Vote: Democrat Hillary Clinton	34%	(231)	30%	(199)	10%	(67)	26%	(176)	673
2016 Vote: Republican Donald Trump	30%	(226)	35%	(262)	9%	(66)	26%	(197)	751
2016 Vote: Someone else	29%	(65)	28%	(63)	11%	(23)	32%	(72)	223
Voted in 2014: Yes	33%	(473)	33%	(468)	9%	(122)	25%	(358)	1422
Voted in 2014: No	22%	(174)	26%	(200)	10%	(76)	42%	(332)	781
2012 Vote: Barack Obama	34%	(289)	30%	(255)	8%	(69)	27%	(225)	837
2012 Vote: Mitt Romney	30%	(173)	37%	(213)	8%	(46)	24%	(138)	571
2012 Vote: Other	31%	(36)	25%	(29)	7%	(9)	36%	(42)	116
2012 Vote: Didn't Vote	22%	(148)	25%	(170)	11%	(74)	42%	(285)	677
4-Region: Northeast	29%	(114)	28%	(109)	11%	(45)	32%	(126)	394
4-Region: Midwest	31%	(144)	28%	(129)	9%	(40)	32%	(150)	463
4-Region: South	28%	(232)	32%	(263)	9%	(76)	31%	(254)	825
4-Region: West	30%	(157)	32%	(167)	7%	(37)	31%	(160)	521
Favorable of Trump	28%	(259)	34%	(314)	9%	(86)	28%	(255)	913
Unfavorable of Trump	32%	(357)	29%	(321)	9%	(103)	30%	(342)	1122
Very Favorable of Trump	31%	(159)	33%	(172)	10%	(52)	26%	(135)	518
Somewhat Favorable of Trump	25%	(100)	36%	(142)	8%	(34)	30%	(120)	395
Somewhat Unfavorable of Trump	29%	(68)	32%	(76)	13%	(31)	26%	(63)	238
Very Unfavorable of Trump	33%	(289)	28%	(244)	8%	(73)	32%	(280)	885

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

Table BR5: *Do you believe that these types of mergers will:*

Demographic	Make it easier to get multiple products from one provider		Make no difference either way		Make it more difficult to get multiple products from one provider		Don't know / No Opinion		Total N
Adults	33%	(717)	22%	(479)	17%	(375)	29%	(631)	2203
Gender: Male	32%	(344)	26%	(273)	20%	(210)	22%	(236)	1063
Gender: Female	33%	(373)	18%	(206)	15%	(165)	35%	(395)	1140
Age: 18-29	31%	(148)	19%	(92)	16%	(75)	33%	(157)	472
Age: 30-44	37%	(201)	18%	(99)	16%	(86)	29%	(157)	542
Age: 45-54	32%	(117)	23%	(86)	18%	(67)	27%	(101)	371
Age: 55-64	34%	(130)	22%	(85)	19%	(74)	24%	(92)	381
Age: 65+	28%	(121)	27%	(118)	17%	(73)	29%	(125)	437
Generation Z: 18-21	32%	(56)	19%	(33)	18%	(31)	31%	(54)	173
Millennial: Age 22-37	36%	(211)	17%	(102)	16%	(97)	31%	(183)	594
Generation X: Age 38-53	33%	(194)	22%	(128)	16%	(94)	29%	(173)	589
Boomers: Age 54-72	30%	(216)	26%	(182)	18%	(132)	26%	(184)	714
PID: Dem (no lean)	32%	(224)	24%	(163)	19%	(128)	26%	(177)	693
PID: Ind (no lean)	29%	(257)	20%	(177)	15%	(134)	35%	(305)	873
PID: Rep (no lean)	37%	(236)	22%	(139)	18%	(113)	23%	(149)	637
PID/Gender: Dem Men	30%	(103)	26%	(88)	24%	(83)	20%	(70)	344
PID/Gender: Dem Women	35%	(121)	21%	(75)	13%	(45)	31%	(107)	349
PID/Gender: Ind Men	28%	(108)	25%	(99)	17%	(65)	30%	(116)	389
PID/Gender: Ind Women	31%	(149)	16%	(78)	14%	(68)	39%	(188)	484
PID/Gender: Rep Men	40%	(133)	26%	(86)	19%	(61)	15%	(50)	330
PID/Gender: Rep Women	33%	(103)	17%	(53)	17%	(52)	32%	(99)	307
Ideo: Liberal (1-3)	31%	(223)	23%	(170)	20%	(148)	26%	(189)	730
Ideo: Moderate (4)	38%	(170)	22%	(101)	15%	(68)	25%	(112)	451
Ideo: Conservative (5-7)	36%	(252)	24%	(167)	18%	(124)	23%	(164)	707
Educ: < College	32%	(481)	19%	(291)	17%	(250)	33%	(493)	1514
Educ: Bachelors degree	35%	(157)	26%	(115)	19%	(85)	20%	(88)	444
Educ: Post-grad	33%	(80)	30%	(74)	16%	(40)	21%	(51)	244

Continued on next page

Table BR5: *Do you believe that these types of mergers will:*

Demographic	Make it easier to get multiple products from one provider		Make no difference either way		Make it more difficult to get multiple products from one provider		Don't know / No Opinion		Total N
Adults	33%	(717)	22%	(479)	17%	(375)	29%	(631)	2203
Income: Under 50k	31%	(393)	19%	(247)	18%	(234)	32%	(410)	1284
Income: 50k-100k	34%	(220)	25%	(163)	16%	(100)	25%	(161)	645
Income: 100k+	38%	(104)	25%	(70)	15%	(41)	22%	(60)	274
Ethnicity: White	33%	(567)	23%	(391)	16%	(277)	28%	(490)	1724
Ethnicity: Hispanic	28%	(99)	21%	(73)	21%	(73)	30%	(104)	350
Ethnicity: Afr. Am.	37%	(102)	17%	(47)	19%	(53)	26%	(72)	275
Ethnicity: Other	24%	(48)	20%	(42)	22%	(45)	34%	(70)	204
Relig: Protestant	34%	(187)	24%	(130)	17%	(94)	25%	(133)	543
Relig: Roman Catholic	35%	(147)	24%	(100)	16%	(69)	25%	(104)	420
Relig: Ath./Agn./None	31%	(213)	18%	(122)	15%	(99)	36%	(249)	684
Relig: Something Else	27%	(87)	24%	(75)	20%	(65)	29%	(92)	319
Relig: Evangelical	36%	(216)	23%	(140)	18%	(108)	24%	(144)	608
Relig: Non-Evang. Catholics	34%	(201)	24%	(141)	17%	(102)	25%	(146)	589
Relig: All Christian	35%	(417)	23%	(281)	17%	(209)	24%	(290)	1198
Relig: All Non-Christian	30%	(300)	20%	(198)	16%	(164)	34%	(341)	1002
Community: Urban	32%	(186)	20%	(117)	18%	(104)	29%	(166)	573
Community: Suburban	34%	(335)	24%	(235)	17%	(165)	25%	(247)	982
Community: Rural	30%	(196)	20%	(127)	16%	(106)	34%	(219)	648
Employ: Private Sector	39%	(264)	22%	(146)	19%	(126)	21%	(141)	677
Employ: Government	30%	(44)	27%	(39)	17%	(25)	26%	(38)	145
Employ: Self-Employed	29%	(54)	25%	(47)	23%	(43)	23%	(43)	186
Employ: Homemaker	34%	(62)	18%	(32)	12%	(21)	36%	(65)	179
Employ: Student	30%	(29)	18%	(17)	14%	(13)	39%	(37)	97
Employ: Retired	30%	(152)	26%	(135)	16%	(80)	28%	(144)	511
Employ: Unemployed	31%	(66)	18%	(38)	16%	(35)	36%	(77)	216
Employ: Other	24%	(46)	14%	(26)	17%	(32)	46%	(88)	192
Military HH: Yes	31%	(136)	23%	(101)	20%	(85)	25%	(110)	433
Military HH: No	33%	(581)	21%	(378)	16%	(290)	29%	(521)	1770

Table BR5: *Do you believe that these types of mergers will:*

Demographic	Make it easier to get multiple products from one provider		Make no difference either way		Make it more difficult to get multiple products from one provider		Don't know / No Opinion		Total N
Adults	33%	(717)	22%	(479)	17%	(375)	29%	(631)	2203
RD/WT: Right Direction	33%	(301)	25%	(225)	18%	(165)	24%	(216)	907
RD/WT: Wrong Track	32%	(416)	20%	(255)	16%	(210)	32%	(415)	1296
Trump Job Approve	34%	(318)	25%	(234)	17%	(160)	24%	(221)	933
Trump Job Disapprove	32%	(367)	20%	(230)	18%	(201)	30%	(335)	1134
Trump Job Strongly Approve	33%	(161)	23%	(113)	20%	(95)	23%	(112)	481
Trump Job Somewhat Approve	35%	(157)	27%	(122)	14%	(65)	24%	(109)	452
Trump Job Somewhat Disapprove	43%	(125)	17%	(50)	15%	(45)	25%	(73)	293
Trump Job Strongly Disapprove	29%	(242)	21%	(180)	19%	(156)	31%	(263)	841
#1 Issue: Economy	36%	(222)	20%	(120)	17%	(105)	27%	(162)	609
#1 Issue: Security	33%	(145)	23%	(104)	16%	(72)	28%	(124)	445
#1 Issue: Health Care	33%	(110)	27%	(89)	18%	(59)	23%	(77)	335
#1 Issue: Medicare / Social Security	28%	(90)	23%	(74)	19%	(61)	31%	(102)	327
#1 Issue: Women's Issues	27%	(23)	24%	(21)	18%	(15)	31%	(27)	87
#1 Issue: Education	39%	(75)	19%	(36)	14%	(26)	28%	(54)	190
#1 Issue: Energy	38%	(28)	16%	(12)	17%	(13)	29%	(21)	74
#1 Issue: Other	18%	(25)	17%	(23)	18%	(24)	47%	(64)	135
2016 Vote: Democrat Hillary Clinton	32%	(218)	24%	(161)	19%	(129)	24%	(165)	673
2016 Vote: Republican Donald Trump	33%	(250)	25%	(189)	18%	(133)	24%	(179)	751
2016 Vote: Someone else	38%	(85)	16%	(35)	13%	(29)	33%	(74)	223
Voted in 2014: Yes	33%	(465)	24%	(344)	19%	(264)	25%	(349)	1422
Voted in 2014: No	32%	(252)	17%	(135)	14%	(112)	36%	(282)	781
2012 Vote: Barack Obama	34%	(288)	22%	(183)	19%	(157)	25%	(210)	837
2012 Vote: Mitt Romney	37%	(209)	27%	(154)	16%	(91)	21%	(117)	571
2012 Vote: Other	20%	(23)	19%	(22)	24%	(28)	37%	(43)	116
2012 Vote: Didn't Vote	29%	(197)	18%	(121)	15%	(99)	38%	(261)	677
4-Region: Northeast	31%	(123)	22%	(86)	18%	(70)	29%	(115)	394
4-Region: Midwest	32%	(148)	18%	(86)	16%	(73)	34%	(156)	463
4-Region: South	32%	(265)	22%	(185)	18%	(146)	28%	(229)	825
4-Region: West	35%	(181)	24%	(123)	17%	(86)	25%	(131)	521

Table BR5: *Do you believe that these types of mergers will:*

Demographic	Make it easier to get multiple products from one provider		Make no difference either way		Make it more difficult to get multiple products from one provider		Don't know / No Opinion		Total N
Adults	33%	(717)	22%	(479)	17%	(375)	29%	(631)	2203
Favorable of Trump	35%	(317)	25%	(225)	17%	(156)	24%	(216)	913
Unfavorable of Trump	33%	(373)	21%	(230)	18%	(200)	28%	(319)	1122
Very Favorable of Trump	33%	(169)	25%	(130)	21%	(107)	22%	(112)	518
Somewhat Favorable of Trump	37%	(148)	24%	(95)	12%	(48)	26%	(104)	395
Somewhat Unfavorable of Trump	44%	(104)	18%	(42)	17%	(40)	22%	(51)	238
Very Unfavorable of Trump	30%	(269)	21%	(189)	18%	(159)	30%	(268)	885

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

Table BR6: *In general, which of the following is closer to your view?*

Demographic	The federal government should remove regulatory barriers to make it easier for companies within the same sector or industry to merge.		The federal governments current approach to regulating mergers is fine and shouldn't be changed.		The federal government should increase regulations to make it harder for companies to merge.		Don't know / No Opinion		Total N
Adults	19%	(415)	27%	(601)	20%	(444)	34%	(743)	2203
Gender: Male	20%	(211)	33%	(353)	25%	(266)	22%	(233)	1063
Gender: Female	18%	(204)	22%	(248)	16%	(178)	45%	(510)	1140
Age: 18-29	18%	(87)	21%	(100)	18%	(85)	43%	(201)	472
Age: 30-44	22%	(120)	23%	(123)	18%	(100)	37%	(199)	542
Age: 45-54	18%	(67)	27%	(99)	22%	(81)	34%	(124)	371
Age: 55-64	16%	(62)	31%	(118)	23%	(87)	30%	(114)	381
Age: 65+	18%	(79)	37%	(161)	21%	(91)	24%	(105)	437
Generation Z: 18-21	19%	(33)	28%	(49)	13%	(22)	40%	(69)	173
Millennial: Age 22-37	20%	(120)	18%	(107)	20%	(118)	42%	(249)	594
Generation X: Age 38-53	20%	(117)	26%	(155)	19%	(115)	34%	(203)	589
Boomers: Age 54-72	16%	(118)	32%	(231)	23%	(165)	28%	(200)	714
PID: Dem (no lean)	17%	(118)	26%	(178)	29%	(198)	29%	(199)	693
PID: Ind (no lean)	16%	(141)	25%	(215)	18%	(161)	41%	(356)	873
PID: Rep (no lean)	25%	(156)	33%	(208)	13%	(84)	30%	(189)	637
PID/Gender: Dem Men	16%	(55)	28%	(97)	37%	(128)	19%	(64)	344
PID/Gender: Dem Women	18%	(62)	23%	(81)	20%	(71)	39%	(135)	349
PID/Gender: Ind Men	15%	(57)	32%	(126)	23%	(90)	30%	(116)	389
PID/Gender: Ind Women	17%	(84)	18%	(89)	15%	(71)	50%	(240)	484
PID/Gender: Rep Men	30%	(98)	40%	(131)	15%	(48)	16%	(53)	330
PID/Gender: Rep Women	19%	(58)	25%	(78)	12%	(36)	44%	(135)	307
Ideo: Liberal (1-3)	16%	(117)	27%	(199)	29%	(215)	27%	(199)	730
Ideo: Moderate (4)	19%	(84)	35%	(156)	20%	(88)	27%	(122)	451
Ideo: Conservative (5-7)	23%	(162)	31%	(218)	16%	(115)	30%	(213)	707

Table BR6: *In general, which of the following is closer to your view?*

Demographic	The federal government should remove regulatory barriers to make it easier for companies within the same sector or industry to merge.		The federal governments current approach to regulating mergers is fine and shouldn't be changed.		The federal government should increase regulations to make it harder for companies to merge.		Don't know / No Opinion		Total N
Adults	19%	(415)	27%	(601)	20%	(444)	34%	(743)	2203
Educ: < College	20%	(299)	23%	(350)	18%	(267)	39%	(597)	1514
Educ: Bachelors degree	16%	(70)	34%	(151)	27%	(121)	23%	(103)	444
Educ: Post-grad	19%	(45)	41%	(100)	23%	(56)	18%	(43)	244
Income: Under 50k	20%	(255)	24%	(313)	18%	(234)	37%	(481)	1284
Income: 50k-100k	17%	(110)	30%	(191)	23%	(148)	30%	(196)	645
Income: 100k+	18%	(49)	35%	(97)	23%	(62)	24%	(66)	274
Ethnicity: White	18%	(318)	28%	(476)	21%	(355)	33%	(575)	1724
Ethnicity: Hispanic	17%	(59)	28%	(97)	21%	(73)	34%	(120)	350
Ethnicity: Afr. Am.	26%	(71)	23%	(64)	18%	(50)	33%	(90)	275
Ethnicity: Other	13%	(26)	30%	(61)	19%	(39)	38%	(78)	204
Relig: Protestant	21%	(115)	32%	(172)	21%	(112)	27%	(144)	543
Relig: Roman Catholic	20%	(82)	33%	(137)	19%	(80)	29%	(120)	420
Relig: Ath./Agn./None	15%	(102)	22%	(150)	21%	(144)	42%	(288)	684
Relig: Something Else	19%	(60)	26%	(83)	23%	(72)	32%	(104)	319
Relig: Evangelical	22%	(134)	30%	(182)	16%	(96)	32%	(196)	608
Relig: Non-Evang. Catholics	20%	(118)	31%	(185)	22%	(131)	26%	(155)	589
Relig: All Christian	21%	(252)	31%	(367)	19%	(228)	29%	(352)	1198
Relig: All Non-Christian	16%	(162)	23%	(233)	22%	(216)	39%	(392)	1002
Community: Urban	17%	(99)	30%	(171)	19%	(110)	34%	(193)	573
Community: Suburban	19%	(190)	29%	(282)	22%	(215)	30%	(295)	982
Community: Rural	19%	(126)	23%	(149)	18%	(119)	39%	(255)	648

Table BR6: *In general, which of the following is closer to your view?*

Demographic	The federal government should remove regulatory barriers to make it easier for companies within the same sector or industry to merge.		The federal governments current approach to regulating mergers is fine and shouldn't be changed.		The federal government should increase regulations to make it harder for companies to merge.		Don't know / No Opinion		Total N
Adults	19%	(415)	27%	(601)	20%	(444)	34%	(743)	2203
Employ: Private Sector	23%	(153)	28%	(191)	21%	(142)	28%	(190)	677
Employ: Government	15%	(22)	33%	(48)	24%	(35)	27%	(40)	145
Employ: Self-Employed	15%	(27)	33%	(62)	23%	(43)	29%	(54)	186
Employ: Homemaker	19%	(35)	17%	(31)	17%	(30)	47%	(84)	179
Employ: Student	23%	(23)	18%	(17)	20%	(20)	38%	(37)	97
Employ: Retired	19%	(97)	36%	(183)	22%	(112)	23%	(118)	511
Employ: Unemployed	16%	(34)	20%	(42)	13%	(29)	51%	(110)	216
Employ: Other	12%	(23)	14%	(26)	17%	(32)	57%	(110)	192
Military HH: Yes	16%	(69)	36%	(157)	18%	(80)	29%	(128)	433
Military HH: No	20%	(346)	25%	(444)	21%	(364)	35%	(616)	1770
RD/WT: Right Direction	22%	(199)	35%	(315)	14%	(131)	29%	(261)	907
RD/WT: Wrong Track	17%	(216)	22%	(286)	24%	(312)	37%	(482)	1296
Trump Job Approve	22%	(206)	34%	(314)	15%	(138)	30%	(276)	933
Trump Job Disapprove	17%	(197)	24%	(274)	27%	(304)	32%	(358)	1134
Trump Job Strongly Approve	26%	(125)	32%	(155)	16%	(76)	26%	(124)	481
Trump Job Somewhat Approve	18%	(81)	35%	(158)	14%	(61)	33%	(151)	452
Trump Job Somewhat Disapprove	23%	(68)	25%	(74)	19%	(56)	32%	(94)	293
Trump Job Strongly Disapprove	15%	(129)	24%	(200)	29%	(248)	31%	(264)	841

Table BR6: *In general, which of the following is closer to your view?*

Demographic	The federal government should remove regulatory barriers to make it easier for companies within the same sector or industry to merge.		The federal governments current approach to regulating mergers is fine and shouldn't be changed.		The federal government should increase regulations to make it harder for companies to merge.		Don't know / No Opinion		Total N
Adults	19%	(415)	27%	(601)	20%	(444)	34%	(743)	2203
#1 Issue: Economy	22%	(134)	27%	(162)	17%	(104)	34%	(209)	609
#1 Issue: Security	20%	(88)	34%	(153)	14%	(60)	32%	(143)	445
#1 Issue: Health Care	19%	(62)	24%	(80)	29%	(97)	29%	(96)	335
#1 Issue: Medicare / Social Security	17%	(56)	28%	(93)	25%	(83)	29%	(96)	327
#1 Issue: Women's Issues	17%	(15)	23%	(20)	17%	(15)	43%	(37)	87
#1 Issue: Education	19%	(37)	25%	(48)	21%	(40)	35%	(66)	190
#1 Issue: Energy	11%	(8)	33%	(24)	28%	(21)	27%	(20)	74
#1 Issue: Other	11%	(15)	16%	(21)	17%	(24)	56%	(75)	135
2016 Vote: Democrat Hillary Clinton	15%	(102)	28%	(188)	31%	(207)	26%	(176)	673
2016 Vote: Republican Donald Trump	24%	(179)	33%	(251)	15%	(114)	28%	(207)	751
2016 Vote: Someone else	16%	(36)	27%	(61)	20%	(45)	36%	(81)	223
Voted in 2014: Yes	19%	(272)	33%	(465)	23%	(324)	25%	(361)	1422
Voted in 2014: No	18%	(143)	17%	(136)	15%	(120)	49%	(382)	781
2012 Vote: Barack Obama	16%	(130)	29%	(243)	29%	(243)	26%	(221)	837
2012 Vote: Mitt Romney	25%	(140)	36%	(204)	12%	(71)	27%	(155)	571
2012 Vote: Other	11%	(13)	34%	(39)	21%	(24)	35%	(40)	116
2012 Vote: Didn't Vote	19%	(131)	17%	(114)	16%	(106)	48%	(326)	677
4-Region: Northeast	19%	(75)	24%	(96)	22%	(85)	35%	(139)	394
4-Region: Midwest	14%	(66)	26%	(118)	22%	(103)	38%	(176)	463
4-Region: South	21%	(174)	28%	(233)	18%	(146)	33%	(273)	825
4-Region: West	19%	(100)	30%	(154)	21%	(110)	30%	(156)	521
Favorable of Trump	22%	(197)	34%	(309)	15%	(134)	30%	(272)	913
Unfavorable of Trump	18%	(197)	24%	(271)	26%	(297)	32%	(358)	1122

Morning Consult
Table BR6

Table BR6: *In general, which of the following is closer to your view?*

Demographic	The federal government should remove regulatory barriers to make it easier for companies within the same sector or industry to merge.		The federal governments current approach to regulating mergers is fine and shouldn't be changed.		The federal government should increase regulations to make it harder for companies to merge.		Don't know / No Opinion		Total N
Adults	19%	(415)	27%	(601)	20%	(444)	34%	(743)	2203
Very Favorable of Trump	26%	(133)	32%	(167)	16%	(84)	26%	(134)	518
Somewhat Favorable of Trump	16%	(64)	36%	(142)	13%	(50)	35%	(139)	395
Somewhat Unfavorable of Trump	25%	(58)	26%	(62)	18%	(42)	32%	(75)	238
Very Unfavorable of Trump	16%	(138)	24%	(209)	29%	(255)	32%	(283)	885

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

Table BR7_1: *Have you seen any of the following in the past 30 days?*

A movie

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	76%	(1677)	21%	(471)	3%	(55)	2203
Gender: Male	75%	(802)	22%	(234)	3%	(27)	1063
Gender: Female	77%	(875)	21%	(237)	2%	(28)	1140
Age: 18-29	84%	(398)	11%	(53)	4%	(20)	472
Age: 30-44	84%	(455)	14%	(75)	2%	(13)	542
Age: 45-54	76%	(282)	22%	(80)	2%	(9)	371
Age: 55-64	71%	(270)	28%	(105)	2%	(6)	381
Age: 65+	62%	(272)	36%	(158)	2%	(7)	437
Generation Z: 18-21	84%	(146)	11%	(20)	4%	(7)	173
Millennial: Age 22-37	86%	(510)	11%	(65)	3%	(19)	594
Generation X: Age 38-53	77%	(456)	20%	(117)	3%	(16)	589
Boomers: Age 54-72	70%	(502)	29%	(205)	1%	(7)	714
PID: Dem (no lean)	78%	(539)	21%	(146)	1%	(8)	693
PID: Ind (no lean)	77%	(672)	19%	(168)	4%	(33)	873
PID: Rep (no lean)	73%	(465)	25%	(157)	2%	(15)	637
PID/Gender: Dem Men	78%	(268)	21%	(73)	1%	(3)	344
PID/Gender: Dem Women	78%	(272)	21%	(73)	1%	(4)	349
PID/Gender: Ind Men	74%	(289)	21%	(83)	4%	(17)	389
PID/Gender: Ind Women	79%	(383)	18%	(85)	3%	(15)	484
PID/Gender: Rep Men	74%	(246)	24%	(78)	2%	(6)	330
PID/Gender: Rep Women	72%	(220)	26%	(79)	3%	(8)	307
Ideo: Liberal (1-3)	79%	(577)	18%	(130)	3%	(22)	730
Ideo: Moderate (4)	77%	(346)	23%	(103)	1%	(3)	451
Ideo: Conservative (5-7)	72%	(512)	26%	(183)	2%	(11)	707
Educ: < College	76%	(1151)	21%	(316)	3%	(47)	1514
Educ: Bachelors degree	77%	(342)	22%	(98)	1%	(4)	444
Educ: Post-grad	75%	(184)	23%	(57)	1%	(4)	244

Continued on next page

Table BR7_1: *Have you seen any of the following in the past 30 days?*

A movie

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	76%	(1677)	21%	(471)	3%	(55)	2203
Income: Under 50k	76%	(971)	22%	(276)	3%	(37)	1284
Income: 50k-100k	76%	(490)	21%	(138)	3%	(16)	645
Income: 100k+	78%	(215)	21%	(57)	1%	(2)	274
Ethnicity: White	75%	(1292)	23%	(398)	2%	(34)	1724
Ethnicity: Hispanic	81%	(285)	14%	(49)	5%	(16)	350
Ethnicity: Afr. Am.	80%	(220)	16%	(44)	4%	(11)	275
Ethnicity: Other	81%	(165)	14%	(29)	5%	(11)	204
Relig: Protestant	73%	(398)	26%	(141)	1%	(4)	543
Relig: Roman Catholic	76%	(317)	22%	(90)	3%	(12)	420
Relig: Ath./Agn./None	77%	(529)	19%	(130)	4%	(24)	684
Relig: Something Else	82%	(261)	16%	(52)	2%	(6)	319
Relig: Evangelical	74%	(450)	22%	(134)	4%	(24)	608
Relig: Non-Evang. Catholics	74%	(434)	26%	(155)	—	(1)	589
Relig: All Christian	74%	(884)	24%	(289)	2%	(25)	1198
Relig: All Non-Christian	79%	(789)	18%	(182)	3%	(31)	1002
Community: Urban	73%	(418)	24%	(135)	4%	(20)	573
Community: Suburban	78%	(765)	20%	(200)	2%	(17)	982
Community: Rural	76%	(493)	21%	(137)	3%	(18)	648
Employ: Private Sector	80%	(541)	18%	(124)	2%	(12)	677
Employ: Government	82%	(119)	15%	(21)	4%	(5)	145
Employ: Self-Employed	79%	(147)	19%	(36)	2%	(3)	186
Employ: Homemaker	76%	(137)	21%	(39)	2%	(4)	179
Employ: Student	85%	(83)	8%	(8)	7%	(7)	97
Employ: Retired	65%	(334)	33%	(169)	1%	(7)	511
Employ: Unemployed	74%	(161)	22%	(48)	3%	(7)	216
Employ: Other	81%	(155)	14%	(27)	5%	(10)	192
Military HH: Yes	73%	(317)	24%	(103)	3%	(13)	433
Military HH: No	77%	(1360)	21%	(368)	2%	(42)	1770
RD/WT: Right Direction	75%	(676)	22%	(204)	3%	(27)	907
RD/WT: Wrong Track	77%	(1000)	21%	(267)	2%	(28)	1296

Table BR7_1: *Have you seen any of the following in the past 30 days?*

A movie

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	76%	(1677)	21%	(471)	3%	(55)	2203
Trump Job Approve	75%	(697)	23%	(215)	2%	(21)	933
Trump Job Disapprove	78%	(881)	21%	(234)	2%	(19)	1134
Trump Job Strongly Approve	73%	(353)	24%	(114)	3%	(13)	481
Trump Job Somewhat Approve	76%	(344)	22%	(101)	2%	(8)	452
Trump Job Somewhat Disapprove	80%	(233)	19%	(55)	1%	(4)	293
Trump Job Strongly Disapprove	77%	(648)	21%	(178)	2%	(15)	841
#1 Issue: Economy	82%	(500)	17%	(101)	1%	(8)	609
#1 Issue: Security	72%	(322)	23%	(104)	4%	(18)	445
#1 Issue: Health Care	79%	(265)	20%	(68)	—	(1)	335
#1 Issue: Medicare / Social Security	62%	(203)	36%	(119)	2%	(6)	327
#1 Issue: Women's Issues	84%	(73)	14%	(12)	3%	(2)	87
#1 Issue: Education	80%	(152)	17%	(32)	3%	(7)	190
#1 Issue: Energy	81%	(60)	14%	(10)	6%	(4)	74
#1 Issue: Other	76%	(103)	18%	(24)	6%	(8)	135
2016 Vote: Democrat Hillary Clinton	78%	(527)	20%	(135)	2%	(11)	673
2016 Vote: Republican Donald Trump	71%	(531)	27%	(206)	2%	(14)	751
2016 Vote: Someone else	75%	(167)	22%	(48)	3%	(7)	223
Voted in 2014: Yes	75%	(1066)	24%	(334)	2%	(21)	1422
Voted in 2014: No	78%	(611)	17%	(137)	4%	(34)	781
2012 Vote: Barack Obama	78%	(657)	20%	(170)	1%	(11)	837
2012 Vote: Mitt Romney	70%	(402)	28%	(159)	2%	(10)	571
2012 Vote: Other	69%	(80)	28%	(32)	4%	(4)	116
2012 Vote: Didn't Vote	79%	(537)	16%	(109)	5%	(31)	677
4-Region: Northeast	74%	(293)	24%	(93)	2%	(9)	394
4-Region: Midwest	77%	(358)	21%	(96)	2%	(8)	463
4-Region: South	76%	(624)	21%	(173)	3%	(28)	825
4-Region: West	77%	(401)	21%	(109)	2%	(10)	521
Favorable of Trump	75%	(681)	23%	(214)	2%	(18)	913
Unfavorable of Trump	78%	(871)	21%	(233)	2%	(18)	1122

Table BR7_1: *Have you seen any of the following in the past 30 days?*

A movie

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	76%	(1677)	21%	(471)	3%	(55)	2203
Very Favorable of Trump	73%	(376)	25%	(130)	2%	(12)	518
Somewhat Favorable of Trump	77%	(305)	21%	(84)	2%	(6)	395
Somewhat Unfavorable of Trump	77%	(183)	21%	(51)	2%	(4)	238
Very Unfavorable of Trump	78%	(689)	21%	(183)	2%	(14)	885

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

Table BR7_4: *Have you seen any of the following in the past 30 days?*

A TV show

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	93%	(2054)	5%	(108)	2%	(41)	2203
Gender: Male	93%	(990)	5%	(55)	2%	(18)	1063
Gender: Female	93%	(1064)	5%	(53)	2%	(23)	1140
Age: 18-29	86%	(408)	9%	(42)	5%	(22)	472
Age: 30-44	95%	(515)	3%	(15)	2%	(13)	542
Age: 45-54	96%	(356)	3%	(11)	1%	(4)	371
Age: 55-64	95%	(363)	4%	(17)	—	(1)	381
Age: 65+	94%	(411)	5%	(24)	—	(2)	437
Generation Z: 18-21	89%	(154)	6%	(11)	5%	(9)	173
Millennial: Age 22-37	90%	(535)	7%	(39)	3%	(20)	594
Generation X: Age 38-53	96%	(563)	3%	(16)	2%	(10)	589
Boomers: Age 54-72	95%	(677)	5%	(36)	—	(1)	714
PID: Dem (no lean)	96%	(663)	4%	(24)	1%	(5)	693
PID: Ind (no lean)	91%	(792)	6%	(53)	3%	(28)	873
PID: Rep (no lean)	94%	(599)	5%	(31)	1%	(8)	637
PID/Gender: Dem Men	95%	(329)	4%	(13)	1%	(3)	344
PID/Gender: Dem Women	96%	(334)	3%	(12)	1%	(3)	349
PID/Gender: Ind Men	91%	(353)	6%	(24)	3%	(11)	389
PID/Gender: Ind Women	91%	(439)	6%	(28)	3%	(16)	484
PID/Gender: Rep Men	93%	(308)	5%	(18)	1%	(4)	330
PID/Gender: Rep Women	95%	(290)	4%	(13)	1%	(4)	307
Ideo: Liberal (1-3)	92%	(673)	5%	(36)	3%	(21)	730
Ideo: Moderate (4)	96%	(432)	4%	(19)	—	(1)	451
Ideo: Conservative (5-7)	94%	(668)	5%	(35)	1%	(4)	707
Educ: < College	93%	(1401)	5%	(79)	2%	(34)	1514
Educ: Bachelors degree	96%	(425)	4%	(16)	1%	(4)	444
Educ: Post-grad	93%	(228)	5%	(12)	2%	(4)	244

Table BR7_4: *Have you seen any of the following in the past 30 days?*

A TV show

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	93%	(2054)	5%	(108)	2%	(41)	2203
Income: Under 50k	92%	(1178)	6%	(74)	2%	(32)	1284
Income: 50k-100k	95%	(611)	4%	(28)	1%	(5)	645
Income: 100k+	96%	(265)	2%	(6)	2%	(4)	274
Ethnicity: White	94%	(1623)	5%	(81)	1%	(21)	1724
Ethnicity: Hispanic	90%	(313)	7%	(24)	4%	(12)	350
Ethnicity: Afr. Am.	91%	(251)	5%	(13)	4%	(10)	275
Ethnicity: Other	88%	(180)	7%	(14)	5%	(10)	204
Relig: Protestant	95%	(515)	5%	(26)	—	(2)	543
Relig: Roman Catholic	97%	(408)	2%	(8)	1%	(4)	420
Relig: Ath./Agn./None	91%	(622)	6%	(40)	3%	(22)	684
Relig: Something Else	90%	(286)	9%	(29)	1%	(4)	319
Relig: Evangelical	95%	(575)	3%	(19)	2%	(15)	608
Relig: Non-Evang. Catholics	96%	(568)	3%	(20)	—	(1)	589
Relig: All Christian	95%	(1143)	3%	(39)	1%	(16)	1198
Relig: All Non-Christian	91%	(907)	7%	(69)	3%	(26)	1002
Community: Urban	92%	(530)	5%	(27)	3%	(17)	573
Community: Suburban	94%	(924)	5%	(45)	1%	(13)	982
Community: Rural	93%	(601)	6%	(36)	2%	(12)	648
Employ: Private Sector	95%	(641)	4%	(27)	1%	(9)	677
Employ: Government	94%	(136)	4%	(5)	3%	(4)	145
Employ: Self-Employed	93%	(172)	6%	(12)	1%	(2)	186
Employ: Homemaker	94%	(168)	5%	(8)	2%	(3)	179
Employ: Student	85%	(82)	7%	(7)	8%	(8)	97
Employ: Retired	95%	(488)	4%	(21)	—	(2)	511
Employ: Unemployed	89%	(191)	9%	(18)	3%	(6)	216
Employ: Other	91%	(175)	4%	(9)	4%	(8)	192
Military HH: Yes	93%	(402)	6%	(26)	1%	(5)	433
Military HH: No	93%	(1652)	5%	(82)	2%	(36)	1770
RD/WT: Right Direction	93%	(840)	5%	(48)	2%	(19)	907
RD/WT: Wrong Track	94%	(1213)	5%	(60)	2%	(22)	1296

Table BR7_4: *Have you seen any of the following in the past 30 days?*

A TV show

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	93%	(2054)	5%	(108)	2%	(41)	2203
Trump Job Approve	93%	(870)	6%	(52)	1%	(11)	933
Trump Job Disapprove	95%	(1075)	4%	(43)	1%	(15)	1134
Trump Job Strongly Approve	93%	(449)	5%	(25)	1%	(7)	481
Trump Job Somewhat Approve	93%	(422)	6%	(27)	1%	(4)	452
Trump Job Somewhat Disapprove	96%	(280)	3%	(8)	1%	(4)	293
Trump Job Strongly Disapprove	95%	(795)	4%	(35)	1%	(11)	841
#1 Issue: Economy	96%	(583)	3%	(21)	1%	(5)	609
#1 Issue: Security	95%	(421)	4%	(16)	2%	(8)	445
#1 Issue: Health Care	94%	(316)	5%	(16)	1%	(2)	335
#1 Issue: Medicare / Social Security	92%	(301)	8%	(25)	1%	(2)	327
#1 Issue: Women's Issues	87%	(75)	8%	(7)	6%	(5)	87
#1 Issue: Education	93%	(176)	5%	(9)	3%	(5)	190
#1 Issue: Energy	86%	(64)	8%	(6)	6%	(4)	74
#1 Issue: Other	86%	(117)	6%	(9)	7%	(10)	135
2016 Vote: Democrat Hillary Clinton	95%	(636)	4%	(30)	1%	(7)	673
2016 Vote: Republican Donald Trump	94%	(704)	5%	(40)	1%	(7)	751
2016 Vote: Someone else	95%	(212)	4%	(8)	1%	(2)	223
Voted in 2014: Yes	95%	(1347)	4%	(62)	1%	(13)	1422
Voted in 2014: No	91%	(707)	6%	(46)	4%	(28)	781
2012 Vote: Barack Obama	95%	(795)	4%	(35)	1%	(7)	837
2012 Vote: Mitt Romney	95%	(542)	4%	(26)	1%	(3)	571
2012 Vote: Other	92%	(106)	5%	(6)	4%	(4)	116
2012 Vote: Didn't Vote	90%	(610)	6%	(41)	4%	(27)	677
4-Region: Northeast	92%	(363)	6%	(23)	2%	(8)	394
4-Region: Midwest	92%	(428)	5%	(22)	3%	(13)	463
4-Region: South	94%	(776)	4%	(35)	2%	(15)	825
4-Region: West	93%	(487)	6%	(29)	1%	(5)	521
Favorable of Trump	94%	(861)	5%	(46)	1%	(7)	913
Unfavorable of Trump	95%	(1062)	4%	(46)	1%	(14)	1122

Table BR7_4: *Have you seen any of the following in the past 30 days?*

A TV show

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	93%	(2054)	5%	(108)	2%	(41)	2203
Very Favorable of Trump	93%	(483)	6%	(29)	1%	(5)	518
Somewhat Favorable of Trump	96%	(378)	4%	(16)	—	(1)	395
Somewhat Unfavorable of Trump	95%	(227)	3%	(6)	2%	(5)	238
Very Unfavorable of Trump	94%	(835)	5%	(40)	1%	(9)	885

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

Table BR7_5: *Have you seen any of the following in the past 30 days?*

A live event

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	28%	(620)	67%	(1479)	5%	(104)	2203
Gender: Male	31%	(334)	63%	(673)	5%	(56)	1063
Gender: Female	25%	(286)	71%	(805)	4%	(48)	1140
Age: 18-29	31%	(144)	62%	(292)	8%	(36)	472
Age: 30-44	31%	(169)	64%	(347)	5%	(26)	542
Age: 45-54	29%	(108)	68%	(252)	3%	(11)	371
Age: 55-64	27%	(105)	69%	(262)	4%	(14)	381
Age: 65+	22%	(95)	74%	(325)	4%	(17)	437
Generation Z: 18-21	32%	(55)	61%	(106)	7%	(13)	173
Millennial: Age 22-37	29%	(175)	64%	(381)	6%	(38)	594
Generation X: Age 38-53	31%	(184)	65%	(383)	4%	(21)	589
Boomers: Age 54-72	26%	(187)	71%	(505)	3%	(21)	714
PID: Dem (no lean)	32%	(222)	65%	(452)	3%	(19)	693
PID: Ind (no lean)	26%	(230)	67%	(583)	7%	(59)	873
PID: Rep (no lean)	26%	(168)	70%	(444)	4%	(25)	637
PID/Gender: Dem Men	37%	(129)	59%	(204)	3%	(11)	344
PID/Gender: Dem Women	27%	(93)	71%	(247)	2%	(9)	349
PID/Gender: Ind Men	30%	(115)	62%	(241)	8%	(33)	389
PID/Gender: Ind Women	24%	(115)	71%	(342)	6%	(27)	484
PID/Gender: Rep Men	27%	(91)	69%	(228)	4%	(12)	330
PID/Gender: Rep Women	25%	(78)	70%	(216)	4%	(13)	307
Ideo: Liberal (1-3)	34%	(245)	60%	(441)	6%	(44)	730
Ideo: Moderate (4)	28%	(127)	70%	(314)	2%	(10)	451
Ideo: Conservative (5-7)	26%	(181)	72%	(509)	2%	(16)	707
Educ: < College	26%	(390)	68%	(1036)	6%	(88)	1514
Educ: Bachelors degree	33%	(147)	64%	(285)	3%	(12)	444
Educ: Post-grad	34%	(83)	64%	(157)	2%	(4)	244

Table BR7_5: *Have you seen any of the following in the past 30 days?*

A live event

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	28%	(620)	67%	(1479)	5%	(104)	2203
Income: Under 50k	24%	(308)	70%	(903)	6%	(73)	1284
Income: 50k-100k	32%	(204)	64%	(415)	4%	(25)	645
Income: 100k+	39%	(108)	58%	(160)	2%	(6)	274
Ethnicity: White	28%	(477)	69%	(1182)	4%	(65)	1724
Ethnicity: Hispanic	34%	(117)	58%	(201)	9%	(31)	350
Ethnicity: Afr. Am.	32%	(89)	62%	(171)	5%	(15)	275
Ethnicity: Other	27%	(55)	61%	(125)	12%	(24)	204
Relig: Protestant	29%	(156)	69%	(377)	2%	(10)	543
Relig: Roman Catholic	33%	(139)	62%	(260)	5%	(22)	420
Relig: Ath./Agn./None	25%	(172)	69%	(470)	6%	(41)	684
Relig: Something Else	31%	(99)	65%	(207)	4%	(13)	319
Relig: Evangelical	28%	(168)	66%	(402)	6%	(38)	608
Relig: Non-Evang. Catholics	31%	(181)	67%	(397)	2%	(12)	589
Relig: All Christian	29%	(349)	67%	(798)	4%	(50)	1198
Relig: All Non-Christian	27%	(271)	68%	(677)	5%	(54)	1002
Community: Urban	29%	(169)	65%	(370)	6%	(34)	573
Community: Suburban	31%	(306)	65%	(639)	4%	(37)	982
Community: Rural	22%	(146)	72%	(470)	5%	(33)	648
Employ: Private Sector	35%	(235)	63%	(425)	2%	(17)	677
Employ: Government	36%	(52)	56%	(81)	8%	(12)	145
Employ: Self-Employed	32%	(59)	60%	(111)	9%	(16)	186
Employ: Homemaker	19%	(34)	78%	(141)	3%	(5)	179
Employ: Student	32%	(31)	58%	(56)	11%	(10)	97
Employ: Retired	21%	(110)	76%	(386)	3%	(15)	511
Employ: Unemployed	22%	(46)	74%	(160)	4%	(9)	216
Employ: Other	28%	(54)	62%	(118)	10%	(20)	192
Military HH: Yes	27%	(115)	69%	(297)	5%	(20)	433
Military HH: No	29%	(505)	67%	(1181)	5%	(84)	1770
RD/WT: Right Direction	29%	(265)	66%	(595)	5%	(48)	907
RD/WT: Wrong Track	27%	(356)	68%	(884)	4%	(56)	1296

Table BR7_5: *Have you seen any of the following in the past 30 days?*

A live event

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	28%	(620)	67%	(1479)	5%	(104)	2203
Trump Job Approve	28%	(265)	68%	(633)	4%	(35)	933
Trump Job Disapprove	29%	(331)	67%	(758)	4%	(45)	1134
Trump Job Strongly Approve	29%	(138)	68%	(326)	3%	(17)	481
Trump Job Somewhat Approve	28%	(127)	68%	(307)	4%	(18)	452
Trump Job Somewhat Disapprove	33%	(96)	63%	(185)	4%	(12)	293
Trump Job Strongly Disapprove	28%	(234)	68%	(573)	4%	(33)	841
#1 Issue: Economy	31%	(192)	65%	(394)	4%	(24)	609
#1 Issue: Security	24%	(108)	70%	(313)	5%	(23)	445
#1 Issue: Health Care	31%	(102)	68%	(227)	2%	(6)	335
#1 Issue: Medicare / Social Security	20%	(67)	76%	(249)	3%	(11)	327
#1 Issue: Women's Issues	30%	(26)	65%	(56)	5%	(4)	87
#1 Issue: Education	38%	(72)	55%	(105)	7%	(13)	190
#1 Issue: Energy	27%	(20)	63%	(47)	10%	(8)	74
#1 Issue: Other	24%	(33)	65%	(88)	11%	(15)	135
2016 Vote: Democrat Hillary Clinton	33%	(222)	64%	(431)	3%	(21)	673
2016 Vote: Republican Donald Trump	27%	(201)	69%	(521)	4%	(29)	751
2016 Vote: Someone else	26%	(59)	69%	(155)	4%	(9)	223
Voted in 2014: Yes	30%	(426)	67%	(951)	3%	(45)	1422
Voted in 2014: No	25%	(194)	68%	(528)	8%	(59)	781
2012 Vote: Barack Obama	32%	(265)	65%	(547)	3%	(25)	837
2012 Vote: Mitt Romney	26%	(150)	71%	(404)	3%	(17)	571
2012 Vote: Other	25%	(29)	67%	(78)	8%	(9)	116
2012 Vote: Didn't Vote	26%	(177)	66%	(448)	8%	(53)	677
4-Region: Northeast	29%	(113)	68%	(268)	3%	(13)	394
4-Region: Midwest	29%	(132)	67%	(309)	5%	(22)	463
4-Region: South	28%	(229)	67%	(553)	5%	(44)	825
4-Region: West	28%	(146)	67%	(348)	5%	(26)	521
Favorable of Trump	28%	(256)	68%	(621)	4%	(37)	913
Unfavorable of Trump	29%	(326)	68%	(760)	3%	(36)	1122

Table BR7_5: *Have you seen any of the following in the past 30 days?*

A live event

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	28%	(620)	67%	(1479)	5%	(104)	2203
Very Favorable of Trump	28%	(145)	68%	(352)	4%	(21)	518
Somewhat Favorable of Trump	28%	(111)	68%	(269)	4%	(15)	395
Somewhat Unfavorable of Trump	33%	(78)	63%	(151)	4%	(9)	238
Very Unfavorable of Trump	28%	(248)	69%	(609)	3%	(27)	885

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

Table BR8: *How did you watch the movie, TV show, or live event? If more than one applies, please select the one that describes your most recent experience.*

Demographic	Live television	Recorded television	Subscription streaming	Movie theater	Free streaming	Other (please specify)	None of the above	Don't know / No Opinion	Total N
Adults	36%(750)	11%(238)	22%(472)	15%(326)	10%(206)	3% (72)	1% (26)	1% (20)	2110
Gender: Male	39%(399)	9% (94)	21% (213)	16% (163)	10% (99)	3% (34)	1% (7)	1% (7)	1016
Gender: Female	32% (351)	13%(144)	24%(259)	15% (163)	10%(107)	3% (38)	2% (19)	1% (13)	1094
Age: 18-29	22% (96)	8% (33)	32% (139)	20% (87)	14% (59)	3% (11)	1% (3)	2% (7)	436
Age: 30-44	31%(160)	9% (47)	28%(148)	16% (83)	12% (64)	2% (9)	1% (5)	1% (8)	524
Age: 45-54	39% (139)	11% (40)	21% (75)	15% (53)	8% (28)	5% (17)	1% (4)	1% (3)	359
Age: 55-64	44% (165)	14% (51)	15% (55)	15% (55)	6% (22)	5% (18)	2% (7)	— (0)	374
Age: 65+	45% (190)	16% (68)	13% (55)	11% (48)	8% (33)	4% (16)	2% (7)	— (1)	418
Generation Z: 18-21	22% (35)	9% (15)	26% (43)	22% (35)	15% (24)	4% (7)	1% (1)	2% (4)	163
Millennial: Age 22-37	26%(142)	7% (38)	34%(189)	17% (95)	13% (71)	2% (11)	1% (7)	1% (5)	558
Generation X: Age 38-53	36%(208)	11% (62)	22% (125)	16% (91)	9% (50)	3% (20)	1% (4)	2% (10)	570
Boomers: Age 54-72	45% (310)	15%(102)	15%(102)	13% (92)	7% (48)	4% (26)	2% (12)	— (1)	693
PID: Dem (no lean)	38%(254)	9% (64)	20% (138)	16% (111)	11% (77)	3% (22)	1% (8)	— (3)	676
PID: Ind (no lean)	33%(269)	10% (79)	26% (211)	15%(124)	11% (87)	3% (27)	2% (13)	1% (10)	820
PID: Rep (no lean)	37%(228)	15% (95)	20% (123)	15% (91)	7% (42)	4% (23)	1% (6)	1% (7)	614
PID/Gender: Dem Men	41% (138)	8% (26)	22% (72)	14% (46)	12% (39)	3% (10)	1% (3)	1% (2)	336
PID/Gender: Dem Women	34% (116)	11% (38)	19% (65)	19% (66)	11% (38)	4% (12)	1% (4)	— (1)	340
PID/Gender: Ind Men	39% (143)	7% (25)	22% (78)	17% (62)	10% (37)	3% (12)	1% (4)	1% (2)	364
PID/Gender: Ind Women	28%(126)	12% (54)	29% (133)	14% (62)	11% (50)	3% (15)	2% (9)	2% (8)	456
PID/Gender: Rep Men	38% (119)	14% (43)	20% (62)	17% (55)	7% (22)	4% (12)	— (0)	1% (3)	316
PID/Gender: Rep Women	37% (109)	17% (52)	21% (61)	12% (36)	7% (20)	4% (11)	2% (6)	1% (4)	298
Ideo: Liberal (1-3)	36%(249)	11% (75)	21% (147)	17% (118)	12% (81)	3% (20)	1% (6)	1% (4)	699
Ideo: Moderate (4)	37%(165)	8% (34)	25% (111)	14% (61)	11% (48)	3% (14)	1% (5)	1% (2)	440
Ideo: Conservative (5-7)	38%(257)	14% (95)	21%(144)	16%(108)	6% (41)	3% (22)	1% (8)	1% (4)	680
Educ: < College	37%(526)	11%(154)	22%(309)	14% (201)	11%(156)	3% (50)	2% (25)	1% (16)	1436
Educ: Bachelors degree	32% (139)	13% (58)	22% (96)	21% (92)	8% (35)	3% (11)	— (1)	— (2)	434
Educ: Post-grad	36% (86)	11% (27)	28% (67)	14% (34)	6% (15)	5% (11)	— (0)	1% (1)	240

Continued on next page

Table BR8: *How did you watch the movie, TV show, or live event? If more than one applies, please select the one that describes your most recent experience.*

Demographic	Live television	Recorded television	Subscription streaming	Movie theater	Free streaming	Other (please specify)	None of the above	Don't know / No Opinion	Total N
Adults	36%(750)	11%(238)	22%(472)	15%(326)	10%(206)	3% (72)	1% (26)	1% (20)	2110
Income: Under 50k	35%(429)	11%(139)	22%(264)	14%(164)	11%(136)	4% (44)	2% (21)	1% (15)	1212
Income: 50k-100k	35%(221)	11% (67)	24%(151)	18%(110)	8% (52)	3% (20)	1% (4)	1% (4)	629
Income: 100k+	37%(100)	12% (32)	21% (57)	19% (52)	7% (19)	3% (7)	1% (1)	— (1)	270
Ethnicity: White	36%(595)	12%(197)	24%(394)	14%(226)	9%(158)	4% (61)	1% (22)	1% (12)	1665
Ethnicity: Hispanic	29% (95)	8% (26)	24% (78)	23% (77)	13% (44)	— (1)	2% (6)	1% (2)	328
Ethnicity: Afr. Am.	37% (95)	11% (29)	15% (38)	20% (52)	11% (28)	3% (8)	1% (3)	1% (4)	258
Ethnicity: Other	32% (60)	6% (12)	21% (40)	25% (48)	11% (21)	1% (3)	— (1)	2% (4)	188
Relig: Protestant	41%(215)	14% (73)	16% (83)	16% (86)	8% (44)	4% (20)	1% (8)	— (0)	529
Relig: Roman Catholic	41%(170)	11% (46)	21% (85)	16% (67)	7% (29)	3% (13)	1% (3)	— (1)	412
Relig: Ath./Agn./None	28%(182)	9% (55)	31%(199)	14% (89)	11% (69)	3% (20)	2% (12)	2% (14)	641
Relig: Something Else	30% (91)	16% (48)	22% (66)	17% (51)	10% (30)	4% (12)	1% (2)	1% (3)	304
Relig: Evangelical	40%(232)	11% (66)	17%(102)	16% (96)	11% (62)	3% (17)	1% (8)	— (1)	585
Relig: Non-Evang. Catholics	42%(245)	12% (69)	18%(105)	15% (89)	8% (44)	4% (22)	1% (4)	— (1)	578
Relig: All Christian	41%(477)	12%(135)	18%(208)	16%(185)	9%(106)	3% (39)	1% (12)	— (1)	1163
Relig: All Non-Christian	29%(273)	11%(103)	28%(265)	15%(140)	11% (99)	3% (32)	2% (14)	2% (17)	944
Community: Urban	38%(206)	11% (58)	20%(110)	14% (75)	10% (55)	5% (25)	1% (8)	1% (7)	544
Community: Suburban	34%(326)	11%(104)	23%(220)	17%(164)	10% (91)	3% (28)	1% (11)	1% (7)	951
Community: Rural	36%(219)	12% (76)	23%(142)	14% (87)	10% (61)	3% (19)	1% (7)	1% (6)	616
Employ: Private Sector	36%(238)	9% (62)	25%(161)	17%(114)	8% (54)	2% (15)	1% (5)	1% (6)	654
Employ: Government	30% (43)	8% (12)	28% (40)	22% (31)	5% (7)	3% (4)	2% (2)	2% (2)	142
Employ: Self-Employed	37% (66)	10% (18)	20% (35)	15% (27)	15% (27)	1% (2)	1% (2)	1% (2)	179
Employ: Homemaker	31% (53)	7% (12)	27% (47)	12% (22)	16% (27)	5% (9)	1% (2)	1% (2)	173
Employ: Student	25% (22)	3% (3)	22% (20)	26% (24)	16% (15)	7% (6)	1% (1)	1% (1)	90
Employ: Retired	43%(215)	16% (78)	16% (78)	12% (57)	8% (39)	4% (20)	2% (8)	— (1)	497
Employ: Unemployed	31% (61)	16% (32)	21% (41)	10% (20)	13% (26)	5% (11)	2% (4)	2% (4)	199
Employ: Other	30% (52)	12% (21)	28% (50)	17% (31)	6% (11)	3% (6)	1% (2)	2% (3)	176
Military HH: Yes	34%(142)	15% (62)	21% (88)	15% (64)	8% (34)	3% (13)	2% (9)	— (2)	413
Military HH: No	36%(609)	10%(176)	23%(385)	15%(262)	10%(172)	3% (58)	1% (17)	1% (18)	1698

Table BR8: *How did you watch the movie, TV show, or live event? If more than one applies, please select the one that describes your most recent experience.*

Demographic	Live television	Recorded television	Subscription streaming	Movie theater	Free streaming	Other (please specify)	None of the above	Don't know / No Opinion	Total N
Adults	36%(750)	11%(238)	22%(472)	15%(326)	10%(206)	3% (72)	1% (26)	1% (20)	2110
RD/WT: Right Direction	41%(357)	11% (96)	21%(185)	14%(120)	7% (60)	3% (25)	1% (9)	1% (11)	863
RD/WT: Wrong Track	32%(394)	11%(142)	23%(288)	17%(206)	12%(146)	4% (47)	1% (17)	1% (9)	1247
Trump Job Approve	39%(345)	12%(104)	21% (191)	15% (137)	8% (71)	4% (32)	1% (8)	1% (7)	896
Trump Job Disapprove	33%(367)	11%(125)	23%(247)	16%(177)	11%(125)	3% (32)	1% (15)	1% (10)	1099
Trump Job Strongly Approve	41%(190)	15% (68)	16% (76)	15% (70)	7% (31)	4% (17)	1% (5)	1% (4)	460
Trump Job Somewhat Approve	36% (156)	8% (36)	26% (115)	15% (67)	9% (40)	3% (14)	1% (3)	1% (3)	435
Trump Job Somewhat Disapprove	30% (88)	12% (34)	21% (62)	17% (49)	13% (38)	3% (10)	2% (5)	1% (3)	289
Trump Job Strongly Disapprove	34%(279)	11% (91)	23% (185)	16%(128)	11% (86)	3% (22)	1% (11)	1% (7)	810
#1 Issue: Economy	38%(224)	9% (52)	24% (141)	15% (89)	9% (51)	4% (22)	1% (9)	1% (5)	594
#1 Issue: Security	33% (141)	17% (74)	16% (70)	19% (81)	8% (35)	4% (18)	1% (5)	1% (4)	429
#1 Issue: Health Care	37% (121)	9% (30)	23% (76)	15% (48)	11% (34)	3% (10)	1% (4)	1% (3)	327
#1 Issue: Medicare / Social Security	49%(149)	13% (38)	16% (48)	11% (33)	9% (26)	3% (9)	— (0)	1% (4)	307
#1 Issue: Women's Issues	17% (14)	6% (5)	39% (31)	22% (17)	12% (10)	3% (2)	— (0)	2% (1)	81
#1 Issue: Education	25% (45)	12% (21)	25% (44)	17% (31)	15% (27)	1% (1)	4% (8)	1% (2)	180
#1 Issue: Energy	33% (23)	4% (3)	29% (20)	16% (11)	15% (11)	2% (2)	— (0)	— (0)	69
#1 Issue: Other	26% (33)	12% (15)	33% (42)	12% (15)	10% (12)	5% (7)	1% (1)	— (0)	124
2016 Vote: Democrat Hillary Clinton	37%(245)	11% (69)	22% (141)	16%(106)	10% (69)	3% (19)	1% (5)	— (1)	656
2016 Vote: Republican Donald Trump	41%(292)	14% (98)	19% (139)	14% (98)	7% (50)	4% (31)	1% (10)	— (3)	721
2016 Vote: Someone else	36% (77)	10% (22)	25% (55)	16% (34)	8% (17)	3% (6)	1% (2)	1% (3)	215
Voted in 2014: Yes	39%(534)	12% (171)	20%(275)	16%(226)	8%(108)	3% (42)	1% (16)	— (4)	1376
Voted in 2014: No	29%(216)	9% (67)	27%(197)	14% (101)	13% (98)	4% (30)	1% (11)	2% (15)	735
2012 Vote: Barack Obama	37%(305)	10% (83)	21%(175)	17%(136)	10% (85)	3% (23)	1% (5)	— (4)	815
2012 Vote: Mitt Romney	40% (221)	16% (88)	18% (100)	15% (81)	6% (32)	4% (24)	1% (6)	— (0)	552
2012 Vote: Other	37% (40)	13% (14)	22% (24)	10% (11)	10% (10)	2% (2)	6% (6)	1% (1)	109
2012 Vote: Didn't Vote	29% (185)	8% (53)	27% (173)	16% (98)	12% (79)	4% (23)	1% (9)	2% (14)	633
4-Region: Northeast	39% (145)	13% (47)	20% (73)	15% (54)	10% (35)	4% (14)	1% (2)	1% (2)	373
4-Region: Midwest	38% (167)	11% (46)	22% (95)	16% (69)	9% (39)	3% (13)	1% (3)	2% (7)	439
4-Region: South	36%(287)	11% (87)	23% (181)	15% (118)	9% (74)	3% (27)	1% (12)	1% (8)	795
4-Region: West	30% (151)	11% (58)	25% (123)	17% (84)	12% (58)	4% (18)	2% (9)	— (2)	503

Table BR8: *How did you watch the movie, TV show, or live event? If more than one applies, please select the one that describes your most recent experience.*

Demographic	Live television	Recorded television	Subscription streaming	Movie theater	Free streaming	Other (please specify)	None of the above	Don't know / No Opinion	Total N
Adults	36%(750)	11%(238)	22%(472)	15%(326)	10%(206)	3% (72)	1% (26)	1% (20)	2110
Favorable of Trump	38%(333)	12%(108)	22%(194)	15%(136)	7% (63)	4% (31)	1% (9)	1% (11)	885
Unfavorable of Trump	34% (371)	11%(120)	22%(243)	16%(173)	11%(124)	3% (38)	1% (15)	— (1)	1085
Very Favorable of Trump	41%(204)	13% (67)	18% (91)	15% (76)	6% (32)	4% (18)	1% (6)	1% (4)	497
Somewhat Favorable of Trump	33% (129)	11% (42)	27% (103)	15% (60)	8% (31)	3% (13)	1% (3)	2% (7)	388
Somewhat Unfavorable of Trump	35% (81)	9% (20)	25% (58)	16% (36)	10% (22)	5% (12)	1% (2)	— (0)	232
Very Unfavorable of Trump	34%(290)	12%(100)	22% (185)	16% (137)	12% (101)	3% (26)	1% (13)	— (1)	853

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

Table BR9: *Do you currently pay for a cable or online streaming subscription?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	76%	(1674)	22%	(475)	2%	(54)	2203
Gender: Male	77%	(818)	21%	(225)	2%	(20)	1063
Gender: Female	75%	(856)	22%	(249)	3%	(34)	1140
Age: 18-29	73%	(343)	21%	(101)	6%	(28)	472
Age: 30-44	81%	(438)	17%	(92)	2%	(13)	542
Age: 45-54	77%	(286)	21%	(78)	2%	(8)	371
Age: 55-64	75%	(287)	23%	(89)	1%	(4)	381
Age: 65+	73%	(320)	26%	(115)	—	(2)	437
Generation Z: 18-21	71%	(123)	23%	(39)	6%	(11)	173
Millennial: Age 22-37	76%	(454)	20%	(118)	4%	(22)	594
Generation X: Age 38-53	79%	(468)	18%	(107)	2%	(14)	589
Boomers: Age 54-72	76%	(541)	23%	(165)	1%	(7)	714
PID: Dem (no lean)	77%	(534)	22%	(150)	1%	(9)	693
PID: Ind (no lean)	73%	(633)	23%	(204)	4%	(36)	873
PID: Rep (no lean)	80%	(507)	19%	(121)	2%	(10)	637
PID/Gender: Dem Men	75%	(259)	24%	(81)	1%	(4)	344
PID/Gender: Dem Women	79%	(275)	20%	(68)	1%	(5)	349
PID/Gender: Ind Men	74%	(290)	22%	(87)	3%	(13)	389
PID/Gender: Ind Women	71%	(343)	24%	(118)	5%	(23)	484
PID/Gender: Rep Men	81%	(269)	17%	(58)	1%	(4)	330
PID/Gender: Rep Women	77%	(238)	21%	(63)	2%	(6)	307
Ideo: Liberal (1-3)	77%	(560)	21%	(153)	2%	(17)	730
Ideo: Moderate (4)	77%	(348)	22%	(98)	1%	(6)	451
Ideo: Conservative (5-7)	78%	(551)	21%	(146)	1%	(9)	707
Educ: < College	72%	(1098)	24%	(368)	3%	(48)	1514
Educ: Bachelors degree	83%	(368)	17%	(73)	1%	(3)	444
Educ: Post-grad	85%	(209)	14%	(33)	1%	(2)	244
Income: Under 50k	69%	(886)	28%	(359)	3%	(38)	1284
Income: 50k-100k	85%	(545)	14%	(89)	2%	(10)	645
Income: 100k+	88%	(243)	10%	(26)	2%	(6)	274

Table BR9: *Do you currently pay for a cable or online streaming subscription?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	76%	(1674)	22%	(475)	2%	(54)	2203
Ethnicity: White	77%	(1336)	21%	(363)	1%	(25)	1724
Ethnicity: Hispanic	79%	(277)	15%	(52)	6%	(20)	350
Ethnicity: Afr. Am.	70%	(193)	27%	(74)	3%	(8)	275
Ethnicity: Other	71%	(145)	19%	(38)	11%	(22)	204
Relig: Protestant	76%	(414)	23%	(125)	1%	(4)	543
Relig: Roman Catholic	81%	(339)	17%	(71)	2%	(10)	420
Relig: Ath./Agn./None	75%	(514)	21%	(144)	4%	(26)	684
Relig: Something Else	75%	(238)	24%	(76)	2%	(5)	319
Relig: Evangelical	75%	(453)	22%	(136)	3%	(19)	608
Relig: Non-Evang. Catholics	79%	(467)	20%	(118)	1%	(4)	589
Relig: All Christian	77%	(921)	21%	(254)	2%	(23)	1198
Relig: All Non-Christian	75%	(752)	22%	(220)	3%	(31)	1002
Community: Urban	74%	(422)	23%	(134)	3%	(17)	573
Community: Suburban	81%	(797)	17%	(165)	2%	(20)	982
Community: Rural	70%	(455)	27%	(176)	3%	(18)	648
Employ: Private Sector	81%	(551)	17%	(116)	1%	(10)	677
Employ: Government	85%	(124)	12%	(17)	3%	(4)	145
Employ: Self-Employed	75%	(140)	22%	(41)	3%	(5)	186
Employ: Homemaker	76%	(137)	22%	(39)	2%	(4)	179
Employ: Student	63%	(61)	26%	(25)	11%	(11)	97
Employ: Retired	75%	(383)	25%	(126)	—	(2)	511
Employ: Unemployed	70%	(150)	27%	(59)	3%	(6)	216
Employ: Other	67%	(128)	27%	(51)	6%	(12)	192
Military HH: Yes	78%	(337)	20%	(89)	2%	(7)	433
Military HH: No	76%	(1337)	22%	(386)	3%	(47)	1770
RD/WT: Right Direction	77%	(702)	20%	(181)	3%	(25)	907
RD/WT: Wrong Track	75%	(972)	23%	(294)	2%	(30)	1296
Trump Job Approve	78%	(728)	20%	(187)	2%	(18)	933
Trump Job Disapprove	76%	(864)	22%	(249)	2%	(21)	1134

Table BR9: *Do you currently pay for a cable or online streaming subscription?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	76%	(1674)	22%	(475)	2%	(54)	2203
Trump Job Strongly Approve	78%	(375)	20%	(97)	2%	(9)	481
Trump Job Somewhat Approve	78%	(353)	20%	(90)	2%	(9)	452
Trump Job Somewhat Disapprove	78%	(228)	21%	(63)	1%	(2)	293
Trump Job Strongly Disapprove	76%	(636)	22%	(186)	2%	(18)	841
#1 Issue: Economy	79%	(483)	19%	(115)	2%	(10)	609
#1 Issue: Security	80%	(355)	17%	(77)	3%	(12)	445
#1 Issue: Health Care	76%	(256)	23%	(76)	1%	(3)	335
#1 Issue: Medicare / Social Security	69%	(227)	29%	(96)	1%	(4)	327
#1 Issue: Women's Issues	76%	(66)	20%	(18)	4%	(3)	87
#1 Issue: Education	74%	(142)	23%	(44)	3%	(5)	190
#1 Issue: Energy	72%	(54)	20%	(15)	8%	(6)	74
#1 Issue: Other	67%	(91)	25%	(34)	8%	(11)	135
2016 Vote: Democrat Hillary Clinton	77%	(517)	22%	(146)	1%	(10)	673
2016 Vote: Republican Donald Trump	79%	(597)	19%	(144)	1%	(10)	751
2016 Vote: Someone else	80%	(177)	19%	(43)	1%	(3)	223
Voted in 2014: Yes	79%	(1122)	20%	(285)	1%	(15)	1422
Voted in 2014: No	71%	(552)	24%	(190)	5%	(39)	781
2012 Vote: Barack Obama	79%	(658)	21%	(173)	1%	(6)	837
2012 Vote: Mitt Romney	81%	(462)	18%	(101)	2%	(9)	571
2012 Vote: Other	79%	(92)	18%	(20)	3%	(4)	116
2012 Vote: Didn't Vote	68%	(462)	27%	(180)	5%	(35)	677
4-Region: Northeast	78%	(308)	19%	(76)	3%	(11)	394
4-Region: Midwest	76%	(350)	21%	(99)	3%	(14)	463
4-Region: South	76%	(624)	22%	(180)	3%	(21)	825
4-Region: West	75%	(392)	23%	(120)	2%	(8)	521
Favorable of Trump	78%	(714)	20%	(182)	2%	(17)	913
Unfavorable of Trump	77%	(864)	22%	(249)	1%	(10)	1122
Very Favorable of Trump	79%	(408)	19%	(99)	2%	(11)	518
Somewhat Favorable of Trump	78%	(306)	21%	(83)	2%	(6)	395
Somewhat Unfavorable of Trump	81%	(192)	18%	(43)	1%	(3)	238
Very Unfavorable of Trump	76%	(672)	23%	(206)	1%	(7)	885

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

Table BR10: *Of the following, which option do you use more?*

Demographic	Cable packages and their online streaming options		I use cable packages and online streaming services equally		Online streaming services like Netflix, Amazon, Hulu		None of the above		Don't know / No Opinion		Total N
Adults	25%	(422)	21%	(358)	45%	(750)	7%	(122)	1%	(21)	1674
Gender: Male	26%	(209)	21%	(176)	43%	(350)	9%	(76)	1%	(7)	818
Gender: Female	25%	(214)	21%	(183)	47%	(400)	5%	(46)	2%	(14)	856
Age: 18-29	12%	(40)	16%	(55)	71%	(243)	1%	(4)	—	(1)	343
Age: 30-44	21%	(92)	25%	(110)	51%	(223)	2%	(9)	1%	(4)	438
Age: 45-54	30%	(85)	28%	(79)	37%	(105)	5%	(13)	2%	(4)	286
Age: 55-64	29%	(83)	22%	(64)	32%	(93)	14%	(41)	2%	(6)	287
Age: 65+	38%	(123)	16%	(50)	27%	(87)	17%	(54)	2%	(6)	320
Generation Z: 18-21	11%	(13)	10%	(12)	77%	(95)	2%	(3)	—	(0)	123
Millennial: Age 22-37	15%	(69)	21%	(96)	62%	(282)	1%	(4)	1%	(3)	454
Generation X: Age 38-53	28%	(131)	27%	(128)	39%	(183)	4%	(19)	1%	(6)	468
Boomers: Age 54-72	32%	(175)	20%	(110)	31%	(168)	15%	(79)	2%	(9)	541
PID: Dem (no lean)	25%	(133)	23%	(124)	44%	(234)	8%	(41)	1%	(3)	534
PID: Ind (no lean)	23%	(143)	20%	(127)	49%	(311)	6%	(40)	2%	(13)	633
PID: Rep (no lean)	29%	(147)	21%	(107)	41%	(206)	8%	(41)	1%	(6)	507
PID/Gender: Dem Men	22%	(58)	24%	(62)	43%	(110)	11%	(27)	—	(1)	259
PID/Gender: Dem Women	27%	(74)	22%	(62)	45%	(123)	5%	(14)	1%	(2)	275
PID/Gender: Ind Men	25%	(72)	18%	(52)	46%	(133)	10%	(28)	2%	(5)	290
PID/Gender: Ind Women	21%	(71)	22%	(75)	52%	(178)	3%	(12)	2%	(7)	343
PID/Gender: Rep Men	29%	(79)	23%	(61)	40%	(108)	8%	(21)	1%	(1)	269
PID/Gender: Rep Women	29%	(69)	20%	(46)	41%	(98)	9%	(20)	2%	(4)	238
Ideo: Liberal (1-3)	26%	(146)	21%	(119)	45%	(253)	7%	(37)	1%	(5)	560
Ideo: Moderate (4)	20%	(70)	23%	(78)	51%	(176)	6%	(21)	1%	(3)	348
Ideo: Conservative (5-7)	30%	(166)	20%	(108)	39%	(216)	10%	(55)	1%	(6)	551
Educ: < College	24%	(259)	21%	(231)	46%	(505)	8%	(85)	2%	(19)	1098
Educ: Bachelors degree	30%	(110)	24%	(89)	40%	(147)	6%	(21)	—	(2)	368
Educ: Post-grad	26%	(54)	19%	(39)	48%	(99)	8%	(16)	—	(1)	209

Table BR10: *Of the following, which option do you use more?*

Demographic	Cable packages and their online streaming options		I use cable packages and online streaming services equally		Online streaming services like Netflix, Amazon, Hulu		None of the above		Don't know / No Opinion		Total N
Adults	25%	(422)	21%	(358)	45%	(750)	7%	(122)	1%	(21)	1674
Income: Under 50k	23%	(203)	21%	(190)	47%	(417)	7%	(63)	2%	(14)	886
Income: 50k-100k	28%	(152)	19%	(105)	46%	(248)	6%	(34)	1%	(6)	545
Income: 100k+	28%	(67)	26%	(64)	35%	(85)	10%	(25)	—	(1)	243
Ethnicity: White	25%	(333)	21%	(283)	45%	(597)	8%	(104)	1%	(18)	1336
Ethnicity: Hispanic	19%	(54)	21%	(59)	55%	(154)	3%	(10)	—	(1)	277
Ethnicity: Afr. Am.	24%	(47)	26%	(50)	46%	(89)	2%	(5)	1%	(3)	193
Ethnicity: Other	29%	(42)	17%	(25)	44%	(64)	9%	(13)	—	(0)	145
Relig: Protestant	30%	(125)	21%	(88)	38%	(156)	10%	(42)	1%	(3)	414
Relig: Roman Catholic	27%	(92)	22%	(74)	39%	(131)	10%	(34)	2%	(8)	339
Relig: Ath./Agn./None	20%	(103)	21%	(106)	52%	(270)	6%	(30)	1%	(5)	514
Relig: Something Else	26%	(62)	21%	(50)	47%	(111)	5%	(13)	1%	(1)	238
Relig: Evangelical	27%	(122)	23%	(102)	43%	(197)	6%	(26)	1%	(6)	453
Relig: Non-Evang. Catholics	29%	(134)	21%	(100)	37%	(172)	11%	(53)	2%	(9)	467
Relig: All Christian	28%	(256)	22%	(202)	40%	(369)	9%	(79)	2%	(15)	921
Relig: All Non-Christian	22%	(165)	21%	(156)	51%	(381)	6%	(43)	1%	(6)	752
Community: Urban	29%	(121)	20%	(84)	46%	(193)	4%	(18)	2%	(7)	422
Community: Suburban	25%	(199)	22%	(176)	44%	(348)	8%	(65)	1%	(9)	797
Community: Rural	22%	(102)	22%	(99)	46%	(210)	9%	(39)	1%	(6)	455
Employ: Private Sector	25%	(139)	22%	(120)	46%	(253)	6%	(35)	1%	(3)	551
Employ: Government	19%	(24)	24%	(30)	52%	(64)	4%	(5)	1%	(1)	124
Employ: Self-Employed	27%	(38)	22%	(30)	43%	(61)	7%	(10)	1%	(1)	140
Employ: Homemaker	18%	(25)	27%	(36)	50%	(68)	4%	(5)	1%	(2)	137
Employ: Student	11%	(7)	13%	(8)	74%	(45)	2%	(1)	—	(0)	61
Employ: Retired	34%	(132)	19%	(73)	30%	(117)	14%	(54)	2%	(8)	383
Employ: Unemployed	24%	(36)	21%	(32)	50%	(75)	4%	(5)	1%	(1)	150
Employ: Other	17%	(22)	22%	(28)	52%	(67)	4%	(6)	4%	(6)	128
Military HH: Yes	31%	(105)	18%	(61)	41%	(137)	8%	(28)	2%	(7)	337
Military HH: No	24%	(317)	22%	(297)	46%	(613)	7%	(94)	1%	(15)	1337

Table BR10: *Of the following, which option do you use more?*

Demographic	Cable packages and their online streaming options		I use cable packages and online streaming services equally		Online streaming services like Netflix, Amazon, Hulu		None of the above		Don't know / No Opinion		Total N
Adults	25%	(422)	21%	(358)	45%	(750)	7%	(122)	1%	(21)	1674
RD/WT: Right Direction	30%	(209)	22%	(153)	39%	(276)	8%	(57)	1%	(7)	702
RD/WT: Wrong Track	22%	(213)	21%	(205)	49%	(475)	7%	(64)	1%	(14)	972
Trump Job Approve	30%	(221)	19%	(142)	41%	(296)	8%	(59)	2%	(11)	728
Trump Job Disapprove	22%	(187)	23%	(197)	48%	(413)	7%	(61)	1%	(7)	864
Trump Job Strongly Approve	37%	(137)	19%	(71)	35%	(131)	8%	(32)	1%	(4)	375
Trump Job Somewhat Approve	24%	(84)	20%	(70)	47%	(165)	8%	(27)	2%	(7)	353
Trump Job Somewhat Disapprove	19%	(44)	22%	(49)	51%	(115)	8%	(17)	1%	(1)	228
Trump Job Strongly Disapprove	22%	(143)	23%	(147)	47%	(297)	7%	(43)	1%	(6)	636
#1 Issue: Economy	23%	(113)	21%	(102)	48%	(230)	7%	(33)	1%	(5)	483
#1 Issue: Security	32%	(114)	22%	(77)	37%	(132)	8%	(27)	2%	(5)	355
#1 Issue: Health Care	25%	(63)	25%	(64)	44%	(113)	6%	(16)	—	(1)	256
#1 Issue: Medicare / Social Security	27%	(62)	24%	(54)	33%	(74)	14%	(32)	2%	(5)	227
#1 Issue: Women's Issues	13%	(8)	10%	(7)	74%	(48)	2%	(1)	2%	(1)	66
#1 Issue: Education	21%	(30)	24%	(35)	51%	(72)	2%	(3)	1%	(1)	142
#1 Issue: Energy	22%	(12)	15%	(8)	55%	(30)	7%	(4)	1%	(1)	54
#1 Issue: Other	22%	(20)	12%	(11)	57%	(51)	7%	(6)	2%	(2)	91
2016 Vote: Democrat Hillary Clinton	25%	(131)	25%	(128)	42%	(217)	7%	(38)	1%	(4)	517
2016 Vote: Republican Donald Trump	32%	(188)	20%	(120)	37%	(222)	10%	(58)	1%	(9)	597
2016 Vote: Someone else	24%	(43)	21%	(37)	47%	(84)	7%	(12)	1%	(1)	177
Voted in 2014: Yes	28%	(315)	23%	(257)	39%	(438)	9%	(100)	1%	(12)	1122
Voted in 2014: No	19%	(107)	18%	(102)	57%	(313)	4%	(22)	2%	(9)	552
2012 Vote: Barack Obama	25%	(165)	24%	(157)	42%	(278)	8%	(49)	1%	(8)	658
2012 Vote: Mitt Romney	31%	(142)	20%	(94)	37%	(171)	11%	(50)	1%	(5)	462
2012 Vote: Other	33%	(30)	22%	(20)	35%	(32)	7%	(6)	3%	(3)	92
2012 Vote: Didn't Vote	18%	(84)	19%	(87)	58%	(269)	3%	(16)	1%	(6)	462

Continued on next page

Table BR10: *Of the following, which option do you use more?*

Demographic	Cable packages and their online streaming options		I use cable packages and online streaming services equally		Online streaming services like Netflix, Amazon, Hulu		None of the above		Don't know / No Opinion		Total N
Adults	25%	(422)	21%	(358)	45%	(750)	7%	(122)	1%	(21)	1674
4-Region: Northeast	32%	(98)	22%	(67)	36%	(112)	9%	(27)	1%	(3)	308
4-Region: Midwest	26%	(92)	21%	(74)	42%	(147)	8%	(27)	3%	(9)	350
4-Region: South	23%	(143)	22%	(139)	47%	(296)	7%	(42)	1%	(4)	624
4-Region: West	23%	(89)	20%	(79)	50%	(196)	6%	(25)	1%	(4)	392
Favorable of Trump	29%	(211)	21%	(152)	40%	(283)	8%	(57)	2%	(11)	714
Unfavorable of Trump	22%	(193)	21%	(180)	49%	(422)	7%	(62)	1%	(8)	864
Very Favorable of Trump	33%	(135)	20%	(81)	37%	(152)	8%	(34)	1%	(5)	408
Somewhat Favorable of Trump	25%	(76)	23%	(71)	43%	(131)	7%	(23)	2%	(6)	306
Somewhat Unfavorable of Trump	19%	(37)	18%	(35)	55%	(106)	8%	(15)	—	(0)	192
Very Unfavorable of Trump	23%	(156)	22%	(145)	47%	(316)	7%	(47)	1%	(8)	672

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

Table BR11: *How satisfied are you with the entertainment packages you pay for, whether it be cable or online streaming?*

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	41%	(681)	42%	(711)	12%	(198)	4%	(62)	1%	(21)	1674
Gender: Male	39%	(319)	44%	(359)	12%	(102)	4%	(29)	1%	(9)	818
Gender: Female	42%	(362)	41%	(353)	11%	(96)	4%	(34)	1%	(12)	856
Age: 18-29	59%	(204)	31%	(107)	8%	(26)	1%	(5)	1%	(2)	343
Age: 30-44	45%	(199)	40%	(177)	8%	(37)	4%	(20)	1%	(5)	438
Age: 45-54	34%	(98)	48%	(138)	13%	(36)	3%	(9)	1%	(4)	286
Age: 55-64	31%	(88)	49%	(141)	15%	(43)	4%	(12)	1%	(4)	287
Age: 65+	29%	(93)	47%	(149)	17%	(56)	5%	(17)	2%	(6)	320
Generation Z: 18-21	65%	(80)	24%	(29)	10%	(13)	1%	(1)	—	(1)	123
Millennial: Age 22-37	53%	(242)	35%	(160)	6%	(29)	4%	(19)	1%	(4)	454
Generation X: Age 38-53	36%	(169)	48%	(223)	12%	(55)	3%	(13)	2%	(7)	468
Boomers: Age 54-72	30%	(162)	49%	(267)	15%	(83)	4%	(24)	1%	(6)	541
PID: Dem (no lean)	40%	(215)	44%	(236)	12%	(65)	3%	(15)	1%	(4)	534
PID: Ind (no lean)	41%	(262)	42%	(264)	11%	(70)	5%	(30)	1%	(8)	633
PID: Rep (no lean)	40%	(205)	42%	(211)	12%	(63)	4%	(18)	2%	(9)	507
PID/Gender: Dem Men	44%	(113)	42%	(108)	11%	(30)	2%	(5)	1%	(3)	259
PID/Gender: Dem Women	37%	(101)	47%	(128)	13%	(36)	3%	(9)	—	(1)	275
PID/Gender: Ind Men	35%	(103)	44%	(127)	13%	(39)	6%	(17)	2%	(5)	290
PID/Gender: Ind Women	46%	(159)	40%	(137)	9%	(31)	4%	(13)	1%	(3)	343
PID/Gender: Rep Men	38%	(103)	46%	(124)	13%	(34)	2%	(7)	1%	(2)	269
PID/Gender: Rep Women	43%	(102)	37%	(88)	12%	(29)	5%	(12)	3%	(8)	238
Ideo: Liberal (1-3)	44%	(249)	40%	(226)	12%	(65)	3%	(17)	1%	(4)	560
Ideo: Moderate (4)	40%	(139)	46%	(161)	11%	(37)	3%	(9)	1%	(2)	348
Ideo: Conservative (5-7)	36%	(196)	46%	(254)	13%	(73)	4%	(22)	1%	(6)	551
Educ: < College	44%	(480)	39%	(433)	11%	(126)	4%	(43)	1%	(16)	1098
Educ: Bachelors degree	36%	(131)	47%	(172)	13%	(48)	3%	(13)	1%	(5)	368
Educ: Post-grad	34%	(71)	51%	(107)	11%	(24)	3%	(7)	—	(0)	209
Income: Under 50k	42%	(377)	40%	(351)	13%	(113)	4%	(33)	1%	(12)	886
Income: 50k-100k	42%	(230)	43%	(232)	10%	(56)	3%	(19)	1%	(8)	545
Income: 100k+	31%	(75)	53%	(128)	12%	(29)	4%	(11)	—	(1)	243

Table BR11: *How satisfied are you with the entertainment packages you pay for, whether it be cable or online streaming?*

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	41%	(681)	42%	(711)	12%	(198)	4%	(62)	1%	(21)	1674
Ethnicity: White	39%	(519)	44%	(585)	12%	(164)	4%	(51)	1%	(17)	1336
Ethnicity: Hispanic	51%	(142)	35%	(98)	10%	(27)	3%	(8)	1%	(3)	277
Ethnicity: Afr. Am.	54%	(105)	30%	(57)	11%	(21)	4%	(7)	1%	(3)	193
Ethnicity: Other	40%	(57)	48%	(70)	9%	(13)	3%	(4)	1%	(1)	145
Relig: Protestant	33%	(138)	49%	(202)	15%	(61)	3%	(11)	1%	(2)	414
Relig: Roman Catholic	37%	(126)	47%	(160)	12%	(40)	3%	(9)	1%	(4)	339
Relig: Ath./Agn./None	44%	(225)	38%	(196)	11%	(54)	6%	(29)	2%	(10)	514
Relig: Something Else	45%	(107)	39%	(92)	12%	(28)	4%	(9)	1%	(1)	238
Relig: Evangelical	42%	(190)	43%	(196)	12%	(53)	2%	(9)	1%	(5)	453
Relig: Non-Evang. Catholics	34%	(159)	49%	(227)	13%	(61)	3%	(15)	1%	(5)	467
Relig: All Christian	38%	(349)	46%	(423)	12%	(115)	3%	(24)	1%	(10)	921
Relig: All Non-Christian	44%	(332)	38%	(289)	11%	(82)	5%	(38)	1%	(11)	752
Community: Urban	46%	(194)	39%	(164)	11%	(46)	3%	(14)	1%	(4)	422
Community: Suburban	38%	(302)	46%	(364)	12%	(93)	3%	(26)	2%	(12)	797
Community: Rural	41%	(185)	40%	(184)	13%	(59)	5%	(22)	1%	(5)	455
Employ: Private Sector	41%	(226)	44%	(241)	11%	(62)	3%	(16)	1%	(5)	551
Employ: Government	40%	(50)	43%	(53)	12%	(15)	5%	(6)	—	(0)	124
Employ: Self-Employed	42%	(59)	44%	(62)	11%	(15)	3%	(4)	—	(0)	140
Employ: Homemaker	51%	(70)	32%	(44)	10%	(13)	6%	(8)	1%	(1)	137
Employ: Student	53%	(33)	36%	(22)	9%	(5)	1%	(1)	1%	(1)	61
Employ: Retired	28%	(108)	49%	(187)	16%	(62)	5%	(19)	2%	(7)	383
Employ: Unemployed	55%	(83)	30%	(45)	10%	(15)	2%	(3)	2%	(3)	150
Employ: Other	42%	(53)	45%	(57)	7%	(9)	4%	(5)	3%	(4)	128
Military HH: Yes	34%	(115)	48%	(161)	12%	(41)	5%	(17)	1%	(4)	337
Military HH: No	42%	(567)	41%	(551)	12%	(157)	3%	(45)	1%	(17)	1337
RD/WT: Right Direction	41%	(287)	41%	(288)	12%	(82)	5%	(33)	2%	(12)	702
RD/WT: Wrong Track	41%	(394)	44%	(423)	12%	(116)	3%	(30)	1%	(9)	972
Trump Job Approve	40%	(292)	43%	(310)	12%	(89)	4%	(29)	1%	(7)	728
Trump Job Disapprove	41%	(351)	44%	(378)	11%	(98)	3%	(29)	1%	(8)	864

Table BR11: *How satisfied are you with the entertainment packages you pay for, whether it be cable or online streaming?*

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	41%	(681)	42%	(711)	12%	(198)	4%	(62)	1%	(21)	1674
Trump Job Strongly Approve	44%	(165)	40%	(149)	12%	(45)	4%	(14)	1%	(2)	375
Trump Job Somewhat Approve	36%	(128)	46%	(162)	12%	(44)	4%	(15)	1%	(5)	353
Trump Job Somewhat Disapprove	41%	(94)	46%	(104)	10%	(23)	2%	(4)	1%	(3)	228
Trump Job Strongly Disapprove	40%	(257)	43%	(274)	12%	(75)	4%	(24)	1%	(5)	636
#1 Issue: Economy	42%	(204)	42%	(204)	9%	(46)	5%	(24)	1%	(6)	483
#1 Issue: Security	41%	(145)	44%	(156)	12%	(41)	3%	(10)	1%	(3)	355
#1 Issue: Health Care	38%	(97)	47%	(120)	11%	(27)	5%	(12)	—	(1)	256
#1 Issue: Medicare / Social Security	30%	(68)	47%	(107)	17%	(39)	4%	(10)	2%	(4)	227
#1 Issue: Women's Issues	49%	(32)	33%	(22)	16%	(10)	1%	(1)	2%	(1)	66
#1 Issue: Education	53%	(76)	37%	(52)	8%	(11)	1%	(1)	1%	(1)	142
#1 Issue: Energy	49%	(26)	32%	(17)	14%	(7)	4%	(2)	1%	(1)	54
#1 Issue: Other	38%	(34)	37%	(33)	17%	(16)	3%	(3)	5%	(5)	91
2016 Vote: Democrat Hillary Clinton	39%	(201)	45%	(231)	12%	(65)	3%	(18)	—	(2)	517
2016 Vote: Republican Donald Trump	37%	(218)	44%	(262)	14%	(82)	4%	(26)	1%	(8)	597
2016 Vote: Someone else	41%	(73)	44%	(77)	10%	(18)	5%	(9)	—	(0)	177
Voted in 2014: Yes	36%	(404)	45%	(507)	14%	(153)	4%	(48)	1%	(10)	1122
Voted in 2014: No	50%	(277)	37%	(204)	8%	(45)	3%	(15)	2%	(11)	552
2012 Vote: Barack Obama	38%	(249)	45%	(296)	13%	(83)	4%	(26)	1%	(4)	658
2012 Vote: Mitt Romney	35%	(162)	47%	(215)	13%	(62)	4%	(19)	1%	(4)	462
2012 Vote: Other	35%	(32)	37%	(34)	19%	(18)	7%	(6)	1%	(1)	92
2012 Vote: Didn't Vote	52%	(238)	36%	(166)	8%	(36)	2%	(12)	2%	(11)	462
4-Region: Northeast	38%	(116)	46%	(140)	12%	(38)	3%	(9)	1%	(4)	308
4-Region: Midwest	40%	(139)	43%	(150)	11%	(39)	4%	(13)	2%	(8)	350
4-Region: South	42%	(261)	41%	(255)	12%	(76)	5%	(29)	—	(3)	624
4-Region: West	42%	(165)	42%	(166)	12%	(45)	3%	(11)	1%	(5)	392
Favorable of Trump	39%	(280)	42%	(302)	13%	(90)	4%	(31)	1%	(10)	714
Unfavorable of Trump	41%	(355)	44%	(379)	11%	(98)	3%	(28)	—	(3)	864
Very Favorable of Trump	43%	(174)	40%	(161)	13%	(52)	4%	(16)	1%	(5)	408
Somewhat Favorable of Trump	35%	(106)	46%	(141)	12%	(38)	5%	(16)	2%	(5)	306
Somewhat Unfavorable of Trump	43%	(83)	46%	(88)	8%	(15)	3%	(6)	—	(0)	192
Very Unfavorable of Trump	41%	(272)	43%	(291)	12%	(84)	3%	(22)	—	(3)	672

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

Table BR12: *Are you subscribed to a cable service?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	59%	(1296)	38%	(843)	3%	(65)	2203
Gender: Male	60%	(638)	37%	(398)	3%	(27)	1063
Gender: Female	58%	(658)	39%	(444)	3%	(37)	1140
Age: 18-29	47%	(224)	46%	(215)	7%	(33)	472
Age: 30-44	57%	(311)	40%	(216)	3%	(16)	542
Age: 45-54	61%	(226)	35%	(130)	4%	(16)	371
Age: 55-64	63%	(239)	37%	(141)	—	(1)	381
Age: 65+	68%	(296)	32%	(141)	—	(0)	437
Generation Z: 18-21	47%	(82)	44%	(77)	8%	(15)	173
Millennial: Age 22-37	50%	(297)	46%	(273)	4%	(24)	594
Generation X: Age 38-53	62%	(366)	34%	(198)	4%	(24)	589
Boomers: Age 54-72	65%	(463)	35%	(249)	—	(1)	714
PID: Dem (no lean)	62%	(430)	36%	(250)	2%	(12)	693
PID: Ind (no lean)	53%	(459)	42%	(371)	5%	(43)	873
PID: Rep (no lean)	64%	(406)	35%	(222)	2%	(10)	637
PID/Gender: Dem Men	61%	(211)	36%	(126)	2%	(7)	344
PID/Gender: Dem Women	63%	(219)	36%	(125)	1%	(5)	349
PID/Gender: Ind Men	54%	(212)	42%	(162)	4%	(15)	389
PID/Gender: Ind Women	51%	(248)	43%	(209)	6%	(27)	484
PID/Gender: Rep Men	65%	(215)	34%	(111)	1%	(5)	330
PID/Gender: Rep Women	62%	(191)	36%	(111)	2%	(5)	307
Ideo: Liberal (1-3)	60%	(436)	37%	(273)	3%	(21)	730
Ideo: Moderate (4)	59%	(267)	38%	(174)	2%	(11)	451
Ideo: Conservative (5-7)	62%	(437)	37%	(264)	1%	(6)	707
Educ: < College	55%	(834)	41%	(622)	4%	(58)	1514
Educ: Bachelors degree	67%	(296)	32%	(144)	1%	(4)	444
Educ: Post-grad	68%	(165)	31%	(77)	1%	(2)	244
Income: Under 50k	53%	(681)	43%	(555)	4%	(48)	1284
Income: 50k-100k	65%	(416)	34%	(217)	2%	(11)	645
Income: 100k+	72%	(198)	26%	(70)	2%	(6)	274

Table BR12: *Are you subscribed to a cable service?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	59%	(1296)	38%	(843)	3%	(65)	2203
Ethnicity: White	59%	(1021)	39%	(671)	2%	(31)	1724
Ethnicity: Hispanic	54%	(188)	39%	(136)	7%	(25)	350
Ethnicity: Afr. Am.	60%	(165)	37%	(103)	2%	(7)	275
Ethnicity: Other	53%	(109)	34%	(69)	13%	(27)	204
Relig: Protestant	60%	(327)	39%	(212)	1%	(4)	543
Relig: Roman Catholic	67%	(281)	31%	(132)	2%	(7)	420
Relig: Ath./Agn./None	54%	(366)	41%	(278)	6%	(40)	684
Relig: Something Else	58%	(184)	39%	(125)	3%	(9)	319
Relig: Evangelical	58%	(354)	40%	(244)	2%	(10)	608
Relig: Non-Evang. Catholics	66%	(389)	33%	(196)	1%	(5)	589
Relig: All Christian	62%	(743)	37%	(439)	1%	(15)	1198
Relig: All Non-Christian	55%	(550)	40%	(403)	5%	(49)	1002
Community: Urban	58%	(331)	40%	(227)	3%	(15)	573
Community: Suburban	65%	(643)	32%	(314)	2%	(25)	982
Community: Rural	50%	(321)	47%	(302)	4%	(25)	648
Employ: Private Sector	60%	(406)	39%	(261)	1%	(9)	677
Employ: Government	65%	(94)	33%	(48)	2%	(3)	145
Employ: Self-Employed	59%	(111)	36%	(68)	4%	(8)	186
Employ: Homemaker	57%	(102)	42%	(75)	1%	(2)	179
Employ: Student	45%	(44)	45%	(44)	9%	(9)	97
Employ: Retired	67%	(342)	33%	(169)	—	(0)	511
Employ: Unemployed	53%	(114)	41%	(89)	6%	(13)	216
Employ: Other	43%	(83)	46%	(89)	11%	(20)	192
Military HH: Yes	65%	(280)	34%	(145)	2%	(8)	433
Military HH: No	57%	(1016)	39%	(698)	3%	(57)	1770
RD/WT: Right Direction	62%	(558)	36%	(324)	3%	(25)	907
RD/WT: Wrong Track	57%	(737)	40%	(519)	3%	(39)	1296
Trump Job Approve	61%	(568)	38%	(353)	1%	(12)	933
Trump Job Disapprove	59%	(674)	38%	(431)	3%	(29)	1134

Table BR12: *Are you subscribed to a cable service?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	59%	(1296)	38%	(843)	3%	(65)	2203
Trump Job Strongly Approve	64%	(308)	34%	(166)	1%	(7)	481
Trump Job Somewhat Approve	58%	(260)	41%	(187)	1%	(6)	452
Trump Job Somewhat Disapprove	58%	(169)	41%	(121)	1%	(3)	293
Trump Job Strongly Disapprove	60%	(505)	37%	(309)	3%	(26)	841
#1 Issue: Economy	59%	(357)	39%	(237)	3%	(15)	609
#1 Issue: Security	65%	(288)	32%	(144)	3%	(12)	445
#1 Issue: Health Care	61%	(204)	37%	(123)	2%	(7)	335
#1 Issue: Medicare / Social Security	59%	(194)	40%	(131)	1%	(2)	327
#1 Issue: Women's Issues	46%	(40)	51%	(44)	3%	(2)	87
#1 Issue: Education	55%	(105)	42%	(80)	2%	(5)	190
#1 Issue: Energy	52%	(38)	41%	(31)	7%	(5)	74
#1 Issue: Other	51%	(69)	38%	(51)	11%	(15)	135
2016 Vote: Democrat Hillary Clinton	64%	(432)	34%	(226)	2%	(15)	673
2016 Vote: Republican Donald Trump	64%	(480)	35%	(266)	1%	(6)	751
2016 Vote: Someone else	58%	(130)	41%	(90)	1%	(3)	223
Voted in 2014: Yes	65%	(920)	34%	(481)	1%	(20)	1422
Voted in 2014: No	48%	(375)	46%	(361)	6%	(45)	781
2012 Vote: Barack Obama	65%	(542)	34%	(285)	1%	(10)	837
2012 Vote: Mitt Romney	65%	(369)	34%	(196)	1%	(6)	571
2012 Vote: Other	59%	(68)	38%	(43)	3%	(4)	116
2012 Vote: Didn't Vote	46%	(315)	47%	(318)	7%	(45)	677
4-Region: Northeast	69%	(270)	27%	(108)	4%	(16)	394
4-Region: Midwest	56%	(261)	40%	(187)	3%	(15)	463
4-Region: South	57%	(470)	41%	(336)	2%	(19)	825
4-Region: West	57%	(294)	41%	(213)	3%	(14)	521
Favorable of Trump	61%	(561)	37%	(340)	1%	(12)	913
Unfavorable of Trump	60%	(668)	39%	(434)	2%	(20)	1122
Very Favorable of Trump	63%	(328)	35%	(181)	2%	(9)	518
Somewhat Favorable of Trump	59%	(234)	40%	(159)	1%	(2)	395
Somewhat Unfavorable of Trump	57%	(136)	41%	(96)	2%	(5)	238
Very Unfavorable of Trump	60%	(532)	38%	(338)	2%	(15)	885

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

Table BR13_1: *When it comes to your current cable subscription, how satisfied are you with each of the following?*
Cost

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	16%	(210)	29%	(375)	29%	(374)	24%	(309)	2%	(29)	1296
Gender: Male	16%	(103)	30%	(188)	31%	(198)	22%	(139)	2%	(10)	638
Gender: Female	16%	(107)	28%	(186)	27%	(176)	26%	(169)	3%	(19)	658
Age: 18-29	31%	(69)	32%	(72)	21%	(48)	11%	(26)	4%	(9)	224
Age: 30-44	17%	(53)	28%	(87)	28%	(87)	24%	(75)	3%	(9)	311
Age: 45-54	12%	(26)	26%	(59)	34%	(78)	28%	(63)	—	(1)	226
Age: 55-64	12%	(29)	29%	(68)	30%	(72)	28%	(67)	1%	(3)	239
Age: 65+	11%	(33)	30%	(88)	30%	(89)	26%	(78)	3%	(8)	296
Generation Z: 18-21	36%	(29)	29%	(24)	22%	(18)	7%	(6)	6%	(5)	82
Millennial: Age 22-37	25%	(73)	29%	(86)	23%	(69)	21%	(61)	3%	(8)	297
Generation X: Age 38-53	12%	(43)	29%	(107)	33%	(120)	25%	(90)	1%	(5)	366
Boomers: Age 54-72	11%	(50)	27%	(127)	32%	(146)	28%	(131)	2%	(9)	463
PID: Dem (no lean)	17%	(72)	28%	(120)	32%	(136)	22%	(97)	2%	(7)	430
PID: Ind (no lean)	18%	(82)	29%	(134)	27%	(123)	23%	(106)	3%	(16)	459
PID: Rep (no lean)	14%	(56)	30%	(121)	28%	(115)	26%	(106)	2%	(6)	406
PID/Gender: Dem Men	19%	(40)	31%	(64)	32%	(68)	17%	(36)	1%	(2)	211
PID/Gender: Dem Women	14%	(31)	25%	(55)	31%	(68)	28%	(61)	2%	(4)	219
PID/Gender: Ind Men	15%	(31)	29%	(62)	30%	(63)	24%	(50)	3%	(6)	212
PID/Gender: Ind Women	20%	(50)	29%	(71)	24%	(60)	22%	(56)	4%	(10)	248
PID/Gender: Rep Men	14%	(31)	29%	(62)	31%	(67)	25%	(53)	1%	(3)	215
PID/Gender: Rep Women	13%	(25)	31%	(60)	25%	(48)	28%	(53)	2%	(4)	191
Ideo: Liberal (1-3)	21%	(90)	32%	(137)	26%	(115)	19%	(85)	2%	(9)	436
Ideo: Moderate (4)	14%	(36)	28%	(75)	33%	(88)	23%	(62)	2%	(5)	267
Ideo: Conservative (5-7)	13%	(55)	26%	(113)	32%	(140)	28%	(121)	2%	(8)	437
Educ: < College	20%	(166)	30%	(250)	25%	(210)	22%	(183)	3%	(24)	834
Educ: Bachelors degree	10%	(29)	25%	(74)	37%	(109)	27%	(80)	2%	(5)	296
Educ: Post-grad	9%	(15)	31%	(51)	33%	(54)	28%	(46)	—	(0)	165

Table BR13_1: *When it comes to your current cable subscription, how satisfied are you with each of the following?*

Cost

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	16%	(210)	29%	(375)	29%	(374)	24%	(309)	2%	(29)	1296
Income: Under 50k	20%	(138)	31%	(210)	25%	(173)	21%	(140)	3%	(20)	681
Income: 50k-100k	13%	(55)	29%	(120)	30%	(126)	26%	(107)	2%	(8)	416
Income: 100k+	8%	(17)	23%	(45)	38%	(75)	31%	(61)	—	(1)	198
Ethnicity: White	14%	(139)	27%	(276)	31%	(319)	26%	(262)	3%	(26)	1021
Ethnicity: Hispanic	24%	(46)	35%	(66)	25%	(48)	12%	(23)	3%	(5)	188
Ethnicity: Afr. Am.	30%	(49)	34%	(57)	16%	(27)	18%	(30)	1%	(2)	165
Ethnicity: Other	20%	(22)	38%	(42)	26%	(28)	15%	(17)	1%	(1)	109
Relig: Protestant	13%	(44)	26%	(85)	35%	(114)	24%	(80)	2%	(5)	327
Relig: Roman Catholic	12%	(33)	26%	(72)	33%	(94)	28%	(78)	1%	(4)	281
Relig: Ath./Agn./None	19%	(71)	29%	(107)	22%	(80)	25%	(91)	4%	(16)	366
Relig: Something Else	17%	(32)	36%	(66)	26%	(49)	19%	(35)	2%	(3)	184
Relig: Evangelical	19%	(67)	27%	(96)	29%	(104)	24%	(84)	1%	(3)	354
Relig: Non-Evang. Catholics	10%	(40)	27%	(105)	36%	(140)	25%	(98)	2%	(6)	389
Relig: All Christian	14%	(107)	27%	(201)	33%	(244)	25%	(182)	1%	(10)	743
Relig: All Non-Christian	19%	(103)	31%	(173)	23%	(129)	23%	(126)	4%	(19)	550
Community: Urban	21%	(68)	33%	(109)	25%	(82)	20%	(66)	2%	(6)	331
Community: Suburban	12%	(75)	26%	(165)	33%	(215)	26%	(170)	3%	(18)	643
Community: Rural	21%	(66)	31%	(101)	24%	(77)	23%	(73)	2%	(5)	321
Employ: Private Sector	15%	(61)	24%	(96)	34%	(139)	26%	(105)	1%	(5)	406
Employ: Government	17%	(16)	31%	(29)	22%	(21)	29%	(28)	1%	(1)	94
Employ: Self-Employed	14%	(16)	37%	(41)	26%	(29)	19%	(21)	3%	(4)	111
Employ: Homemaker	22%	(23)	28%	(29)	27%	(28)	22%	(23)	—	(0)	102
Employ: Retired	12%	(41)	29%	(100)	31%	(108)	25%	(84)	3%	(9)	342
Employ: Unemployed	22%	(25)	31%	(35)	23%	(26)	20%	(22)	4%	(5)	114
Employ: Other	19%	(16)	36%	(30)	17%	(14)	25%	(21)	1%	(1)	83
Military HH: Yes	18%	(51)	27%	(74)	29%	(80)	24%	(67)	3%	(8)	280
Military HH: No	16%	(159)	30%	(300)	29%	(293)	24%	(242)	2%	(21)	1016
RD/WT: Right Direction	17%	(98)	28%	(155)	29%	(160)	24%	(134)	2%	(12)	558
RD/WT: Wrong Track	15%	(112)	30%	(220)	29%	(214)	24%	(175)	2%	(17)	737

Table BR13_1: *When it comes to your current cable subscription, how satisfied are you with each of the following?*

Cost

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	16%	(210)	29%	(375)	29%	(374)	24%	(309)	2%	(29)	1296
Trump Job Approve	16%	(90)	27%	(153)	31%	(174)	25%	(140)	2%	(12)	568
Trump Job Disapprove	16%	(111)	31%	(206)	28%	(189)	23%	(154)	2%	(14)	674
Trump Job Strongly Approve	19%	(59)	26%	(80)	29%	(91)	24%	(74)	2%	(5)	308
Trump Job Somewhat Approve	12%	(31)	28%	(73)	32%	(83)	25%	(66)	3%	(7)	260
Trump Job Somewhat Disapprove	12%	(20)	31%	(53)	28%	(47)	26%	(44)	3%	(5)	169
Trump Job Strongly Disapprove	18%	(91)	30%	(154)	28%	(142)	22%	(110)	2%	(8)	505
#1 Issue: Economy	15%	(53)	27%	(98)	30%	(108)	25%	(91)	2%	(7)	357
#1 Issue: Security	17%	(48)	29%	(83)	29%	(84)	23%	(67)	2%	(7)	288
#1 Issue: Health Care	14%	(29)	28%	(56)	33%	(66)	24%	(49)	2%	(3)	204
#1 Issue: Medicare / Social Security	14%	(28)	31%	(61)	27%	(52)	26%	(50)	2%	(4)	194
#1 Issue: Education	21%	(23)	33%	(35)	27%	(29)	17%	(17)	1%	(1)	105
#1 Issue: Other	19%	(13)	25%	(17)	23%	(16)	27%	(19)	5%	(4)	69
2016 Vote: Democrat Hillary Clinton	16%	(70)	31%	(132)	30%	(129)	23%	(98)	1%	(4)	432
2016 Vote: Republican Donald Trump	13%	(64)	26%	(123)	34%	(164)	25%	(119)	2%	(9)	480
2016 Vote: Someone else	19%	(25)	28%	(37)	25%	(33)	27%	(35)	—	(0)	130
Voted in 2014: Yes	14%	(129)	27%	(251)	31%	(286)	26%	(243)	1%	(11)	920
Voted in 2014: No	22%	(81)	33%	(124)	23%	(87)	18%	(66)	5%	(18)	375
2012 Vote: Barack Obama	15%	(82)	28%	(153)	31%	(169)	24%	(131)	1%	(7)	542
2012 Vote: Mitt Romney	10%	(38)	27%	(98)	34%	(127)	28%	(102)	1%	(4)	369
2012 Vote: Other	18%	(13)	21%	(14)	23%	(16)	34%	(23)	4%	(3)	68
2012 Vote: Didn't Vote	25%	(77)	35%	(109)	20%	(62)	17%	(52)	5%	(14)	315
4-Region: Northeast	13%	(36)	27%	(72)	33%	(90)	26%	(70)	1%	(2)	270
4-Region: Midwest	13%	(33)	30%	(78)	30%	(77)	26%	(67)	2%	(4)	261
4-Region: South	19%	(88)	28%	(130)	27%	(128)	25%	(119)	1%	(5)	470
4-Region: West	18%	(52)	32%	(95)	27%	(78)	17%	(51)	6%	(17)	294
Favorable of Trump	17%	(93)	26%	(146)	31%	(176)	24%	(136)	2%	(11)	561
Unfavorable of Trump	16%	(106)	31%	(209)	27%	(181)	24%	(158)	2%	(14)	668

Continued on next page

Table BR13_1: *When it comes to your current cable subscription, how satisfied are you with each of the following?*

Cost

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	16%	(210)	29%	(375)	29%	(374)	24%	(309)	2%	(29)	1296
Very Favorable of Trump	19%	(62)	26%	(86)	32%	(103)	22%	(73)	1%	(3)	328
Somewhat Favorable of Trump	13%	(30)	26%	(60)	31%	(72)	27%	(63)	3%	(8)	234
Somewhat Unfavorable of Trump	15%	(20)	36%	(49)	23%	(31)	27%	(36)	—	(0)	136
Very Unfavorable of Trump	16%	(86)	30%	(160)	28%	(151)	23%	(121)	3%	(14)	532

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

Table BR13_4: *When it comes to your current cable subscription, how satisfied are you with each of the following?*
Amount of content

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	35%	(455)	43%	(555)	14%	(179)	6%	(75)	2%	(31)	1296
Gender: Male	38%	(241)	42%	(268)	13%	(82)	5%	(32)	2%	(14)	638
Gender: Female	33%	(214)	44%	(287)	15%	(97)	7%	(43)	3%	(17)	658
Age: 18-29	43%	(95)	36%	(81)	12%	(27)	6%	(14)	3%	(6)	224
Age: 30-44	35%	(108)	41%	(129)	14%	(43)	8%	(24)	2%	(7)	311
Age: 45-54	32%	(71)	48%	(109)	14%	(31)	6%	(13)	1%	(1)	226
Age: 55-64	35%	(83)	45%	(109)	13%	(31)	5%	(11)	2%	(5)	239
Age: 65+	33%	(98)	43%	(127)	16%	(47)	4%	(13)	4%	(11)	296
Generation Z: 18-21	46%	(38)	34%	(28)	10%	(8)	8%	(7)	2%	(2)	82
Millennial: Age 22-37	37%	(110)	38%	(112)	14%	(42)	8%	(22)	3%	(10)	297
Generation X: Age 38-53	32%	(118)	47%	(173)	14%	(50)	6%	(22)	1%	(3)	366
Boomers: Age 54-72	33%	(155)	44%	(205)	15%	(68)	5%	(25)	2%	(11)	463
PID: Dem (no lean)	37%	(160)	41%	(177)	15%	(64)	6%	(25)	1%	(5)	430
PID: Ind (no lean)	31%	(142)	44%	(204)	13%	(59)	8%	(37)	4%	(17)	459
PID: Rep (no lean)	38%	(152)	43%	(174)	14%	(56)	3%	(13)	2%	(10)	406
PID/Gender: Dem Men	43%	(92)	39%	(83)	12%	(26)	4%	(9)	1%	(2)	211
PID/Gender: Dem Women	31%	(69)	43%	(94)	17%	(38)	7%	(16)	1%	(2)	219
PID/Gender: Ind Men	30%	(64)	43%	(90)	14%	(30)	9%	(18)	4%	(8)	212
PID/Gender: Ind Women	31%	(78)	46%	(114)	12%	(29)	8%	(19)	3%	(8)	248
PID/Gender: Rep Men	39%	(85)	44%	(95)	12%	(27)	2%	(5)	2%	(4)	215
PID/Gender: Rep Women	36%	(68)	42%	(79)	16%	(30)	4%	(8)	3%	(6)	191
Ideo: Liberal (1-3)	39%	(171)	41%	(179)	12%	(51)	6%	(26)	2%	(11)	436
Ideo: Moderate (4)	31%	(83)	46%	(122)	15%	(39)	6%	(17)	2%	(5)	267
Ideo: Conservative (5-7)	34%	(148)	44%	(193)	15%	(68)	4%	(19)	2%	(10)	437
Educ: < College	37%	(310)	40%	(330)	14%	(120)	6%	(50)	3%	(25)	834
Educ: Bachelors degree	30%	(90)	50%	(147)	13%	(37)	6%	(18)	1%	(3)	296
Educ: Post-grad	33%	(55)	47%	(77)	13%	(22)	5%	(7)	2%	(3)	165

Continued on next page

Table BR13_4: *When it comes to your current cable subscription, how satisfied are you with each of the following?*
Amount of content

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	35%	(455)	43%	(555)	14%	(179)	6%	(75)	2%	(31)	1296
Income: Under 50k	36%	(248)	38%	(258)	16%	(108)	6%	(44)	3%	(23)	681
Income: 50k-100k	35%	(147)	46%	(190)	12%	(49)	5%	(23)	2%	(7)	416
Income: 100k+	30%	(60)	54%	(107)	11%	(22)	4%	(9)	—	(1)	198
Ethnicity: White	34%	(345)	44%	(449)	14%	(145)	5%	(55)	3%	(28)	1021
Ethnicity: Hispanic	44%	(84)	34%	(65)	12%	(23)	7%	(14)	2%	(3)	188
Ethnicity: Afr. Am.	43%	(70)	35%	(59)	13%	(21)	8%	(13)	1%	(2)	165
Ethnicity: Other	37%	(40)	44%	(48)	12%	(13)	7%	(7)	1%	(1)	109
Relig: Protestant	34%	(112)	47%	(152)	14%	(45)	4%	(12)	2%	(7)	327
Relig: Roman Catholic	31%	(87)	48%	(135)	14%	(40)	5%	(13)	2%	(6)	281
Relig: Ath./Agn./None	36%	(132)	40%	(145)	13%	(47)	8%	(30)	3%	(13)	366
Relig: Something Else	33%	(60)	44%	(82)	13%	(24)	8%	(14)	2%	(4)	184
Relig: Evangelical	39%	(138)	40%	(142)	15%	(53)	5%	(16)	1%	(5)	354
Relig: Non-Evang. Catholics	32%	(123)	48%	(186)	14%	(54)	4%	(15)	3%	(10)	389
Relig: All Christian	35%	(261)	44%	(328)	15%	(108)	4%	(32)	2%	(15)	743
Relig: All Non-Christian	35%	(192)	41%	(226)	13%	(71)	8%	(44)	3%	(17)	550
Community: Urban	41%	(137)	39%	(129)	12%	(38)	6%	(18)	3%	(8)	331
Community: Suburban	33%	(215)	45%	(287)	15%	(94)	5%	(33)	2%	(14)	643
Community: Rural	32%	(103)	43%	(138)	15%	(47)	7%	(24)	3%	(9)	321
Employ: Private Sector	35%	(141)	46%	(186)	12%	(49)	7%	(27)	1%	(3)	406
Employ: Government	21%	(20)	55%	(52)	13%	(12)	11%	(10)	1%	(1)	94
Employ: Self-Employed	38%	(42)	46%	(51)	8%	(9)	4%	(4)	4%	(4)	111
Employ: Homemaker	39%	(40)	42%	(43)	11%	(11)	8%	(8)	—	(0)	102
Employ: Retired	34%	(117)	41%	(142)	16%	(56)	4%	(15)	3%	(12)	342
Employ: Unemployed	45%	(51)	32%	(36)	17%	(19)	5%	(6)	1%	(1)	114
Employ: Other	37%	(31)	35%	(29)	15%	(13)	4%	(4)	8%	(7)	83
Military HH: Yes	35%	(98)	43%	(120)	12%	(33)	6%	(16)	4%	(12)	280
Military HH: No	35%	(357)	43%	(435)	14%	(145)	6%	(59)	2%	(19)	1016
RD/WT: Right Direction	37%	(206)	43%	(239)	12%	(67)	6%	(31)	3%	(15)	558
RD/WT: Wrong Track	34%	(249)	43%	(316)	15%	(112)	6%	(44)	2%	(16)	737

Table BR13_4: *When it comes to your current cable subscription, how satisfied are you with each of the following?*
Amount of content

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	35%	(455)	43%	(555)	14%	(179)	6%	(75)	2%	(31)	1296
Trump Job Approve	35%	(201)	43%	(245)	14%	(80)	5%	(27)	2%	(14)	568
Trump Job Disapprove	36%	(243)	43%	(287)	14%	(92)	6%	(40)	2%	(12)	674
Trump Job Strongly Approve	38%	(117)	40%	(123)	15%	(47)	4%	(13)	3%	(8)	308
Trump Job Somewhat Approve	32%	(84)	47%	(122)	13%	(33)	6%	(15)	2%	(6)	260
Trump Job Somewhat Disapprove	28%	(48)	48%	(80)	16%	(27)	7%	(11)	1%	(2)	169
Trump Job Strongly Disapprove	39%	(195)	41%	(207)	13%	(64)	6%	(29)	2%	(10)	505
#1 Issue: Economy	36%	(127)	43%	(153)	13%	(47)	6%	(22)	2%	(8)	357
#1 Issue: Security	35%	(100)	44%	(128)	13%	(36)	6%	(19)	2%	(6)	288
#1 Issue: Health Care	31%	(64)	47%	(95)	15%	(31)	5%	(10)	2%	(4)	204
#1 Issue: Medicare / Social Security	37%	(71)	39%	(76)	14%	(26)	6%	(12)	4%	(8)	194
#1 Issue: Education	38%	(40)	39%	(41)	18%	(19)	4%	(5)	1%	(1)	105
#1 Issue: Other	35%	(24)	45%	(31)	13%	(9)	5%	(3)	2%	(1)	69
2016 Vote: Democrat Hillary Clinton	38%	(163)	42%	(182)	13%	(56)	5%	(23)	2%	(8)	432
2016 Vote: Republican Donald Trump	35%	(169)	41%	(198)	16%	(78)	5%	(23)	2%	(11)	480
2016 Vote: Someone else	33%	(42)	47%	(61)	12%	(15)	8%	(11)	—	(0)	130
Voted in 2014: Yes	33%	(308)	44%	(408)	15%	(138)	5%	(49)	2%	(18)	920
Voted in 2014: No	39%	(148)	39%	(147)	11%	(41)	7%	(26)	4%	(14)	375
2012 Vote: Barack Obama	36%	(193)	44%	(236)	14%	(78)	5%	(29)	1%	(7)	542
2012 Vote: Mitt Romney	31%	(113)	48%	(177)	16%	(58)	3%	(13)	2%	(9)	369
2012 Vote: Other	30%	(20)	38%	(26)	9%	(6)	21%	(14)	3%	(2)	68
2012 Vote: Didn't Vote	41%	(130)	37%	(115)	12%	(37)	6%	(19)	4%	(13)	315
4-Region: Northeast	32%	(87)	50%	(134)	13%	(34)	4%	(10)	2%	(4)	270
4-Region: Midwest	37%	(97)	37%	(97)	14%	(36)	8%	(21)	4%	(10)	261
4-Region: South	36%	(170)	41%	(193)	15%	(72)	6%	(30)	1%	(5)	470
4-Region: West	34%	(102)	44%	(130)	12%	(36)	5%	(14)	4%	(13)	294
Favorable of Trump	35%	(199)	44%	(247)	13%	(71)	6%	(32)	2%	(12)	561
Unfavorable of Trump	36%	(238)	43%	(286)	14%	(95)	6%	(38)	2%	(12)	668

Continued on next page

Table BR13_4: *When it comes to your current cable subscription, how satisfied are you with each of the following?*
Amount of content

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	35%	(455)	43%	(555)	14%	(179)	6%	(75)	2%	(31)	1296
Very Favorable of Trump	40%	(132)	40%	(131)	13%	(44)	4%	(14)	2%	(8)	328
Somewhat Favorable of Trump	29%	(67)	50%	(117)	11%	(27)	8%	(18)	2%	(5)	234
Somewhat Unfavorable of Trump	30%	(41)	48%	(65)	14%	(18)	8%	(11)	—	(0)	136
Very Unfavorable of Trump	37%	(196)	41%	(220)	14%	(77)	5%	(27)	2%	(12)	532

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

Table BR13_5: *When it comes to your current cable subscription, how satisfied are you with each of the following?*
Quality of content

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	39%	(510)	42%	(540)	13%	(166)	4%	(57)	2%	(22)	1296
Gender: Male	39%	(251)	43%	(277)	13%	(80)	4%	(24)	1%	(6)	638
Gender: Female	39%	(260)	40%	(263)	13%	(86)	5%	(33)	2%	(16)	658
Age: 18-29	47%	(106)	39%	(87)	7%	(16)	4%	(9)	3%	(7)	224
Age: 30-44	39%	(122)	41%	(127)	13%	(39)	6%	(19)	1%	(4)	311
Age: 45-54	39%	(88)	40%	(91)	16%	(36)	4%	(9)	1%	(1)	226
Age: 55-64	36%	(85)	48%	(114)	12%	(28)	4%	(9)	1%	(3)	239
Age: 65+	37%	(109)	41%	(121)	16%	(47)	4%	(11)	2%	(7)	296
Generation Z: 18-21	56%	(46)	34%	(28)	5%	(4)	2%	(1)	4%	(3)	82
Millennial: Age 22-37	41%	(121)	39%	(116)	11%	(31)	7%	(21)	3%	(8)	297
Generation X: Age 38-53	39%	(143)	42%	(153)	15%	(54)	4%	(15)	—	(1)	366
Boomers: Age 54-72	36%	(165)	46%	(215)	12%	(56)	4%	(19)	2%	(8)	463
PID: Dem (no lean)	41%	(177)	42%	(183)	11%	(49)	4%	(18)	1%	(4)	430
PID: Ind (no lean)	37%	(172)	40%	(186)	14%	(63)	6%	(26)	3%	(13)	459
PID: Rep (no lean)	40%	(162)	42%	(171)	13%	(54)	3%	(13)	1%	(6)	406
PID/Gender: Dem Men	43%	(91)	46%	(96)	9%	(19)	2%	(4)	—	(1)	211
PID/Gender: Dem Women	39%	(86)	39%	(86)	14%	(30)	6%	(14)	1%	(3)	219
PID/Gender: Ind Men	35%	(74)	41%	(86)	16%	(34)	7%	(14)	2%	(4)	212
PID/Gender: Ind Women	40%	(98)	40%	(100)	12%	(29)	5%	(12)	4%	(9)	248
PID/Gender: Rep Men	40%	(86)	44%	(94)	13%	(27)	2%	(5)	1%	(2)	215
PID/Gender: Rep Women	40%	(76)	40%	(77)	14%	(27)	4%	(8)	2%	(4)	191
Ideo: Liberal (1-3)	44%	(191)	40%	(174)	11%	(50)	3%	(13)	2%	(8)	436
Ideo: Moderate (4)	38%	(101)	41%	(110)	14%	(38)	5%	(14)	1%	(4)	267
Ideo: Conservative (5-7)	34%	(148)	47%	(204)	14%	(62)	4%	(17)	1%	(6)	437
Educ: < College	44%	(369)	38%	(314)	12%	(99)	4%	(35)	2%	(18)	834
Educ: Bachelors degree	31%	(91)	47%	(140)	16%	(47)	5%	(14)	1%	(4)	296
Educ: Post-grad	31%	(50)	52%	(86)	12%	(20)	5%	(8)	—	(0)	165

Table BR13_5: *When it comes to your current cable subscription, how satisfied are you with each of the following?*
Quality of content

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	39%	(510)	42%	(540)	13%	(166)	4%	(57)	2%	(22)	1296
Income: Under 50k	44%	(299)	36%	(246)	13%	(92)	4%	(28)	2%	(16)	681
Income: 50k-100k	38%	(159)	44%	(183)	12%	(48)	5%	(20)	2%	(6)	416
Income: 100k+	26%	(52)	56%	(111)	13%	(26)	4%	(9)	—	(0)	198
Ethnicity: White	37%	(379)	43%	(438)	14%	(138)	4%	(45)	2%	(20)	1021
Ethnicity: Hispanic	47%	(89)	35%	(65)	10%	(18)	7%	(13)	2%	(3)	188
Ethnicity: Afr. Am.	54%	(90)	30%	(49)	10%	(16)	5%	(8)	1%	(2)	165
Ethnicity: Other	38%	(41)	48%	(52)	10%	(11)	4%	(4)	—	(0)	109
Relig: Protestant	37%	(121)	44%	(142)	15%	(50)	3%	(10)	1%	(4)	327
Relig: Roman Catholic	35%	(99)	47%	(132)	13%	(36)	4%	(12)	1%	(2)	281
Relig: Ath./Agn./None	40%	(148)	39%	(143)	12%	(42)	6%	(22)	3%	(10)	366
Relig: Something Else	41%	(75)	44%	(81)	10%	(19)	4%	(7)	2%	(3)	184
Relig: Evangelical	45%	(158)	36%	(126)	15%	(52)	4%	(14)	1%	(4)	354
Relig: Non-Evang. Catholics	33%	(128)	49%	(190)	13%	(52)	4%	(14)	1%	(5)	389
Relig: All Christian	39%	(286)	43%	(316)	14%	(104)	4%	(28)	1%	(9)	743
Relig: All Non-Christian	41%	(223)	41%	(224)	11%	(61)	5%	(29)	2%	(13)	550
Community: Urban	48%	(160)	34%	(113)	12%	(40)	4%	(13)	2%	(6)	331
Community: Suburban	36%	(230)	45%	(290)	13%	(83)	5%	(29)	2%	(11)	643
Community: Rural	38%	(121)	43%	(137)	13%	(43)	5%	(15)	2%	(5)	321
Employ: Private Sector	38%	(154)	43%	(177)	13%	(54)	4%	(17)	1%	(4)	406
Employ: Government	31%	(30)	41%	(38)	19%	(18)	7%	(7)	2%	(2)	94
Employ: Self-Employed	40%	(44)	47%	(52)	10%	(11)	1%	(2)	2%	(2)	111
Employ: Homemaker	42%	(43)	42%	(43)	7%	(7)	9%	(9)	—	(0)	102
Employ: Retired	37%	(127)	42%	(145)	15%	(51)	4%	(12)	2%	(8)	342
Employ: Unemployed	57%	(65)	31%	(35)	8%	(10)	2%	(2)	2%	(2)	114
Employ: Other	38%	(31)	39%	(32)	14%	(11)	6%	(5)	4%	(3)	83
Military HH: Yes	37%	(103)	40%	(113)	14%	(40)	6%	(18)	2%	(7)	280
Military HH: No	40%	(408)	42%	(427)	12%	(126)	4%	(39)	2%	(15)	1016
RD/WT: Right Direction	41%	(231)	40%	(224)	12%	(67)	5%	(26)	2%	(9)	558
RD/WT: Wrong Track	38%	(279)	43%	(316)	13%	(99)	4%	(31)	2%	(13)	737

Table BR13_5: *When it comes to your current cable subscription, how satisfied are you with each of the following?*
Quality of content

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	39%	(510)	42%	(540)	13%	(166)	4%	(57)	2%	(22)	1296
Trump Job Approve	40%	(227)	43%	(242)	12%	(70)	4%	(21)	1%	(7)	568
Trump Job Disapprove	39%	(266)	41%	(280)	13%	(87)	5%	(31)	2%	(11)	674
Trump Job Strongly Approve	43%	(134)	38%	(116)	15%	(46)	3%	(9)	1%	(4)	308
Trump Job Somewhat Approve	36%	(93)	49%	(127)	9%	(25)	5%	(13)	1%	(3)	260
Trump Job Somewhat Disapprove	35%	(60)	43%	(73)	14%	(24)	6%	(10)	1%	(2)	169
Trump Job Strongly Disapprove	41%	(207)	41%	(206)	12%	(62)	4%	(21)	2%	(9)	505
#1 Issue: Economy	40%	(143)	42%	(149)	12%	(43)	5%	(18)	1%	(3)	357
#1 Issue: Security	39%	(111)	42%	(122)	12%	(34)	5%	(16)	2%	(5)	288
#1 Issue: Health Care	32%	(65)	49%	(101)	14%	(28)	4%	(8)	1%	(3)	204
#1 Issue: Medicare / Social Security	43%	(83)	35%	(69)	16%	(32)	3%	(7)	2%	(4)	194
#1 Issue: Education	41%	(43)	46%	(48)	9%	(10)	3%	(3)	1%	(1)	105
#1 Issue: Other	43%	(30)	38%	(26)	10%	(7)	6%	(4)	2%	(1)	69
2016 Vote: Democrat Hillary Clinton	39%	(167)	45%	(193)	11%	(49)	4%	(18)	1%	(6)	432
2016 Vote: Republican Donald Trump	38%	(182)	41%	(198)	16%	(75)	3%	(16)	2%	(8)	480
2016 Vote: Someone else	40%	(52)	36%	(47)	14%	(18)	9%	(11)	1%	(1)	130
Voted in 2014: Yes	37%	(339)	43%	(396)	14%	(132)	5%	(42)	1%	(11)	920
Voted in 2014: No	46%	(172)	38%	(144)	9%	(34)	4%	(15)	3%	(11)	375
2012 Vote: Barack Obama	39%	(210)	41%	(221)	14%	(78)	5%	(25)	1%	(8)	542
2012 Vote: Mitt Romney	35%	(128)	47%	(173)	15%	(56)	2%	(8)	1%	(4)	369
2012 Vote: Other	31%	(21)	36%	(24)	10%	(7)	20%	(14)	3%	(2)	68
2012 Vote: Didn't Vote	47%	(150)	38%	(121)	8%	(26)	3%	(10)	3%	(9)	315
4-Region: Northeast	37%	(100)	48%	(130)	10%	(28)	3%	(9)	1%	(3)	270
4-Region: Midwest	43%	(111)	35%	(92)	16%	(42)	4%	(11)	2%	(6)	261
4-Region: South	40%	(187)	43%	(200)	12%	(58)	4%	(21)	1%	(4)	470
4-Region: West	38%	(112)	40%	(118)	13%	(38)	6%	(17)	3%	(9)	294
Favorable of Trump	40%	(223)	42%	(236)	13%	(71)	4%	(25)	1%	(6)	561
Unfavorable of Trump	39%	(263)	42%	(278)	13%	(87)	5%	(30)	2%	(10)	668

Table BR13_5: *When it comes to your current cable subscription, how satisfied are you with each of the following?*
Quality of content

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	39%	(510)	42%	(540)	13%	(166)	4%	(57)	2%	(22)	1296
Very Favorable of Trump	44%	(144)	39%	(128)	13%	(42)	4%	(12)	1%	(2)	328
Somewhat Favorable of Trump	34%	(80)	46%	(108)	12%	(28)	5%	(13)	2%	(5)	234
Somewhat Unfavorable of Trump	38%	(52)	41%	(56)	13%	(18)	6%	(8)	1%	(1)	136
Very Unfavorable of Trump	40%	(211)	42%	(222)	13%	(68)	4%	(22)	2%	(9)	532

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

Table BR13_6: *When it comes to your current cable subscription, how satisfied are you with each of the following?*
Speed at which content is delivered (e.g. few to no lags)

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	42%	(545)	41%	(530)	11%	(143)	4%	(51)	2%	(26)	1296
Gender: Male	46%	(295)	39%	(250)	9%	(57)	4%	(26)	2%	(10)	638
Gender: Female	38%	(251)	43%	(280)	13%	(85)	4%	(26)	2%	(16)	658
Age: 18-29	45%	(102)	35%	(79)	11%	(25)	6%	(13)	2%	(5)	224
Age: 30-44	40%	(124)	42%	(131)	11%	(34)	6%	(18)	1%	(3)	311
Age: 45-54	43%	(97)	39%	(89)	15%	(33)	2%	(4)	1%	(3)	226
Age: 55-64	42%	(100)	46%	(109)	9%	(21)	3%	(6)	1%	(3)	239
Age: 65+	41%	(122)	41%	(121)	11%	(31)	3%	(10)	4%	(12)	296
Generation Z: 18-21	47%	(39)	35%	(28)	10%	(8)	6%	(5)	3%	(2)	82
Millennial: Age 22-37	41%	(121)	37%	(110)	12%	(37)	8%	(24)	2%	(5)	297
Generation X: Age 38-53	43%	(158)	42%	(152)	13%	(46)	2%	(6)	1%	(3)	366
Boomers: Age 54-72	41%	(192)	44%	(202)	10%	(44)	3%	(14)	2%	(11)	463
PID: Dem (no lean)	44%	(189)	38%	(166)	13%	(58)	3%	(14)	1%	(4)	430
PID: Ind (no lean)	39%	(179)	40%	(186)	12%	(54)	5%	(25)	3%	(15)	459
PID: Rep (no lean)	44%	(177)	44%	(178)	8%	(31)	3%	(13)	2%	(7)	406
PID/Gender: Dem Men	52%	(110)	35%	(75)	9%	(20)	3%	(6)	—	(1)	211
PID/Gender: Dem Women	36%	(79)	42%	(91)	17%	(38)	4%	(8)	2%	(4)	219
PID/Gender: Ind Men	41%	(86)	37%	(79)	11%	(23)	7%	(15)	3%	(7)	212
PID/Gender: Ind Women	37%	(93)	43%	(107)	12%	(31)	4%	(10)	3%	(8)	248
PID/Gender: Rep Men	46%	(98)	45%	(96)	7%	(14)	2%	(5)	1%	(2)	215
PID/Gender: Rep Women	41%	(79)	43%	(83)	9%	(17)	4%	(8)	3%	(5)	191
Ideo: Liberal (1-3)	43%	(188)	39%	(172)	12%	(53)	4%	(17)	1%	(6)	436
Ideo: Moderate (4)	40%	(106)	44%	(117)	11%	(28)	3%	(7)	3%	(8)	267
Ideo: Conservative (5-7)	42%	(182)	42%	(186)	10%	(44)	4%	(16)	2%	(8)	437
Educ: < College	44%	(371)	37%	(313)	11%	(95)	4%	(34)	3%	(22)	834
Educ: Bachelors degree	35%	(103)	49%	(144)	10%	(31)	5%	(16)	1%	(3)	296
Educ: Post-grad	43%	(71)	44%	(73)	10%	(17)	1%	(2)	1%	(2)	165

Table BR13_6: *When it comes to your current cable subscription, how satisfied are you with each of the following?*
Speed at which content is delivered (e.g. few to no lags)

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	42%	(545)	41%	(530)	11%	(143)	4%	(51)	2%	(26)	1296
Income: Under 50k	44%	(299)	38%	(256)	12%	(84)	4%	(26)	2%	(17)	681
Income: 50k-100k	42%	(176)	44%	(183)	8%	(34)	3%	(14)	2%	(9)	416
Income: 100k+	35%	(70)	46%	(91)	13%	(25)	6%	(11)	—	(1)	198
Ethnicity: White	40%	(412)	43%	(439)	11%	(112)	4%	(36)	2%	(23)	1021
Ethnicity: Hispanic	44%	(84)	34%	(64)	13%	(25)	8%	(15)	1%	(2)	188
Ethnicity: Afr. Am.	52%	(86)	29%	(48)	11%	(18)	6%	(10)	2%	(3)	165
Ethnicity: Other	44%	(48)	40%	(43)	12%	(13)	5%	(5)	—	(0)	109
Relig: Protestant	45%	(146)	44%	(143)	8%	(27)	3%	(9)	1%	(3)	327
Relig: Roman Catholic	38%	(108)	45%	(125)	10%	(28)	4%	(12)	3%	(7)	281
Relig: Ath./Agn./None	37%	(135)	43%	(156)	13%	(47)	5%	(17)	3%	(10)	366
Relig: Something Else	48%	(88)	36%	(67)	12%	(23)	3%	(5)	1%	(2)	184
Relig: Evangelical	46%	(163)	37%	(130)	12%	(41)	4%	(15)	1%	(5)	354
Relig: Non-Evang. Catholics	41%	(158)	46%	(178)	8%	(30)	4%	(14)	2%	(9)	389
Relig: All Christian	43%	(321)	41%	(307)	10%	(72)	4%	(30)	2%	(14)	743
Relig: All Non-Christian	41%	(223)	40%	(223)	13%	(70)	4%	(22)	2%	(12)	550
Community: Urban	48%	(159)	35%	(117)	11%	(37)	3%	(9)	3%	(9)	331
Community: Suburban	40%	(255)	44%	(282)	11%	(71)	3%	(21)	2%	(13)	643
Community: Rural	41%	(131)	40%	(130)	11%	(35)	7%	(22)	1%	(4)	321
Employ: Private Sector	42%	(172)	44%	(179)	10%	(40)	3%	(13)	1%	(3)	406
Employ: Government	30%	(29)	42%	(40)	18%	(17)	9%	(9)	—	(0)	94
Employ: Self-Employed	45%	(49)	41%	(45)	9%	(10)	2%	(3)	3%	(4)	111
Employ: Homemaker	46%	(47)	38%	(39)	13%	(13)	3%	(3)	1%	(1)	102
Employ: Retired	42%	(143)	41%	(140)	10%	(35)	4%	(12)	4%	(13)	342
Employ: Unemployed	45%	(51)	43%	(49)	7%	(8)	3%	(4)	2%	(2)	114
Employ: Other	42%	(35)	31%	(26)	17%	(14)	6%	(5)	3%	(3)	83
Military HH: Yes	40%	(113)	40%	(113)	11%	(32)	5%	(14)	3%	(9)	280
Military HH: No	43%	(432)	41%	(416)	11%	(111)	4%	(38)	2%	(17)	1016
RD/WT: Right Direction	43%	(241)	41%	(229)	9%	(49)	5%	(29)	2%	(12)	558
RD/WT: Wrong Track	41%	(305)	41%	(301)	13%	(94)	3%	(23)	2%	(15)	737

Table BR13_6: *When it comes to your current cable subscription, how satisfied are you with each of the following?*
Speed at which content is delivered (e.g. few to no lags)

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	42%	(545)	41%	(530)	11%	(143)	4%	(51)	2%	(26)	1296
Trump Job Approve	42%	(240)	43%	(244)	9%	(52)	4%	(22)	2%	(10)	568
Trump Job Disapprove	43%	(289)	40%	(266)	12%	(83)	3%	(23)	2%	(12)	674
Trump Job Strongly Approve	47%	(146)	40%	(124)	7%	(21)	3%	(10)	3%	(8)	308
Trump Job Somewhat Approve	36%	(95)	46%	(120)	12%	(31)	5%	(12)	1%	(2)	260
Trump Job Somewhat Disapprove	38%	(64)	44%	(74)	11%	(19)	5%	(9)	2%	(4)	169
Trump Job Strongly Disapprove	45%	(226)	38%	(193)	13%	(64)	3%	(14)	2%	(9)	505
#1 Issue: Economy	44%	(156)	39%	(139)	12%	(42)	4%	(15)	1%	(5)	357
#1 Issue: Security	40%	(115)	43%	(125)	10%	(30)	4%	(10)	3%	(9)	288
#1 Issue: Health Care	40%	(81)	44%	(90)	12%	(25)	3%	(6)	1%	(1)	204
#1 Issue: Medicare / Social Security	43%	(84)	41%	(80)	8%	(16)	5%	(9)	3%	(5)	194
#1 Issue: Education	48%	(51)	37%	(39)	10%	(11)	4%	(4)	1%	(1)	105
#1 Issue: Other	44%	(30)	36%	(25)	14%	(9)	4%	(3)	3%	(2)	69
2016 Vote: Democrat Hillary Clinton	45%	(193)	38%	(164)	13%	(56)	3%	(12)	2%	(7)	432
2016 Vote: Republican Donald Trump	40%	(193)	44%	(210)	9%	(43)	5%	(23)	2%	(11)	480
2016 Vote: Someone else	44%	(57)	37%	(48)	13%	(16)	5%	(7)	1%	(1)	130
Voted in 2014: Yes	41%	(375)	42%	(386)	12%	(107)	4%	(37)	2%	(16)	920
Voted in 2014: No	45%	(170)	38%	(144)	10%	(36)	4%	(14)	3%	(11)	375
2012 Vote: Barack Obama	42%	(229)	39%	(213)	13%	(68)	5%	(26)	1%	(6)	542
2012 Vote: Mitt Romney	39%	(144)	48%	(176)	8%	(29)	3%	(11)	3%	(9)	369
2012 Vote: Other	38%	(26)	37%	(25)	19%	(13)	4%	(2)	3%	(2)	68
2012 Vote: Didn't Vote	47%	(147)	36%	(114)	10%	(33)	4%	(12)	3%	(10)	315
4-Region: Northeast	41%	(111)	44%	(118)	11%	(30)	2%	(7)	2%	(5)	270
4-Region: Midwest	48%	(125)	35%	(92)	9%	(24)	5%	(12)	3%	(7)	261
4-Region: South	42%	(200)	38%	(180)	13%	(63)	5%	(22)	1%	(5)	470
4-Region: West	37%	(110)	47%	(139)	9%	(26)	3%	(10)	3%	(10)	294
Favorable of Trump	42%	(234)	43%	(242)	10%	(54)	4%	(22)	1%	(8)	561
Unfavorable of Trump	43%	(289)	40%	(265)	11%	(74)	4%	(27)	2%	(13)	668

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Table BR13_6: *When it comes to your current cable subscription, how satisfied are you with each of the following?*
Speed at which content is delivered (e.g. few to no lags)

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	42%	(545)	41%	(530)	11%	(143)	4%	(51)	2%	(26)	1296
Very Favorable of Trump	45%	(148)	43%	(140)	7%	(24)	3%	(10)	2%	(6)	328
Somewhat Favorable of Trump	37%	(86)	44%	(103)	13%	(30)	5%	(12)	1%	(3)	234
Somewhat Unfavorable of Trump	41%	(56)	44%	(60)	7%	(10)	7%	(9)	1%	(2)	136
Very Unfavorable of Trump	44%	(233)	39%	(206)	12%	(64)	3%	(18)	2%	(11)	532

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

Table BR14: *How satisfied are you with the number of commercials during your programming?*

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	10%	(134)	26%	(335)	34%	(444)	25%	(322)	5%	(59)	1296
Gender: Male	13%	(83)	26%	(167)	32%	(204)	25%	(158)	4%	(25)	638
Gender: Female	8%	(51)	26%	(168)	37%	(240)	25%	(164)	5%	(34)	658
Age: 18-29	19%	(43)	29%	(64)	31%	(70)	17%	(37)	4%	(9)	224
Age: 30-44	15%	(47)	29%	(91)	30%	(94)	22%	(67)	4%	(12)	311
Age: 45-54	7%	(16)	34%	(76)	34%	(77)	19%	(44)	6%	(13)	226
Age: 55-64	6%	(15)	25%	(61)	37%	(88)	26%	(63)	5%	(12)	239
Age: 65+	4%	(13)	15%	(44)	39%	(116)	38%	(111)	4%	(12)	296
Generation Z: 18-21	18%	(15)	32%	(26)	34%	(27)	10%	(8)	6%	(5)	82
Millennial: Age 22-37	18%	(53)	27%	(81)	29%	(85)	22%	(65)	4%	(12)	297
Generation X: Age 38-53	10%	(38)	32%	(116)	34%	(123)	20%	(72)	5%	(18)	366
Boomers: Age 54-72	5%	(22)	23%	(106)	38%	(177)	30%	(140)	4%	(18)	463
PID: Dem (no lean)	12%	(50)	28%	(121)	32%	(137)	23%	(99)	5%	(23)	430
PID: Ind (no lean)	10%	(45)	25%	(115)	37%	(170)	25%	(114)	4%	(17)	459
PID: Rep (no lean)	10%	(40)	25%	(99)	34%	(138)	27%	(110)	5%	(19)	406
PID/Gender: Dem Men	18%	(38)	25%	(53)	33%	(70)	21%	(44)	3%	(5)	211
PID/Gender: Dem Women	5%	(12)	31%	(68)	31%	(67)	25%	(55)	8%	(18)	219
PID/Gender: Ind Men	10%	(21)	26%	(54)	34%	(71)	27%	(58)	4%	(8)	212
PID/Gender: Ind Women	10%	(24)	24%	(61)	40%	(99)	23%	(56)	3%	(9)	248
PID/Gender: Rep Men	11%	(24)	28%	(60)	29%	(63)	26%	(56)	6%	(12)	215
PID/Gender: Rep Women	8%	(16)	21%	(40)	39%	(75)	28%	(53)	4%	(7)	191
Ideo: Liberal (1-3)	14%	(62)	29%	(127)	33%	(144)	20%	(88)	4%	(16)	436
Ideo: Moderate (4)	8%	(22)	28%	(75)	37%	(99)	23%	(60)	4%	(10)	267
Ideo: Conservative (5-7)	7%	(30)	25%	(107)	34%	(150)	30%	(133)	4%	(17)	437
Educ: < College	12%	(103)	24%	(200)	32%	(270)	26%	(215)	5%	(45)	834
Educ: Bachelors degree	6%	(17)	34%	(100)	34%	(99)	25%	(73)	2%	(7)	296
Educ: Post-grad	9%	(15)	21%	(35)	45%	(75)	21%	(34)	4%	(6)	165
Income: Under 50k	12%	(83)	25%	(173)	32%	(215)	26%	(174)	5%	(37)	681
Income: 50k-100k	9%	(39)	26%	(110)	36%	(151)	25%	(102)	3%	(14)	416
Income: 100k+	6%	(13)	27%	(53)	40%	(79)	23%	(47)	4%	(7)	198

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Table BR14: *How satisfied are you with the number of commercials during your programming?*

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	10%	(134)	26%	(335)	34%	(444)	25%	(322)	5%	(59)	1296
Ethnicity: White	8%	(80)	25%	(254)	37%	(375)	26%	(269)	4%	(44)	1021
Ethnicity: Hispanic	17%	(32)	30%	(56)	31%	(58)	18%	(34)	4%	(7)	188
Ethnicity: Afr. Am.	21%	(35)	28%	(47)	25%	(42)	17%	(28)	8%	(13)	165
Ethnicity: Other	18%	(19)	32%	(35)	25%	(28)	24%	(26)	1%	(1)	109
Relig: Protestant	9%	(29)	23%	(75)	40%	(130)	25%	(82)	3%	(11)	327
Relig: Roman Catholic	8%	(21)	29%	(82)	36%	(102)	26%	(73)	1%	(3)	281
Relig: Ath./Agn./None	9%	(33)	27%	(98)	31%	(115)	25%	(92)	8%	(28)	366
Relig: Something Else	10%	(19)	24%	(44)	35%	(65)	26%	(48)	5%	(9)	184
Relig: Evangelical	17%	(60)	24%	(85)	33%	(117)	22%	(80)	4%	(13)	354
Relig: Non-Evang. Catholics	6%	(21)	28%	(109)	38%	(147)	26%	(102)	2%	(9)	389
Relig: All Christian	11%	(82)	26%	(194)	36%	(264)	24%	(181)	3%	(22)	743
Relig: All Non-Christian	9%	(51)	26%	(142)	33%	(180)	25%	(140)	7%	(37)	550
Community: Urban	15%	(48)	26%	(85)	30%	(101)	23%	(77)	6%	(21)	331
Community: Suburban	8%	(49)	28%	(180)	35%	(225)	24%	(155)	5%	(34)	643
Community: Rural	12%	(37)	22%	(71)	37%	(118)	28%	(90)	1%	(5)	321
Employ: Private Sector	12%	(49)	29%	(120)	33%	(132)	22%	(90)	4%	(14)	406
Employ: Government	9%	(9)	32%	(30)	36%	(34)	20%	(19)	2%	(2)	94
Employ: Self-Employed	16%	(18)	33%	(36)	27%	(29)	24%	(27)	1%	(1)	111
Employ: Homemaker	15%	(15)	28%	(29)	32%	(33)	22%	(23)	3%	(3)	102
Employ: Retired	5%	(16)	20%	(67)	37%	(126)	33%	(114)	5%	(18)	342
Employ: Unemployed	14%	(16)	21%	(23)	33%	(38)	21%	(24)	11%	(12)	114
Employ: Other	8%	(7)	21%	(18)	40%	(33)	24%	(20)	6%	(5)	83
Military HH: Yes	11%	(30)	21%	(59)	33%	(92)	32%	(90)	3%	(9)	280
Military HH: No	10%	(104)	27%	(277)	35%	(352)	23%	(233)	5%	(50)	1016
RD/WT: Right Direction	13%	(74)	27%	(149)	31%	(170)	26%	(145)	4%	(20)	558
RD/WT: Wrong Track	8%	(60)	25%	(186)	37%	(274)	24%	(177)	5%	(39)	737
Trump Job Approve	12%	(67)	24%	(139)	33%	(188)	27%	(154)	4%	(20)	568
Trump Job Disapprove	10%	(64)	27%	(179)	36%	(244)	23%	(153)	5%	(33)	674

Table BR14: *How satisfied are you with the number of commercials during your programming?*

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	10%	(134)	26%	(335)	34%	(444)	25%	(322)	5%	(59)	1296
Trump Job Strongly Approve	15%	(46)	21%	(65)	28%	(85)	33%	(101)	4%	(12)	308
Trump Job Somewhat Approve	8%	(21)	28%	(74)	40%	(103)	20%	(53)	3%	(9)	260
Trump Job Somewhat Disapprove	10%	(16)	28%	(48)	38%	(65)	21%	(35)	3%	(5)	169
Trump Job Strongly Disapprove	9%	(48)	26%	(131)	36%	(180)	23%	(118)	6%	(29)	505
#1 Issue: Economy	9%	(33)	29%	(102)	35%	(125)	23%	(81)	4%	(15)	357
#1 Issue: Security	10%	(30)	22%	(63)	38%	(110)	26%	(74)	4%	(11)	288
#1 Issue: Health Care	7%	(14)	29%	(60)	38%	(78)	21%	(43)	4%	(8)	204
#1 Issue: Medicare / Social Security	6%	(12)	17%	(32)	31%	(61)	40%	(77)	7%	(13)	194
#1 Issue: Education	17%	(18)	29%	(31)	34%	(35)	16%	(17)	4%	(5)	105
#1 Issue: Other	16%	(11)	29%	(20)	25%	(17)	26%	(18)	4%	(3)	69
2016 Vote: Democrat Hillary Clinton	11%	(47)	27%	(118)	34%	(147)	23%	(98)	5%	(23)	432
2016 Vote: Republican Donald Trump	9%	(45)	24%	(113)	34%	(161)	29%	(140)	4%	(20)	480
2016 Vote: Someone else	12%	(16)	24%	(31)	37%	(48)	25%	(32)	3%	(4)	130
Voted in 2014: Yes	9%	(84)	25%	(232)	34%	(313)	28%	(256)	4%	(35)	920
Voted in 2014: No	13%	(51)	28%	(103)	35%	(132)	18%	(66)	6%	(24)	375
2012 Vote: Barack Obama	10%	(54)	28%	(152)	34%	(184)	23%	(127)	5%	(25)	542
2012 Vote: Mitt Romney	6%	(23)	23%	(84)	36%	(131)	32%	(119)	3%	(12)	369
2012 Vote: Other	15%	(10)	19%	(13)	31%	(21)	28%	(19)	8%	(5)	68
2012 Vote: Didn't Vote	15%	(46)	28%	(87)	34%	(108)	18%	(56)	5%	(17)	315
4-Region: Northeast	5%	(15)	28%	(76)	37%	(99)	25%	(69)	4%	(12)	270
4-Region: Midwest	13%	(33)	27%	(70)	30%	(78)	25%	(66)	5%	(14)	261
4-Region: South	12%	(56)	23%	(110)	35%	(163)	25%	(118)	5%	(24)	470
4-Region: West	10%	(31)	27%	(80)	35%	(104)	24%	(70)	3%	(10)	294
Favorable of Trump	11%	(63)	23%	(129)	34%	(190)	28%	(160)	3%	(19)	561
Unfavorable of Trump	10%	(65)	29%	(190)	35%	(237)	22%	(147)	4%	(30)	668
Very Favorable of Trump	13%	(44)	21%	(69)	30%	(100)	32%	(106)	3%	(9)	328
Somewhat Favorable of Trump	9%	(20)	26%	(60)	39%	(91)	23%	(54)	4%	(9)	234
Somewhat Unfavorable of Trump	7%	(9)	40%	(54)	38%	(52)	13%	(18)	2%	(2)	136
Very Unfavorable of Trump	10%	(55)	26%	(136)	35%	(184)	24%	(129)	5%	(27)	532

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

Table BR15: *Are you subscribed to a streaming service like Netflix or Amazon Prime?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	66%	(1448)	32%	(701)	2%	(53)	2203
Gender: Male	65%	(689)	33%	(350)	2%	(25)	1063
Gender: Female	67%	(759)	31%	(352)	2%	(28)	1140
Age: 18-29	77%	(365)	17%	(80)	6%	(26)	472
Age: 30-44	77%	(418)	20%	(109)	3%	(15)	542
Age: 45-54	66%	(246)	31%	(117)	2%	(8)	371
Age: 55-64	54%	(207)	45%	(172)	—	(1)	381
Age: 65+	48%	(211)	51%	(223)	1%	(3)	437
Generation Z: 18-21	72%	(125)	21%	(36)	7%	(12)	173
Millennial: Age 22-37	79%	(472)	17%	(100)	4%	(22)	594
Generation X: Age 38-53	70%	(414)	27%	(160)	3%	(16)	589
Boomers: Age 54-72	53%	(381)	46%	(329)	1%	(4)	714
PID: Dem (no lean)	69%	(478)	30%	(208)	1%	(6)	693
PID: Ind (no lean)	65%	(570)	31%	(271)	4%	(32)	873
PID: Rep (no lean)	63%	(400)	35%	(222)	2%	(15)	637
PID/Gender: Dem Men	69%	(238)	30%	(103)	1%	(3)	344
PID/Gender: Dem Women	69%	(240)	30%	(105)	1%	(3)	349
PID/Gender: Ind Men	61%	(239)	36%	(139)	3%	(11)	389
PID/Gender: Ind Women	68%	(331)	27%	(132)	4%	(21)	484
PID/Gender: Rep Men	64%	(212)	33%	(108)	3%	(11)	330
PID/Gender: Rep Women	61%	(188)	37%	(115)	1%	(4)	307
Ideo: Liberal (1-3)	68%	(499)	29%	(212)	3%	(18)	730
Ideo: Moderate (4)	70%	(316)	29%	(131)	1%	(4)	451
Ideo: Conservative (5-7)	62%	(442)	36%	(256)	1%	(10)	707
Educ: < College	62%	(940)	34%	(522)	3%	(52)	1514
Educ: Bachelors degree	74%	(330)	25%	(113)	—	(1)	444
Educ: Post-grad	73%	(178)	27%	(66)	—	(1)	244
Income: Under 50k	61%	(781)	36%	(463)	3%	(40)	1284
Income: 50k-100k	71%	(460)	27%	(176)	1%	(9)	645
Income: 100k+	76%	(208)	23%	(63)	2%	(4)	274

Table BR15: *Are you subscribed to a streaming service like Netflix or Amazon Prime?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	66%	(1448)	32%	(701)	2%	(53)	2203
Ethnicity: White	66%	(1138)	32%	(557)	2%	(28)	1724
Ethnicity: Hispanic	73%	(257)	20%	(71)	6%	(23)	350
Ethnicity: Afr. Am.	66%	(180)	32%	(88)	2%	(7)	275
Ethnicity: Other	64%	(130)	28%	(56)	9%	(18)	204
Relig: Protestant	59%	(318)	41%	(221)	1%	(5)	543
Relig: Roman Catholic	65%	(274)	33%	(138)	2%	(8)	420
Relig: Ath./Agn./None	69%	(470)	27%	(184)	4%	(30)	684
Relig: Something Else	71%	(225)	28%	(88)	2%	(6)	319
Relig: Evangelical	63%	(384)	34%	(207)	3%	(17)	608
Relig: Non-Evang. Catholics	62%	(368)	37%	(221)	—	(1)	589
Relig: All Christian	63%	(752)	36%	(428)	1%	(18)	1198
Relig: All Non-Christian	69%	(695)	27%	(272)	4%	(36)	1002
Community: Urban	64%	(365)	33%	(191)	3%	(17)	573
Community: Suburban	71%	(696)	27%	(269)	2%	(17)	982
Community: Rural	60%	(387)	37%	(242)	3%	(19)	648
Employ: Private Sector	71%	(482)	28%	(186)	1%	(8)	677
Employ: Government	82%	(119)	16%	(23)	3%	(4)	145
Employ: Self-Employed	65%	(122)	32%	(60)	2%	(4)	186
Employ: Homemaker	66%	(118)	33%	(60)	1%	(1)	179
Employ: Student	76%	(73)	16%	(15)	9%	(9)	97
Employ: Retired	53%	(270)	46%	(237)	1%	(3)	511
Employ: Unemployed	64%	(138)	32%	(69)	4%	(9)	216
Employ: Other	65%	(125)	27%	(51)	8%	(15)	192
Military HH: Yes	61%	(264)	38%	(164)	1%	(5)	433
Military HH: No	67%	(1184)	30%	(537)	3%	(49)	1770
RD/WT: Right Direction	61%	(555)	36%	(327)	3%	(25)	907
RD/WT: Wrong Track	69%	(893)	29%	(374)	2%	(28)	1296
Trump Job Approve	62%	(578)	36%	(339)	2%	(15)	933
Trump Job Disapprove	70%	(792)	28%	(320)	2%	(22)	1134

Table BR15: *Are you subscribed to a streaming service like Netflix or Amazon Prime?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	66%	(1448)	32%	(701)	2%	(53)	2203
Trump Job Strongly Approve	59%	(282)	40%	(191)	2%	(7)	481
Trump Job Somewhat Approve	66%	(296)	33%	(148)	2%	(8)	452
Trump Job Somewhat Disapprove	70%	(204)	28%	(82)	2%	(7)	293
Trump Job Strongly Disapprove	70%	(587)	28%	(238)	2%	(16)	841
#1 Issue: Economy	69%	(421)	29%	(175)	2%	(12)	609
#1 Issue: Security	64%	(283)	34%	(151)	2%	(11)	445
#1 Issue: Health Care	70%	(234)	30%	(99)	1%	(2)	335
#1 Issue: Medicare / Social Security	50%	(163)	50%	(163)	1%	(2)	327
#1 Issue: Women's Issues	77%	(66)	20%	(17)	4%	(3)	87
#1 Issue: Education	74%	(141)	23%	(44)	3%	(6)	190
#1 Issue: Energy	70%	(52)	20%	(15)	10%	(8)	74
#1 Issue: Other	65%	(88)	28%	(38)	7%	(10)	135
2016 Vote: Democrat Hillary Clinton	70%	(474)	28%	(192)	1%	(8)	673
2016 Vote: Republican Donald Trump	61%	(457)	38%	(286)	1%	(8)	751
2016 Vote: Someone else	70%	(156)	29%	(64)	1%	(2)	223
Voted in 2014: Yes	66%	(934)	33%	(471)	1%	(16)	1422
Voted in 2014: No	66%	(514)	29%	(230)	5%	(37)	781
2012 Vote: Barack Obama	69%	(581)	30%	(250)	1%	(7)	837
2012 Vote: Mitt Romney	61%	(347)	38%	(217)	1%	(8)	571
2012 Vote: Other	63%	(73)	33%	(39)	3%	(4)	116
2012 Vote: Didn't Vote	66%	(448)	29%	(194)	5%	(35)	677
4-Region: Northeast	66%	(260)	32%	(124)	2%	(9)	394
4-Region: Midwest	65%	(302)	32%	(149)	3%	(12)	463
4-Region: South	64%	(532)	33%	(272)	3%	(21)	825
4-Region: West	68%	(354)	30%	(155)	2%	(11)	521
Favorable of Trump	62%	(566)	36%	(333)	2%	(14)	913
Unfavorable of Trump	70%	(790)	28%	(319)	1%	(14)	1122
Very Favorable of Trump	60%	(309)	38%	(199)	2%	(10)	518
Somewhat Favorable of Trump	65%	(258)	34%	(133)	1%	(4)	395
Somewhat Unfavorable of Trump	71%	(169)	26%	(61)	3%	(8)	238
Very Unfavorable of Trump	70%	(621)	29%	(258)	1%	(6)	885

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

Table BR16_1: *When it comes to your current streaming service, how satisfied are you with each of the following?*
Cost

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	46%	(667)	39%	(571)	10%	(144)	3%	(42)	2%	(24)	1448
Gender: Male	43%	(297)	42%	(292)	11%	(77)	2%	(16)	1%	(6)	689
Gender: Female	49%	(370)	37%	(278)	9%	(67)	3%	(26)	2%	(19)	759
Age: 18-29	50%	(184)	35%	(128)	9%	(33)	3%	(11)	3%	(10)	365
Age: 30-44	51%	(215)	35%	(147)	8%	(33)	4%	(16)	2%	(8)	418
Age: 45-54	41%	(102)	47%	(116)	10%	(24)	2%	(4)	—	(1)	246
Age: 55-64	44%	(91)	39%	(81)	13%	(26)	3%	(7)	1%	(2)	207
Age: 65+	36%	(76)	47%	(99)	14%	(29)	2%	(4)	2%	(3)	211
Generation Z: 18-21	48%	(60)	36%	(45)	10%	(12)	2%	(2)	5%	(6)	125
Millennial: Age 22-37	53%	(250)	33%	(157)	8%	(39)	4%	(21)	1%	(4)	472
Generation X: Age 38-53	44%	(183)	43%	(177)	9%	(37)	2%	(7)	2%	(9)	414
Boomers: Age 54-72	39%	(149)	45%	(172)	12%	(45)	3%	(11)	1%	(5)	381
PID: Dem (no lean)	47%	(224)	40%	(189)	10%	(48)	3%	(13)	1%	(4)	478
PID: Ind (no lean)	44%	(250)	40%	(226)	10%	(57)	4%	(23)	3%	(15)	570
PID: Rep (no lean)	48%	(193)	39%	(155)	10%	(39)	2%	(7)	1%	(5)	400
PID/Gender: Dem Men	47%	(111)	41%	(99)	10%	(24)	1%	(3)	1%	(1)	238
PID/Gender: Dem Women	47%	(112)	38%	(90)	10%	(24)	4%	(10)	1%	(3)	240
PID/Gender: Ind Men	39%	(92)	43%	(103)	13%	(30)	4%	(10)	2%	(4)	239
PID/Gender: Ind Women	48%	(158)	37%	(123)	8%	(27)	4%	(13)	3%	(11)	331
PID/Gender: Rep Men	44%	(94)	43%	(91)	11%	(23)	1%	(3)	—	(1)	212
PID/Gender: Rep Women	53%	(99)	34%	(65)	9%	(16)	2%	(4)	2%	(4)	188
Ideo: Liberal (1-3)	48%	(240)	39%	(192)	11%	(57)	1%	(7)	1%	(3)	499
Ideo: Moderate (4)	49%	(154)	39%	(122)	8%	(26)	2%	(7)	2%	(6)	316
Ideo: Conservative (5-7)	42%	(185)	42%	(187)	11%	(48)	4%	(16)	1%	(6)	442
Educ: < College	49%	(458)	37%	(345)	9%	(82)	3%	(32)	2%	(22)	940
Educ: Bachelors degree	42%	(138)	46%	(152)	9%	(31)	2%	(8)	—	(1)	330
Educ: Post-grad	40%	(71)	41%	(73)	17%	(31)	1%	(2)	—	(1)	178

Table BR16_1: *When it comes to your current streaming service, how satisfied are you with each of the following?*
Cost

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	46%	(667)	39%	(571)	10%	(144)	3%	(42)	2%	(24)	1448
Income: Under 50k	49%	(384)	35%	(274)	9%	(73)	4%	(28)	3%	(22)	781
Income: 50k-100k	45%	(206)	42%	(194)	11%	(50)	2%	(9)	—	(0)	460
Income: 100k+	37%	(77)	50%	(103)	10%	(21)	3%	(5)	1%	(2)	208
Ethnicity: White	45%	(507)	41%	(468)	10%	(116)	3%	(30)	2%	(17)	1138
Ethnicity: Hispanic	51%	(132)	32%	(81)	10%	(25)	4%	(11)	3%	(7)	257
Ethnicity: Afr. Am.	51%	(91)	34%	(61)	10%	(18)	4%	(7)	2%	(3)	180
Ethnicity: Other	52%	(68)	32%	(42)	8%	(10)	4%	(5)	3%	(4)	130
Relig: Protestant	42%	(134)	42%	(133)	13%	(42)	2%	(7)	1%	(3)	318
Relig: Roman Catholic	41%	(113)	45%	(124)	10%	(28)	3%	(8)	—	(1)	274
Relig: Ath./Agn./None	49%	(228)	37%	(173)	7%	(34)	4%	(17)	4%	(17)	470
Relig: Something Else	45%	(101)	41%	(92)	10%	(22)	3%	(7)	1%	(3)	225
Relig: Evangelical	49%	(188)	35%	(133)	13%	(48)	3%	(10)	1%	(4)	384
Relig: Non-Evang. Catholics	40%	(149)	46%	(171)	11%	(40)	2%	(8)	—	(1)	368
Relig: All Christian	45%	(337)	40%	(304)	12%	(88)	2%	(18)	1%	(5)	752
Relig: All Non-Christian	47%	(329)	38%	(265)	8%	(56)	3%	(24)	3%	(20)	695
Community: Urban	49%	(178)	37%	(136)	9%	(33)	3%	(12)	2%	(6)	365
Community: Suburban	46%	(321)	40%	(277)	10%	(69)	3%	(18)	2%	(11)	696
Community: Rural	43%	(168)	41%	(157)	11%	(43)	3%	(12)	2%	(7)	387
Employ: Private Sector	47%	(229)	41%	(195)	9%	(42)	3%	(13)	1%	(3)	482
Employ: Government	44%	(53)	41%	(49)	13%	(15)	—	(1)	1%	(2)	119
Employ: Self-Employed	40%	(48)	42%	(52)	13%	(16)	5%	(6)	—	(0)	122
Employ: Homemaker	60%	(71)	30%	(35)	3%	(3)	5%	(6)	3%	(3)	118
Employ: Student	53%	(39)	37%	(27)	5%	(4)	2%	(1)	3%	(2)	73
Employ: Retired	39%	(105)	44%	(119)	14%	(37)	3%	(8)	1%	(2)	270
Employ: Unemployed	45%	(61)	36%	(50)	11%	(16)	2%	(3)	5%	(8)	138
Employ: Other	49%	(62)	35%	(43)	9%	(11)	3%	(4)	4%	(5)	125
Military HH: Yes	41%	(109)	41%	(110)	12%	(32)	4%	(9)	1%	(4)	264
Military HH: No	47%	(558)	39%	(461)	9%	(112)	3%	(33)	2%	(21)	1184
RD/WT: Right Direction	48%	(266)	38%	(212)	10%	(53)	3%	(19)	1%	(5)	555
RD/WT: Wrong Track	45%	(401)	40%	(359)	10%	(91)	3%	(23)	2%	(19)	893

Table BR16_1: *When it comes to your current streaming service, how satisfied are you with each of the following?*
Cost

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	46%	(667)	39%	(571)	10%	(144)	3%	(42)	2%	(24)	1448
Trump Job Approve	49%	(282)	39%	(224)	9%	(54)	2%	(13)	1%	(5)	578
Trump Job Disapprove	45%	(354)	40%	(316)	10%	(83)	3%	(23)	2%	(16)	792
Trump Job Strongly Approve	50%	(141)	41%	(114)	7%	(19)	2%	(5)	1%	(3)	282
Trump Job Somewhat Approve	48%	(141)	37%	(110)	12%	(34)	3%	(9)	1%	(3)	296
Trump Job Somewhat Disapprove	35%	(71)	48%	(99)	13%	(26)	2%	(4)	2%	(5)	204
Trump Job Strongly Disapprove	48%	(283)	37%	(217)	10%	(57)	3%	(19)	2%	(11)	587
#1 Issue: Economy	49%	(205)	37%	(154)	10%	(44)	3%	(14)	1%	(5)	421
#1 Issue: Security	47%	(134)	41%	(115)	10%	(28)	2%	(5)	1%	(2)	283
#1 Issue: Health Care	38%	(89)	47%	(109)	12%	(27)	2%	(5)	1%	(3)	234
#1 Issue: Medicare / Social Security	38%	(61)	46%	(74)	11%	(17)	4%	(6)	2%	(4)	163
#1 Issue: Women's Issues	49%	(32)	31%	(21)	10%	(7)	4%	(3)	5%	(4)	66
#1 Issue: Education	57%	(80)	33%	(47)	6%	(9)	3%	(4)	—	(0)	141
#1 Issue: Energy	50%	(26)	44%	(23)	6%	(3)	—	(0)	—	(0)	52
#1 Issue: Other	45%	(40)	31%	(27)	11%	(9)	5%	(5)	8%	(7)	88
2016 Vote: Democrat Hillary Clinton	45%	(215)	41%	(194)	10%	(48)	3%	(13)	1%	(3)	474
2016 Vote: Republican Donald Trump	44%	(200)	41%	(188)	10%	(47)	4%	(16)	1%	(5)	457
2016 Vote: Someone else	46%	(73)	42%	(66)	9%	(14)	2%	(4)	—	(0)	156
Voted in 2014: Yes	44%	(414)	41%	(387)	10%	(96)	3%	(30)	1%	(8)	934
Voted in 2014: No	49%	(253)	36%	(184)	9%	(48)	2%	(12)	3%	(17)	514
2012 Vote: Barack Obama	47%	(275)	38%	(221)	9%	(54)	4%	(22)	1%	(8)	581
2012 Vote: Mitt Romney	39%	(137)	45%	(156)	12%	(41)	3%	(9)	1%	(3)	347
2012 Vote: Other	40%	(30)	44%	(33)	10%	(8)	5%	(3)	—	(0)	73
2012 Vote: Didn't Vote	50%	(225)	36%	(161)	9%	(41)	2%	(8)	3%	(13)	448
4-Region: Northeast	42%	(110)	43%	(111)	9%	(24)	3%	(8)	3%	(8)	260
4-Region: Midwest	45%	(134)	40%	(122)	11%	(33)	2%	(7)	2%	(6)	302
4-Region: South	47%	(251)	39%	(207)	10%	(52)	3%	(17)	1%	(5)	532
4-Region: West	49%	(172)	37%	(130)	10%	(35)	3%	(10)	2%	(6)	354
Favorable of Trump	48%	(272)	39%	(219)	9%	(52)	3%	(18)	1%	(6)	566
Unfavorable of Trump	45%	(358)	40%	(316)	10%	(80)	3%	(22)	2%	(13)	790

Table BR16_1: *When it comes to your current streaming service, how satisfied are you with each of the following?*

Cost

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	46%	(667)	39%	(571)	10%	(144)	3%	(42)	2%	(24)	1448
Very Favorable of Trump	52%	(161)	37%	(116)	8%	(23)	2%	(6)	1%	(3)	309
Somewhat Favorable of Trump	43%	(111)	40%	(103)	11%	(29)	5%	(12)	1%	(3)	258
Somewhat Unfavorable of Trump	42%	(71)	45%	(76)	12%	(20)	1%	(2)	—	(1)	169
Very Unfavorable of Trump	46%	(287)	39%	(240)	10%	(60)	3%	(21)	2%	(12)	621

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

Table BR16_4: *When it comes to your current streaming service, how satisfied are you with each of the following?*
Amount of content

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	48%	(698)	40%	(577)	8%	(123)	2%	(31)	1%	(19)	1448
Gender: Male	48%	(331)	40%	(276)	10%	(66)	2%	(11)	1%	(4)	689
Gender: Female	48%	(367)	40%	(300)	7%	(57)	3%	(20)	2%	(16)	759
Age: 18-29	54%	(196)	33%	(120)	9%	(33)	3%	(10)	2%	(6)	365
Age: 30-44	49%	(207)	37%	(156)	8%	(35)	3%	(14)	1%	(6)	418
Age: 45-54	42%	(105)	49%	(120)	8%	(19)	1%	(2)	—	(0)	246
Age: 55-64	47%	(97)	40%	(84)	10%	(20)	1%	(3)	2%	(3)	207
Age: 65+	44%	(94)	46%	(97)	7%	(15)	1%	(2)	2%	(4)	211
Generation Z: 18-21	57%	(71)	33%	(41)	4%	(5)	4%	(5)	2%	(2)	125
Millennial: Age 22-37	52%	(244)	34%	(160)	10%	(48)	3%	(16)	1%	(3)	472
Generation X: Age 38-53	44%	(183)	45%	(186)	8%	(33)	1%	(6)	1%	(6)	414
Boomers: Age 54-72	45%	(172)	43%	(164)	9%	(34)	1%	(5)	2%	(7)	381
PID: Dem (no lean)	51%	(242)	39%	(187)	7%	(35)	2%	(11)	1%	(3)	478
PID: Ind (no lean)	44%	(250)	41%	(233)	10%	(60)	3%	(18)	2%	(10)	570
PID: Rep (no lean)	52%	(207)	39%	(157)	7%	(28)	1%	(3)	1%	(6)	400
PID/Gender: Dem Men	54%	(129)	38%	(90)	8%	(18)	1%	(2)	—	(0)	238
PID/Gender: Dem Women	47%	(114)	40%	(97)	7%	(17)	4%	(9)	1%	(3)	240
PID/Gender: Ind Men	41%	(98)	41%	(99)	13%	(31)	3%	(8)	1%	(3)	239
PID/Gender: Ind Women	46%	(152)	41%	(135)	9%	(28)	3%	(9)	2%	(8)	331
PID/Gender: Rep Men	49%	(105)	42%	(88)	8%	(17)	—	(1)	—	(1)	212
PID/Gender: Rep Women	54%	(102)	37%	(69)	6%	(11)	1%	(2)	3%	(5)	188
Ideo: Liberal (1-3)	52%	(262)	37%	(183)	9%	(46)	1%	(6)	—	(2)	499
Ideo: Moderate (4)	47%	(149)	43%	(136)	7%	(22)	2%	(5)	1%	(4)	316
Ideo: Conservative (5-7)	46%	(204)	41%	(180)	9%	(38)	3%	(12)	2%	(8)	442
Educ: < College	51%	(481)	37%	(351)	7%	(69)	2%	(22)	2%	(17)	940
Educ: Bachelors degree	44%	(147)	45%	(147)	9%	(30)	2%	(6)	—	(1)	330
Educ: Post-grad	40%	(71)	44%	(78)	14%	(24)	2%	(4)	1%	(1)	178

Table BR16_4: *When it comes to your current streaming service, how satisfied are you with each of the following?*
Amount of content

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	48%	(698)	40%	(577)	8%	(123)	2%	(31)	1%	(19)	1448
Income: Under 50k	50%	(388)	37%	(286)	9%	(72)	2%	(19)	2%	(15)	781
Income: 50k-100k	51%	(234)	40%	(184)	7%	(33)	2%	(7)	—	(1)	460
Income: 100k+	37%	(76)	51%	(106)	9%	(18)	2%	(5)	1%	(3)	208
Ethnicity: White	46%	(529)	42%	(475)	9%	(100)	2%	(22)	1%	(11)	1138
Ethnicity: Hispanic	52%	(133)	35%	(91)	8%	(20)	3%	(9)	1%	(3)	257
Ethnicity: Afr. Am.	58%	(104)	30%	(54)	6%	(12)	4%	(7)	2%	(4)	180
Ethnicity: Other	50%	(65)	36%	(47)	9%	(11)	2%	(2)	3%	(4)	130
Relig: Protestant	45%	(143)	44%	(140)	8%	(26)	2%	(5)	1%	(4)	318
Relig: Roman Catholic	44%	(121)	47%	(129)	7%	(19)	1%	(4)	—	(1)	274
Relig: Ath./Agn./None	51%	(238)	34%	(158)	10%	(47)	3%	(16)	2%	(10)	470
Relig: Something Else	48%	(109)	41%	(91)	8%	(18)	2%	(4)	1%	(2)	225
Relig: Evangelical	48%	(184)	42%	(159)	7%	(29)	1%	(5)	1%	(6)	384
Relig: Non-Evang. Catholics	45%	(164)	46%	(168)	8%	(29)	1%	(6)	—	(1)	368
Relig: All Christian	46%	(349)	44%	(328)	8%	(58)	1%	(11)	1%	(6)	752
Relig: All Non-Christian	50%	(347)	36%	(249)	9%	(65)	3%	(20)	2%	(13)	695
Community: Urban	52%	(190)	36%	(131)	9%	(31)	2%	(7)	2%	(6)	365
Community: Suburban	46%	(323)	41%	(287)	9%	(64)	2%	(16)	1%	(5)	696
Community: Rural	48%	(185)	41%	(159)	7%	(28)	2%	(8)	2%	(8)	387
Employ: Private Sector	50%	(241)	40%	(192)	8%	(38)	2%	(11)	—	(1)	482
Employ: Government	33%	(39)	46%	(55)	19%	(22)	1%	(1)	2%	(2)	119
Employ: Self-Employed	48%	(59)	37%	(45)	11%	(13)	4%	(5)	—	(0)	122
Employ: Homemaker	53%	(62)	36%	(43)	4%	(4)	4%	(5)	3%	(4)	118
Employ: Student	57%	(42)	34%	(25)	3%	(2)	2%	(2)	3%	(2)	73
Employ: Retired	44%	(118)	45%	(120)	10%	(26)	1%	(2)	1%	(4)	270
Employ: Unemployed	51%	(70)	38%	(53)	8%	(11)	2%	(3)	1%	(1)	138
Employ: Other	53%	(66)	36%	(45)	6%	(7)	2%	(2)	4%	(5)	125
Military HH: Yes	46%	(123)	41%	(108)	8%	(21)	4%	(11)	1%	(2)	264
Military HH: No	49%	(576)	40%	(469)	9%	(102)	2%	(20)	1%	(17)	1184
RD/WT: Right Direction	51%	(281)	40%	(219)	7%	(37)	2%	(13)	1%	(6)	555
RD/WT: Wrong Track	47%	(418)	40%	(357)	10%	(86)	2%	(19)	2%	(14)	893

Table BR16_4: *When it comes to your current streaming service, how satisfied are you with each of the following?*
Amount of content

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	48%	(698)	40%	(577)	8%	(123)	2%	(31)	1%	(19)	1448
Trump Job Approve	49%	(285)	41%	(238)	7%	(41)	1%	(8)	1%	(6)	578
Trump Job Disapprove	48%	(379)	39%	(308)	10%	(77)	2%	(17)	1%	(10)	792
Trump Job Strongly Approve	53%	(149)	40%	(112)	6%	(16)	1%	(2)	1%	(4)	282
Trump Job Somewhat Approve	46%	(136)	43%	(126)	9%	(25)	2%	(6)	1%	(3)	296
Trump Job Somewhat Disapprove	47%	(97)	41%	(83)	11%	(23)	1%	(1)	—	(1)	204
Trump Job Strongly Disapprove	48%	(282)	38%	(226)	9%	(55)	3%	(16)	2%	(9)	587
#1 Issue: Economy	49%	(205)	39%	(164)	9%	(40)	2%	(9)	1%	(3)	421
#1 Issue: Security	48%	(137)	44%	(126)	6%	(16)	1%	(3)	1%	(2)	283
#1 Issue: Health Care	43%	(101)	44%	(104)	10%	(23)	1%	(3)	2%	(4)	234
#1 Issue: Medicare / Social Security	43%	(70)	44%	(71)	6%	(10)	4%	(6)	3%	(5)	163
#1 Issue: Women's Issues	55%	(36)	28%	(18)	11%	(7)	4%	(2)	3%	(2)	66
#1 Issue: Education	54%	(76)	32%	(46)	9%	(13)	4%	(6)	—	(0)	141
#1 Issue: Energy	54%	(28)	34%	(18)	11%	(6)	1%	(1)	—	(0)	52
#1 Issue: Other	51%	(45)	34%	(30)	9%	(8)	2%	(1)	4%	(3)	88
2016 Vote: Democrat Hillary Clinton	49%	(232)	39%	(186)	9%	(42)	2%	(9)	1%	(4)	474
2016 Vote: Republican Donald Trump	45%	(208)	43%	(195)	8%	(37)	3%	(12)	1%	(6)	457
2016 Vote: Someone else	48%	(75)	43%	(68)	8%	(13)	1%	(1)	—	(0)	156
Voted in 2014: Yes	46%	(433)	42%	(390)	9%	(82)	2%	(21)	1%	(9)	934
Voted in 2014: No	52%	(265)	36%	(187)	8%	(41)	2%	(10)	2%	(10)	514
2012 Vote: Barack Obama	49%	(282)	38%	(223)	10%	(57)	2%	(14)	1%	(5)	581
2012 Vote: Mitt Romney	43%	(149)	47%	(163)	7%	(26)	1%	(4)	1%	(4)	347
2012 Vote: Other	41%	(30)	41%	(30)	13%	(10)	5%	(3)	1%	(1)	73
2012 Vote: Didn't Vote	53%	(237)	36%	(160)	7%	(31)	2%	(10)	2%	(10)	448
4-Region: Northeast	40%	(105)	47%	(121)	9%	(22)	2%	(4)	3%	(8)	260
4-Region: Midwest	51%	(152)	37%	(112)	9%	(28)	2%	(7)	1%	(3)	302
4-Region: South	51%	(273)	38%	(204)	7%	(39)	2%	(11)	1%	(6)	532
4-Region: West	47%	(168)	40%	(140)	10%	(34)	2%	(9)	1%	(4)	354
Favorable of Trump	49%	(280)	41%	(229)	7%	(39)	2%	(12)	1%	(6)	566
Unfavorable of Trump	47%	(374)	40%	(314)	10%	(77)	2%	(18)	1%	(7)	790

Continued on next page

Table BR16_4: *When it comes to your current streaming service, how satisfied are you with each of the following?*
Amount of content

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	48%	(698)	40%	(577)	8%	(123)	2%	(31)	1%	(19)	1448
Very Favorable of Trump	55%	(171)	37%	(114)	6%	(17)	1%	(3)	1%	(4)	309
Somewhat Favorable of Trump	42%	(109)	45%	(115)	9%	(22)	3%	(9)	1%	(3)	258
Somewhat Unfavorable of Trump	50%	(85)	38%	(65)	11%	(18)	1%	(1)	—	(0)	169
Very Unfavorable of Trump	47%	(289)	40%	(249)	9%	(58)	3%	(17)	1%	(7)	621

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

Table BR16_5: *When it comes to your current streaming service, how satisfied are you with each of the following?*
Quality of content

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	54%	(784)	37%	(542)	5%	(71)	2%	(27)	2%	(24)	1448
Gender: Male	52%	(361)	39%	(270)	6%	(39)	2%	(11)	1%	(7)	689
Gender: Female	56%	(423)	36%	(273)	4%	(32)	2%	(16)	2%	(16)	759
Age: 18-29	63%	(229)	28%	(103)	4%	(14)	3%	(11)	2%	(7)	365
Age: 30-44	56%	(232)	35%	(148)	5%	(22)	3%	(11)	1%	(6)	418
Age: 45-54	49%	(122)	43%	(106)	7%	(17)	—	(0)	1%	(1)	246
Age: 55-64	49%	(102)	43%	(89)	5%	(10)	1%	(3)	2%	(3)	207
Age: 65+	46%	(98)	45%	(96)	4%	(8)	1%	(3)	3%	(6)	211
Generation Z: 18-21	70%	(87)	18%	(23)	6%	(8)	3%	(4)	3%	(3)	125
Millennial: Age 22-37	60%	(281)	32%	(151)	5%	(21)	3%	(15)	1%	(4)	472
Generation X: Age 38-53	50%	(206)	42%	(175)	5%	(22)	1%	(3)	2%	(7)	414
Boomers: Age 54-72	47%	(180)	44%	(169)	5%	(19)	2%	(6)	2%	(8)	381
PID: Dem (no lean)	57%	(271)	37%	(177)	4%	(19)	1%	(5)	1%	(5)	478
PID: Ind (no lean)	53%	(301)	37%	(210)	5%	(30)	3%	(19)	2%	(10)	570
PID: Rep (no lean)	53%	(211)	39%	(155)	6%	(22)	1%	(3)	2%	(8)	400
PID/Gender: Dem Men	57%	(136)	38%	(91)	3%	(8)	—	(1)	1%	(2)	238
PID/Gender: Dem Women	56%	(135)	36%	(87)	4%	(11)	2%	(5)	1%	(3)	240
PID/Gender: Ind Men	48%	(114)	40%	(96)	7%	(17)	3%	(8)	1%	(3)	239
PID/Gender: Ind Women	56%	(187)	34%	(114)	4%	(12)	3%	(11)	2%	(8)	331
PID/Gender: Rep Men	52%	(111)	39%	(82)	6%	(14)	1%	(2)	1%	(3)	212
PID/Gender: Rep Women	54%	(101)	39%	(73)	4%	(8)	—	(1)	3%	(5)	188
Ideo: Liberal (1-3)	59%	(295)	34%	(172)	4%	(22)	1%	(6)	1%	(4)	499
Ideo: Moderate (4)	55%	(173)	39%	(122)	4%	(12)	1%	(4)	2%	(6)	316
Ideo: Conservative (5-7)	48%	(214)	42%	(184)	6%	(26)	2%	(9)	2%	(8)	442
Educ: < College	58%	(545)	34%	(318)	4%	(39)	2%	(19)	2%	(21)	940
Educ: Bachelors degree	47%	(157)	44%	(147)	7%	(23)	1%	(3)	—	(1)	330
Educ: Post-grad	46%	(82)	44%	(78)	6%	(10)	3%	(6)	1%	(2)	178

Continued on next page

Table BR16_5: *When it comes to your current streaming service, how satisfied are you with each of the following?*
Quality of content

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	54%	(784)	37%	(542)	5%	(71)	2%	(27)	2%	(24)	1448
Income: Under 50k	57%	(445)	33%	(261)	5%	(38)	2%	(19)	2%	(18)	781
Income: 50k-100k	54%	(250)	40%	(184)	4%	(17)	1%	(5)	1%	(3)	460
Income: 100k+	43%	(89)	47%	(97)	8%	(16)	1%	(3)	1%	(3)	208
Ethnicity: White	52%	(595)	39%	(449)	5%	(60)	2%	(21)	1%	(14)	1138
Ethnicity: Hispanic	58%	(149)	33%	(86)	3%	(8)	4%	(11)	1%	(3)	257
Ethnicity: Afr. Am.	62%	(112)	28%	(50)	3%	(6)	3%	(6)	3%	(6)	180
Ethnicity: Other	60%	(77)	33%	(43)	4%	(5)	1%	(1)	3%	(4)	130
Relig: Protestant	46%	(147)	47%	(149)	5%	(16)	1%	(3)	1%	(4)	318
Relig: Roman Catholic	53%	(146)	41%	(113)	4%	(12)	1%	(2)	1%	(2)	274
Relig: Ath./Agn./None	55%	(261)	34%	(158)	5%	(26)	3%	(13)	3%	(13)	470
Relig: Something Else	57%	(128)	35%	(78)	5%	(11)	3%	(6)	1%	(3)	225
Relig: Evangelical	55%	(211)	36%	(140)	5%	(17)	2%	(8)	2%	(7)	384
Relig: Non-Evang. Catholics	50%	(184)	45%	(167)	4%	(16)	—	(1)	—	(1)	368
Relig: All Christian	53%	(395)	41%	(307)	4%	(33)	1%	(9)	1%	(8)	752
Relig: All Non-Christian	56%	(388)	34%	(235)	5%	(36)	3%	(19)	2%	(16)	695
Community: Urban	59%	(216)	34%	(125)	5%	(16)	1%	(2)	2%	(6)	365
Community: Suburban	52%	(364)	39%	(272)	5%	(35)	2%	(16)	1%	(8)	696
Community: Rural	53%	(204)	37%	(145)	5%	(20)	2%	(9)	3%	(10)	387
Employ: Private Sector	56%	(270)	37%	(178)	5%	(23)	2%	(10)	—	(1)	482
Employ: Government	42%	(50)	47%	(56)	6%	(7)	3%	(4)	2%	(2)	119
Employ: Self-Employed	49%	(59)	46%	(56)	2%	(3)	2%	(2)	1%	(1)	122
Employ: Homemaker	64%	(75)	28%	(33)	2%	(3)	3%	(3)	3%	(4)	118
Employ: Student	62%	(45)	24%	(18)	7%	(5)	3%	(2)	4%	(3)	73
Employ: Retired	46%	(124)	46%	(123)	5%	(13)	1%	(4)	2%	(6)	270
Employ: Unemployed	59%	(82)	32%	(43)	8%	(11)	—	(0)	1%	(2)	138
Employ: Other	62%	(77)	28%	(35)	5%	(6)	1%	(2)	4%	(5)	125
Military HH: Yes	51%	(135)	39%	(102)	5%	(12)	4%	(11)	2%	(4)	264
Military HH: No	55%	(649)	37%	(441)	5%	(59)	1%	(16)	2%	(20)	1184
RD/WT: Right Direction	55%	(305)	36%	(201)	5%	(26)	3%	(15)	2%	(9)	555
RD/WT: Wrong Track	54%	(479)	38%	(342)	5%	(45)	1%	(12)	2%	(15)	893

Table BR16_5: *When it comes to your current streaming service, how satisfied are you with each of the following?*
Quality of content

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	54%	(784)	37%	(542)	5%	(71)	2%	(27)	2%	(24)	1448
Trump Job Approve	53%	(309)	38%	(222)	6%	(34)	1%	(5)	2%	(9)	578
Trump Job Disapprove	55%	(436)	37%	(294)	4%	(35)	2%	(15)	1%	(12)	792
Trump Job Strongly Approve	58%	(163)	35%	(99)	5%	(14)	—	(1)	2%	(5)	282
Trump Job Somewhat Approve	49%	(146)	41%	(123)	7%	(20)	1%	(4)	1%	(4)	296
Trump Job Somewhat Disapprove	53%	(108)	40%	(82)	5%	(11)	1%	(3)	—	(1)	204
Trump Job Strongly Disapprove	56%	(328)	36%	(212)	4%	(24)	2%	(12)	2%	(11)	587
#1 Issue: Economy	54%	(227)	37%	(157)	5%	(22)	2%	(9)	1%	(5)	421
#1 Issue: Security	52%	(148)	41%	(116)	6%	(16)	—	(1)	1%	(3)	283
#1 Issue: Health Care	51%	(119)	42%	(97)	4%	(9)	2%	(4)	2%	(4)	234
#1 Issue: Medicare / Social Security	49%	(79)	41%	(67)	4%	(7)	3%	(4)	3%	(5)	163
#1 Issue: Women's Issues	60%	(40)	31%	(21)	4%	(2)	2%	(1)	3%	(2)	66
#1 Issue: Education	62%	(87)	30%	(42)	5%	(7)	3%	(4)	1%	(1)	141
#1 Issue: Energy	69%	(36)	24%	(12)	3%	(2)	4%	(2)	—	(0)	52
#1 Issue: Other	55%	(48)	34%	(30)	5%	(4)	1%	(1)	5%	(4)	88
2016 Vote: Democrat Hillary Clinton	54%	(258)	39%	(184)	4%	(18)	2%	(8)	1%	(6)	474
2016 Vote: Republican Donald Trump	49%	(224)	41%	(189)	6%	(28)	2%	(9)	2%	(7)	457
2016 Vote: Someone else	51%	(80)	38%	(60)	7%	(11)	4%	(6)	—	(0)	156
Voted in 2014: Yes	51%	(475)	41%	(382)	5%	(48)	2%	(18)	1%	(12)	934
Voted in 2014: No	60%	(308)	31%	(161)	5%	(23)	2%	(9)	2%	(12)	514
2012 Vote: Barack Obama	55%	(319)	36%	(211)	5%	(29)	3%	(16)	1%	(7)	581
2012 Vote: Mitt Romney	44%	(154)	48%	(165)	6%	(20)	—	(1)	2%	(6)	347
2012 Vote: Other	44%	(32)	45%	(33)	8%	(6)	3%	(2)	1%	(1)	73
2012 Vote: Didn't Vote	62%	(279)	30%	(134)	4%	(16)	2%	(9)	2%	(11)	448
4-Region: Northeast	50%	(131)	39%	(103)	6%	(17)	1%	(2)	3%	(8)	260
4-Region: Midwest	57%	(173)	35%	(105)	6%	(18)	1%	(4)	1%	(3)	302
4-Region: South	53%	(282)	39%	(207)	4%	(23)	2%	(13)	1%	(7)	532
4-Region: West	56%	(198)	36%	(128)	4%	(14)	3%	(9)	1%	(5)	354
Favorable of Trump	53%	(299)	38%	(215)	6%	(33)	2%	(10)	2%	(9)	566
Unfavorable of Trump	56%	(442)	37%	(291)	4%	(34)	2%	(15)	1%	(8)	790

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Table BR16_5: *When it comes to your current streaming service, how satisfied are you with each of the following?*
Quality of content

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	54%	(784)	37%	(542)	5%	(71)	2%	(27)	2%	(24)	1448
Very Favorable of Trump	57%	(177)	34%	(104)	5%	(16)	2%	(5)	2%	(6)	309
Somewhat Favorable of Trump	47%	(122)	43%	(110)	7%	(17)	2%	(5)	1%	(4)	258
Somewhat Unfavorable of Trump	60%	(101)	35%	(60)	3%	(6)	1%	(2)	—	(0)	169
Very Unfavorable of Trump	55%	(341)	37%	(231)	4%	(28)	2%	(13)	1%	(8)	621

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

Table BR16_6: *When it comes to your current streaming service, how satisfied are you with each of the following?*
Speed at which content is delivered (e.g. few to no lags)

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	55%	(795)	35%	(511)	6%	(90)	2%	(25)	2%	(26)	1448
Gender: Male	56%	(387)	35%	(244)	6%	(41)	2%	(11)	1%	(7)	689
Gender: Female	54%	(409)	35%	(268)	7%	(49)	2%	(14)	3%	(19)	759
Age: 18-29	63%	(231)	27%	(98)	6%	(21)	2%	(6)	2%	(8)	365
Age: 30-44	57%	(240)	35%	(144)	4%	(16)	3%	(13)	1%	(5)	418
Age: 45-54	50%	(122)	42%	(104)	7%	(17)	1%	(1)	1%	(1)	246
Age: 55-64	48%	(100)	40%	(83)	8%	(16)	1%	(3)	3%	(5)	207
Age: 65+	48%	(102)	39%	(81)	9%	(20)	1%	(2)	3%	(6)	211
Generation Z: 18-21	62%	(77)	29%	(37)	4%	(5)	1%	(2)	4%	(5)	125
Millennial: Age 22-37	61%	(289)	29%	(139)	5%	(25)	3%	(16)	1%	(3)	472
Generation X: Age 38-53	52%	(215)	40%	(165)	6%	(23)	1%	(3)	2%	(7)	414
Boomers: Age 54-72	47%	(178)	41%	(157)	8%	(32)	1%	(5)	3%	(10)	381
PID: Dem (no lean)	54%	(260)	37%	(178)	5%	(25)	2%	(8)	1%	(7)	478
PID: Ind (no lean)	53%	(303)	36%	(203)	7%	(39)	3%	(15)	2%	(11)	570
PID: Rep (no lean)	58%	(232)	32%	(129)	7%	(27)	1%	(3)	2%	(8)	400
PID/Gender: Dem Men	57%	(135)	39%	(92)	3%	(8)	1%	(2)	—	(1)	238
PID/Gender: Dem Women	52%	(125)	36%	(87)	7%	(17)	2%	(6)	3%	(6)	240
PID/Gender: Ind Men	55%	(130)	35%	(84)	7%	(16)	3%	(6)	1%	(3)	239
PID/Gender: Ind Women	52%	(172)	36%	(120)	7%	(22)	3%	(9)	3%	(9)	331
PID/Gender: Rep Men	57%	(121)	32%	(68)	8%	(17)	1%	(3)	1%	(3)	212
PID/Gender: Rep Women	59%	(111)	33%	(61)	6%	(10)	—	(0)	3%	(5)	188
Ideo: Liberal (1-3)	59%	(293)	33%	(165)	6%	(29)	1%	(5)	1%	(6)	499
Ideo: Moderate (4)	52%	(164)	40%	(125)	5%	(14)	2%	(5)	2%	(7)	316
Ideo: Conservative (5-7)	54%	(237)	35%	(153)	8%	(35)	2%	(10)	2%	(7)	442
Educ: < College	57%	(533)	33%	(309)	6%	(59)	2%	(18)	2%	(22)	940
Educ: Bachelors degree	50%	(165)	42%	(139)	6%	(19)	1%	(5)	1%	(2)	330
Educ: Post-grad	55%	(97)	35%	(63)	7%	(13)	2%	(3)	1%	(2)	178

Table BR16_6: *When it comes to your current streaming service, how satisfied are you with each of the following?*
Speed at which content is delivered (e.g. few to no lags)

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	55%	(795)	35%	(511)	6%	(90)	2%	(25)	2%	(26)	1448
Income: Under 50k	56%	(437)	34%	(262)	6%	(45)	2%	(15)	3%	(21)	781
Income: 50k-100k	57%	(263)	34%	(156)	7%	(32)	1%	(6)	1%	(3)	460
Income: 100k+	46%	(95)	45%	(93)	6%	(13)	2%	(4)	1%	(2)	208
Ethnicity: White	55%	(627)	36%	(405)	6%	(70)	2%	(19)	1%	(17)	1138
Ethnicity: Hispanic	61%	(156)	27%	(68)	7%	(17)	4%	(11)	1%	(3)	257
Ethnicity: Afr. Am.	55%	(99)	36%	(65)	4%	(7)	3%	(5)	2%	(4)	180
Ethnicity: Other	53%	(69)	32%	(41)	10%	(13)	1%	(1)	4%	(5)	130
Relig: Protestant	47%	(151)	41%	(130)	9%	(29)	1%	(4)	1%	(4)	318
Relig: Roman Catholic	55%	(151)	35%	(97)	7%	(20)	1%	(4)	1%	(3)	274
Relig: Ath./Agn./None	56%	(264)	33%	(154)	5%	(25)	3%	(13)	3%	(14)	470
Relig: Something Else	57%	(127)	34%	(77)	6%	(14)	2%	(4)	1%	(2)	225
Relig: Evangelical	56%	(213)	36%	(137)	6%	(22)	1%	(5)	2%	(7)	384
Relig: Non-Evang. Catholics	52%	(191)	39%	(142)	8%	(30)	1%	(3)	—	(2)	368
Relig: All Christian	54%	(404)	37%	(279)	7%	(51)	1%	(8)	1%	(9)	752
Relig: All Non-Christian	56%	(391)	33%	(231)	6%	(39)	2%	(17)	2%	(17)	695
Community: Urban	59%	(215)	31%	(113)	7%	(25)	1%	(4)	2%	(7)	365
Community: Suburban	54%	(376)	38%	(265)	5%	(32)	2%	(14)	1%	(10)	696
Community: Rural	53%	(205)	34%	(133)	8%	(33)	2%	(8)	2%	(9)	387
Employ: Private Sector	59%	(284)	34%	(165)	4%	(21)	2%	(11)	—	(1)	482
Employ: Government	49%	(58)	36%	(43)	9%	(11)	4%	(5)	1%	(2)	119
Employ: Self-Employed	46%	(56)	45%	(54)	7%	(9)	1%	(1)	1%	(1)	122
Employ: Homemaker	60%	(71)	32%	(37)	2%	(2)	3%	(3)	4%	(4)	118
Employ: Student	57%	(42)	27%	(20)	12%	(9)	1%	(0)	3%	(2)	73
Employ: Retired	48%	(130)	39%	(106)	10%	(26)	1%	(2)	2%	(7)	270
Employ: Unemployed	60%	(83)	31%	(43)	6%	(8)	1%	(1)	2%	(3)	138
Employ: Other	56%	(70)	34%	(43)	3%	(4)	1%	(1)	5%	(6)	125
Military HH: Yes	50%	(132)	36%	(96)	9%	(23)	4%	(10)	1%	(4)	264
Military HH: No	56%	(663)	35%	(415)	6%	(68)	1%	(16)	2%	(22)	1184
RD/WT: Right Direction	59%	(325)	31%	(173)	6%	(35)	2%	(13)	2%	(8)	555
RD/WT: Wrong Track	53%	(470)	38%	(338)	6%	(55)	1%	(13)	2%	(18)	893

Table BR16_6: *When it comes to your current streaming service, how satisfied are you with each of the following?*
Speed at which content is delivered (e.g. few to no lags)

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	55%	(795)	35%	(511)	6%	(90)	2%	(25)	2%	(26)	1448
Trump Job Approve	58%	(337)	33%	(192)	6%	(35)	1%	(5)	2%	(9)	578
Trump Job Disapprove	54%	(427)	36%	(287)	6%	(50)	2%	(15)	2%	(13)	792
Trump Job Strongly Approve	63%	(179)	30%	(84)	5%	(13)	—	(1)	2%	(5)	282
Trump Job Somewhat Approve	53%	(158)	36%	(108)	7%	(22)	2%	(4)	1%	(4)	296
Trump Job Somewhat Disapprove	52%	(106)	40%	(82)	6%	(12)	2%	(4)	—	(1)	204
Trump Job Strongly Disapprove	55%	(321)	35%	(205)	6%	(38)	2%	(10)	2%	(13)	587
#1 Issue: Economy	55%	(230)	35%	(149)	6%	(25)	3%	(11)	1%	(5)	421
#1 Issue: Security	56%	(159)	34%	(97)	7%	(20)	1%	(3)	1%	(4)	283
#1 Issue: Health Care	53%	(123)	41%	(96)	3%	(8)	1%	(2)	2%	(4)	234
#1 Issue: Medicare / Social Security	46%	(75)	37%	(60)	11%	(18)	3%	(4)	3%	(5)	163
#1 Issue: Women's Issues	61%	(41)	27%	(18)	5%	(3)	1%	(1)	5%	(4)	66
#1 Issue: Education	59%	(84)	32%	(45)	7%	(9)	2%	(3)	—	(0)	141
#1 Issue: Energy	64%	(34)	34%	(18)	—	(0)	1%	(1)	—	(0)	52
#1 Issue: Other	56%	(50)	32%	(28)	7%	(6)	1%	(1)	5%	(4)	88
2016 Vote: Democrat Hillary Clinton	54%	(256)	36%	(173)	6%	(29)	2%	(9)	1%	(7)	474
2016 Vote: Republican Donald Trump	55%	(251)	35%	(160)	6%	(29)	2%	(10)	2%	(7)	457
2016 Vote: Someone else	49%	(77)	40%	(63)	9%	(14)	2%	(2)	—	(0)	156
Voted in 2014: Yes	53%	(491)	37%	(346)	7%	(65)	2%	(19)	1%	(12)	934
Voted in 2014: No	59%	(304)	32%	(165)	5%	(25)	1%	(6)	3%	(14)	514
2012 Vote: Barack Obama	55%	(317)	35%	(202)	7%	(38)	3%	(17)	1%	(7)	581
2012 Vote: Mitt Romney	52%	(180)	39%	(134)	7%	(26)	—	(1)	2%	(6)	347
2012 Vote: Other	38%	(28)	50%	(37)	8%	(6)	3%	(2)	1%	(1)	73
2012 Vote: Didn't Vote	60%	(269)	31%	(139)	5%	(21)	1%	(6)	3%	(13)	448
4-Region: Northeast	48%	(125)	41%	(106)	6%	(17)	2%	(4)	3%	(8)	260
4-Region: Midwest	54%	(164)	35%	(107)	8%	(24)	1%	(4)	1%	(3)	302
4-Region: South	56%	(299)	34%	(183)	6%	(30)	2%	(9)	2%	(11)	532
4-Region: West	58%	(207)	33%	(115)	6%	(20)	2%	(9)	1%	(4)	354
Favorable of Trump	58%	(330)	32%	(183)	6%	(34)	2%	(10)	2%	(9)	566
Unfavorable of Trump	54%	(425)	37%	(290)	6%	(50)	2%	(14)	1%	(11)	790

Table BR16_6: *When it comes to your current streaming service, how satisfied are you with each of the following?*

Speed at which content is delivered (e.g. few to no lags)

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't know / No Opinion		Total N
Adults	55%	(795)	35%	(511)	6%	(90)	2%	(25)	2%	(26)	1448
Very Favorable of Trump	65%	(200)	26%	(80)	7%	(21)	—	(1)	2%	(6)	309
Somewhat Favorable of Trump	50%	(130)	40%	(102)	5%	(13)	3%	(9)	1%	(3)	258
Somewhat Unfavorable of Trump	53%	(90)	40%	(67)	6%	(11)	1%	(2)	—	(0)	169
Very Unfavorable of Trump	54%	(336)	36%	(222)	6%	(39)	2%	(12)	2%	(11)	621

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

Table BR17: *Whats more important when thinking about entertainment subscriptions, whether it be cable or online streaming services?*

Demographic	More options, but higher costs		Fewer options, but lower costs		Don't know / No Opinion		Total N
Adults	27%	(588)	43%	(955)	30%	(661)	2203
Gender: Male	29%	(308)	44%	(467)	27%	(288)	1063
Gender: Female	25%	(279)	43%	(488)	33%	(373)	1140
Age: 18-29	40%	(188)	32%	(151)	28%	(133)	472
Age: 30-44	32%	(173)	38%	(209)	30%	(160)	542
Age: 45-54	24%	(89)	46%	(170)	30%	(113)	371
Age: 55-64	17%	(66)	51%	(192)	32%	(123)	381
Age: 65+	17%	(72)	53%	(233)	30%	(131)	437
Generation Z: 18-21	43%	(74)	30%	(51)	28%	(48)	173
Millennial: Age 22-37	37%	(219)	36%	(213)	27%	(162)	594
Generation X: Age 38-53	26%	(152)	42%	(247)	32%	(190)	589
Boomers: Age 54-72	16%	(116)	53%	(378)	31%	(220)	714
PID: Dem (no lean)	29%	(204)	44%	(308)	26%	(181)	693
PID: Ind (no lean)	25%	(216)	41%	(360)	34%	(297)	873
PID: Rep (no lean)	26%	(168)	45%	(287)	29%	(183)	637
PID/Gender: Dem Men	31%	(107)	43%	(149)	25%	(87)	344
PID/Gender: Dem Women	28%	(97)	45%	(158)	27%	(94)	349
PID/Gender: Ind Men	25%	(99)	43%	(167)	32%	(124)	389
PID/Gender: Ind Women	24%	(117)	40%	(194)	36%	(173)	484
PID/Gender: Rep Men	31%	(103)	46%	(151)	23%	(77)	330
PID/Gender: Rep Women	21%	(65)	44%	(136)	35%	(106)	307
Ideo: Liberal (1-3)	31%	(227)	44%	(324)	24%	(178)	730
Ideo: Moderate (4)	29%	(130)	46%	(206)	26%	(115)	451
Ideo: Conservative (5-7)	24%	(170)	46%	(328)	30%	(209)	707
Educ: < College	26%	(391)	41%	(618)	33%	(506)	1514
Educ: Bachelors degree	28%	(126)	50%	(221)	22%	(97)	444
Educ: Post-grad	29%	(71)	47%	(115)	24%	(58)	244
Income: Under 50k	26%	(330)	42%	(544)	32%	(410)	1284
Income: 50k-100k	27%	(173)	46%	(296)	27%	(176)	645
Income: 100k+	31%	(85)	42%	(116)	27%	(74)	274

Table BR17: *Whats more important when thinking about entertainment subscriptions, whether it be cable or online streaming services?*

Demographic	More options, but higher costs		Fewer options, but lower costs		Don't know / No Opinion		Total N
Adults	27%	(588)	43%	(955)	30%	(661)	2203
Ethnicity: White	25%	(436)	44%	(761)	31%	(527)	1724
Ethnicity: Hispanic	35%	(122)	36%	(126)	29%	(102)	350
Ethnicity: Afr. Am.	33%	(90)	41%	(112)	26%	(72)	275
Ethnicity: Other	30%	(61)	40%	(82)	30%	(61)	204
Relig: Protestant	23%	(126)	52%	(281)	25%	(137)	543
Relig: Roman Catholic	25%	(107)	50%	(212)	24%	(101)	420
Relig: Ath./Agn./None	27%	(181)	36%	(245)	38%	(257)	684
Relig: Something Else	32%	(101)	40%	(128)	28%	(90)	319
Relig: Evangelical	26%	(160)	47%	(285)	27%	(163)	608
Relig: Non-Evang. Catholics	24%	(144)	50%	(294)	26%	(151)	589
Relig: All Christian	25%	(304)	48%	(580)	26%	(314)	1198
Relig: All Non-Christian	28%	(282)	37%	(373)	35%	(347)	1002
Community: Urban	27%	(156)	42%	(239)	31%	(178)	573
Community: Suburban	26%	(258)	47%	(458)	27%	(266)	982
Community: Rural	27%	(174)	40%	(258)	33%	(217)	648
Employ: Private Sector	30%	(204)	47%	(316)	23%	(157)	677
Employ: Government	33%	(49)	40%	(58)	27%	(39)	145
Employ: Self-Employed	34%	(63)	44%	(81)	23%	(42)	186
Employ: Homemaker	31%	(55)	37%	(66)	32%	(58)	179
Employ: Student	41%	(39)	30%	(29)	30%	(29)	97
Employ: Retired	16%	(79)	51%	(261)	33%	(171)	511
Employ: Unemployed	21%	(45)	39%	(84)	40%	(86)	216
Employ: Other	28%	(53)	32%	(60)	41%	(78)	192
Military HH: Yes	26%	(112)	43%	(186)	31%	(136)	433
Military HH: No	27%	(476)	43%	(769)	30%	(525)	1770
RD/WT: Right Direction	26%	(237)	44%	(403)	29%	(267)	907
RD/WT: Wrong Track	27%	(351)	43%	(552)	30%	(393)	1296
Trump Job Approve	27%	(248)	46%	(427)	28%	(258)	933
Trump Job Disapprove	28%	(314)	43%	(489)	29%	(331)	1134

Table BR17: *Whats more important when thinking about entertainment subscriptions, whether it be cable or online streaming services?*

Demographic	More options, but higher costs		Fewer options, but lower costs		Don't know / No Opinion		Total N
Adults	27%	(588)	43%	(955)	30%	(661)	2203
Trump Job Strongly Approve	25%	(122)	48%	(228)	27%	(130)	481
Trump Job Somewhat Approve	28%	(126)	44%	(198)	28%	(128)	452
Trump Job Somewhat Disapprove	30%	(87)	44%	(128)	27%	(78)	293
Trump Job Strongly Disapprove	27%	(227)	43%	(361)	30%	(253)	841
#1 Issue: Economy	29%	(177)	42%	(257)	29%	(175)	609
#1 Issue: Security	29%	(127)	40%	(179)	31%	(139)	445
#1 Issue: Health Care	26%	(86)	47%	(157)	28%	(92)	335
#1 Issue: Medicare / Social Security	14%	(47)	54%	(178)	31%	(103)	327
#1 Issue: Women's Issues	32%	(28)	39%	(34)	29%	(25)	87
#1 Issue: Education	35%	(67)	42%	(79)	23%	(44)	190
#1 Issue: Energy	40%	(30)	30%	(22)	31%	(23)	74
#1 Issue: Other	20%	(27)	36%	(49)	44%	(59)	135
2016 Vote: Democrat Hillary Clinton	27%	(182)	48%	(321)	25%	(170)	673
2016 Vote: Republican Donald Trump	24%	(181)	49%	(370)	27%	(200)	751
2016 Vote: Someone else	30%	(66)	41%	(91)	30%	(66)	223
Voted in 2014: Yes	25%	(362)	49%	(694)	26%	(366)	1422
Voted in 2014: No	29%	(226)	33%	(261)	38%	(295)	781
2012 Vote: Barack Obama	27%	(226)	46%	(387)	27%	(224)	837
2012 Vote: Mitt Romney	23%	(130)	50%	(286)	27%	(155)	571
2012 Vote: Other	23%	(27)	49%	(57)	28%	(32)	116
2012 Vote: Didn't Vote	30%	(205)	33%	(224)	37%	(249)	677
4-Region: Northeast	24%	(93)	49%	(191)	28%	(110)	394
4-Region: Midwest	27%	(126)	43%	(198)	30%	(138)	463
4-Region: South	27%	(220)	44%	(364)	29%	(241)	825
4-Region: West	29%	(149)	38%	(200)	33%	(172)	521
Favorable of Trump	27%	(246)	45%	(415)	28%	(252)	913
Unfavorable of Trump	28%	(315)	43%	(487)	29%	(320)	1122
Very Favorable of Trump	26%	(135)	46%	(238)	28%	(145)	518
Somewhat Favorable of Trump	28%	(111)	45%	(177)	27%	(107)	395
Somewhat Unfavorable of Trump	30%	(71)	40%	(95)	30%	(72)	238
Very Unfavorable of Trump	28%	(244)	44%	(392)	28%	(248)	885

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

Table BR18_1: *For each of the following categories, which of the following statements best applies?*
Media companies

Demographic	Have too much power		Have too little power		Have as much power as they should		Don't know / No opinion		Total N
Adults	52%	(1152)	6%	(129)	19%	(422)	23%	(499)	2203
Gender: Male	57%	(604)	7%	(76)	19%	(206)	17%	(177)	1063
Gender: Female	48%	(549)	5%	(53)	19%	(216)	28%	(322)	1140
Age: 18-29	45%	(213)	10%	(49)	20%	(95)	24%	(114)	472
Age: 30-44	50%	(272)	7%	(35)	18%	(97)	26%	(139)	542
Age: 45-54	55%	(205)	6%	(21)	17%	(63)	22%	(82)	371
Age: 55-64	57%	(216)	4%	(14)	20%	(76)	19%	(74)	381
Age: 65+	56%	(246)	2%	(9)	21%	(91)	21%	(91)	437
Generation Z: 18-21	44%	(77)	16%	(28)	20%	(34)	20%	(34)	173
Millennial: Age 22-37	48%	(287)	6%	(36)	20%	(117)	26%	(154)	594
Generation X: Age 38-53	52%	(307)	7%	(41)	17%	(98)	24%	(143)	589
Boomers: Age 54-72	57%	(407)	3%	(23)	20%	(144)	20%	(140)	714
PID: Dem (no lean)	49%	(338)	7%	(50)	22%	(154)	22%	(150)	693
PID: Ind (no lean)	51%	(441)	4%	(33)	18%	(161)	27%	(238)	873
PID: Rep (no lean)	59%	(374)	7%	(45)	17%	(107)	17%	(111)	637
PID/Gender: Dem Men	52%	(179)	10%	(33)	22%	(77)	16%	(55)	344
PID/Gender: Dem Women	46%	(159)	5%	(17)	22%	(77)	27%	(96)	349
PID/Gender: Ind Men	54%	(211)	5%	(20)	18%	(70)	23%	(88)	389
PID/Gender: Ind Women	48%	(230)	3%	(13)	19%	(90)	31%	(150)	484
PID/Gender: Rep Men	65%	(214)	7%	(22)	18%	(59)	10%	(35)	330
PID/Gender: Rep Women	52%	(159)	7%	(23)	16%	(48)	25%	(77)	307
Ideo: Liberal (1-3)	50%	(368)	9%	(65)	22%	(162)	18%	(134)	730
Ideo: Moderate (4)	57%	(256)	5%	(21)	19%	(84)	20%	(91)	451
Ideo: Conservative (5-7)	60%	(422)	4%	(26)	18%	(128)	18%	(130)	707
Educ: < College	49%	(735)	6%	(93)	18%	(279)	27%	(407)	1514
Educ: Bachelors degree	60%	(266)	5%	(24)	20%	(91)	14%	(64)	444
Educ: Post-grad	62%	(152)	5%	(13)	21%	(52)	11%	(28)	244

Continued on next page

Table BR18_1: *For each of the following categories, which of the following statements best applies?*
Media companies

Demographic	Have too much power		Have too little power		Have as much power as they should		Don't know / No opinion		Total N
Adults	52%	(1152)	6%	(129)	19%	(422)	23%	(499)	2203
Income: Under 50k	50%	(637)	7%	(85)	19%	(245)	25%	(317)	1284
Income: 50k-100k	58%	(371)	5%	(35)	18%	(113)	19%	(125)	645
Income: 100k+	52%	(144)	3%	(9)	23%	(64)	21%	(58)	274
Ethnicity: White	56%	(958)	5%	(84)	18%	(317)	21%	(365)	1724
Ethnicity: Hispanic	38%	(133)	11%	(38)	24%	(83)	28%	(96)	350
Ethnicity: Afr. Am.	43%	(119)	10%	(28)	20%	(55)	26%	(72)	275
Ethnicity: Other	37%	(75)	8%	(17)	24%	(50)	30%	(62)	204
Relig: Protestant	55%	(301)	5%	(28)	21%	(115)	18%	(99)	543
Relig: Roman Catholic	53%	(222)	5%	(22)	22%	(92)	20%	(83)	420
Relig: Ath./Agn./None	50%	(343)	5%	(33)	17%	(113)	29%	(195)	684
Relig: Something Else	55%	(177)	7%	(22)	16%	(52)	21%	(68)	319
Relig: Evangelical	49%	(298)	8%	(49)	22%	(133)	21%	(129)	608
Relig: Non-Evang. Catholics	57%	(334)	4%	(25)	21%	(124)	18%	(107)	589
Relig: All Christian	53%	(632)	6%	(73)	21%	(257)	20%	(236)	1198
Relig: All Non-Christian	52%	(519)	5%	(55)	16%	(165)	26%	(263)	1002
Community: Urban	48%	(277)	8%	(47)	21%	(122)	22%	(127)	573
Community: Suburban	55%	(542)	5%	(50)	19%	(186)	21%	(204)	982
Community: Rural	51%	(333)	5%	(33)	18%	(114)	26%	(168)	648
Employ: Private Sector	60%	(407)	7%	(46)	18%	(122)	15%	(101)	677
Employ: Government	58%	(85)	7%	(10)	13%	(19)	22%	(32)	145
Employ: Self-Employed	55%	(103)	6%	(12)	18%	(34)	20%	(37)	186
Employ: Homemaker	41%	(74)	8%	(14)	20%	(36)	30%	(55)	179
Employ: Student	39%	(37)	11%	(11)	25%	(25)	24%	(24)	97
Employ: Retired	53%	(271)	3%	(16)	21%	(108)	23%	(115)	511
Employ: Unemployed	45%	(97)	5%	(11)	21%	(45)	29%	(63)	216
Employ: Other	40%	(77)	4%	(8)	18%	(34)	38%	(73)	192
Military HH: Yes	55%	(236)	6%	(28)	21%	(89)	18%	(80)	433
Military HH: No	52%	(916)	6%	(101)	19%	(333)	24%	(419)	1770

Table BR18_1: *For each of the following categories, which of the following statements best applies?*
Media companies

Demographic	Have too much power		Have too little power		Have as much power as they should		Don't know / No opinion		Total N
Adults	52%	(1152)	6%	(129)	19%	(422)	23%	(499)	2203
RD/WT: Right Direction	57%	(518)	7%	(62)	18%	(165)	18%	(163)	907
RD/WT: Wrong Track	49%	(635)	5%	(67)	20%	(257)	26%	(337)	1296
Trump Job Approve	59%	(549)	6%	(58)	18%	(165)	17%	(162)	933
Trump Job Disapprove	49%	(552)	6%	(66)	22%	(248)	24%	(268)	1134
Trump Job Strongly Approve	58%	(280)	6%	(29)	19%	(93)	16%	(78)	481
Trump Job Somewhat Approve	59%	(268)	6%	(29)	16%	(72)	18%	(84)	452
Trump Job Somewhat Disapprove	49%	(142)	7%	(20)	22%	(65)	22%	(65)	293
Trump Job Strongly Disapprove	49%	(409)	5%	(45)	22%	(183)	24%	(203)	841
#1 Issue: Economy	53%	(320)	6%	(34)	21%	(131)	20%	(124)	609
#1 Issue: Security	55%	(244)	7%	(29)	16%	(72)	22%	(99)	445
#1 Issue: Health Care	57%	(190)	6%	(20)	19%	(64)	18%	(60)	335
#1 Issue: Medicare / Social Security	51%	(167)	4%	(12)	20%	(65)	26%	(84)	327
#1 Issue: Women's Issues	40%	(35)	9%	(8)	23%	(20)	28%	(24)	87
#1 Issue: Education	49%	(93)	7%	(14)	19%	(36)	25%	(47)	190
#1 Issue: Energy	51%	(38)	7%	(5)	23%	(17)	19%	(14)	74
#1 Issue: Other	47%	(64)	5%	(7)	13%	(17)	35%	(47)	135
2016 Vote: Democrat Hillary Clinton	51%	(340)	7%	(49)	22%	(147)	20%	(136)	673
2016 Vote: Republican Donald Trump	63%	(470)	4%	(28)	16%	(123)	17%	(130)	751
2016 Vote: Someone else	54%	(121)	4%	(10)	21%	(46)	21%	(46)	223
Voted in 2014: Yes	57%	(810)	5%	(71)	20%	(282)	18%	(259)	1422
Voted in 2014: No	44%	(342)	7%	(58)	18%	(140)	31%	(241)	781
2012 Vote: Barack Obama	53%	(448)	6%	(49)	21%	(176)	20%	(164)	837
2012 Vote: Mitt Romney	62%	(352)	4%	(23)	18%	(101)	17%	(95)	571
2012 Vote: Other	52%	(61)	6%	(7)	13%	(15)	28%	(32)	116
2012 Vote: Didn't Vote	43%	(291)	7%	(50)	19%	(128)	31%	(208)	677
4-Region: Northeast	50%	(198)	6%	(22)	21%	(81)	24%	(93)	394
4-Region: Midwest	54%	(249)	5%	(21)	20%	(91)	22%	(102)	463
4-Region: South	50%	(417)	6%	(54)	18%	(152)	25%	(203)	825
4-Region: West	56%	(290)	6%	(32)	19%	(97)	19%	(101)	521

Table BR18_1: *For each of the following categories, which of the following statements best applies?*
Media companies

Demographic	Have too much power		Have too little power		Have as much power as they should		Don't know / No opinion		Total N
Adults	52%	(1152)	6%	(129)	19%	(422)	23%	(499)	2203
Favorable of Trump	60%	(551)	4%	(41)	17%	(159)	18%	(162)	913
Unfavorable of Trump	49%	(547)	7%	(76)	22%	(244)	23%	(255)	1122
Very Favorable of Trump	61%	(316)	5%	(26)	17%	(91)	16%	(85)	518
Somewhat Favorable of Trump	60%	(236)	4%	(14)	17%	(68)	19%	(77)	395
Somewhat Unfavorable of Trump	51%	(121)	11%	(27)	21%	(51)	16%	(39)	238
Very Unfavorable of Trump	48%	(426)	6%	(49)	22%	(193)	24%	(217)	885

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

Table BR18_4: *For each of the following categories, which of the following statements best applies?*
Tech companies

Demographic	Have too much power		Have too little power		Have as much power as they should		Don't know / No opinion		Total N
Adults	39%	(859)	6%	(138)	28%	(615)	27%	(591)	2203
Gender: Male	42%	(447)	6%	(60)	32%	(345)	20%	(210)	1063
Gender: Female	36%	(412)	7%	(78)	24%	(270)	33%	(381)	1140
Age: 18-29	32%	(153)	12%	(57)	27%	(127)	29%	(135)	472
Age: 30-44	36%	(196)	8%	(44)	26%	(141)	30%	(162)	542
Age: 45-54	44%	(162)	4%	(14)	28%	(103)	25%	(92)	371
Age: 55-64	44%	(167)	4%	(13)	29%	(112)	23%	(89)	381
Age: 65+	41%	(181)	2%	(10)	30%	(132)	26%	(114)	437
Generation Z: 18-21	35%	(60)	12%	(21)	25%	(43)	29%	(50)	173
Millennial: Age 22-37	33%	(197)	11%	(63)	27%	(160)	29%	(174)	594
Generation X: Age 38-53	41%	(239)	5%	(31)	27%	(159)	27%	(161)	589
Boomers: Age 54-72	43%	(306)	3%	(22)	30%	(213)	24%	(172)	714
PID: Dem (no lean)	40%	(279)	6%	(41)	30%	(205)	24%	(168)	693
PID: Ind (no lean)	36%	(312)	6%	(53)	27%	(235)	31%	(273)	873
PID: Rep (no lean)	42%	(267)	7%	(44)	28%	(176)	24%	(150)	637
PID/Gender: Dem Men	45%	(153)	7%	(23)	32%	(111)	16%	(56)	344
PID/Gender: Dem Women	36%	(126)	5%	(18)	27%	(93)	32%	(112)	349
PID/Gender: Ind Men	39%	(152)	4%	(14)	32%	(123)	26%	(100)	389
PID/Gender: Ind Women	33%	(161)	8%	(39)	23%	(112)	36%	(173)	484
PID/Gender: Rep Men	43%	(142)	7%	(23)	34%	(111)	16%	(54)	330
PID/Gender: Rep Women	41%	(126)	7%	(21)	21%	(65)	31%	(96)	307
Ideo: Liberal (1-3)	42%	(304)	8%	(58)	28%	(202)	23%	(166)	730
Ideo: Moderate (4)	41%	(185)	4%	(20)	32%	(143)	23%	(103)	451
Ideo: Conservative (5-7)	41%	(290)	6%	(45)	29%	(202)	24%	(170)	707
Educ: < College	36%	(546)	7%	(99)	26%	(393)	31%	(476)	1514
Educ: Bachelors degree	43%	(193)	6%	(28)	32%	(143)	18%	(80)	444
Educ: Post-grad	49%	(120)	5%	(11)	32%	(78)	14%	(35)	244

Table BR18_4: *For each of the following categories, which of the following statements best applies?*
Tech companies

Demographic	Have too much power		Have too little power		Have as much power as they should		Don't know / No opinion		Total N
Adults	39%	(859)	6%	(138)	28%	(615)	27%	(591)	2203
Income: Under 50k	38%	(491)	7%	(89)	26%	(330)	29%	(374)	1284
Income: 50k-100k	40%	(260)	6%	(36)	30%	(193)	24%	(155)	645
Income: 100k+	39%	(108)	5%	(12)	34%	(92)	23%	(62)	274
Ethnicity: White	42%	(720)	6%	(97)	27%	(468)	25%	(440)	1724
Ethnicity: Hispanic	34%	(120)	8%	(28)	30%	(105)	28%	(97)	350
Ethnicity: Afr. Am.	28%	(78)	9%	(25)	30%	(83)	32%	(89)	275
Ethnicity: Other	30%	(61)	8%	(17)	31%	(64)	31%	(63)	204
Relig: Protestant	42%	(230)	5%	(25)	30%	(164)	23%	(124)	543
Relig: Roman Catholic	41%	(174)	6%	(27)	29%	(122)	23%	(98)	420
Relig: Ath./Agn./None	37%	(252)	6%	(43)	25%	(173)	32%	(216)	684
Relig: Something Else	39%	(125)	7%	(23)	28%	(88)	26%	(83)	319
Relig: Evangelical	37%	(227)	6%	(38)	30%	(180)	27%	(163)	608
Relig: Non-Evang. Catholics	43%	(254)	6%	(34)	29%	(173)	22%	(129)	589
Relig: All Christian	40%	(481)	6%	(72)	30%	(354)	24%	(292)	1198
Relig: All Non-Christian	38%	(377)	7%	(65)	26%	(261)	30%	(299)	1002
Community: Urban	38%	(217)	6%	(33)	30%	(173)	26%	(150)	573
Community: Suburban	39%	(385)	6%	(61)	31%	(301)	24%	(236)	982
Community: Rural	40%	(258)	7%	(45)	22%	(141)	32%	(205)	648
Employ: Private Sector	44%	(301)	7%	(46)	30%	(200)	19%	(130)	677
Employ: Government	42%	(61)	7%	(10)	26%	(38)	25%	(36)	145
Employ: Self-Employed	33%	(62)	11%	(21)	27%	(51)	28%	(52)	186
Employ: Homemaker	30%	(54)	8%	(14)	30%	(54)	32%	(57)	179
Employ: Student	28%	(27)	12%	(12)	27%	(26)	33%	(32)	97
Employ: Retired	42%	(216)	2%	(13)	29%	(150)	26%	(132)	511
Employ: Unemployed	34%	(74)	5%	(10)	29%	(62)	33%	(70)	216
Employ: Other	34%	(64)	6%	(11)	18%	(34)	43%	(82)	192
Military HH: Yes	42%	(181)	6%	(26)	28%	(120)	25%	(107)	433
Military HH: No	38%	(678)	6%	(112)	28%	(495)	27%	(484)	1770

Table BR18_4: *For each of the following categories, which of the following statements best applies?*
Tech companies

Demographic	Have too much power		Have too little power		Have as much power as they should		Don't know / No opinion		Total N
Adults	39%	(859)	6%	(138)	28%	(615)	27%	(591)	2203
RD/WT: Right Direction	40%	(366)	7%	(59)	30%	(271)	23%	(211)	907
RD/WT: Wrong Track	38%	(493)	6%	(79)	27%	(344)	29%	(380)	1296
Trump Job Approve	42%	(387)	6%	(60)	29%	(268)	23%	(218)	933
Trump Job Disapprove	39%	(437)	6%	(72)	29%	(325)	26%	(300)	1134
Trump Job Strongly Approve	43%	(207)	6%	(28)	28%	(135)	23%	(110)	481
Trump Job Somewhat Approve	40%	(180)	7%	(32)	29%	(132)	24%	(108)	452
Trump Job Somewhat Disapprove	35%	(102)	9%	(26)	31%	(92)	25%	(72)	293
Trump Job Strongly Disapprove	40%	(335)	5%	(45)	28%	(233)	27%	(227)	841
#1 Issue: Economy	36%	(220)	7%	(44)	31%	(191)	25%	(154)	609
#1 Issue: Security	40%	(177)	8%	(36)	28%	(124)	24%	(107)	445
#1 Issue: Health Care	46%	(153)	8%	(27)	26%	(88)	20%	(67)	335
#1 Issue: Medicare / Social Security	39%	(126)	1%	(4)	28%	(90)	33%	(106)	327
#1 Issue: Women's Issues	36%	(31)	3%	(3)	26%	(22)	35%	(30)	87
#1 Issue: Education	40%	(76)	5%	(10)	28%	(54)	26%	(50)	190
#1 Issue: Energy	34%	(25)	9%	(7)	31%	(23)	25%	(19)	74
#1 Issue: Other	37%	(50)	5%	(7)	16%	(22)	42%	(57)	135
2016 Vote: Democrat Hillary Clinton	41%	(277)	6%	(40)	30%	(199)	23%	(157)	673
2016 Vote: Republican Donald Trump	46%	(342)	4%	(33)	29%	(214)	22%	(162)	751
2016 Vote: Someone else	33%	(73)	8%	(17)	33%	(73)	27%	(60)	223
Voted in 2014: Yes	43%	(608)	6%	(81)	29%	(417)	22%	(316)	1422
Voted in 2014: No	32%	(251)	7%	(57)	25%	(198)	35%	(275)	781
2012 Vote: Barack Obama	40%	(338)	6%	(48)	31%	(256)	23%	(196)	837
2012 Vote: Mitt Romney	44%	(250)	5%	(28)	29%	(163)	23%	(131)	571
2012 Vote: Other	37%	(43)	7%	(8)	28%	(32)	28%	(33)	116
2012 Vote: Didn't Vote	34%	(228)	8%	(54)	24%	(163)	34%	(231)	677
4-Region: Northeast	40%	(159)	3%	(13)	25%	(100)	31%	(121)	394
4-Region: Midwest	39%	(181)	5%	(25)	29%	(133)	27%	(124)	463
4-Region: South	36%	(299)	8%	(63)	27%	(224)	29%	(239)	825
4-Region: West	42%	(219)	7%	(37)	30%	(159)	20%	(106)	521

Table BR18_4: *For each of the following categories, which of the following statements best applies?*

Tech companies

Demographic	Have too much power		Have too little power		Have as much power as they should		Don't know / No opinion		Total N
Adults	39%	(859)	6%	(138)	28%	(615)	27%	(591)	2203
Favorable of Trump	42%	(386)	7%	(59)	28%	(259)	23%	(208)	913
Unfavorable of Trump	39%	(440)	6%	(69)	29%	(322)	26%	(291)	1122
Very Favorable of Trump	45%	(231)	6%	(32)	28%	(145)	21%	(110)	518
Somewhat Favorable of Trump	39%	(156)	7%	(27)	29%	(114)	25%	(98)	395
Somewhat Unfavorable of Trump	37%	(89)	10%	(25)	33%	(77)	20%	(47)	238
Very Unfavorable of Trump	40%	(352)	5%	(45)	28%	(244)	28%	(244)	885

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

Table BR18_5: *For each of the following categories, which of the following statements best applies?*
Telecom providers

Demographic	Have too much power		Have too little power		Have as much power as they should		Don't know / No opinion		Total N
Adults	43%	(958)	6%	(138)	21%	(471)	29%	(635)	2203
Gender: Male	48%	(511)	7%	(78)	24%	(250)	21%	(224)	1063
Gender: Female	39%	(447)	5%	(61)	19%	(221)	36%	(411)	1140
Age: 18-29	32%	(151)	11%	(53)	24%	(111)	33%	(157)	472
Age: 30-44	42%	(230)	6%	(34)	19%	(105)	32%	(173)	542
Age: 45-54	47%	(174)	7%	(25)	20%	(74)	26%	(98)	371
Age: 55-64	51%	(194)	3%	(11)	21%	(80)	25%	(95)	381
Age: 65+	48%	(208)	4%	(16)	23%	(100)	26%	(112)	437
Generation Z: 18-21	25%	(43)	15%	(26)	28%	(49)	32%	(55)	173
Millennial: Age 22-37	40%	(236)	7%	(39)	21%	(124)	33%	(194)	594
Generation X: Age 38-53	44%	(261)	8%	(46)	18%	(108)	29%	(173)	589
Boomers: Age 54-72	50%	(355)	2%	(17)	23%	(163)	25%	(178)	714
PID: Dem (no lean)	43%	(298)	8%	(54)	21%	(147)	28%	(194)	693
PID: Ind (no lean)	42%	(365)	5%	(40)	21%	(179)	33%	(288)	873
PID: Rep (no lean)	46%	(294)	7%	(44)	23%	(145)	24%	(154)	637
PID/Gender: Dem Men	46%	(160)	10%	(33)	24%	(81)	20%	(70)	344
PID/Gender: Dem Women	40%	(139)	6%	(21)	19%	(65)	35%	(123)	349
PID/Gender: Ind Men	50%	(194)	4%	(16)	20%	(79)	26%	(101)	389
PID/Gender: Ind Women	35%	(172)	5%	(24)	21%	(101)	39%	(187)	484
PID/Gender: Rep Men	48%	(158)	9%	(29)	27%	(90)	16%	(53)	330
PID/Gender: Rep Women	45%	(137)	5%	(15)	18%	(55)	33%	(100)	307
Ideo: Liberal (1-3)	46%	(333)	9%	(68)	21%	(154)	24%	(175)	730
Ideo: Moderate (4)	47%	(210)	5%	(21)	23%	(106)	25%	(114)	451
Ideo: Conservative (5-7)	46%	(328)	4%	(31)	23%	(166)	26%	(181)	707
Educ: < College	38%	(579)	7%	(110)	20%	(307)	34%	(519)	1514
Educ: Bachelors degree	53%	(234)	4%	(20)	25%	(111)	18%	(80)	444
Educ: Post-grad	60%	(146)	4%	(9)	22%	(54)	15%	(36)	244

Table BR18_5: *For each of the following categories, which of the following statements best applies?*
Telecom providers

Demographic	Have too much power		Have too little power		Have as much power as they should		Don't know / No opinion		Total N
Adults	43%	(958)	6%	(138)	21%	(471)	29%	(635)	2203
Income: Under 50k	41%	(525)	7%	(91)	20%	(259)	32%	(410)	1284
Income: 50k-100k	47%	(303)	6%	(37)	22%	(144)	25%	(160)	645
Income: 100k+	47%	(130)	4%	(10)	25%	(69)	24%	(66)	274
Ethnicity: White	47%	(813)	5%	(93)	20%	(348)	27%	(470)	1724
Ethnicity: Hispanic	29%	(100)	11%	(38)	26%	(91)	34%	(120)	350
Ethnicity: Afr. Am.	30%	(84)	9%	(24)	28%	(76)	33%	(91)	275
Ethnicity: Other	30%	(62)	10%	(21)	23%	(46)	37%	(75)	204
Relig: Protestant	48%	(258)	4%	(20)	25%	(135)	24%	(130)	543
Relig: Roman Catholic	42%	(178)	7%	(29)	25%	(104)	26%	(109)	420
Relig: Ath./Agn./None	43%	(296)	5%	(35)	18%	(122)	34%	(230)	684
Relig: Something Else	48%	(152)	8%	(27)	19%	(60)	25%	(81)	319
Relig: Evangelical	40%	(243)	8%	(46)	24%	(145)	29%	(175)	608
Relig: Non-Evang. Catholics	45%	(266)	5%	(30)	25%	(145)	25%	(149)	589
Relig: All Christian	42%	(508)	6%	(76)	24%	(290)	27%	(324)	1198
Relig: All Non-Christian	45%	(448)	6%	(62)	18%	(181)	31%	(311)	1002
Community: Urban	40%	(227)	8%	(44)	22%	(128)	30%	(175)	573
Community: Suburban	46%	(453)	5%	(50)	23%	(224)	26%	(254)	982
Community: Rural	43%	(278)	7%	(45)	18%	(120)	32%	(206)	648
Employ: Private Sector	52%	(351)	7%	(44)	22%	(147)	20%	(134)	677
Employ: Government	48%	(70)	7%	(10)	20%	(30)	24%	(36)	145
Employ: Self-Employed	46%	(86)	7%	(14)	20%	(38)	26%	(49)	186
Employ: Homemaker	33%	(60)	8%	(15)	22%	(40)	36%	(65)	179
Employ: Student	29%	(28)	10%	(9)	28%	(27)	33%	(32)	97
Employ: Retired	46%	(235)	4%	(19)	23%	(118)	27%	(139)	511
Employ: Unemployed	31%	(68)	6%	(13)	19%	(41)	44%	(95)	216
Employ: Other	32%	(61)	8%	(15)	15%	(30)	45%	(87)	192
Military HH: Yes	44%	(189)	8%	(36)	23%	(101)	25%	(107)	433
Military HH: No	43%	(769)	6%	(102)	21%	(371)	30%	(528)	1770

Table BR18_5: *For each of the following categories, which of the following statements best applies?*
Telecom providers

Demographic	Have too much power		Have too little power		Have as much power as they should		Don't know / No opinion		Total N
Adults	43%	(958)	6%	(138)	21%	(471)	29%	(635)	2203
RD/WT: Right Direction	44%	(403)	8%	(72)	23%	(206)	25%	(227)	907
RD/WT: Wrong Track	43%	(555)	5%	(67)	20%	(265)	32%	(409)	1296
Trump Job Approve	45%	(422)	7%	(61)	23%	(219)	25%	(232)	933
Trump Job Disapprove	44%	(503)	6%	(72)	21%	(237)	28%	(322)	1134
Trump Job Strongly Approve	46%	(222)	6%	(30)	23%	(111)	25%	(118)	481
Trump Job Somewhat Approve	44%	(199)	7%	(31)	24%	(108)	25%	(114)	452
Trump Job Somewhat Disapprove	43%	(127)	9%	(27)	22%	(63)	26%	(76)	293
Trump Job Strongly Disapprove	45%	(376)	5%	(46)	21%	(174)	29%	(245)	841
#1 Issue: Economy	43%	(264)	7%	(43)	21%	(131)	28%	(172)	609
#1 Issue: Security	42%	(187)	7%	(31)	23%	(100)	28%	(126)	445
#1 Issue: Health Care	51%	(172)	7%	(24)	19%	(63)	22%	(75)	335
#1 Issue: Medicare / Social Security	43%	(142)	2%	(8)	24%	(78)	31%	(100)	327
#1 Issue: Women's Issues	43%	(37)	4%	(3)	17%	(15)	36%	(32)	87
#1 Issue: Education	37%	(70)	9%	(17)	26%	(50)	28%	(54)	190
#1 Issue: Energy	38%	(29)	10%	(7)	23%	(17)	29%	(22)	74
#1 Issue: Other	43%	(58)	3%	(4)	13%	(18)	41%	(55)	135
2016 Vote: Democrat Hillary Clinton	47%	(316)	7%	(50)	21%	(140)	25%	(167)	673
2016 Vote: Republican Donald Trump	49%	(366)	5%	(34)	22%	(167)	24%	(184)	751
2016 Vote: Someone else	48%	(108)	5%	(10)	22%	(49)	25%	(55)	223
Voted in 2014: Yes	49%	(702)	5%	(78)	22%	(316)	23%	(327)	1422
Voted in 2014: No	33%	(257)	8%	(61)	20%	(155)	40%	(309)	781
2012 Vote: Barack Obama	49%	(413)	5%	(46)	21%	(177)	24%	(202)	837
2012 Vote: Mitt Romney	49%	(278)	4%	(25)	24%	(134)	24%	(134)	571
2012 Vote: Other	40%	(46)	11%	(12)	19%	(22)	31%	(36)	116
2012 Vote: Didn't Vote	33%	(221)	8%	(55)	20%	(137)	39%	(263)	677
4-Region: Northeast	41%	(161)	5%	(21)	24%	(93)	30%	(119)	394
4-Region: Midwest	45%	(209)	5%	(23)	19%	(90)	30%	(141)	463
4-Region: South	44%	(364)	6%	(48)	21%	(171)	29%	(243)	825
4-Region: West	43%	(224)	9%	(46)	23%	(117)	26%	(133)	521

Table BR18_5: *For each of the following categories, which of the following statements best applies?*
Telecom providers

Demographic	Have too much power		Have too little power		Have as much power as they should		Don't know / No opinion		Total N
Adults	43%	(958)	6%	(138)	21%	(471)	29%	(635)	2203
Favorable of Trump	46%	(422)	6%	(57)	23%	(207)	25%	(227)	913
Unfavorable of Trump	44%	(497)	6%	(69)	21%	(239)	28%	(318)	1122
Very Favorable of Trump	47%	(244)	7%	(36)	23%	(117)	23%	(121)	518
Somewhat Favorable of Trump	45%	(179)	5%	(20)	23%	(90)	27%	(106)	395
Somewhat Unfavorable of Trump	42%	(99)	8%	(20)	27%	(65)	23%	(54)	238
Very Unfavorable of Trump	45%	(398)	6%	(49)	20%	(174)	30%	(264)	885

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

Table BR19: *How much have you seen, read or heard about vaping, or using electronic cigarettes?*

Demographic	A lot		Some		Not too much		Nothing at all		Don't know / No Opinion		Total N
Adults	29%	(630)	38%	(847)	20%	(442)	8%	(178)	5%	(106)	2203
Gender: Male	27%	(288)	40%	(430)	21%	(226)	7%	(79)	4%	(41)	1063
Gender: Female	30%	(342)	37%	(417)	19%	(216)	9%	(100)	6%	(65)	1140
Age: 18-29	45%	(211)	26%	(121)	19%	(87)	5%	(25)	6%	(28)	472
Age: 30-44	33%	(181)	37%	(203)	18%	(96)	7%	(37)	5%	(25)	542
Age: 45-54	23%	(85)	42%	(156)	21%	(78)	8%	(28)	6%	(24)	371
Age: 55-64	24%	(93)	41%	(157)	23%	(89)	7%	(26)	4%	(16)	381
Age: 65+	14%	(60)	48%	(211)	21%	(91)	14%	(61)	3%	(14)	437
Generation Z: 18-21	44%	(77)	28%	(48)	17%	(29)	5%	(8)	7%	(12)	173
Millennial: Age 22-37	41%	(245)	29%	(172)	19%	(115)	6%	(37)	4%	(25)	594
Generation X: Age 38-53	25%	(148)	42%	(249)	19%	(110)	7%	(43)	7%	(40)	589
Boomers: Age 54-72	20%	(144)	45%	(321)	22%	(157)	10%	(69)	3%	(22)	714
PID: Dem (no lean)	27%	(188)	40%	(276)	21%	(145)	9%	(62)	3%	(22)	693
PID: Ind (no lean)	33%	(287)	35%	(301)	19%	(168)	7%	(64)	6%	(53)	873
PID: Rep (no lean)	24%	(154)	42%	(270)	20%	(129)	8%	(53)	5%	(31)	637
PID/Gender: Dem Men	30%	(103)	37%	(127)	21%	(73)	9%	(30)	3%	(11)	344
PID/Gender: Dem Women	24%	(85)	43%	(149)	21%	(72)	9%	(32)	3%	(11)	349
PID/Gender: Ind Men	28%	(108)	40%	(155)	20%	(76)	7%	(28)	5%	(21)	389
PID/Gender: Ind Women	37%	(179)	30%	(146)	19%	(91)	7%	(36)	7%	(32)	484
PID/Gender: Rep Men	23%	(76)	45%	(148)	23%	(77)	6%	(21)	3%	(9)	330
PID/Gender: Rep Women	25%	(78)	40%	(122)	17%	(53)	10%	(32)	7%	(22)	307
Ideo: Liberal (1-3)	32%	(237)	36%	(262)	20%	(148)	7%	(50)	4%	(32)	730
Ideo: Moderate (4)	25%	(114)	44%	(197)	20%	(91)	8%	(34)	3%	(15)	451
Ideo: Conservative (5-7)	23%	(164)	43%	(301)	22%	(156)	9%	(63)	3%	(23)	707
Educ: < College	31%	(469)	35%	(526)	19%	(290)	9%	(138)	6%	(92)	1514
Educ: Bachelors degree	24%	(107)	45%	(201)	23%	(100)	6%	(28)	2%	(9)	444
Educ: Post-grad	22%	(54)	49%	(121)	21%	(52)	5%	(12)	2%	(6)	244
Income: Under 50k	32%	(406)	35%	(455)	19%	(240)	8%	(109)	6%	(74)	1284
Income: 50k-100k	25%	(162)	40%	(259)	23%	(146)	8%	(54)	4%	(23)	645
Income: 100k+	22%	(62)	49%	(133)	20%	(55)	6%	(15)	3%	(9)	274

Continued on next page

Table BR19: *How much have you seen, read or heard about vaping, or using electronic cigarettes?*

Demographic	A lot		Some		Not too much		Nothing at all		Don't know / No Opinion		Total N
Adults	29%	(630)	38%	(847)	20%	(442)	8%	(178)	5%	(106)	2203
Ethnicity: White	27%	(459)	41%	(714)	20%	(342)	8%	(136)	4%	(74)	1724
Ethnicity: Hispanic	33%	(116)	30%	(105)	24%	(84)	6%	(22)	7%	(23)	350
Ethnicity: Afr. Am.	36%	(99)	28%	(78)	21%	(57)	10%	(28)	4%	(12)	275
Ethnicity: Other	35%	(71)	27%	(56)	21%	(42)	7%	(14)	10%	(21)	204
Relig: Protestant	21%	(116)	44%	(238)	22%	(119)	10%	(55)	3%	(15)	543
Relig: Roman Catholic	22%	(91)	46%	(193)	20%	(84)	9%	(37)	4%	(16)	420
Relig: Ath./Agn./None	33%	(228)	30%	(207)	21%	(145)	7%	(50)	8%	(54)	684
Relig: Something Else	35%	(113)	38%	(122)	16%	(50)	7%	(21)	4%	(13)	319
Relig: Evangelical	27%	(167)	39%	(240)	21%	(130)	8%	(47)	4%	(25)	608
Relig: Non-Evang. Catholics	21%	(122)	47%	(278)	20%	(116)	10%	(59)	2%	(14)	589
Relig: All Christian	24%	(289)	43%	(518)	21%	(246)	9%	(106)	3%	(39)	1198
Relig: All Non-Christian	34%	(341)	33%	(328)	20%	(196)	7%	(71)	7%	(66)	1002
Community: Urban	32%	(183)	35%	(201)	20%	(114)	8%	(48)	5%	(26)	573
Community: Suburban	26%	(259)	40%	(397)	21%	(206)	8%	(75)	5%	(44)	982
Community: Rural	29%	(187)	38%	(249)	19%	(121)	8%	(55)	6%	(36)	648
Employ: Private Sector	30%	(200)	41%	(277)	21%	(141)	6%	(39)	3%	(19)	677
Employ: Government	27%	(39)	42%	(61)	20%	(29)	5%	(8)	5%	(8)	145
Employ: Self-Employed	37%	(68)	38%	(70)	17%	(32)	7%	(13)	2%	(3)	186
Employ: Homemaker	39%	(69)	34%	(62)	16%	(28)	5%	(9)	6%	(11)	179
Employ: Student	43%	(41)	21%	(21)	17%	(17)	9%	(8)	10%	(10)	97
Employ: Retired	14%	(73)	46%	(233)	22%	(114)	14%	(72)	4%	(18)	511
Employ: Unemployed	30%	(65)	29%	(63)	25%	(54)	10%	(21)	6%	(13)	216
Employ: Other	38%	(73)	32%	(61)	14%	(26)	4%	(8)	12%	(23)	192
Military HH: Yes	29%	(125)	40%	(172)	19%	(82)	9%	(38)	4%	(17)	433
Military HH: No	29%	(505)	38%	(676)	20%	(359)	8%	(141)	5%	(90)	1770
RD/WT: Right Direction	26%	(236)	38%	(347)	20%	(183)	10%	(87)	6%	(54)	907
RD/WT: Wrong Track	30%	(394)	39%	(500)	20%	(259)	7%	(91)	4%	(52)	1296
Trump Job Approve	28%	(263)	40%	(374)	20%	(183)	8%	(76)	4%	(38)	933
Trump Job Disapprove	29%	(330)	39%	(444)	21%	(239)	7%	(80)	4%	(41)	1134

Table BR19: *How much have you seen, read or heard about vaping, or using electronic cigarettes?*

Demographic	A lot		Some		Not too much		Nothing at all		Don't know / No Opinion		Total N
Adults	29%	(630)	38%	(847)	20%	(442)	8%	(178)	5%	(106)	2203
Trump Job Strongly Approve	27%	(129)	38%	(183)	21%	(101)	9%	(46)	5%	(22)	481
Trump Job Somewhat Approve	30%	(134)	42%	(191)	18%	(82)	7%	(30)	3%	(15)	452
Trump Job Somewhat Disapprove	28%	(83)	43%	(126)	19%	(56)	6%	(17)	4%	(11)	293
Trump Job Strongly Disapprove	29%	(247)	38%	(318)	22%	(183)	8%	(63)	3%	(29)	841
#1 Issue: Economy	31%	(190)	40%	(241)	20%	(123)	5%	(33)	4%	(23)	609
#1 Issue: Security	25%	(111)	40%	(176)	20%	(89)	10%	(46)	5%	(22)	445
#1 Issue: Health Care	29%	(96)	40%	(135)	21%	(69)	6%	(21)	4%	(15)	335
#1 Issue: Medicare / Social Security	20%	(66)	43%	(141)	21%	(69)	12%	(40)	4%	(12)	327
#1 Issue: Women's Issues	34%	(29)	33%	(29)	20%	(17)	5%	(5)	7%	(6)	87
#1 Issue: Education	39%	(75)	28%	(54)	21%	(40)	8%	(14)	4%	(7)	190
#1 Issue: Energy	33%	(24)	43%	(32)	14%	(10)	5%	(3)	6%	(4)	74
#1 Issue: Other	28%	(38)	29%	(39)	18%	(24)	12%	(16)	13%	(17)	135
2016 Vote: Democrat Hillary Clinton	25%	(168)	43%	(292)	19%	(131)	9%	(62)	3%	(21)	673
2016 Vote: Republican Donald Trump	25%	(187)	41%	(310)	21%	(158)	9%	(64)	4%	(31)	751
2016 Vote: Someone else	27%	(61)	44%	(97)	20%	(44)	5%	(11)	4%	(9)	223
Voted in 2014: Yes	25%	(355)	42%	(602)	20%	(288)	8%	(120)	4%	(57)	1422
Voted in 2014: No	35%	(274)	31%	(246)	20%	(153)	7%	(58)	6%	(49)	781
2012 Vote: Barack Obama	28%	(232)	42%	(355)	20%	(171)	7%	(57)	3%	(23)	837
2012 Vote: Mitt Romney	19%	(111)	44%	(252)	23%	(129)	10%	(54)	4%	(25)	571
2012 Vote: Other	24%	(28)	42%	(48)	14%	(16)	14%	(16)	7%	(8)	116
2012 Vote: Didn't Vote	38%	(259)	28%	(192)	18%	(125)	8%	(51)	7%	(50)	677
4-Region: Northeast	26%	(104)	40%	(156)	19%	(75)	8%	(33)	7%	(26)	394
4-Region: Midwest	27%	(123)	40%	(185)	19%	(88)	9%	(43)	5%	(24)	463
4-Region: South	26%	(218)	38%	(314)	23%	(188)	8%	(67)	5%	(38)	825
4-Region: West	36%	(185)	37%	(192)	17%	(90)	7%	(35)	4%	(19)	521
Favorable of Trump	28%	(253)	41%	(374)	19%	(176)	8%	(73)	4%	(37)	913
Unfavorable of Trump	30%	(335)	39%	(438)	21%	(235)	7%	(80)	3%	(34)	1122
Very Favorable of Trump	25%	(130)	40%	(206)	21%	(109)	9%	(49)	5%	(24)	518
Somewhat Favorable of Trump	31%	(123)	43%	(168)	17%	(66)	6%	(24)	3%	(13)	395
Somewhat Unfavorable of Trump	30%	(72)	37%	(88)	21%	(51)	7%	(18)	4%	(9)	238
Very Unfavorable of Trump	30%	(263)	40%	(350)	21%	(184)	7%	(62)	3%	(26)	885

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

Table BR20: *Do you or have you ever habitually smoked tobacco cigarettes?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	44%	(980)	53%	(1161)	3%	(63)	2203
Gender: Male	47%	(496)	51%	(542)	2%	(25)	1063
Gender: Female	42%	(484)	54%	(618)	3%	(37)	1140
Age: 18-29	32%	(150)	62%	(293)	6%	(28)	472
Age: 30-44	50%	(270)	47%	(254)	3%	(18)	542
Age: 45-54	41%	(151)	57%	(211)	3%	(10)	371
Age: 55-64	48%	(182)	51%	(193)	1%	(5)	381
Age: 65+	52%	(226)	48%	(209)	1%	(2)	437
Generation Z: 18-21	20%	(34)	73%	(127)	7%	(13)	173
Millennial: Age 22-37	45%	(265)	52%	(307)	4%	(21)	594
Generation X: Age 38-53	44%	(259)	52%	(308)	4%	(22)	589
Boomers: Age 54-72	47%	(338)	52%	(368)	1%	(7)	714
PID: Dem (no lean)	44%	(308)	54%	(373)	2%	(12)	693
PID: Ind (no lean)	45%	(393)	51%	(443)	4%	(37)	873
PID: Rep (no lean)	44%	(278)	54%	(345)	2%	(14)	637
PID/Gender: Dem Men	49%	(169)	50%	(172)	1%	(3)	344
PID/Gender: Dem Women	40%	(139)	57%	(200)	3%	(9)	349
PID/Gender: Ind Men	49%	(189)	47%	(184)	4%	(16)	389
PID/Gender: Ind Women	42%	(205)	53%	(259)	4%	(21)	484
PID/Gender: Rep Men	42%	(138)	56%	(186)	2%	(6)	330
PID/Gender: Rep Women	46%	(140)	52%	(160)	2%	(8)	307
Ideo: Liberal (1-3)	42%	(305)	54%	(397)	4%	(27)	730
Ideo: Moderate (4)	45%	(203)	54%	(244)	1%	(4)	451
Ideo: Conservative (5-7)	44%	(308)	55%	(390)	1%	(9)	707
Educ: < College	50%	(754)	46%	(703)	4%	(57)	1514
Educ: Bachelors degree	33%	(147)	66%	(294)	1%	(3)	444
Educ: Post-grad	32%	(78)	67%	(164)	1%	(2)	244
Income: Under 50k	49%	(635)	47%	(603)	4%	(47)	1284
Income: 50k-100k	39%	(253)	59%	(380)	2%	(12)	645
Income: 100k+	33%	(92)	65%	(178)	2%	(4)	274

Table BR20: *Do you or have you ever habitually smoked tobacco cigarettes?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	44%	(980)	53%	(1161)	3%	(63)	2203
Ethnicity: White	46%	(796)	52%	(899)	2%	(29)	1724
Ethnicity: Hispanic	42%	(148)	51%	(179)	7%	(23)	350
Ethnicity: Afr. Am.	38%	(106)	55%	(152)	6%	(17)	275
Ethnicity: Other	38%	(78)	53%	(109)	8%	(17)	204
Relig: Protestant	42%	(228)	57%	(309)	1%	(6)	543
Relig: Roman Catholic	43%	(183)	56%	(234)	1%	(4)	420
Relig: Ath./Agn./None	44%	(304)	50%	(342)	6%	(38)	684
Relig: Something Else	44%	(139)	54%	(172)	2%	(7)	319
Relig: Evangelical	45%	(275)	52%	(318)	3%	(16)	608
Relig: Non-Evang. Catholics	44%	(260)	55%	(327)	—	(3)	589
Relig: All Christian	45%	(535)	54%	(644)	2%	(18)	1198
Relig: All Non-Christian	44%	(443)	51%	(514)	4%	(45)	1002
Community: Urban	46%	(261)	51%	(290)	4%	(22)	573
Community: Suburban	41%	(399)	57%	(558)	3%	(26)	982
Community: Rural	49%	(320)	48%	(313)	2%	(15)	648
Employ: Private Sector	39%	(261)	60%	(404)	2%	(12)	677
Employ: Government	35%	(51)	63%	(92)	2%	(3)	145
Employ: Self-Employed	44%	(82)	54%	(100)	2%	(5)	186
Employ: Homemaker	60%	(107)	38%	(68)	2%	(4)	179
Employ: Student	23%	(22)	67%	(65)	10%	(9)	97
Employ: Retired	50%	(256)	49%	(250)	1%	(5)	511
Employ: Unemployed	47%	(101)	49%	(107)	4%	(9)	216
Employ: Other	52%	(100)	40%	(76)	8%	(16)	192
Military HH: Yes	50%	(219)	47%	(204)	2%	(10)	433
Military HH: No	43%	(761)	54%	(956)	3%	(53)	1770
RD/WT: Right Direction	45%	(409)	52%	(468)	3%	(30)	907
RD/WT: Wrong Track	44%	(570)	53%	(693)	3%	(33)	1296
Trump Job Approve	46%	(433)	52%	(481)	2%	(18)	933
Trump Job Disapprove	43%	(489)	55%	(618)	2%	(27)	1134

Table BR20: *Do you or have you ever habitually smoked tobacco cigarettes?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	44%	(980)	53%	(1161)	3%	(63)	2203
Trump Job Strongly Approve	48%	(230)	51%	(244)	1%	(7)	481
Trump Job Somewhat Approve	45%	(203)	53%	(238)	2%	(11)	452
Trump Job Somewhat Disapprove	43%	(125)	55%	(160)	3%	(8)	293
Trump Job Strongly Disapprove	43%	(364)	54%	(458)	2%	(19)	841
#1 Issue: Economy	48%	(290)	50%	(306)	2%	(14)	609
#1 Issue: Security	44%	(195)	55%	(244)	1%	(6)	445
#1 Issue: Health Care	42%	(139)	55%	(183)	4%	(13)	335
#1 Issue: Medicare / Social Security	51%	(168)	48%	(156)	1%	(3)	327
#1 Issue: Women's Issues	31%	(27)	64%	(55)	6%	(5)	87
#1 Issue: Education	39%	(74)	59%	(112)	2%	(4)	190
#1 Issue: Energy	40%	(30)	51%	(38)	9%	(7)	74
#1 Issue: Other	42%	(57)	49%	(67)	9%	(12)	135
2016 Vote: Democrat Hillary Clinton	43%	(292)	55%	(370)	2%	(12)	673
2016 Vote: Republican Donald Trump	49%	(365)	50%	(375)	1%	(11)	751
2016 Vote: Someone else	37%	(83)	59%	(132)	3%	(7)	223
Voted in 2014: Yes	45%	(636)	53%	(759)	2%	(27)	1422
Voted in 2014: No	44%	(343)	51%	(402)	5%	(36)	781
2012 Vote: Barack Obama	46%	(383)	53%	(442)	2%	(13)	837
2012 Vote: Mitt Romney	43%	(248)	55%	(312)	2%	(11)	571
2012 Vote: Other	46%	(53)	51%	(59)	4%	(4)	116
2012 Vote: Didn't Vote	44%	(295)	51%	(348)	5%	(34)	677
4-Region: Northeast	46%	(181)	50%	(197)	4%	(16)	394
4-Region: Midwest	49%	(225)	48%	(224)	3%	(14)	463
4-Region: South	45%	(374)	51%	(425)	3%	(27)	825
4-Region: West	38%	(200)	61%	(315)	1%	(6)	521
Favorable of Trump	47%	(430)	51%	(467)	2%	(16)	913
Unfavorable of Trump	43%	(482)	55%	(620)	2%	(21)	1122
Very Favorable of Trump	48%	(249)	50%	(261)	2%	(9)	518
Somewhat Favorable of Trump	46%	(182)	52%	(206)	2%	(7)	395
Somewhat Unfavorable of Trump	42%	(99)	55%	(131)	3%	(7)	238
Very Unfavorable of Trump	43%	(383)	55%	(489)	2%	(13)	885

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

Table BR21: *Have you ever tried vaping, or using electronic cigarettes?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	53%	(517)	47%	(459)	—	(4)	980
Gender: Male	45%	(226)	54%	(267)	1%	(3)	496
Gender: Female	60%	(291)	40%	(191)	—	(1)	484
Age: 18-29	85%	(128)	12%	(18)	2%	(4)	150
Age: 30-44	69%	(186)	31%	(85)	—	(0)	270
Age: 45-54	49%	(75)	51%	(76)	—	(0)	151
Age: 55-64	43%	(79)	57%	(103)	—	(0)	182
Age: 65+	22%	(49)	78%	(176)	—	(0)	226
Millennial: Age 22-37	80%	(213)	19%	(52)	—	(1)	265
Generation X: Age 38-53	55%	(142)	45%	(118)	—	(0)	259
Boomers: Age 54-72	38%	(128)	62%	(211)	—	(0)	338
PID: Dem (no lean)	49%	(150)	51%	(157)	—	(1)	308
PID: Ind (no lean)	58%	(230)	42%	(164)	—	(0)	393
PID: Rep (no lean)	49%	(137)	50%	(139)	1%	(3)	278
PID/Gender: Dem Men	45%	(76)	55%	(93)	—	(0)	169
PID/Gender: Dem Women	54%	(75)	46%	(64)	1%	(1)	139
PID/Gender: Ind Men	48%	(90)	52%	(98)	—	(0)	189
PID/Gender: Ind Women	68%	(139)	32%	(65)	—	(0)	205
PID/Gender: Rep Men	43%	(59)	55%	(76)	2%	(3)	138
PID/Gender: Rep Women	55%	(77)	45%	(62)	—	(0)	140
Ideo: Liberal (1-3)	55%	(169)	43%	(133)	1%	(4)	305
Ideo: Moderate (4)	49%	(99)	51%	(104)	—	(0)	203
Ideo: Conservative (5-7)	46%	(141)	54%	(167)	—	(0)	308
Educ: < College	57%	(428)	43%	(323)	—	(4)	754
Educ: Bachelors degree	46%	(67)	54%	(80)	—	(0)	147
Educ: Post-grad	28%	(22)	72%	(57)	—	(0)	78
Income: Under 50k	56%	(355)	44%	(279)	—	(1)	635
Income: 50k-100k	48%	(122)	51%	(128)	1%	(3)	253
Income: 100k+	44%	(40)	56%	(52)	—	(0)	92
Ethnicity: White	51%	(404)	49%	(389)	—	(3)	796

Continued on next page

Table BR21: *Have you ever tried vaping, or using electronic cigarettes?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	53%	(517)	47%	(459)	—	(4)	980
Ethnicity: Hispanic	51%	(75)	47%	(70)	2%	(3)	148
Ethnicity: Afr. Am.	56%	(59)	44%	(47)	—	(0)	106
Ethnicity: Other	69%	(54)	30%	(23)	1%	(1)	78
Relig: Protestant	38%	(86)	62%	(142)	—	(0)	228
Relig: Roman Catholic	46%	(84)	53%	(96)	2%	(3)	183
Relig: Ath./Agn./None	62%	(190)	38%	(114)	—	(0)	304
Relig: Something Else	61%	(85)	39%	(54)	1%	(1)	139
Relig: Evangelical	51%	(141)	47%	(130)	1%	(3)	275
Relig: Non-Evang. Catholics	39%	(101)	61%	(159)	—	(0)	260
Relig: All Christian	45%	(243)	54%	(290)	1%	(3)	535
Relig: All Non-Christian	62%	(274)	38%	(168)	—	(1)	443
Community: Urban	51%	(133)	48%	(126)	1%	(3)	261
Community: Suburban	52%	(206)	48%	(192)	—	(0)	399
Community: Rural	56%	(178)	44%	(141)	—	(1)	320
Employ: Private Sector	57%	(149)	43%	(112)	—	(0)	261
Employ: Government	61%	(31)	37%	(19)	2%	(1)	51
Employ: Self-Employed	76%	(62)	24%	(20)	—	(0)	82
Employ: Homemaker	67%	(72)	33%	(36)	—	(0)	107
Employ: Retired	22%	(56)	77%	(198)	1%	(3)	256
Employ: Unemployed	57%	(57)	43%	(43)	—	(0)	101
Employ: Other	69%	(69)	31%	(31)	—	(0)	100
Military HH: Yes	41%	(91)	57%	(125)	1%	(3)	219
Military HH: No	56%	(426)	44%	(334)	—	(1)	761
RD/WT: Right Direction	50%	(206)	49%	(201)	1%	(3)	409
RD/WT: Wrong Track	55%	(311)	45%	(258)	—	(1)	570
Trump Job Approve	52%	(225)	47%	(205)	1%	(4)	433
Trump Job Disapprove	52%	(255)	48%	(234)	—	(0)	489
Trump Job Strongly Approve	48%	(111)	52%	(119)	—	(0)	230
Trump Job Somewhat Approve	56%	(114)	42%	(86)	2%	(4)	203
Trump Job Somewhat Disapprove	59%	(74)	41%	(51)	—	(0)	125
Trump Job Strongly Disapprove	50%	(182)	50%	(183)	—	(0)	364

Table BR21: *Have you ever tried vaping, or using electronic cigarettes?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	53%	(517)	47%	(459)	—	(4)	980
#1 Issue: Economy	65%	(188)	35%	(102)	—	(0)	290
#1 Issue: Security	44%	(86)	54%	(106)	1%	(3)	195
#1 Issue: Health Care	52%	(72)	48%	(67)	—	(0)	139
#1 Issue: Medicare / Social Security	34%	(58)	66%	(111)	—	(0)	168
#1 Issue: Education	67%	(50)	33%	(24)	—	(0)	74
#1 Issue: Other	54%	(30)	46%	(26)	—	(0)	57
2016 Vote: Democrat Hillary Clinton	42%	(124)	58%	(168)	—	(0)	292
2016 Vote: Republican Donald Trump	47%	(170)	53%	(195)	—	(0)	365
2016 Vote: Someone else	57%	(47)	43%	(36)	—	(0)	83
Voted in 2014: Yes	45%	(284)	55%	(353)	—	(0)	636
Voted in 2014: No	68%	(233)	31%	(106)	1%	(4)	343
2012 Vote: Barack Obama	48%	(185)	52%	(198)	—	(0)	383
2012 Vote: Mitt Romney	41%	(102)	58%	(145)	—	(1)	248
2012 Vote: Other	60%	(32)	40%	(21)	—	(0)	53
2012 Vote: Didn't Vote	67%	(198)	32%	(94)	1%	(3)	295
4-Region: Northeast	46%	(84)	54%	(97)	—	(0)	181
4-Region: Midwest	54%	(122)	45%	(102)	—	(1)	225
4-Region: South	51%	(191)	48%	(180)	1%	(3)	374
4-Region: West	60%	(121)	40%	(79)	—	(0)	200
Favorable of Trump	52%	(224)	48%	(206)	—	(1)	430
Unfavorable of Trump	53%	(254)	47%	(225)	1%	(3)	482
Very Favorable of Trump	50%	(125)	50%	(124)	—	(0)	249
Somewhat Favorable of Trump	54%	(99)	45%	(82)	—	(1)	182
Somewhat Unfavorable of Trump	48%	(47)	50%	(49)	3%	(3)	99
Very Unfavorable of Trump	54%	(207)	46%	(176)	—	(0)	383

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

Table BR22: *Which do you prefer?*

Demographic	Smoking tobacco cigarettes		I prefer smoking and vaping equally		Vaping, or using electronic cigarettes		Don't know / No Opinion		Total N
Adults	57%	(292)	14%	(71)	22%	(115)	7%	(38)	517
Gender: Male	54%	(121)	13%	(29)	26%	(59)	7%	(17)	226
Gender: Female	59%	(171)	14%	(42)	19%	(57)	7%	(22)	291
Age: 18-29	46%	(59)	15%	(19)	32%	(41)	7%	(9)	128
Age: 30-44	58%	(108)	16%	(30)	19%	(36)	6%	(12)	186
Age: 45-54	59%	(44)	14%	(11)	21%	(16)	6%	(4)	75
Age: 55-64	66%	(52)	11%	(9)	16%	(13)	8%	(6)	79
Millennial: Age 22-37	52%	(110)	17%	(37)	25%	(53)	7%	(14)	213
Generation X: Age 38-53	61%	(86)	13%	(18)	20%	(28)	6%	(9)	142
Boomers: Age 54-72	62%	(80)	9%	(11)	19%	(24)	10%	(13)	128
PID: Dem (no lean)	54%	(81)	14%	(22)	22%	(34)	9%	(14)	150
PID: Ind (no lean)	60%	(139)	14%	(31)	20%	(46)	6%	(14)	230
PID: Rep (no lean)	53%	(73)	13%	(18)	26%	(36)	8%	(10)	137
PID/Gender: Dem Men	51%	(39)	13%	(10)	24%	(19)	11%	(8)	76
PID/Gender: Dem Women	56%	(42)	16%	(12)	20%	(15)	8%	(6)	75
PID/Gender: Ind Men	57%	(52)	15%	(14)	22%	(20)	5%	(5)	90
PID/Gender: Ind Women	62%	(87)	13%	(18)	19%	(26)	6%	(9)	139
PID/Gender: Rep Men	51%	(31)	9%	(5)	34%	(20)	5%	(3)	59
PID/Gender: Rep Women	54%	(42)	16%	(13)	20%	(16)	9%	(7)	77
Ideo: Liberal (1-3)	61%	(103)	12%	(21)	20%	(34)	6%	(10)	169
Ideo: Moderate (4)	58%	(57)	16%	(16)	19%	(19)	6%	(6)	99
Ideo: Conservative (5-7)	52%	(74)	14%	(20)	26%	(37)	7%	(11)	141
Educ: < College	58%	(249)	14%	(60)	20%	(86)	8%	(33)	428
Educ: Bachelors degree	45%	(30)	14%	(10)	36%	(24)	6%	(4)	67
Income: Under 50k	59%	(210)	14%	(48)	20%	(70)	7%	(26)	355
Income: 50k-100k	49%	(60)	14%	(17)	29%	(35)	8%	(10)	122
Ethnicity: White	59%	(237)	12%	(49)	22%	(91)	7%	(27)	404
Ethnicity: Hispanic	43%	(32)	11%	(8)	36%	(27)	10%	(8)	75
Ethnicity: Afr. Am.	53%	(31)	27%	(16)	17%	(10)	3%	(2)	59

Table BR22: *Which do you prefer?*

Demographic	Smoking tobacco cigarettes		I prefer smoking and vaping equally		Vaping, or using electronic cigarettes		Don't know / No Opinion		Total N
Adults	57%	(292)	14%	(71)	22%	(115)	7%	(38)	517
Ethnicity: Other	45%	(24)	11%	(6)	27%	(15)	17%	(9)	54
Relig: Protestant	65%	(56)	10%	(8)	22%	(19)	3%	(3)	86
Relig: Roman Catholic	51%	(43)	15%	(12)	19%	(16)	15%	(13)	84
Relig: Ath./Agn./None	59%	(113)	9%	(18)	25%	(47)	7%	(13)	190
Relig: Something Else	54%	(46)	21%	(18)	20%	(17)	6%	(5)	85
Relig: Evangelical	58%	(82)	13%	(18)	25%	(36)	4%	(6)	141
Relig: Non-Evang. Catholics	52%	(53)	17%	(18)	16%	(16)	14%	(15)	101
Relig: All Christian	55%	(134)	15%	(36)	21%	(52)	9%	(21)	243
Relig: All Non-Christian	58%	(158)	13%	(35)	23%	(63)	6%	(17)	274
Community: Urban	60%	(79)	12%	(17)	17%	(22)	11%	(15)	133
Community: Suburban	51%	(106)	16%	(32)	27%	(57)	5%	(11)	206
Community: Rural	60%	(107)	13%	(23)	20%	(36)	7%	(12)	178
Employ: Private Sector	50%	(74)	16%	(24)	27%	(41)	6%	(9)	149
Employ: Self-Employed	68%	(42)	12%	(7)	15%	(9)	5%	(3)	62
Employ: Homemaker	57%	(41)	13%	(9)	20%	(14)	10%	(7)	72
Employ: Retired	53%	(30)	10%	(6)	29%	(16)	7%	(4)	56
Employ: Unemployed	68%	(39)	7%	(4)	15%	(8)	11%	(6)	57
Employ: Other	59%	(41)	13%	(9)	23%	(16)	4%	(3)	69
Military HH: Yes	57%	(52)	11%	(10)	28%	(26)	4%	(3)	91
Military HH: No	56%	(241)	14%	(61)	21%	(90)	8%	(35)	426
RD/WT: Right Direction	51%	(105)	16%	(34)	26%	(54)	6%	(13)	206
RD/WT: Wrong Track	60%	(188)	12%	(38)	20%	(61)	8%	(25)	311
Trump Job Approve	53%	(119)	16%	(36)	24%	(55)	7%	(15)	225
Trump Job Disapprove	59%	(150)	13%	(33)	21%	(54)	7%	(18)	255
Trump Job Strongly Approve	53%	(59)	12%	(14)	25%	(28)	9%	(10)	111
Trump Job Somewhat Approve	53%	(60)	20%	(22)	23%	(27)	4%	(5)	114
Trump Job Somewhat Disapprove	60%	(44)	18%	(13)	17%	(12)	5%	(4)	74
Trump Job Strongly Disapprove	58%	(106)	11%	(19)	23%	(41)	8%	(15)	182

Table BR22: *Which do you prefer?*

Demographic	Smoking tobacco cigarettes		I prefer smoking and vaping equally		Vaping, or using electronic cigarettes		Don't know / No Opinion		Total N
Adults	57%	(292)	14%	(71)	22%	(115)	7%	(38)	517
#1 Issue: Economy	59%	(110)	13%	(25)	22%	(42)	6%	(11)	188
#1 Issue: Security	53%	(46)	18%	(16)	18%	(16)	11%	(9)	86
#1 Issue: Health Care	56%	(40)	14%	(10)	24%	(17)	7%	(5)	72
#1 Issue: Medicare / Social Security	61%	(35)	9%	(5)	19%	(11)	10%	(6)	58
#1 Issue: Education	58%	(29)	11%	(5)	21%	(10)	10%	(5)	50
2016 Vote: Democrat Hillary Clinton	58%	(71)	15%	(19)	23%	(29)	4%	(4)	124
2016 Vote: Republican Donald Trump	53%	(91)	14%	(24)	26%	(44)	7%	(12)	170
Voted in 2014: Yes	55%	(157)	14%	(40)	23%	(66)	8%	(22)	284
Voted in 2014: No	58%	(136)	14%	(32)	21%	(50)	7%	(16)	233
2012 Vote: Barack Obama	59%	(109)	14%	(26)	20%	(37)	7%	(13)	185
2012 Vote: Mitt Romney	54%	(55)	12%	(12)	25%	(26)	9%	(9)	102
2012 Vote: Didn't Vote	53%	(105)	16%	(31)	25%	(49)	7%	(13)	198
4-Region: Northeast	59%	(50)	15%	(13)	11%	(10)	14%	(12)	84
4-Region: Midwest	63%	(77)	14%	(17)	18%	(22)	5%	(6)	122
4-Region: South	52%	(99)	17%	(32)	25%	(48)	6%	(12)	191
4-Region: West	56%	(68)	8%	(10)	30%	(36)	6%	(7)	121
Favorable of Trump	52%	(116)	15%	(35)	26%	(58)	7%	(15)	224
Unfavorable of Trump	60%	(152)	13%	(34)	21%	(52)	6%	(16)	254
Very Favorable of Trump	49%	(62)	14%	(17)	30%	(37)	8%	(9)	125
Somewhat Favorable of Trump	55%	(54)	18%	(18)	22%	(21)	5%	(5)	99
Very Unfavorable of Trump	62%	(129)	10%	(20)	22%	(45)	6%	(13)	207

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

Table BR23: *Do you or have you ever habitually vaped tobacco products?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	12%	(255)	85%	(1882)	3%	(67)	2203
Gender: Male	12%	(126)	85%	(907)	3%	(30)	1063
Gender: Female	11%	(128)	86%	(975)	3%	(36)	1140
Age: 18-29	22%	(106)	72%	(340)	6%	(26)	472
Age: 30-44	15%	(80)	80%	(436)	5%	(26)	542
Age: 45-54	8%	(30)	89%	(332)	3%	(10)	371
Age: 55-64	7%	(25)	93%	(353)	1%	(2)	381
Age: 65+	3%	(14)	96%	(421)	1%	(3)	437
Generation Z: 18-21	17%	(29)	76%	(132)	7%	(13)	173
Millennial: Age 22-37	22%	(130)	73%	(437)	5%	(27)	594
Generation X: Age 38-53	9%	(51)	88%	(516)	4%	(22)	589
Boomers: Age 54-72	5%	(38)	94%	(673)	—	(2)	714
PID: Dem (no lean)	12%	(84)	86%	(595)	2%	(14)	693
PID: Ind (no lean)	13%	(112)	83%	(720)	5%	(41)	873
PID: Rep (no lean)	9%	(59)	89%	(567)	2%	(12)	637
PID/Gender: Dem Men	14%	(48)	84%	(289)	2%	(7)	344
PID/Gender: Dem Women	10%	(36)	88%	(306)	2%	(7)	349
PID/Gender: Ind Men	11%	(44)	84%	(327)	5%	(18)	389
PID/Gender: Ind Women	14%	(68)	81%	(393)	5%	(23)	484
PID/Gender: Rep Men	10%	(34)	88%	(291)	2%	(5)	330
PID/Gender: Rep Women	8%	(25)	90%	(275)	2%	(7)	307
Ideo: Liberal (1-3)	12%	(84)	84%	(614)	4%	(31)	730
Ideo: Moderate (4)	10%	(47)	89%	(400)	1%	(5)	451
Ideo: Conservative (5-7)	9%	(64)	90%	(636)	1%	(7)	707
Educ: < College	14%	(207)	82%	(1246)	4%	(62)	1514
Educ: Bachelors degree	8%	(35)	91%	(405)	1%	(4)	444
Educ: Post-grad	5%	(13)	94%	(231)	—	(1)	244
Income: Under 50k	13%	(166)	83%	(1066)	4%	(52)	1284
Income: 50k-100k	11%	(72)	87%	(562)	2%	(10)	645
Income: 100k+	6%	(17)	92%	(253)	2%	(4)	274

Table BR23: *Do you or have you ever habitually vaped tobacco products?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	12%	(255)	85%	(1882)	3%	(67)	2203
Ethnicity: White	10%	(180)	88%	(1515)	2%	(29)	1724
Ethnicity: Hispanic	15%	(51)	79%	(278)	6%	(21)	350
Ethnicity: Afr. Am.	17%	(47)	76%	(210)	6%	(18)	275
Ethnicity: Other	14%	(28)	77%	(156)	10%	(20)	204
Relig: Protestant	7%	(38)	92%	(502)	1%	(4)	543
Relig: Roman Catholic	9%	(39)	90%	(378)	1%	(3)	420
Relig: Ath./Agn./None	14%	(92)	80%	(548)	6%	(43)	684
Relig: Something Else	15%	(49)	81%	(259)	3%	(11)	319
Relig: Evangelical	11%	(69)	87%	(529)	2%	(10)	608
Relig: Non-Evang. Catholics	8%	(44)	92%	(542)	—	(3)	589
Relig: All Christian	9%	(113)	89%	(1072)	1%	(13)	1198
Relig: All Non-Christian	14%	(142)	81%	(807)	5%	(54)	1002
Community: Urban	12%	(70)	84%	(481)	4%	(22)	573
Community: Suburban	11%	(106)	86%	(848)	3%	(27)	982
Community: Rural	12%	(78)	85%	(553)	3%	(18)	648
Employ: Private Sector	12%	(78)	86%	(583)	2%	(15)	677
Employ: Government	13%	(19)	85%	(124)	2%	(3)	145
Employ: Self-Employed	17%	(32)	80%	(149)	2%	(4)	186
Employ: Homemaker	16%	(29)	82%	(147)	2%	(3)	179
Employ: Student	19%	(18)	73%	(71)	8%	(7)	97
Employ: Retired	4%	(18)	96%	(490)	—	(3)	511
Employ: Unemployed	11%	(23)	84%	(180)	6%	(12)	216
Employ: Other	19%	(37)	71%	(137)	10%	(19)	192
Military HH: Yes	12%	(50)	87%	(375)	2%	(8)	433
Military HH: No	12%	(205)	85%	(1507)	3%	(58)	1770
RD/WT: Right Direction	12%	(105)	85%	(772)	3%	(30)	907
RD/WT: Wrong Track	12%	(150)	86%	(1110)	3%	(36)	1296
Trump Job Approve	12%	(109)	87%	(809)	2%	(15)	933
Trump Job Disapprove	11%	(129)	86%	(976)	3%	(29)	1134

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Table BR23: *Do you or have you ever habitually vaped tobacco products?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	12%	(255)	85%	(1882)	3%	(67)	2203
Trump Job Strongly Approve	12%	(55)	88%	(421)	1%	(4)	481
Trump Job Somewhat Approve	12%	(54)	86%	(388)	2%	(11)	452
Trump Job Somewhat Disapprove	13%	(38)	84%	(246)	3%	(10)	293
Trump Job Strongly Disapprove	11%	(91)	87%	(730)	2%	(19)	841
#1 Issue: Economy	14%	(87)	82%	(501)	3%	(20)	609
#1 Issue: Security	10%	(44)	89%	(394)	1%	(6)	445
#1 Issue: Health Care	12%	(40)	85%	(286)	3%	(10)	335
#1 Issue: Medicare / Social Security	7%	(22)	92%	(302)	1%	(4)	327
#1 Issue: Women's Issues	12%	(10)	84%	(73)	4%	(4)	87
#1 Issue: Education	13%	(24)	84%	(159)	4%	(7)	190
#1 Issue: Energy	20%	(15)	74%	(55)	7%	(5)	74
#1 Issue: Other	9%	(12)	83%	(112)	9%	(12)	135
2016 Vote: Democrat Hillary Clinton	10%	(68)	88%	(591)	2%	(15)	673
2016 Vote: Republican Donald Trump	10%	(75)	88%	(663)	2%	(12)	751
2016 Vote: Someone else	9%	(21)	88%	(196)	3%	(6)	223
Voted in 2014: Yes	9%	(134)	89%	(1259)	2%	(28)	1422
Voted in 2014: No	15%	(120)	80%	(623)	5%	(38)	781
2012 Vote: Barack Obama	10%	(87)	88%	(735)	2%	(15)	837
2012 Vote: Mitt Romney	7%	(41)	91%	(520)	2%	(10)	571
2012 Vote: Other	9%	(10)	83%	(96)	8%	(10)	116
2012 Vote: Didn't Vote	17%	(116)	78%	(529)	5%	(32)	677
4-Region: Northeast	10%	(39)	87%	(343)	3%	(12)	394
4-Region: Midwest	11%	(50)	86%	(400)	3%	(13)	463
4-Region: South	14%	(115)	83%	(685)	3%	(25)	825
4-Region: West	10%	(51)	87%	(454)	3%	(16)	521
Favorable of Trump	12%	(105)	87%	(797)	1%	(10)	913
Unfavorable of Trump	12%	(133)	86%	(962)	3%	(28)	1122
Very Favorable of Trump	12%	(64)	87%	(449)	1%	(6)	518
Somewhat Favorable of Trump	11%	(42)	88%	(349)	1%	(5)	395
Somewhat Unfavorable of Trump	12%	(28)	86%	(205)	2%	(5)	238
Very Unfavorable of Trump	12%	(104)	86%	(757)	3%	(24)	885

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

Table BR24: *Have you ever tried smoking tobacco cigarettes?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	89%	(227)	9%	(24)	1%	(3)	255
Gender: Male	89%	(112)	9%	(11)	3%	(3)	126
Gender: Female	90%	(115)	10%	(13)	—	(0)	128
Age: 18-29	78%	(82)	19%	(20)	3%	(3)	106
Age: 30-44	96%	(77)	4%	(3)	—	(0)	80
Millennial: Age 22-37	87%	(114)	10%	(14)	2%	(3)	130
Generation X: Age 38-53	97%	(49)	3%	(1)	—	(0)	51
PID: Dem (no lean)	88%	(73)	12%	(10)	—	(0)	84
PID: Ind (no lean)	86%	(97)	11%	(12)	3%	(3)	112
PID: Rep (no lean)	97%	(57)	3%	(2)	—	(0)	59
PID/Gender: Ind Women	84%	(57)	16%	(11)	—	(0)	68
Ideo: Liberal (1-3)	83%	(70)	13%	(11)	4%	(3)	84
Ideo: Conservative (5-7)	94%	(60)	6%	(4)	—	(0)	64
Educ: < College	89%	(185)	9%	(18)	2%	(3)	207
Income: Under 50k	92%	(153)	8%	(13)	—	(0)	166
Income: 50k-100k	85%	(61)	11%	(8)	4%	(3)	72
Ethnicity: White	91%	(163)	9%	(17)	—	(0)	180
Ethnicity: Hispanic	78%	(40)	15%	(8)	6%	(3)	51
Relig: Ath./Agn./None	91%	(84)	9%	(9)	—	(0)	92
Relig: Evangelical	94%	(64)	2%	(1)	5%	(3)	69
Relig: All Christian	90%	(102)	7%	(8)	3%	(3)	113
Relig: All Non-Christian	88%	(125)	12%	(17)	—	(0)	142
Community: Urban	94%	(66)	6%	(4)	—	(0)	70
Community: Suburban	88%	(93)	9%	(9)	3%	(3)	106
Community: Rural	87%	(68)	13%	(11)	—	(0)	78
Employ: Private Sector	91%	(71)	9%	(7)	—	(0)	78
Military HH: Yes	83%	(41)	11%	(5)	6%	(3)	50
Military HH: No	91%	(186)	9%	(19)	—	(0)	205
RD/WT: Right Direction	92%	(96)	5%	(6)	3%	(3)	105
RD/WT: Wrong Track	88%	(131)	12%	(18)	—	(0)	150

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Table BR24: *Have you ever tried smoking tobacco cigarettes?*

Demographic	Yes		No		Don't know / No Opinion		Total N
Adults	89%	(227)	9%	(24)	1%	(3)	255
Trump Job Approve	97%	(106)	3%	(3)	—	(0)	109
Trump Job Disapprove	83%	(107)	14%	(18)	3%	(3)	129
Trump Job Strongly Approve	98%	(54)	2%	(1)	—	(0)	55
Trump Job Somewhat Approve	96%	(52)	4%	(2)	—	(0)	54
Trump Job Strongly Disapprove	84%	(76)	13%	(12)	4%	(3)	91
#1 Issue: Economy	96%	(83)	4%	(4)	—	(0)	87
2016 Vote: Democrat Hillary Clinton	93%	(63)	7%	(5)	—	(0)	68
2016 Vote: Republican Donald Trump	99%	(74)	1%	(1)	—	(0)	75
Voted in 2014: Yes	92%	(124)	5%	(7)	2%	(3)	134
Voted in 2014: No	86%	(103)	14%	(17)	—	(0)	120
2012 Vote: Barack Obama	93%	(81)	7%	(6)	—	(0)	87
2012 Vote: Didn't Vote	82%	(96)	15%	(17)	3%	(3)	116
4-Region: Midwest	89%	(45)	4%	(2)	6%	(3)	50
4-Region: South	89%	(101)	11%	(13)	—	(0)	115
4-Region: West	88%	(45)	12%	(6)	—	(0)	51
Favorable of Trump	94%	(99)	6%	(6)	—	(0)	105
Unfavorable of Trump	85%	(113)	12%	(16)	2%	(3)	133
Very Favorable of Trump	94%	(60)	6%	(4)	—	(0)	64
Very Unfavorable of Trump	84%	(88)	13%	(13)	3%	(3)	104

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

Table BR25: *Which do you prefer?*

Demographic	Smoking tobacco cigarettes		I prefer both smoking and vaping equally		Vaping, or using electronic cigarettes		Don't know / No Opinion		Total N
Adults	29%	(66)	30%	(68)	39%	(89)	2%	(5)	227
Gender: Male	27%	(30)	32%	(36)	37%	(41)	4%	(5)	112
Gender: Female	31%	(36)	28%	(32)	41%	(48)	—	(0)	115
Age: 18-29	34%	(28)	28%	(23)	38%	(31)	—	(0)	82
Age: 30-44	31%	(24)	37%	(28)	32%	(24)	1%	(1)	77
Millennial: Age 22-37	34%	(39)	36%	(40)	31%	(35)	—	(0)	114
PID: Dem (no lean)	24%	(18)	33%	(24)	38%	(28)	5%	(3)	73
PID: Ind (no lean)	39%	(38)	29%	(28)	31%	(30)	1%	(1)	97
PID: Rep (no lean)	19%	(11)	27%	(15)	53%	(31)	1%	(1)	57
PID/Gender: Ind Women	42%	(24)	21%	(12)	37%	(21)	—	(0)	57
Ideo: Liberal (1-3)	34%	(24)	28%	(19)	34%	(24)	5%	(3)	70
Ideo: Conservative (5-7)	19%	(11)	30%	(18)	49%	(30)	1%	(1)	60
Educ: < College	29%	(54)	29%	(54)	39%	(73)	2%	(4)	185
Income: Under 50k	35%	(54)	29%	(45)	33%	(50)	2%	(3)	153
Income: 50k-100k	12%	(7)	31%	(19)	55%	(34)	2%	(1)	61
Ethnicity: White	32%	(52)	28%	(45)	40%	(65)	1%	(1)	163
Relig: Ath./Agn./None	34%	(29)	21%	(18)	41%	(34)	4%	(3)	84
Relig: Evangelical	27%	(17)	27%	(17)	45%	(29)	1%	(1)	64
Relig: All Christian	24%	(25)	32%	(33)	42%	(43)	1%	(1)	102
Relig: All Non-Christian	33%	(41)	28%	(35)	37%	(46)	3%	(3)	125
Community: Urban	25%	(16)	34%	(23)	36%	(24)	5%	(3)	66
Community: Suburban	27%	(26)	29%	(27)	43%	(40)	1%	(1)	93
Community: Rural	35%	(24)	26%	(18)	37%	(25)	1%	(1)	68
Employ: Private Sector	26%	(18)	30%	(21)	39%	(28)	6%	(4)	71
Military HH: No	31%	(57)	30%	(56)	37%	(69)	2%	(5)	186
RD/WT: Right Direction	17%	(16)	38%	(36)	43%	(41)	2%	(2)	96
RD/WT: Wrong Track	38%	(50)	24%	(31)	36%	(48)	2%	(2)	131
Trump Job Approve	18%	(19)	34%	(37)	45%	(48)	2%	(2)	106
Trump Job Disapprove	39%	(41)	27%	(29)	33%	(35)	2%	(2)	107

Table BR25: *Which do you prefer?*

Demographic	Smoking tobacco cigarettes		I prefer both smoking and vaping equally		Vaping, or using electronic cigarettes		Don't know / No Opinion		Total N
Adults	29%	(66)	30%	(68)	39%	(89)	2%	(5)	227
Trump Job Strongly Approve	17%	(9)	32%	(17)	47%	(26)	4%	(2)	54
Trump Job Somewhat Approve	19%	(10)	38%	(19)	43%	(22)	—	(0)	52
Trump Job Strongly Disapprove	36%	(27)	25%	(19)	36%	(28)	3%	(2)	76
#1 Issue: Economy	34%	(29)	31%	(26)	35%	(29)	—	(0)	83
2016 Vote: Democrat Hillary Clinton	31%	(19)	32%	(20)	31%	(20)	5%	(3)	63
2016 Vote: Republican Donald Trump	23%	(17)	31%	(23)	45%	(33)	1%	(1)	74
Voted in 2014: Yes	31%	(39)	31%	(39)	35%	(44)	2%	(2)	124
Voted in 2014: No	26%	(27)	28%	(28)	44%	(45)	2%	(2)	103
2012 Vote: Barack Obama	33%	(27)	30%	(24)	34%	(28)	3%	(2)	81
2012 Vote: Didn't Vote	27%	(26)	32%	(31)	39%	(38)	2%	(2)	96
4-Region: South	26%	(27)	29%	(29)	43%	(43)	2%	(2)	101
Favorable of Trump	18%	(18)	32%	(32)	49%	(49)	1%	(1)	99
Unfavorable of Trump	37%	(42)	29%	(33)	32%	(36)	2%	(2)	113
Very Favorable of Trump	16%	(10)	33%	(20)	50%	(30)	1%	(1)	60
Very Unfavorable of Trump	40%	(35)	25%	(22)	35%	(30)	1%	(1)	88

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

Table BR26_1: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Expensive

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	68%	(1505)	32%	(698)	2203
Gender: Male	68%	(718)	32%	(345)	1063
Gender: Female	69%	(787)	31%	(353)	1140
Age: 18-29	55%	(259)	45%	(213)	472
Age: 30-44	69%	(375)	31%	(167)	542
Age: 45-54	67%	(248)	33%	(123)	371
Age: 55-64	75%	(285)	25%	(95)	381
Age: 65+	77%	(337)	23%	(100)	437
Generation Z: 18-21	48%	(83)	52%	(90)	173
Millennial: Age 22-37	64%	(380)	36%	(214)	594
Generation X: Age 38-53	68%	(401)	32%	(188)	589
Boomers: Age 54-72	75%	(533)	25%	(181)	714
PID: Dem (no lean)	70%	(484)	30%	(208)	693
PID: Ind (no lean)	67%	(582)	33%	(290)	873
PID: Rep (no lean)	69%	(438)	31%	(200)	637
PID/Gender: Dem Men	65%	(224)	35%	(120)	344
PID/Gender: Dem Women	75%	(260)	25%	(88)	349
PID/Gender: Ind Men	67%	(262)	33%	(127)	389
PID/Gender: Ind Women	66%	(321)	34%	(163)	484
PID/Gender: Rep Men	70%	(232)	30%	(98)	330
PID/Gender: Rep Women	67%	(205)	33%	(102)	307
Ideo: Liberal (1-3)	63%	(461)	37%	(269)	730
Ideo: Moderate (4)	74%	(333)	26%	(118)	451
Ideo: Conservative (5-7)	69%	(491)	31%	(216)	707
Educ: < College	67%	(1011)	33%	(503)	1514
Educ: Bachelors degree	72%	(322)	28%	(123)	444
Educ: Post-grad	71%	(172)	29%	(72)	244

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Table BR26_1: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Expensive

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	68%	(1505)	32%	(698)	2203
Income: Under 50k	66%	(847)	34%	(437)	1284
Income: 50k-100k	69%	(447)	31%	(198)	645
Income: 100k+	77%	(212)	23%	(63)	274
Ethnicity: White	71%	(1232)	29%	(492)	1724
Ethnicity: Hispanic	62%	(216)	38%	(134)	350
Ethnicity: Afr. Am.	56%	(155)	44%	(120)	275
Ethnicity: Other	58%	(118)	42%	(86)	204
Relig: Protestant	71%	(384)	29%	(159)	543
Relig: Roman Catholic	73%	(308)	27%	(112)	420
Relig: Ath./Agn./None	64%	(441)	36%	(243)	684
Relig: Something Else	67%	(214)	33%	(105)	319
Relig: Evangelical	69%	(417)	31%	(191)	608
Relig: Non-Evang. Catholics	73%	(432)	27%	(157)	589
Relig: All Christian	71%	(849)	29%	(348)	1198
Relig: All Non-Christian	65%	(655)	35%	(348)	1002
Community: Urban	65%	(370)	35%	(203)	573
Community: Suburban	69%	(682)	31%	(300)	982
Community: Rural	70%	(453)	30%	(196)	648
Employ: Private Sector	71%	(477)	29%	(199)	677
Employ: Government	64%	(93)	36%	(53)	145
Employ: Self-Employed	70%	(130)	30%	(56)	186
Employ: Homemaker	67%	(120)	33%	(59)	179
Employ: Student	53%	(51)	47%	(46)	97
Employ: Retired	74%	(379)	26%	(132)	511
Employ: Unemployed	60%	(130)	40%	(86)	216
Employ: Other	65%	(124)	35%	(68)	192
Military HH: Yes	71%	(307)	29%	(126)	433
Military HH: No	68%	(1198)	32%	(572)	1770

Table BR26_1: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Expensive

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	68%	(1505)	32%	(698)	2203
RD/WT: Right Direction	67%	(610)	33%	(297)	907
RD/WT: Wrong Track	69%	(895)	31%	(401)	1296
Trump Job Approve	68%	(637)	32%	(296)	933
Trump Job Disapprove	69%	(783)	31%	(351)	1134
Trump Job Strongly Approve	68%	(326)	32%	(155)	481
Trump Job Somewhat Approve	69%	(311)	31%	(142)	452
Trump Job Somewhat Disapprove	75%	(218)	25%	(75)	293
Trump Job Strongly Disapprove	67%	(564)	33%	(276)	841
#1 Issue: Economy	68%	(416)	32%	(193)	609
#1 Issue: Security	70%	(310)	30%	(134)	445
#1 Issue: Health Care	68%	(229)	32%	(106)	335
#1 Issue: Medicare / Social Security	73%	(238)	27%	(90)	327
#1 Issue: Women's Issues	61%	(52)	39%	(34)	87
#1 Issue: Education	68%	(129)	32%	(62)	190
#1 Issue: Energy	57%	(42)	43%	(32)	74
#1 Issue: Other	65%	(88)	35%	(47)	135
2016 Vote: Democrat Hillary Clinton	71%	(478)	29%	(195)	673
2016 Vote: Republican Donald Trump	71%	(532)	29%	(219)	751
2016 Vote: Someone else	66%	(147)	34%	(75)	223
Voted in 2014: Yes	71%	(1013)	29%	(409)	1422
Voted in 2014: No	63%	(492)	37%	(289)	781
2012 Vote: Barack Obama	72%	(603)	28%	(234)	837
2012 Vote: Mitt Romney	72%	(411)	28%	(161)	571
2012 Vote: Other	72%	(83)	28%	(33)	116
2012 Vote: Didn't Vote	60%	(408)	40%	(270)	677
4-Region: Northeast	77%	(303)	23%	(91)	394
4-Region: Midwest	73%	(339)	27%	(124)	463
4-Region: South	64%	(531)	36%	(294)	825
4-Region: West	64%	(332)	36%	(189)	521

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Table BR26_1: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Expensive

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	68%	(1505)	32%	(698)	2203
Favorable of Trump	69%	(631)	31%	(282)	913
Unfavorable of Trump	69%	(773)	31%	(349)	1122
Very Favorable of Trump	67%	(349)	33%	(169)	518
Somewhat Favorable of Trump	71%	(282)	29%	(113)	395
Somewhat Unfavorable of Trump	69%	(165)	31%	(73)	238
Very Unfavorable of Trump	69%	(609)	31%	(276)	885

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

Table BR26_4: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Harmful

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	83%	(1824)	17%	(379)	2203
Gender: Male	84%	(892)	16%	(171)	1063
Gender: Female	82%	(932)	18%	(208)	1140
Age: 18-29	82%	(385)	18%	(86)	472
Age: 30-44	83%	(449)	17%	(94)	542
Age: 45-54	82%	(303)	18%	(68)	371
Age: 55-64	86%	(327)	14%	(54)	381
Age: 65+	82%	(360)	18%	(77)	437
Generation Z: 18-21	86%	(148)	14%	(25)	173
Millennial: Age 22-37	81%	(481)	19%	(113)	594
Generation X: Age 38-53	82%	(483)	18%	(106)	589
Boomers: Age 54-72	84%	(599)	16%	(115)	714
PID: Dem (no lean)	84%	(582)	16%	(111)	693
PID: Ind (no lean)	83%	(724)	17%	(148)	873
PID: Rep (no lean)	81%	(518)	19%	(120)	637
PID/Gender: Dem Men	81%	(278)	19%	(66)	344
PID/Gender: Dem Women	87%	(303)	13%	(45)	349
PID/Gender: Ind Men	86%	(335)	14%	(54)	389
PID/Gender: Ind Women	80%	(389)	20%	(95)	484
PID/Gender: Rep Men	84%	(279)	16%	(51)	330
PID/Gender: Rep Women	78%	(239)	22%	(68)	307
Ideo: Liberal (1-3)	81%	(590)	19%	(140)	730
Ideo: Moderate (4)	88%	(398)	12%	(53)	451
Ideo: Conservative (5-7)	83%	(585)	17%	(122)	707
Educ: < College	81%	(1225)	19%	(289)	1514
Educ: Bachelors degree	87%	(385)	13%	(60)	444
Educ: Post-grad	88%	(214)	12%	(31)	244

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Table BR26_4: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Harmful

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	83%	(1824)	17%	(379)	2203
Income: Under 50k	81%	(1042)	19%	(242)	1284
Income: 50k-100k	84%	(540)	16%	(104)	645
Income: 100k+	88%	(241)	12%	(33)	274
Ethnicity: White	83%	(1439)	17%	(285)	1724
Ethnicity: Hispanic	78%	(272)	22%	(77)	350
Ethnicity: Afr. Am.	77%	(213)	23%	(62)	275
Ethnicity: Other	84%	(172)	16%	(32)	204
Relig: Protestant	83%	(451)	17%	(93)	543
Relig: Roman Catholic	84%	(354)	16%	(66)	420
Relig: Ath./Agn./None	84%	(576)	16%	(108)	684
Relig: Something Else	79%	(252)	21%	(66)	319
Relig: Evangelical	79%	(480)	21%	(128)	608
Relig: Non-Evang. Catholics	87%	(513)	13%	(77)	589
Relig: All Christian	83%	(993)	17%	(205)	1198
Relig: All Non-Christian	83%	(828)	17%	(174)	1002
Community: Urban	81%	(466)	19%	(107)	573
Community: Suburban	85%	(834)	15%	(148)	982
Community: Rural	81%	(524)	19%	(125)	648
Employ: Private Sector	86%	(582)	14%	(94)	677
Employ: Government	82%	(119)	18%	(26)	145
Employ: Self-Employed	90%	(167)	10%	(19)	186
Employ: Homemaker	79%	(142)	21%	(38)	179
Employ: Student	83%	(81)	17%	(16)	97
Employ: Retired	82%	(419)	18%	(92)	511
Employ: Unemployed	78%	(167)	22%	(48)	216
Employ: Other	76%	(146)	24%	(46)	192
Military HH: Yes	81%	(349)	19%	(84)	433
Military HH: No	83%	(1475)	17%	(295)	1770

Table BR26_4: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Harmful

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	83%	(1824)	17%	(379)	2203
RD/WT: Right Direction	80%	(730)	20%	(178)	907
RD/WT: Wrong Track	84%	(1094)	16%	(202)	1296
Trump Job Approve	82%	(762)	18%	(171)	933
Trump Job Disapprove	84%	(952)	16%	(181)	1134
Trump Job Strongly Approve	77%	(370)	23%	(110)	481
Trump Job Somewhat Approve	87%	(392)	13%	(61)	452
Trump Job Somewhat Disapprove	86%	(251)	14%	(42)	293
Trump Job Strongly Disapprove	83%	(702)	17%	(139)	841
#1 Issue: Economy	84%	(509)	16%	(100)	609
#1 Issue: Security	81%	(362)	19%	(83)	445
#1 Issue: Health Care	86%	(289)	14%	(46)	335
#1 Issue: Medicare / Social Security	82%	(268)	18%	(59)	327
#1 Issue: Women's Issues	87%	(75)	13%	(11)	87
#1 Issue: Education	87%	(166)	13%	(25)	190
#1 Issue: Energy	64%	(48)	36%	(27)	74
#1 Issue: Other	79%	(107)	21%	(28)	135
2016 Vote: Democrat Hillary Clinton	84%	(565)	16%	(108)	673
2016 Vote: Republican Donald Trump	82%	(618)	18%	(133)	751
2016 Vote: Someone else	80%	(179)	20%	(44)	223
Voted in 2014: Yes	83%	(1173)	17%	(248)	1422
Voted in 2014: No	83%	(650)	17%	(131)	781
2012 Vote: Barack Obama	84%	(703)	16%	(134)	837
2012 Vote: Mitt Romney	80%	(458)	20%	(113)	571
2012 Vote: Other	90%	(104)	10%	(12)	116
2012 Vote: Didn't Vote	82%	(557)	18%	(120)	677
4-Region: Northeast	83%	(327)	17%	(67)	394
4-Region: Midwest	85%	(393)	15%	(70)	463
4-Region: South	82%	(677)	18%	(149)	825
4-Region: West	82%	(428)	18%	(93)	521

Table BR26_4: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Harmful

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	83%	(1824)	17%	(379)	2203
Favorable of Trump	81%	(744)	19%	(169)	913
Unfavorable of Trump	85%	(953)	15%	(169)	1122
Very Favorable of Trump	77%	(399)	23%	(119)	518
Somewhat Favorable of Trump	87%	(345)	13%	(50)	395
Somewhat Unfavorable of Trump	84%	(200)	16%	(37)	238
Very Unfavorable of Trump	85%	(753)	15%	(132)	885

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

Table BR26_5: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Bothersome

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	72%	(1584)	28%	(619)	2203
Gender: Male	71%	(751)	29%	(312)	1063
Gender: Female	73%	(833)	27%	(306)	1140
Age: 18-29	77%	(362)	23%	(110)	472
Age: 30-44	72%	(391)	28%	(151)	542
Age: 45-54	67%	(249)	33%	(122)	371
Age: 55-64	70%	(266)	30%	(114)	381
Age: 65+	72%	(316)	28%	(121)	437
Generation Z: 18-21	82%	(142)	18%	(31)	173
Millennial: Age 22-37	74%	(439)	26%	(155)	594
Generation X: Age 38-53	69%	(405)	31%	(184)	589
Boomers: Age 54-72	71%	(510)	29%	(204)	714
PID: Dem (no lean)	75%	(518)	25%	(175)	693
PID: Ind (no lean)	71%	(619)	29%	(254)	873
PID: Rep (no lean)	70%	(448)	30%	(190)	637
PID/Gender: Dem Men	71%	(243)	29%	(101)	344
PID/Gender: Dem Women	79%	(275)	21%	(74)	349
PID/Gender: Ind Men	70%	(273)	30%	(116)	389
PID/Gender: Ind Women	71%	(346)	29%	(138)	484
PID/Gender: Rep Men	71%	(235)	29%	(95)	330
PID/Gender: Rep Women	69%	(213)	31%	(94)	307
Ideo: Liberal (1-3)	75%	(545)	25%	(185)	730
Ideo: Moderate (4)	70%	(316)	30%	(135)	451
Ideo: Conservative (5-7)	70%	(495)	30%	(212)	707
Educ: < College	70%	(1067)	30%	(447)	1514
Educ: Bachelors degree	76%	(339)	24%	(106)	444
Educ: Post-grad	73%	(178)	27%	(66)	244

Table BR26_5: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Bothersome

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	72%	(1584)	28%	(619)	2203
Income: Under 50k	69%	(892)	31%	(392)	1284
Income: 50k-100k	75%	(486)	25%	(159)	645
Income: 100k+	75%	(207)	25%	(68)	274
Ethnicity: White	72%	(1243)	28%	(481)	1724
Ethnicity: Hispanic	72%	(252)	28%	(98)	350
Ethnicity: Afr. Am.	71%	(196)	29%	(79)	275
Ethnicity: Other	71%	(146)	29%	(59)	204
Relig: Protestant	74%	(405)	26%	(139)	543
Relig: Roman Catholic	73%	(305)	27%	(115)	420
Relig: Ath./Agn./None	71%	(486)	29%	(198)	684
Relig: Something Else	71%	(227)	29%	(92)	319
Relig: Evangelical	71%	(433)	29%	(175)	608
Relig: Non-Evang. Catholics	74%	(436)	26%	(153)	589
Relig: All Christian	73%	(869)	27%	(328)	1198
Relig: All Non-Christian	71%	(713)	29%	(290)	1002
Community: Urban	74%	(421)	26%	(152)	573
Community: Suburban	74%	(730)	26%	(252)	982
Community: Rural	67%	(433)	33%	(215)	648
Employ: Private Sector	74%	(502)	26%	(174)	677
Employ: Government	76%	(110)	24%	(35)	145
Employ: Self-Employed	71%	(131)	29%	(55)	186
Employ: Homemaker	72%	(129)	28%	(50)	179
Employ: Student	78%	(76)	22%	(21)	97
Employ: Retired	70%	(357)	30%	(154)	511
Employ: Unemployed	70%	(151)	30%	(65)	216
Employ: Other	67%	(128)	33%	(64)	192
Military HH: Yes	70%	(305)	30%	(128)	433
Military HH: No	72%	(1279)	28%	(491)	1770

Table BR26_5: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Bothersome

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	72%	(1584)	28%	(619)	2203
RD/WT: Right Direction	69%	(628)	31%	(279)	907
RD/WT: Wrong Track	74%	(956)	26%	(340)	1296
Trump Job Approve	70%	(650)	30%	(283)	933
Trump Job Disapprove	74%	(839)	26%	(294)	1134
Trump Job Strongly Approve	65%	(311)	35%	(170)	481
Trump Job Somewhat Approve	75%	(339)	25%	(113)	452
Trump Job Somewhat Disapprove	75%	(219)	25%	(74)	293
Trump Job Strongly Disapprove	74%	(620)	26%	(220)	841
#1 Issue: Economy	72%	(436)	28%	(173)	609
#1 Issue: Security	70%	(313)	30%	(132)	445
#1 Issue: Health Care	75%	(252)	25%	(83)	335
#1 Issue: Medicare / Social Security	71%	(231)	29%	(96)	327
#1 Issue: Women's Issues	81%	(70)	19%	(16)	87
#1 Issue: Education	75%	(143)	25%	(47)	190
#1 Issue: Energy	72%	(53)	28%	(21)	74
#1 Issue: Other	63%	(86)	37%	(50)	135
2016 Vote: Democrat Hillary Clinton	76%	(512)	24%	(161)	673
2016 Vote: Republican Donald Trump	69%	(516)	31%	(235)	751
2016 Vote: Someone else	69%	(153)	31%	(70)	223
Voted in 2014: Yes	71%	(1013)	29%	(409)	1422
Voted in 2014: No	73%	(571)	27%	(210)	781
2012 Vote: Barack Obama	76%	(635)	24%	(202)	837
2012 Vote: Mitt Romney	69%	(392)	31%	(179)	571
2012 Vote: Other	60%	(69)	40%	(47)	116
2012 Vote: Didn't Vote	72%	(487)	28%	(190)	677
4-Region: Northeast	72%	(283)	28%	(111)	394
4-Region: Midwest	69%	(320)	31%	(143)	463
4-Region: South	74%	(611)	26%	(214)	825
4-Region: West	71%	(370)	29%	(150)	521

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Table BR26_5: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Bothersome

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	72%	(1584)	28%	(619)	2203
Favorable of Trump	69%	(630)	31%	(283)	913
Unfavorable of Trump	75%	(842)	25%	(281)	1122
Very Favorable of Trump	65%	(336)	35%	(182)	518
Somewhat Favorable of Trump	75%	(295)	25%	(100)	395
Somewhat Unfavorable of Trump	77%	(182)	23%	(55)	238
Very Unfavorable of Trump	75%	(659)	25%	(225)	885

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

Table BR26_6: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Socially acceptable

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	20%	(447)	80%	(1756)	2203
Gender: Male	19%	(203)	81%	(861)	1063
Gender: Female	21%	(245)	79%	(895)	1140
Age: 18-29	20%	(96)	80%	(375)	472
Age: 30-44	19%	(101)	81%	(442)	542
Age: 45-54	21%	(79)	79%	(292)	371
Age: 55-64	22%	(84)	78%	(296)	381
Age: 65+	20%	(86)	80%	(350)	437
Generation Z: 18-21	17%	(29)	83%	(145)	173
Millennial: Age 22-37	21%	(125)	79%	(469)	594
Generation X: Age 38-53	20%	(119)	80%	(470)	589
Boomers: Age 54-72	20%	(144)	80%	(570)	714
PID: Dem (no lean)	20%	(142)	80%	(551)	693
PID: Ind (no lean)	21%	(181)	79%	(692)	873
PID: Rep (no lean)	20%	(125)	80%	(513)	637
PID/Gender: Dem Men	19%	(65)	81%	(279)	344
PID/Gender: Dem Women	22%	(76)	78%	(272)	349
PID/Gender: Ind Men	19%	(74)	81%	(315)	389
PID/Gender: Ind Women	22%	(107)	78%	(377)	484
PID/Gender: Rep Men	19%	(63)	81%	(267)	330
PID/Gender: Rep Women	20%	(62)	80%	(246)	307
Ideo: Liberal (1-3)	21%	(155)	79%	(574)	730
Ideo: Moderate (4)	18%	(80)	82%	(371)	451
Ideo: Conservative (5-7)	18%	(131)	82%	(576)	707
Educ: < College	23%	(353)	77%	(1161)	1514
Educ: Bachelors degree	15%	(66)	85%	(378)	444
Educ: Post-grad	12%	(28)	88%	(216)	244

Table BR26_6: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Socially acceptable

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	20%	(447)	80%	(1756)	2203
Income: Under 50k	24%	(304)	76%	(980)	1284
Income: 50k-100k	15%	(99)	85%	(546)	645
Income: 100k+	16%	(45)	84%	(230)	274
Ethnicity: White	19%	(325)	81%	(1399)	1724
Ethnicity: Hispanic	22%	(78)	78%	(271)	350
Ethnicity: Afr. Am.	29%	(79)	71%	(196)	275
Ethnicity: Other	21%	(44)	79%	(161)	204
Relig: Protestant	16%	(88)	84%	(456)	543
Relig: Roman Catholic	18%	(76)	82%	(345)	420
Relig: Ath./Agn./None	21%	(144)	79%	(540)	684
Relig: Something Else	23%	(73)	77%	(246)	319
Relig: Evangelical	22%	(131)	78%	(477)	608
Relig: Non-Evang. Catholics	17%	(99)	83%	(490)	589
Relig: All Christian	19%	(230)	81%	(968)	1198
Relig: All Non-Christian	22%	(217)	78%	(786)	1002
Community: Urban	22%	(124)	78%	(448)	573
Community: Suburban	19%	(182)	81%	(800)	982
Community: Rural	22%	(141)	78%	(507)	648
Employ: Private Sector	17%	(112)	83%	(564)	677
Employ: Government	26%	(37)	74%	(108)	145
Employ: Self-Employed	20%	(36)	80%	(150)	186
Employ: Homemaker	23%	(41)	77%	(138)	179
Employ: Student	13%	(13)	87%	(84)	97
Employ: Retired	20%	(103)	80%	(408)	511
Employ: Unemployed	29%	(62)	71%	(154)	216
Employ: Other	22%	(43)	78%	(149)	192
Military HH: Yes	18%	(80)	82%	(353)	433
Military HH: No	21%	(368)	79%	(1402)	1770

Table BR26_6: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Socially acceptable

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	20%	(447)	80%	(1756)	2203
RD/WT: Right Direction	21%	(192)	79%	(715)	907
RD/WT: Wrong Track	20%	(255)	80%	(1041)	1296
Trump Job Approve	20%	(186)	80%	(747)	933
Trump Job Disapprove	19%	(217)	81%	(917)	1134
Trump Job Strongly Approve	23%	(110)	77%	(371)	481
Trump Job Somewhat Approve	17%	(76)	83%	(376)	452
Trump Job Somewhat Disapprove	22%	(64)	78%	(229)	293
Trump Job Strongly Disapprove	18%	(153)	82%	(688)	841
#1 Issue: Economy	17%	(104)	83%	(505)	609
#1 Issue: Security	24%	(109)	76%	(336)	445
#1 Issue: Health Care	22%	(75)	78%	(260)	335
#1 Issue: Medicare / Social Security	22%	(71)	78%	(257)	327
#1 Issue: Women's Issues	15%	(13)	85%	(73)	87
#1 Issue: Education	20%	(37)	80%	(153)	190
#1 Issue: Energy	19%	(14)	81%	(60)	74
#1 Issue: Other	18%	(25)	82%	(110)	135
2016 Vote: Democrat Hillary Clinton	19%	(129)	81%	(544)	673
2016 Vote: Republican Donald Trump	21%	(157)	79%	(593)	751
2016 Vote: Someone else	15%	(34)	85%	(188)	223
Voted in 2014: Yes	19%	(272)	81%	(1150)	1422
Voted in 2014: No	22%	(176)	78%	(606)	781
2012 Vote: Barack Obama	17%	(146)	83%	(691)	837
2012 Vote: Mitt Romney	19%	(109)	81%	(462)	571
2012 Vote: Other	29%	(34)	71%	(82)	116
2012 Vote: Didn't Vote	23%	(156)	77%	(521)	677
4-Region: Northeast	23%	(90)	77%	(304)	394
4-Region: Midwest	21%	(99)	79%	(364)	463
4-Region: South	19%	(157)	81%	(669)	825
4-Region: West	20%	(102)	80%	(419)	521

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Table BR26_6: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Socially acceptable

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	20%	(447)	80%	(1756)	2203
Favorable of Trump	20%	(180)	80%	(733)	913
Unfavorable of Trump	19%	(209)	81%	(914)	1122
Very Favorable of Trump	22%	(116)	78%	(402)	518
Somewhat Favorable of Trump	16%	(65)	84%	(330)	395
Somewhat Unfavorable of Trump	19%	(46)	81%	(192)	238
Very Unfavorable of Trump	18%	(163)	82%	(722)	885

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

Table BR26_7: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Cool and stylish

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	20%	(449)	80%	(1754)	2203
Gender: Male	22%	(238)	78%	(825)	1063
Gender: Female	18%	(210)	82%	(929)	1140
Age: 18-29	17%	(79)	83%	(393)	472
Age: 30-44	24%	(130)	76%	(413)	542
Age: 45-54	21%	(80)	79%	(292)	371
Age: 55-64	17%	(65)	83%	(316)	381
Age: 65+	22%	(95)	78%	(341)	437
Generation Z: 18-21	15%	(26)	85%	(148)	173
Millennial: Age 22-37	21%	(126)	79%	(468)	594
Generation X: Age 38-53	23%	(134)	77%	(455)	589
Boomers: Age 54-72	19%	(138)	81%	(576)	714
PID: Dem (no lean)	21%	(143)	79%	(550)	693
PID: Ind (no lean)	20%	(173)	80%	(700)	873
PID: Rep (no lean)	21%	(133)	79%	(505)	637
PID/Gender: Dem Men	22%	(76)	78%	(268)	344
PID/Gender: Dem Women	19%	(67)	81%	(281)	349
PID/Gender: Ind Men	23%	(90)	77%	(298)	389
PID/Gender: Ind Women	17%	(82)	83%	(402)	484
PID/Gender: Rep Men	22%	(72)	78%	(258)	330
PID/Gender: Rep Women	20%	(61)	80%	(246)	307
Ideo: Liberal (1-3)	21%	(152)	79%	(578)	730
Ideo: Moderate (4)	21%	(96)	79%	(355)	451
Ideo: Conservative (5-7)	20%	(142)	80%	(564)	707
Educ: < College	22%	(335)	78%	(1179)	1514
Educ: Bachelors degree	15%	(67)	85%	(378)	444
Educ: Post-grad	19%	(47)	81%	(197)	244

Table BR26_7: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Cool and stylish

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	20%	(449)	80%	(1754)	2203
Income: Under 50k	21%	(276)	79%	(1008)	1284
Income: 50k-100k	18%	(116)	82%	(528)	645
Income: 100k+	21%	(57)	79%	(218)	274
Ethnicity: White	21%	(364)	79%	(1360)	1724
Ethnicity: Hispanic	20%	(68)	80%	(281)	350
Ethnicity: Afr. Am.	19%	(52)	81%	(223)	275
Ethnicity: Other	16%	(33)	84%	(172)	204
Relig: Protestant	21%	(115)	79%	(428)	543
Relig: Roman Catholic	20%	(84)	80%	(336)	420
Relig: Ath./Agn./None	19%	(133)	81%	(551)	684
Relig: Something Else	21%	(67)	79%	(252)	319
Relig: Evangelical	22%	(131)	78%	(477)	608
Relig: Non-Evang. Catholics	20%	(117)	80%	(473)	589
Relig: All Christian	21%	(248)	79%	(950)	1198
Relig: All Non-Christian	20%	(200)	80%	(803)	1002
Community: Urban	23%	(132)	77%	(441)	573
Community: Suburban	19%	(184)	81%	(798)	982
Community: Rural	21%	(133)	79%	(515)	648
Employ: Private Sector	20%	(137)	80%	(539)	677
Employ: Government	17%	(25)	83%	(120)	145
Employ: Self-Employed	19%	(35)	81%	(151)	186
Employ: Homemaker	15%	(27)	85%	(152)	179
Employ: Student	13%	(13)	87%	(84)	97
Employ: Retired	22%	(113)	78%	(398)	511
Employ: Unemployed	26%	(56)	74%	(160)	216
Employ: Other	22%	(43)	78%	(149)	192
Military HH: Yes	19%	(84)	81%	(349)	433
Military HH: No	21%	(364)	79%	(1405)	1770

Table BR26_7: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Cool and stylish

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	20%	(449)	80%	(1754)	2203
RD/WT: Right Direction	22%	(204)	78%	(703)	907
RD/WT: Wrong Track	19%	(245)	81%	(1051)	1296
Trump Job Approve	21%	(192)	79%	(741)	933
Trump Job Disapprove	20%	(225)	80%	(908)	1134
Trump Job Strongly Approve	25%	(121)	75%	(359)	481
Trump Job Somewhat Approve	16%	(71)	84%	(382)	452
Trump Job Somewhat Disapprove	19%	(57)	81%	(236)	293
Trump Job Strongly Disapprove	20%	(168)	80%	(672)	841
#1 Issue: Economy	21%	(130)	79%	(479)	609
#1 Issue: Security	21%	(93)	79%	(352)	445
#1 Issue: Health Care	20%	(66)	80%	(269)	335
#1 Issue: Medicare / Social Security	22%	(73)	78%	(254)	327
#1 Issue: Women's Issues	17%	(15)	83%	(72)	87
#1 Issue: Education	20%	(38)	80%	(152)	190
#1 Issue: Energy	15%	(11)	85%	(63)	74
#1 Issue: Other	16%	(22)	84%	(113)	135
2016 Vote: Democrat Hillary Clinton	19%	(128)	81%	(545)	673
2016 Vote: Republican Donald Trump	22%	(163)	78%	(588)	751
2016 Vote: Someone else	18%	(40)	82%	(182)	223
Voted in 2014: Yes	20%	(289)	80%	(1133)	1422
Voted in 2014: No	20%	(160)	80%	(621)	781
2012 Vote: Barack Obama	18%	(154)	82%	(683)	837
2012 Vote: Mitt Romney	22%	(128)	78%	(444)	571
2012 Vote: Other	22%	(25)	78%	(91)	116
2012 Vote: Didn't Vote	21%	(141)	79%	(536)	677
4-Region: Northeast	21%	(83)	79%	(311)	394
4-Region: Midwest	25%	(115)	75%	(348)	463
4-Region: South	20%	(165)	80%	(660)	825
4-Region: West	17%	(86)	83%	(435)	521

Table BR26_7: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Cool and stylish

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	20%	(449)	80%	(1754)	2203
Favorable of Trump	21%	(191)	79%	(722)	913
Unfavorable of Trump	19%	(217)	81%	(905)	1122
Very Favorable of Trump	23%	(121)	77%	(397)	518
Somewhat Favorable of Trump	18%	(70)	82%	(325)	395
Somewhat Unfavorable of Trump	20%	(47)	80%	(190)	238
Very Unfavorable of Trump	19%	(170)	81%	(715)	885

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

Table BR26_8: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Easy to use

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	44%	(966)	56%	(1237)	2203
Gender: Male	45%	(479)	55%	(584)	1063
Gender: Female	43%	(487)	57%	(653)	1140
Age: 18-29	32%	(150)	68%	(322)	472
Age: 30-44	45%	(242)	55%	(301)	542
Age: 45-54	47%	(174)	53%	(197)	371
Age: 55-64	50%	(190)	50%	(191)	381
Age: 65+	48%	(211)	52%	(226)	437
Generation Z: 18-21	25%	(43)	75%	(131)	173
Millennial: Age 22-37	40%	(240)	60%	(354)	594
Generation X: Age 38-53	45%	(267)	55%	(321)	589
Boomers: Age 54-72	49%	(347)	51%	(367)	714
PID: Dem (no lean)	43%	(296)	57%	(397)	693
PID: Ind (no lean)	43%	(378)	57%	(495)	873
PID: Rep (no lean)	46%	(293)	54%	(345)	637
PID/Gender: Dem Men	44%	(150)	56%	(194)	344
PID/Gender: Dem Women	42%	(146)	58%	(203)	349
PID/Gender: Ind Men	47%	(181)	53%	(207)	389
PID/Gender: Ind Women	41%	(196)	59%	(288)	484
PID/Gender: Rep Men	45%	(148)	55%	(182)	330
PID/Gender: Rep Women	47%	(145)	53%	(163)	307
Ideo: Liberal (1-3)	42%	(310)	58%	(420)	730
Ideo: Moderate (4)	45%	(202)	55%	(250)	451
Ideo: Conservative (5-7)	45%	(319)	55%	(387)	707
Educ: < College	46%	(692)	54%	(822)	1514
Educ: Bachelors degree	39%	(173)	61%	(271)	444
Educ: Post-grad	41%	(101)	59%	(143)	244

Table BR26_8: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Easy to use

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	44%	(966)	56%	(1237)	2203
Income: Under 50k	46%	(592)	54%	(692)	1284
Income: 50k-100k	43%	(274)	57%	(370)	645
Income: 100k+	36%	(100)	64%	(175)	274
Ethnicity: White	45%	(783)	55%	(941)	1724
Ethnicity: Hispanic	36%	(125)	64%	(225)	350
Ethnicity: Afr. Am.	41%	(111)	59%	(163)	275
Ethnicity: Other	35%	(72)	65%	(132)	204
Relig: Protestant	46%	(253)	54%	(291)	543
Relig: Roman Catholic	41%	(173)	59%	(247)	420
Relig: Ath./Agn./None	43%	(292)	57%	(392)	684
Relig: Something Else	43%	(137)	57%	(182)	319
Relig: Evangelical	45%	(275)	55%	(333)	608
Relig: Non-Evang. Catholics	44%	(262)	56%	(327)	589
Relig: All Christian	45%	(537)	55%	(661)	1198
Relig: All Non-Christian	43%	(428)	57%	(574)	1002
Community: Urban	42%	(241)	58%	(332)	573
Community: Suburban	42%	(410)	58%	(572)	982
Community: Rural	49%	(315)	51%	(333)	648
Employ: Private Sector	41%	(280)	59%	(396)	677
Employ: Government	36%	(52)	64%	(93)	145
Employ: Self-Employed	43%	(79)	57%	(107)	186
Employ: Homemaker	46%	(82)	54%	(97)	179
Employ: Student	30%	(29)	70%	(68)	97
Employ: Retired	48%	(245)	52%	(266)	511
Employ: Unemployed	48%	(103)	52%	(112)	216
Employ: Other	49%	(94)	51%	(97)	192
Military HH: Yes	46%	(197)	54%	(236)	433
Military HH: No	43%	(769)	57%	(1001)	1770

Table BR26_8: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Easy to use

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	44%	(966)	56%	(1237)	2203
RD/WT: Right Direction	45%	(410)	55%	(497)	907
RD/WT: Wrong Track	43%	(556)	57%	(740)	1296
Trump Job Approve	47%	(439)	53%	(494)	933
Trump Job Disapprove	41%	(464)	59%	(669)	1134
Trump Job Strongly Approve	49%	(237)	51%	(243)	481
Trump Job Somewhat Approve	44%	(201)	56%	(251)	452
Trump Job Somewhat Disapprove	37%	(110)	63%	(183)	293
Trump Job Strongly Disapprove	42%	(355)	58%	(486)	841
#1 Issue: Economy	46%	(283)	54%	(326)	609
#1 Issue: Security	43%	(193)	57%	(251)	445
#1 Issue: Health Care	42%	(142)	58%	(193)	335
#1 Issue: Medicare / Social Security	48%	(158)	52%	(169)	327
#1 Issue: Women's Issues	31%	(27)	69%	(60)	87
#1 Issue: Education	38%	(73)	62%	(118)	190
#1 Issue: Energy	39%	(29)	61%	(46)	74
#1 Issue: Other	46%	(62)	54%	(73)	135
2016 Vote: Democrat Hillary Clinton	44%	(296)	56%	(377)	673
2016 Vote: Republican Donald Trump	47%	(353)	53%	(398)	751
2016 Vote: Someone else	44%	(98)	56%	(124)	223
Voted in 2014: Yes	45%	(642)	55%	(779)	1422
Voted in 2014: No	41%	(324)	59%	(457)	781
2012 Vote: Barack Obama	45%	(373)	55%	(465)	837
2012 Vote: Mitt Romney	46%	(265)	54%	(306)	571
2012 Vote: Other	48%	(55)	52%	(61)	116
2012 Vote: Didn't Vote	40%	(273)	60%	(404)	677
4-Region: Northeast	45%	(179)	55%	(216)	394
4-Region: Midwest	48%	(220)	52%	(243)	463
4-Region: South	44%	(364)	56%	(461)	825
4-Region: West	39%	(203)	61%	(318)	521

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Table BR26_8: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Easy to use

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	44%	(966)	56%	(1237)	2203
Favorable of Trump	46%	(424)	54%	(489)	913
Unfavorable of Trump	41%	(457)	59%	(665)	1122
Very Favorable of Trump	47%	(243)	53%	(275)	518
Somewhat Favorable of Trump	46%	(181)	54%	(214)	395
Somewhat Unfavorable of Trump	42%	(100)	58%	(138)	238
Very Unfavorable of Trump	40%	(358)	60%	(527)	885

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

Table BR26_9: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Messy

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	74%	(1631)	26%	(572)	2203
Gender: Male	74%	(782)	26%	(281)	1063
Gender: Female	74%	(849)	26%	(291)	1140
Age: 18-29	76%	(356)	24%	(115)	472
Age: 30-44	70%	(380)	30%	(162)	542
Age: 45-54	72%	(269)	28%	(103)	371
Age: 55-64	73%	(278)	27%	(103)	381
Age: 65+	80%	(348)	20%	(89)	437
Generation Z: 18-21	75%	(131)	25%	(43)	173
Millennial: Age 22-37	72%	(427)	28%	(167)	594
Generation X: Age 38-53	73%	(429)	27%	(159)	589
Boomers: Age 54-72	75%	(537)	25%	(177)	714
PID: Dem (no lean)	77%	(532)	23%	(160)	693
PID: Ind (no lean)	73%	(633)	27%	(240)	873
PID: Rep (no lean)	73%	(466)	27%	(172)	637
PID/Gender: Dem Men	74%	(255)	26%	(89)	344
PID/Gender: Dem Women	80%	(278)	20%	(71)	349
PID/Gender: Ind Men	73%	(286)	27%	(103)	389
PID/Gender: Ind Women	72%	(347)	28%	(136)	484
PID/Gender: Rep Men	73%	(242)	27%	(89)	330
PID/Gender: Rep Women	73%	(224)	27%	(83)	307
Ideo: Liberal (1-3)	75%	(550)	25%	(179)	730
Ideo: Moderate (4)	77%	(350)	23%	(102)	451
Ideo: Conservative (5-7)	74%	(524)	26%	(183)	707
Educ: < College	70%	(1060)	30%	(454)	1514
Educ: Bachelors degree	85%	(378)	15%	(66)	444
Educ: Post-grad	79%	(193)	21%	(52)	244

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Table BR26_9: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Messy

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	74%	(1631)	26%	(572)	2203
Income: Under 50k	71%	(908)	29%	(376)	1284
Income: 50k-100k	76%	(492)	24%	(152)	645
Income: 100k+	84%	(231)	16%	(44)	274
Ethnicity: White	74%	(1277)	26%	(447)	1724
Ethnicity: Hispanic	69%	(242)	31%	(108)	350
Ethnicity: Afr. Am.	73%	(200)	27%	(75)	275
Ethnicity: Other	75%	(154)	25%	(50)	204
Relig: Protestant	78%	(421)	22%	(122)	543
Relig: Roman Catholic	75%	(314)	25%	(106)	420
Relig: Ath./Agn./None	71%	(489)	29%	(195)	684
Relig: Something Else	77%	(246)	23%	(73)	319
Relig: Evangelical	72%	(440)	28%	(169)	608
Relig: Non-Evang. Catholics	77%	(455)	23%	(135)	589
Relig: All Christian	75%	(894)	25%	(303)	1198
Relig: All Non-Christian	73%	(734)	27%	(268)	1002
Community: Urban	75%	(428)	25%	(145)	573
Community: Suburban	76%	(750)	24%	(232)	982
Community: Rural	70%	(454)	30%	(195)	648
Employ: Private Sector	76%	(514)	24%	(163)	677
Employ: Government	79%	(114)	21%	(31)	145
Employ: Self-Employed	75%	(140)	25%	(47)	186
Employ: Homemaker	69%	(124)	31%	(55)	179
Employ: Student	78%	(76)	22%	(21)	97
Employ: Retired	76%	(390)	24%	(121)	511
Employ: Unemployed	72%	(156)	28%	(60)	216
Employ: Other	62%	(118)	38%	(74)	192
Military HH: Yes	68%	(297)	32%	(137)	433
Military HH: No	75%	(1335)	25%	(435)	1770

Table BR26_9: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Messy

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	74%	(1631)	26%	(572)	2203
RD/WT: Right Direction	71%	(644)	29%	(263)	907
RD/WT: Wrong Track	76%	(988)	24%	(308)	1296
Trump Job Approve	72%	(668)	28%	(265)	933
Trump Job Disapprove	77%	(874)	23%	(260)	1134
Trump Job Strongly Approve	71%	(341)	29%	(140)	481
Trump Job Somewhat Approve	72%	(327)	28%	(125)	452
Trump Job Somewhat Disapprove	74%	(216)	26%	(77)	293
Trump Job Strongly Disapprove	78%	(657)	22%	(183)	841
#1 Issue: Economy	73%	(446)	27%	(164)	609
#1 Issue: Security	72%	(320)	28%	(124)	445
#1 Issue: Health Care	81%	(271)	19%	(64)	335
#1 Issue: Medicare / Social Security	73%	(238)	27%	(90)	327
#1 Issue: Women's Issues	78%	(67)	22%	(19)	87
#1 Issue: Education	74%	(140)	26%	(50)	190
#1 Issue: Energy	68%	(51)	32%	(24)	74
#1 Issue: Other	72%	(98)	28%	(37)	135
2016 Vote: Democrat Hillary Clinton	78%	(527)	22%	(146)	673
2016 Vote: Republican Donald Trump	72%	(538)	28%	(213)	751
2016 Vote: Someone else	73%	(161)	27%	(61)	223
Voted in 2014: Yes	75%	(1061)	25%	(361)	1422
Voted in 2014: No	73%	(571)	27%	(210)	781
2012 Vote: Barack Obama	76%	(638)	24%	(200)	837
2012 Vote: Mitt Romney	73%	(416)	27%	(155)	571
2012 Vote: Other	74%	(85)	26%	(31)	116
2012 Vote: Didn't Vote	73%	(491)	27%	(186)	677
4-Region: Northeast	75%	(297)	25%	(97)	394
4-Region: Midwest	72%	(335)	28%	(128)	463
4-Region: South	75%	(617)	25%	(208)	825
4-Region: West	73%	(382)	27%	(139)	521

Table BR26_9: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Messy

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	74%	(1631)	26%	(572)	2203
Favorable of Trump	72%	(653)	28%	(260)	913
Unfavorable of Trump	77%	(864)	23%	(259)	1122
Very Favorable of Trump	70%	(364)	30%	(154)	518
Somewhat Favorable of Trump	73%	(290)	27%	(105)	395
Somewhat Unfavorable of Trump	75%	(178)	25%	(59)	238
Very Unfavorable of Trump	77%	(686)	23%	(199)	885

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

Table BR26_10: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Gross

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	84%	(1852)	16%	(351)	2203
Gender: Male	85%	(900)	15%	(163)	1063
Gender: Female	84%	(952)	16%	(188)	1140
Age: 18-29	85%	(401)	15%	(71)	472
Age: 30-44	83%	(452)	17%	(90)	542
Age: 45-54	83%	(309)	17%	(63)	371
Age: 55-64	85%	(322)	15%	(59)	381
Age: 65+	84%	(369)	16%	(68)	437
Generation Z: 18-21	85%	(147)	15%	(27)	173
Millennial: Age 22-37	84%	(501)	16%	(93)	594
Generation X: Age 38-53	83%	(491)	17%	(98)	589
Boomers: Age 54-72	84%	(601)	16%	(112)	714
PID: Dem (no lean)	86%	(595)	14%	(98)	693
PID: Ind (no lean)	84%	(736)	16%	(137)	873
PID: Rep (no lean)	82%	(521)	18%	(116)	637
PID/Gender: Dem Men	84%	(289)	16%	(55)	344
PID/Gender: Dem Women	88%	(306)	12%	(43)	349
PID/Gender: Ind Men	87%	(337)	13%	(52)	389
PID/Gender: Ind Women	82%	(399)	18%	(85)	484
PID/Gender: Rep Men	83%	(274)	17%	(56)	330
PID/Gender: Rep Women	80%	(247)	20%	(60)	307
Ideo: Liberal (1-3)	83%	(608)	17%	(122)	730
Ideo: Moderate (4)	88%	(398)	12%	(54)	451
Ideo: Conservative (5-7)	82%	(580)	18%	(127)	707
Educ: < College	81%	(1233)	19%	(282)	1514
Educ: Bachelors degree	91%	(406)	9%	(38)	444
Educ: Post-grad	87%	(213)	13%	(31)	244

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Table BR26_10: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Gross

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	84%	(1852)	16%	(351)	2203
Income: Under 50k	82%	(1055)	18%	(230)	1284
Income: 50k-100k	86%	(557)	14%	(87)	645
Income: 100k+	88%	(240)	12%	(34)	274
Ethnicity: White	85%	(1468)	15%	(256)	1724
Ethnicity: Hispanic	82%	(288)	18%	(62)	350
Ethnicity: Afr. Am.	78%	(215)	22%	(60)	275
Ethnicity: Other	83%	(169)	17%	(35)	204
Relig: Protestant	82%	(448)	18%	(96)	543
Relig: Roman Catholic	87%	(368)	13%	(53)	420
Relig: Ath./Agn./None	83%	(566)	17%	(117)	684
Relig: Something Else	86%	(274)	14%	(44)	319
Relig: Evangelical	82%	(496)	18%	(112)	608
Relig: Non-Evang. Catholics	87%	(513)	13%	(77)	589
Relig: All Christian	84%	(1009)	16%	(189)	1198
Relig: All Non-Christian	84%	(841)	16%	(161)	1002
Community: Urban	82%	(469)	18%	(104)	573
Community: Suburban	86%	(849)	14%	(133)	982
Community: Rural	82%	(534)	18%	(115)	648
Employ: Private Sector	86%	(585)	14%	(92)	677
Employ: Government	82%	(119)	18%	(26)	145
Employ: Self-Employed	88%	(163)	12%	(23)	186
Employ: Homemaker	83%	(148)	17%	(31)	179
Employ: Student	82%	(79)	18%	(18)	97
Employ: Retired	83%	(425)	17%	(86)	511
Employ: Unemployed	86%	(185)	14%	(31)	216
Employ: Other	77%	(147)	23%	(45)	192
Military HH: Yes	83%	(360)	17%	(73)	433
Military HH: No	84%	(1492)	16%	(278)	1770

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Table BR26_10: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Gross

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	84%	(1852)	16%	(351)	2203
RD/WT: Right Direction	81%	(733)	19%	(174)	907
RD/WT: Wrong Track	86%	(1119)	14%	(177)	1296
Trump Job Approve	82%	(765)	18%	(168)	933
Trump Job Disapprove	86%	(975)	14%	(159)	1134
Trump Job Strongly Approve	77%	(372)	23%	(109)	481
Trump Job Somewhat Approve	87%	(393)	13%	(59)	452
Trump Job Somewhat Disapprove	87%	(256)	13%	(37)	293
Trump Job Strongly Disapprove	85%	(718)	15%	(122)	841
#1 Issue: Economy	87%	(531)	13%	(78)	609
#1 Issue: Security	82%	(366)	18%	(79)	445
#1 Issue: Health Care	87%	(292)	13%	(43)	335
#1 Issue: Medicare / Social Security	81%	(264)	19%	(64)	327
#1 Issue: Women's Issues	82%	(71)	18%	(15)	87
#1 Issue: Education	84%	(160)	16%	(30)	190
#1 Issue: Energy	76%	(57)	24%	(18)	74
#1 Issue: Other	81%	(110)	19%	(25)	135
2016 Vote: Democrat Hillary Clinton	86%	(582)	14%	(91)	673
2016 Vote: Republican Donald Trump	83%	(623)	17%	(128)	751
2016 Vote: Someone else	80%	(179)	20%	(44)	223
Voted in 2014: Yes	84%	(1194)	16%	(228)	1422
Voted in 2014: No	84%	(658)	16%	(123)	781
2012 Vote: Barack Obama	87%	(731)	13%	(107)	837
2012 Vote: Mitt Romney	83%	(472)	17%	(99)	571
2012 Vote: Other	82%	(95)	18%	(21)	116
2012 Vote: Didn't Vote	82%	(553)	18%	(124)	677
4-Region: Northeast	85%	(335)	15%	(59)	394
4-Region: Midwest	82%	(379)	18%	(84)	463
4-Region: South	85%	(704)	15%	(121)	825
4-Region: West	83%	(435)	17%	(86)	521

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Table BR26_10: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Gross

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	84%	(1852)	16%	(351)	2203
Favorable of Trump	83%	(755)	17%	(158)	913
Unfavorable of Trump	87%	(971)	13%	(151)	1122
Very Favorable of Trump	79%	(408)	21%	(110)	518
Somewhat Favorable of Trump	88%	(348)	12%	(47)	395
Somewhat Unfavorable of Trump	84%	(199)	16%	(39)	238
Very Unfavorable of Trump	87%	(773)	13%	(112)	885

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

Table BR26_11: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Popular

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	29%	(649)	71%	(1554)	2203
Gender: Male	29%	(311)	71%	(752)	1063
Gender: Female	30%	(338)	70%	(801)	1140
Age: 18-29	27%	(128)	73%	(343)	472
Age: 30-44	31%	(170)	69%	(373)	542
Age: 45-54	26%	(97)	74%	(274)	371
Age: 55-64	29%	(112)	71%	(269)	381
Age: 65+	33%	(143)	67%	(294)	437
Generation Z: 18-21	21%	(37)	79%	(136)	173
Millennial: Age 22-37	30%	(178)	70%	(416)	594
Generation X: Age 38-53	30%	(178)	70%	(411)	589
Boomers: Age 54-72	28%	(202)	72%	(512)	714
PID: Dem (no lean)	32%	(220)	68%	(473)	693
PID: Ind (no lean)	29%	(255)	71%	(617)	873
PID: Rep (no lean)	27%	(174)	73%	(463)	637
PID/Gender: Dem Men	32%	(109)	68%	(235)	344
PID/Gender: Dem Women	32%	(110)	68%	(238)	349
PID/Gender: Ind Men	29%	(114)	71%	(274)	389
PID/Gender: Ind Women	29%	(141)	71%	(343)	484
PID/Gender: Rep Men	26%	(87)	74%	(243)	330
PID/Gender: Rep Women	28%	(87)	72%	(220)	307
Ideo: Liberal (1-3)	30%	(222)	70%	(508)	730
Ideo: Moderate (4)	27%	(123)	73%	(329)	451
Ideo: Conservative (5-7)	27%	(188)	73%	(519)	707
Educ: < College	32%	(486)	68%	(1029)	1514
Educ: Bachelors degree	23%	(100)	77%	(344)	444
Educ: Post-grad	26%	(63)	74%	(181)	244

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Table BR26_11: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Popular

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	29%	(649)	71%	(1554)	2203
Income: Under 50k	34%	(437)	66%	(848)	1284
Income: 50k-100k	22%	(141)	78%	(503)	645
Income: 100k+	26%	(72)	74%	(203)	274
Ethnicity: White	27%	(473)	73%	(1252)	1724
Ethnicity: Hispanic	34%	(118)	66%	(232)	350
Ethnicity: Afr. Am.	38%	(103)	62%	(172)	275
Ethnicity: Other	36%	(74)	64%	(131)	204
Relig: Protestant	29%	(159)	71%	(385)	543
Relig: Roman Catholic	32%	(133)	68%	(288)	420
Relig: Ath./Agn./None	26%	(178)	74%	(506)	684
Relig: Something Else	31%	(98)	69%	(220)	319
Relig: Evangelical	30%	(182)	70%	(426)	608
Relig: Non-Evang. Catholics	32%	(190)	68%	(399)	589
Relig: All Christian	31%	(372)	69%	(825)	1198
Relig: All Non-Christian	28%	(276)	72%	(726)	1002
Community: Urban	36%	(207)	64%	(366)	573
Community: Suburban	23%	(227)	77%	(754)	982
Community: Rural	33%	(215)	67%	(433)	648
Employ: Private Sector	26%	(179)	74%	(498)	677
Employ: Government	23%	(33)	77%	(112)	145
Employ: Self-Employed	30%	(55)	70%	(131)	186
Employ: Homemaker	31%	(56)	69%	(124)	179
Employ: Student	21%	(21)	79%	(76)	97
Employ: Retired	32%	(166)	68%	(345)	511
Employ: Unemployed	38%	(82)	62%	(134)	216
Employ: Other	30%	(58)	70%	(134)	192
Military HH: Yes	28%	(120)	72%	(313)	433
Military HH: No	30%	(529)	70%	(1241)	1770

Table BR26_11: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Popular

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	29%	(649)	71%	(1554)	2203
RD/WT: Right Direction	30%	(271)	70%	(636)	907
RD/WT: Wrong Track	29%	(378)	71%	(918)	1296
Trump Job Approve	28%	(261)	72%	(672)	933
Trump Job Disapprove	29%	(330)	71%	(803)	1134
Trump Job Strongly Approve	30%	(146)	70%	(334)	481
Trump Job Somewhat Approve	25%	(114)	75%	(338)	452
Trump Job Somewhat Disapprove	29%	(85)	71%	(208)	293
Trump Job Strongly Disapprove	29%	(245)	71%	(595)	841
#1 Issue: Economy	28%	(171)	72%	(438)	609
#1 Issue: Security	31%	(138)	69%	(306)	445
#1 Issue: Health Care	30%	(102)	70%	(233)	335
#1 Issue: Medicare / Social Security	35%	(113)	65%	(214)	327
#1 Issue: Women's Issues	23%	(20)	77%	(66)	87
#1 Issue: Education	26%	(50)	74%	(141)	190
#1 Issue: Energy	20%	(15)	80%	(60)	74
#1 Issue: Other	30%	(41)	70%	(95)	135
2016 Vote: Democrat Hillary Clinton	32%	(214)	68%	(459)	673
2016 Vote: Republican Donald Trump	29%	(216)	71%	(534)	751
2016 Vote: Someone else	24%	(52)	76%	(170)	223
Voted in 2014: Yes	29%	(416)	71%	(1006)	1422
Voted in 2014: No	30%	(234)	70%	(548)	781
2012 Vote: Barack Obama	30%	(249)	70%	(588)	837
2012 Vote: Mitt Romney	27%	(155)	73%	(416)	571
2012 Vote: Other	36%	(42)	64%	(74)	116
2012 Vote: Didn't Vote	30%	(204)	70%	(473)	677
4-Region: Northeast	32%	(126)	68%	(269)	394
4-Region: Midwest	31%	(142)	69%	(320)	463
4-Region: South	30%	(250)	70%	(576)	825
4-Region: West	25%	(132)	75%	(389)	521

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Table BR26_11: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Popular

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	29%	(649)	71%	(1554)	2203
Favorable of Trump	28%	(254)	72%	(659)	913
Unfavorable of Trump	29%	(320)	71%	(802)	1122
Very Favorable of Trump	29%	(152)	71%	(366)	518
Somewhat Favorable of Trump	26%	(102)	74%	(293)	395
Somewhat Unfavorable of Trump	29%	(70)	71%	(168)	238
Very Unfavorable of Trump	28%	(251)	72%	(634)	885

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

Table BR26_12: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Sexy

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	32%	(707)	68%	(1496)	2203
Gender: Male	33%	(350)	67%	(713)	1063
Gender: Female	31%	(357)	69%	(783)	1140
Age: 18-29	31%	(146)	69%	(326)	472
Age: 30-44	35%	(189)	65%	(354)	542
Age: 45-54	35%	(128)	65%	(243)	371
Age: 55-64	28%	(105)	72%	(275)	381
Age: 65+	32%	(138)	68%	(299)	437
Generation Z: 18-21	36%	(62)	64%	(111)	173
Millennial: Age 22-37	32%	(190)	68%	(404)	594
Generation X: Age 38-53	35%	(204)	65%	(384)	589
Boomers: Age 54-72	29%	(204)	71%	(509)	714
PID: Dem (no lean)	29%	(199)	71%	(494)	693
PID: Ind (no lean)	33%	(286)	67%	(586)	873
PID: Rep (no lean)	35%	(222)	65%	(415)	637
PID/Gender: Dem Men	30%	(104)	70%	(240)	344
PID/Gender: Dem Women	27%	(94)	73%	(254)	349
PID/Gender: Ind Men	34%	(133)	66%	(255)	389
PID/Gender: Ind Women	32%	(153)	68%	(331)	484
PID/Gender: Rep Men	34%	(112)	66%	(218)	330
PID/Gender: Rep Women	36%	(110)	64%	(197)	307
Ideo: Liberal (1-3)	32%	(232)	68%	(497)	730
Ideo: Moderate (4)	29%	(133)	71%	(318)	451
Ideo: Conservative (5-7)	34%	(242)	66%	(465)	707
Educ: < College	34%	(514)	66%	(1000)	1514
Educ: Bachelors degree	29%	(130)	71%	(314)	444
Educ: Post-grad	26%	(63)	74%	(181)	244

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Table BR26_12: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Sexy

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	32%	(707)	68%	(1496)	2203
Income: Under 50k	34%	(434)	66%	(850)	1284
Income: 50k-100k	29%	(186)	71%	(459)	645
Income: 100k+	32%	(88)	68%	(187)	274
Ethnicity: White	33%	(567)	67%	(1157)	1724
Ethnicity: Hispanic	35%	(122)	65%	(228)	350
Ethnicity: Afr. Am.	28%	(78)	72%	(197)	275
Ethnicity: Other	30%	(62)	70%	(142)	204
Relig: Protestant	32%	(175)	68%	(369)	543
Relig: Roman Catholic	29%	(122)	71%	(299)	420
Relig: Ath./Agn./None	33%	(229)	67%	(455)	684
Relig: Something Else	31%	(99)	69%	(220)	319
Relig: Evangelical	34%	(205)	66%	(403)	608
Relig: Non-Evang. Catholics	29%	(173)	71%	(416)	589
Relig: All Christian	32%	(378)	68%	(820)	1198
Relig: All Non-Christian	33%	(328)	67%	(674)	1002
Community: Urban	33%	(190)	67%	(383)	573
Community: Suburban	32%	(316)	68%	(665)	982
Community: Rural	31%	(201)	69%	(448)	648
Employ: Private Sector	33%	(220)	67%	(457)	677
Employ: Government	29%	(43)	71%	(103)	145
Employ: Self-Employed	31%	(58)	69%	(128)	186
Employ: Homemaker	33%	(60)	67%	(120)	179
Employ: Student	29%	(28)	71%	(69)	97
Employ: Retired	30%	(152)	70%	(358)	511
Employ: Unemployed	36%	(77)	64%	(139)	216
Employ: Other	36%	(69)	64%	(123)	192
Military HH: Yes	30%	(128)	70%	(305)	433
Military HH: No	33%	(579)	67%	(1191)	1770

Table BR26_12: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Sexy

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	32%	(707)	68%	(1496)	2203
RD/WT: Right Direction	35%	(316)	65%	(591)	907
RD/WT: Wrong Track	30%	(391)	70%	(905)	1296
Trump Job Approve	35%	(322)	65%	(611)	933
Trump Job Disapprove	30%	(335)	70%	(799)	1134
Trump Job Strongly Approve	37%	(180)	63%	(301)	481
Trump Job Somewhat Approve	31%	(142)	69%	(310)	452
Trump Job Somewhat Disapprove	25%	(72)	75%	(221)	293
Trump Job Strongly Disapprove	31%	(263)	69%	(578)	841
#1 Issue: Economy	34%	(205)	66%	(404)	609
#1 Issue: Security	32%	(143)	68%	(302)	445
#1 Issue: Health Care	31%	(103)	69%	(232)	335
#1 Issue: Medicare / Social Security	31%	(101)	69%	(227)	327
#1 Issue: Women's Issues	35%	(30)	65%	(57)	87
#1 Issue: Education	38%	(73)	62%	(118)	190
#1 Issue: Energy	23%	(17)	77%	(57)	74
#1 Issue: Other	26%	(36)	74%	(100)	135
2016 Vote: Democrat Hillary Clinton	28%	(186)	72%	(487)	673
2016 Vote: Republican Donald Trump	36%	(271)	64%	(480)	751
2016 Vote: Someone else	28%	(63)	72%	(160)	223
Voted in 2014: Yes	31%	(436)	69%	(986)	1422
Voted in 2014: No	35%	(271)	65%	(510)	781
2012 Vote: Barack Obama	26%	(220)	74%	(617)	837
2012 Vote: Mitt Romney	36%	(205)	64%	(366)	571
2012 Vote: Other	39%	(45)	61%	(71)	116
2012 Vote: Didn't Vote	35%	(236)	65%	(441)	677
4-Region: Northeast	34%	(135)	66%	(260)	394
4-Region: Midwest	36%	(165)	64%	(298)	463
4-Region: South	31%	(259)	69%	(566)	825
4-Region: West	29%	(149)	71%	(372)	521

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Table BR26_12: *You'll now be asked to compare tobacco cigarettes to vaping, or using electronic cigarettes. If you had to pick, does the following apply to smoking tobacco cigarettes or vaping, using electronic cigarettes?*
Sexy

Demographic	Smoking tobacco cigarettes		Vaping, or using electronic cigarettes		Total N
Adults	32%	(707)	68%	(1496)	2203
Favorable of Trump	35%	(323)	65%	(590)	913
Unfavorable of Trump	29%	(327)	71%	(796)	1122
Very Favorable of Trump	37%	(191)	63%	(327)	518
Somewhat Favorable of Trump	33%	(131)	67%	(264)	395
Somewhat Unfavorable of Trump	27%	(63)	73%	(174)	238
Very Unfavorable of Trump	30%	(264)	70%	(621)	885

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

Table BR27: *In general, using a scale to 1 to 7, with 1 meaning not harmful at all, 4 meaning somewhat harmful, and 7 meaning very harmful, how harmful do you feel smoking is?*

Demographic	1 Not harmful at all	2	3	4 Somewhat harmful	5	6	7 - Very harmful	Don't know / No Opinion	Total N
Adults	1% (19)	— (8)	1% (21)	5% (117)	3% (73)	9% (197)	78% (1711)	3% (57)	2203
Gender: Male	1% (13)	1% (6)	1% (11)	6% (62)	4% (42)	11% (113)	75% (796)	2% (19)	1063
Gender: Female	— (6)	— (2)	1% (10)	5% (54)	3% (32)	7% (84)	80% (915)	3% (37)	1140
Age: 18-29	2% (7)	1% (4)	2% (7)	5% (22)	4% (21)	11% (52)	70% (332)	6% (27)	472
Age: 30-44	1% (6)	— (3)	2% (9)	6% (34)	4% (24)	10% (55)	73% (397)	3% (14)	542
Age: 45-54	— (2)	— (1)	— (2)	7% (27)	2% (9)	9% (33)	78% (288)	3% (10)	371
Age: 55-64	— (1)	— (1)	— (1)	5% (21)	3% (13)	7% (27)	82% (313)	1% (4)	381
Age: 65+	1% (3)	— (0)	1% (3)	3% (12)	2% (7)	7% (30)	87% (381)	— (2)	437
Generation Z: 18-21	— (0)	1% (2)	2% (3)	7% (12)	1% (2)	13% (22)	71% (123)	5% (9)	173
Millennial: Age 22-37	2% (10)	1% (5)	2% (10)	6% (33)	6% (35)	10% (60)	70% (416)	4% (26)	594
Generation X: Age 38-53	1% (5)	— (1)	1% (4)	7% (39)	3% (15)	10% (56)	77% (452)	3% (15)	589
Boomers: Age 54-72	1% (4)	— (1)	— (4)	4% (27)	3% (20)	8% (56)	84% (597)	1% (6)	714
PID: Dem (no lean)	1% (6)	— (2)	1% (10)	7% (48)	2% (16)	8% (55)	78% (542)	2% (14)	693
PID: Ind (no lean)	1% (8)	— (2)	1% (6)	4% (35)	4% (33)	10% (88)	77% (668)	4% (32)	873
PID: Rep (no lean)	1% (4)	1% (3)	1% (6)	5% (34)	4% (24)	8% (54)	79% (501)	2% (11)	637
PID/Gender: Dem Men	1% (5)	— (1)	2% (6)	7% (23)	3% (10)	9% (32)	76% (260)	2% (7)	344
PID/Gender: Dem Women	— (1)	— (1)	1% (4)	7% (25)	2% (5)	7% (24)	81% (282)	2% (7)	349
PID/Gender: Ind Men	1% (5)	1% (2)	1% (4)	5% (20)	4% (17)	12% (46)	74% (287)	2% (8)	389
PID/Gender: Ind Women	1% (3)	— (0)	— (2)	3% (16)	3% (16)	9% (42)	79% (381)	5% (24)	484
PID/Gender: Rep Men	1% (3)	1% (3)	— (1)	6% (20)	4% (14)	11% (36)	75% (249)	1% (5)	330
PID/Gender: Rep Women	— (1)	— (1)	1% (4)	5% (14)	3% (10)	6% (18)	82% (252)	2% (6)	307
Ideo: Liberal (1-3)	2% (12)	— (3)	2% (14)	7% (48)	3% (19)	9% (64)	75% (544)	3% (25)	730
Ideo: Moderate (4)	— (1)	— (2)	— (1)	6% (25)	3% (15)	10% (45)	79% (359)	1% (3)	451
Ideo: Conservative (5-7)	— (3)	— (1)	1% (4)	4% (28)	4% (25)	9% (64)	81% (574)	1% (7)	707
Educ: < College	1% (15)	— (7)	1% (16)	6% (98)	3% (52)	9% (134)	75% (1140)	3% (52)	1514
Educ: Bachelors degree	1% (3)	— (1)	1% (3)	3% (12)	2% (11)	9% (42)	83% (369)	1% (3)	444
Educ: Post-grad	— (1)	— (0)	1% (2)	3% (7)	4% (10)	9% (22)	82% (201)	1% (2)	244

Continued on next page

Table BR27: *In general, using a scale to 1 to 7, with 1 meaning not harmful at all, 4 meaning somewhat harmful, and 7 meaning very harmful, how harmful do you feel smoking is?*

Demographic	1 Not harmful at all	2	3	4 Somewhat harmful	5	6	7 - Very harmful	Don't know / No Opinion	Total N
Adults	1% (19)	— (8)	1% (21)	5% (117)	3% (73)	9% (197)	78% (1711)	3% (57)	2203
Income: Under 50k	1% (14)	1% (8)	1% (13)	7% (87)	3% (40)	9% (117)	75% (958)	4% (47)	1284
Income: 50k-100k	1% (5)	— (0)	1% (6)	3% (19)	4% (26)	9% (60)	81% (524)	1% (5)	645
Income: 100k+	— (0)	— (0)	1% (2)	4% (10)	3% (8)	8% (21)	84% (229)	1% (4)	274
Ethnicity: White	1% (9)	— (5)	1% (13)	4% (72)	4% (62)	9% (147)	80% (1381)	2% (35)	1724
Ethnicity: Hispanic	1% (3)	1% (3)	2% (8)	6% (21)	3% (10)	9% (30)	74% (260)	4% (15)	350
Ethnicity: Afr. Am.	3% (9)	1% (3)	1% (3)	12% (32)	3% (8)	10% (28)	66% (181)	4% (11)	275
Ethnicity: Other	— (1)	— (0)	3% (6)	6% (13)	2% (4)	11% (22)	73% (149)	5% (10)	204
Relig: Protestant	1% (5)	— (1)	1% (6)	3% (18)	2% (12)	10% (54)	81% (442)	1% (5)	543
Relig: Roman Catholic	— (0)	— (1)	1% (5)	4% (16)	3% (11)	10% (42)	81% (339)	1% (6)	420
Relig: Ath./Agn./None	1% (4)	— (2)	1% (4)	6% (43)	4% (24)	9% (60)	76% (518)	4% (29)	684
Relig: Something Else	1% (5)	1% (3)	1% (5)	5% (15)	6% (18)	9% (28)	75% (237)	3% (8)	319
Relig: Evangelical	1% (9)	1% (3)	2% (12)	5% (32)	3% (19)	8% (46)	77% (471)	3% (16)	608
Relig: Non-Evang. Catholics	— (1)	— (0)	— (1)	4% (26)	2% (12)	11% (63)	82% (483)	1% (4)	589
Relig: All Christian	1% (9)	— (3)	1% (13)	5% (59)	3% (31)	9% (109)	80% (954)	2% (20)	1198
Relig: All Non-Christian	1% (8)	— (4)	1% (8)	6% (58)	4% (43)	9% (88)	75% (755)	4% (37)	1002
Community: Urban	1% (6)	— (2)	1% (7)	8% (45)	3% (17)	9% (50)	74% (426)	3% (20)	573
Community: Suburban	1% (6)	— (2)	1% (5)	4% (42)	4% (36)	9% (86)	80% (789)	2% (17)	982
Community: Rural	1% (7)	1% (4)	1% (10)	5% (29)	3% (20)	10% (62)	76% (496)	3% (20)	648
Employ: Private Sector	— (3)	— (1)	1% (7)	5% (32)	4% (26)	11% (78)	77% (521)	1% (9)	677
Employ: Government	— (0)	— (0)	2% (3)	5% (7)	3% (4)	14% (20)	72% (104)	5% (7)	145
Employ: Self-Employed	1% (1)	1% (1)	— (1)	8% (15)	4% (8)	11% (20)	73% (136)	2% (4)	186
Employ: Homemaker	2% (3)	1% (1)	1% (2)	6% (10)	6% (11)	7% (12)	77% (139)	1% (2)	179
Employ: Student	1% (1)	3% (3)	1% (1)	6% (5)	4% (4)	7% (7)	74% (72)	5% (5)	97
Employ: Retired	1% (3)	— (0)	— (1)	3% (17)	2% (8)	6% (30)	87% (446)	1% (5)	511
Employ: Unemployed	1% (2)	1% (2)	2% (5)	8% (18)	3% (6)	9% (20)	72% (155)	4% (8)	216
Employ: Other	3% (6)	— (0)	1% (2)	6% (12)	4% (7)	6% (11)	71% (137)	9% (18)	192
Military HH: Yes	1% (5)	— (0)	2% (8)	4% (18)	5% (22)	8% (37)	78% (338)	1% (5)	433
Military HH: No	1% (14)	— (8)	1% (13)	6% (99)	3% (51)	9% (161)	78% (1373)	3% (52)	1770

Table BR27: *In general, using a scale to 1 to 7, with 1 meaning not harmful at all, 4 meaning somewhat harmful, and 7 meaning very harmful, how harmful do you feel smoking is?*

Demographic	1 Not harmful at all	2	3	4 Somewhat harmful	5	6	7 - Very harmful	Don't know / No Opinion	Total N
Adults	1% (19)	— (8)	1% (21)	5% (117)	3% (73)	9% (197)	78% (1711)	3% (57)	2203
RD/WT: Right Direction	1% (11)	— (4)	1% (10)	7% (63)	4% (41)	10% (91)	74% (670)	2% (18)	907
RD/WT: Wrong Track	1% (8)	— (3)	1% (11)	4% (54)	3% (33)	8% (106)	80% (1041)	3% (39)	1296
Trump Job Approve	1% (6)	1% (6)	1% (10)	7% (64)	5% (42)	10% (93)	75% (704)	1% (8)	933
Trump Job Disapprove	1% (12)	— (1)	1% (12)	4% (50)	2% (26)	8% (96)	81% (913)	2% (24)	1134
Trump Job Strongly Approve	1% (5)	1% (4)	1% (5)	9% (41)	3% (14)	8% (40)	76% (366)	1% (6)	481
Trump Job Somewhat Approve	— (1)	1% (3)	1% (5)	5% (23)	6% (28)	12% (53)	75% (338)	— (2)	452
Trump Job Somewhat Disapprove	— (1)	— (0)	2% (6)	4% (11)	2% (5)	9% (28)	81% (238)	2% (5)	293
Trump Job Strongly Disapprove	1% (11)	— (1)	1% (6)	5% (39)	2% (21)	8% (68)	80% (675)	2% (20)	841
#1 Issue: Economy	1% (6)	— (1)	1% (4)	5% (32)	4% (23)	12% (72)	75% (455)	3% (16)	609
#1 Issue: Security	1% (2)	— (1)	1% (6)	7% (29)	3% (15)	8% (36)	78% (345)	2% (9)	445
#1 Issue: Health Care	1% (3)	1% (3)	— (1)	6% (20)	2% (8)	10% (32)	79% (265)	1% (3)	335
#1 Issue: Medicare / Social Security	— (0)	— (2)	— (1)	5% (16)	1% (5)	7% (24)	85% (277)	1% (3)	327
#1 Issue: Women's Issues	— (0)	— (0)	1% (1)	5% (5)	5% (4)	6% (6)	78% (68)	4% (4)	87
#1 Issue: Education	— (0)	— (0)	2% (4)	5% (10)	8% (14)	10% (19)	72% (136)	3% (6)	190
#1 Issue: Energy	4% (3)	3% (2)	2% (2)	2% (2)	2% (2)	2% (2)	81% (61)	3% (2)	74
#1 Issue: Other	2% (3)	— (0)	2% (3)	3% (4)	1% (2)	5% (6)	77% (104)	10% (13)	135
2016 Vote: Democrat Hillary Clinton	— (2)	— (3)	1% (5)	6% (38)	3% (22)	7% (49)	81% (546)	1% (8)	673
2016 Vote: Republican Donald Trump	1% (6)	1% (5)	1% (6)	6% (46)	4% (29)	9% (70)	78% (583)	1% (6)	751
2016 Vote: Someone else	2% (5)	— (0)	1% (3)	4% (9)	2% (4)	9% (19)	80% (179)	1% (3)	223
Voted in 2014: Yes	1% (14)	— (5)	1% (14)	5% (76)	3% (41)	9% (123)	80% (1137)	1% (13)	1422
Voted in 2014: No	1% (5)	— (3)	1% (7)	5% (41)	4% (33)	10% (75)	74% (575)	6% (43)	781
2012 Vote: Barack Obama	1% (5)	— (4)	1% (8)	6% (46)	3% (24)	8% (65)	81% (680)	1% (7)	837
2012 Vote: Mitt Romney	1% (3)	— (1)	1% (4)	4% (25)	3% (18)	9% (51)	82% (466)	— (3)	571
2012 Vote: Other	1% (1)	— (0)	1% (1)	7% (8)	5% (6)	14% (16)	71% (82)	1% (1)	116
2012 Vote: Didn't Vote	1% (10)	— (3)	1% (9)	6% (38)	4% (25)	10% (66)	71% (481)	7% (45)	677
4-Region: Northeast	— (1)	— (2)	1% (3)	4% (16)	4% (15)	10% (39)	78% (308)	3% (10)	394
4-Region: Midwest	1% (7)	1% (6)	— (2)	6% (28)	4% (19)	9% (41)	75% (349)	2% (11)	463
4-Region: South	1% (8)	— (1)	2% (14)	6% (50)	3% (22)	8% (70)	77% (639)	3% (21)	825
4-Region: West	1% (3)	— (0)	— (2)	4% (23)	3% (16)	9% (47)	80% (415)	3% (14)	521

Table BR27: *In general, using a scale to 1 to 7, with 1 meaning not harmful at all, 4 meaning somewhat harmful, and 7 meaning very harmful, how harmful do you feel smoking is?*

Demographic	1 Not harmful at all	2	3	4 Somewhat harmful	5	6	7 - Very harmful	Don't know / No Opinion	Total N
Adults	1% (19)	— (8)	1% (21)	5% (117)	3% (73)	9% (197)	78% (1711)	3% (57)	2203
Favorable of Trump	1% (6)	— (4)	1% (7)	6% (59)	4% (37)	10% (88)	77% (700)	1% (11)	913
Unfavorable of Trump	1% (8)	— (1)	1% (14)	5% (54)	3% (33)	8% (95)	80% (901)	2% (17)	1122
Very Favorable of Trump	1% (6)	— (2)	1% (4)	8% (44)	3% (17)	9% (45)	76% (391)	2% (9)	518
Somewhat Favorable of Trump	— (1)	— (1)	1% (3)	4% (15)	5% (20)	11% (44)	78% (309)	— (2)	395
Somewhat Unfavorable of Trump	1% (2)	— (0)	2% (4)	6% (14)	2% (4)	10% (23)	78% (185)	2% (6)	238
Very Unfavorable of Trump	1% (6)	— (1)	1% (10)	4% (39)	3% (28)	8% (72)	81% (716)	1% (12)	885

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

Table BR28: *In general, using a scale to 1 to 7, with 1 meaning not harmful at all, 4 meaning somewhat harmful, and 7 meaning very harmful, how harmful do you feel vaping, or using electronic cigarettes, is?*

Demographic	1 Not harmful at all	2	3	4 Somewhat harmful	5	6	7 - Very harmful	Don't know / No Opinion	Total N
Adults	3% (70)	3% (65)	5% (115)	20%(436)	11%(253)	12%(273)	38%(845)	7% (145)	2203
Gender: Male	3% (37)	4% (41)	6% (60)	20% (212)	14%(150)	13% (143)	34%(362)	6% (59)	1063
Gender: Female	3% (33)	2% (24)	5% (56)	20%(224)	9% (103)	11% (130)	42%(484)	8% (86)	1140
Age: 18-29	6% (29)	6% (28)	9% (44)	23% (107)	11% (52)	8% (37)	30%(143)	7% (31)	472
Age: 30-44	5% (28)	3% (15)	7% (35)	21% (112)	11% (61)	13% (70)	35% (191)	6% (31)	542
Age: 45-54	2% (7)	2% (8)	5% (17)	18% (67)	12% (43)	14% (53)	40% (148)	8% (28)	371
Age: 55-64	1% (4)	1% (4)	2% (7)	23% (88)	12% (46)	14% (53)	42% (161)	5% (18)	381
Age: 65+	1% (3)	2% (9)	3% (12)	14% (61)	12% (51)	14% (61)	47%(203)	8% (36)	437
Generation Z: 18-21	8% (13)	5% (9)	9% (16)	26% (45)	9% (15)	9% (15)	27% (47)	8% (13)	173
Millennial: Age 22-37	6% (35)	5% (30)	8% (49)	21% (124)	12% (74)	9% (51)	33% (198)	6% (34)	594
Generation X: Age 38-53	3% (15)	2% (12)	5% (30)	19% (114)	11% (63)	15% (89)	38%(224)	7% (43)	589
Boomers: Age 54-72	1% (6)	1% (8)	3% (21)	19% (135)	10% (74)	15% (110)	44% (312)	7% (48)	714
PID: Dem (no lean)	5% (32)	2% (17)	6% (41)	20% (141)	11% (75)	13% (92)	37%(256)	6% (40)	693
PID: Ind (no lean)	2% (19)	3% (25)	6% (53)	21% (184)	11% (98)	11% (98)	37%(327)	8% (69)	873
PID: Rep (no lean)	3% (19)	4% (23)	3% (21)	17% (111)	13% (80)	13% (84)	41%(263)	6% (36)	637
PID/Gender: Dem Men	5% (16)	3% (9)	6% (19)	17% (59)	14% (50)	15% (51)	36% (125)	4% (15)	344
PID/Gender: Dem Women	5% (17)	2% (8)	6% (21)	24% (82)	7% (25)	12% (40)	38% (131)	7% (25)	349
PID/Gender: Ind Men	3% (12)	4% (14)	7% (29)	24% (94)	12% (47)	12% (48)	31% (119)	7% (26)	389
PID/Gender: Ind Women	2% (7)	2% (12)	5% (24)	19% (91)	11% (51)	10% (49)	43%(207)	9% (42)	484
PID/Gender: Rep Men	3% (9)	6% (18)	3% (11)	18% (59)	16% (54)	13% (44)	36% (118)	5% (17)	330
PID/Gender: Rep Women	3% (9)	2% (5)	3% (10)	17% (52)	9% (26)	13% (40)	47% (145)	6% (19)	307
Ideo: Liberal (1-3)	4% (31)	3% (21)	7% (55)	22%(160)	11% (84)	11% (79)	35%(253)	7% (48)	730
Ideo: Moderate (4)	2% (9)	3% (13)	4% (19)	23% (105)	13% (60)	14% (61)	37% (167)	4% (18)	451
Ideo: Conservative (5-7)	2% (13)	3% (19)	3% (22)	17% (121)	12% (87)	15% (107)	42%(298)	6% (39)	707
Educ: < College	4% (61)	3% (51)	6% (88)	22%(332)	10% (154)	11% (162)	36%(552)	7% (113)	1514
Educ: Bachelors degree	1% (6)	2% (9)	4% (19)	14% (64)	14% (63)	18% (81)	41% (183)	4% (19)	444
Educ: Post-grad	1% (3)	2% (5)	3% (8)	16% (40)	14% (35)	12% (30)	45% (110)	5% (12)	244

Table BR28: *In general, using a scale to 1 to 7, with 1 meaning not harmful at all, 4 meaning somewhat harmful, and 7 meaning very harmful, how harmful do you feel vaping, or using electronic cigarettes, is?*

Demographic	1 Not harmful at all	2	3	4 Somewhat harmful	5	6	7 - Very harmful	Don't know / No Opinion	Total N
Adults	3% (70)	3% (65)	5% (115)	20%(436)	11%(253)	12%(273)	38%(845)	7% (145)	2203
Income: Under 50k	4% (50)	3% (38)	6% (77)	22%(288)	11% (135)	11% (141)	37%(472)	7% (84)	1284
Income: 50k-100k	2% (14)	4% (24)	5% (30)	17% (108)	12% (78)	15% (96)	39% (251)	7% (43)	645
Income: 100k+	2% (6)	1% (3)	3% (8)	15% (41)	15% (40)	13% (36)	45% (123)	6% (18)	274
Ethnicity: White	2% (36)	3% (49)	4% (77)	19% (321)	13% (216)	13% (231)	40%(689)	6% (105)	1724
Ethnicity: Hispanic	5% (19)	5% (16)	9% (30)	25% (88)	8% (27)	9% (32)	34% (118)	6% (21)	350
Ethnicity: Afr. Am.	10% (28)	2% (5)	8% (22)	24% (65)	8% (23)	9% (24)	30% (83)	9% (24)	275
Ethnicity: Other	3% (5)	6% (11)	8% (16)	24% (50)	7% (14)	9% (18)	36% (73)	8% (16)	204
Relig: Protestant	2% (13)	1% (7)	3% (19)	16% (85)	13% (69)	16% (84)	44%(238)	5% (29)	543
Relig: Roman Catholic	2% (8)	3% (13)	4% (15)	22% (94)	12% (49)	15% (63)	37%(156)	5% (21)	420
Relig: Ath./Agn./None	4% (26)	3% (22)	6% (43)	21% (145)	12% (80)	12% (83)	33%(226)	9% (58)	684
Relig: Something Else	3% (10)	4% (13)	10% (30)	18% (58)	9% (27)	9% (28)	42% (134)	6% (19)	319
Relig: Evangelical	5% (29)	3% (19)	3% (20)	20% (125)	12% (70)	10% (58)	40%(245)	7% (42)	608
Relig: Non-Evang. Catholics	1% (5)	2% (11)	4% (22)	18% (108)	13% (76)	17% (103)	41%(240)	4% (25)	589
Relig: All Christian	3% (34)	2% (30)	3% (42)	19%(233)	12%(146)	13% (161)	40%(485)	6% (67)	1198
Relig: All Non-Christian	4% (36)	4% (35)	7% (73)	20%(203)	11%(107)	11% (110)	36%(359)	8% (77)	1002
Community: Urban	5% (28)	4% (21)	6% (36)	21% (123)	13% (72)	11% (64)	32% (185)	8% (43)	573
Community: Suburban	3% (26)	3% (27)	5% (47)	19% (185)	11% (106)	14% (133)	42%(408)	5% (51)	982
Community: Rural	3% (16)	3% (18)	5% (32)	20% (128)	12% (75)	12% (76)	39%(252)	8% (51)	648
Employ: Private Sector	2% (17)	3% (22)	6% (37)	19% (130)	13% (86)	13% (86)	39%(262)	5% (36)	677
Employ: Government	1% (2)	4% (6)	5% (7)	12% (18)	14% (20)	22% (32)	36% (52)	6% (8)	145
Employ: Self-Employed	4% (8)	4% (8)	7% (13)	25% (47)	12% (23)	13% (24)	31% (58)	3% (6)	186
Employ: Homemaker	5% (9)	3% (5)	5% (10)	25% (45)	9% (16)	11% (20)	39% (71)	2% (4)	179
Employ: Student	4% (4)	10% (10)	6% (6)	25% (25)	12% (12)	14% (14)	21% (21)	6% (6)	97
Employ: Retired	1% (7)	1% (4)	2% (11)	15% (78)	13% (65)	13% (65)	47%(241)	8% (40)	511
Employ: Unemployed	7% (14)	3% (7)	11% (23)	20% (43)	5% (11)	12% (25)	34% (74)	8% (18)	216
Employ: Other	4% (8)	2% (4)	5% (9)	26% (50)	10% (18)	4% (8)	35% (67)	14% (27)	192
Military HH: Yes	3% (12)	4% (17)	5% (21)	19% (82)	12% (53)	11% (49)	41% (176)	5% (22)	433
Military HH: No	3% (57)	3% (49)	5% (94)	20%(354)	11%(200)	13%(224)	38%(669)	7% (123)	1770

Table BR28: *In general, using a scale to 1 to 7, with 1 meaning not harmful at all, 4 meaning somewhat harmful, and 7 meaning very harmful, how harmful do you feel vaping, or using electronic cigarettes, is?*

Demographic	1 Not harmful at all	2	3	4 Somewhat harmful	5	6	7 - Very harmful	Don't know / No Opinion	Total N
Adults	3% (70)	3% (65)	5% (115)	20% (436)	11% (253)	12% (273)	38% (845)	7% (145)	2203
RD/WT: Right Direction	3% (25)	4% (36)	5% (45)	20% (182)	13% (117)	12% (112)	37% (334)	6% (56)	907
RD/WT: Wrong Track	3% (45)	2% (30)	5% (71)	20% (254)	10% (135)	12% (161)	39% (511)	7% (89)	1296
Trump Job Approve	3% (24)	4% (40)	5% (44)	19% (178)	13% (123)	14% (130)	36% (339)	6% (56)	933
Trump Job Disapprove	4% (40)	2% (25)	6% (64)	21% (236)	10% (118)	12% (136)	40% (454)	5% (62)	1134
Trump Job Strongly Approve	2% (11)	4% (20)	3% (16)	19% (89)	10% (49)	15% (70)	42% (201)	5% (25)	481
Trump Job Somewhat Approve	3% (13)	4% (20)	6% (28)	20% (89)	16% (73)	13% (60)	31% (139)	7% (31)	452
Trump Job Somewhat Disapprove	2% (5)	3% (10)	6% (17)	23% (67)	12% (36)	12% (36)	36% (105)	6% (17)	293
Trump Job Strongly Disapprove	4% (35)	2% (15)	6% (47)	20% (169)	10% (82)	12% (100)	41% (349)	5% (45)	841
#1 Issue: Economy	4% (24)	5% (29)	4% (22)	23% (143)	13% (80)	13% (80)	32% (196)	6% (34)	609
#1 Issue: Security	3% (15)	3% (12)	3% (15)	18% (81)	12% (53)	15% (66)	39% (176)	6% (27)	445
#1 Issue: Health Care	2% (7)	3% (10)	9% (29)	21% (69)	10% (34)	14% (47)	36% (122)	5% (15)	335
#1 Issue: Medicare / Social Security	1% (2)	1% (3)	4% (14)	16% (54)	9% (30)	11% (37)	52% (169)	6% (19)	327
#1 Issue: Women's Issues	5% (5)	4% (4)	2% (2)	24% (21)	15% (13)	6% (6)	35% (30)	8% (7)	87
#1 Issue: Education	5% (9)	1% (3)	11% (21)	20% (37)	13% (24)	10% (20)	34% (65)	7% (13)	190
#1 Issue: Energy	7% (5)	1% (1)	9% (7)	9% (7)	10% (7)	14% (11)	32% (24)	17% (13)	74
#1 Issue: Other	2% (3)	3% (4)	4% (6)	18% (24)	8% (11)	6% (8)	46% (63)	12% (17)	135
2016 Vote: Democrat Hillary Clinton	4% (24)	2% (12)	5% (35)	19% (128)	12% (78)	14% (91)	40% (267)	5% (37)	673
2016 Vote: Republican Donald Trump	2% (14)	4% (30)	3% (26)	18% (138)	13% (100)	14% (109)	39% (290)	6% (45)	751
2016 Vote: Someone else	4% (8)	2% (5)	6% (13)	13% (29)	11% (24)	13% (29)	45% (100)	6% (14)	223
Voted in 2014: Yes	3% (36)	3% (39)	4% (58)	17% (242)	12% (175)	14% (193)	42% (602)	5% (76)	1422
Voted in 2014: No	4% (34)	3% (26)	7% (57)	25% (194)	10% (78)	10% (81)	31% (243)	9% (69)	781
2012 Vote: Barack Obama	3% (27)	2% (20)	5% (43)	19% (159)	12% (102)	13% (106)	41% (340)	5% (40)	837
2012 Vote: Mitt Romney	1% (8)	2% (11)	3% (19)	16% (94)	13% (73)	15% (84)	44% (249)	6% (33)	571
2012 Vote: Other	— (0)	9% (11)	3% (4)	19% (22)	10% (12)	18% (21)	34% (40)	6% (7)	116
2012 Vote: Didn't Vote	5% (35)	3% (24)	7% (49)	24% (160)	10% (65)	9% (63)	32% (216)	10% (65)	677
4-Region: Northeast	1% (3)	2% (9)	6% (22)	20% (81)	12% (46)	17% (66)	36% (140)	7% (26)	394
4-Region: Midwest	4% (18)	3% (12)	7% (32)	19% (90)	12% (53)	13% (60)	35% (163)	7% (35)	463
4-Region: South	5% (42)	3% (24)	5% (41)	21% (173)	11% (89)	12% (96)	38% (311)	6% (50)	825
4-Region: West	1% (7)	4% (21)	4% (21)	18% (93)	12% (64)	10% (51)	44% (230)	7% (34)	521

Continued on next page

Table BR28: *In general, using a scale to 1 to 7, with 1 meaning not harmful at all, 4 meaning somewhat harmful, and 7 meaning very harmful, how harmful do you feel vaping, or using electronic cigarettes, is?*

Demographic	1 Not harmful at all	2	3	4 Somewhat harmful	5	6	7 - Very harmful	Don't know / No Opinion	Total N
Adults	3% (70)	3% (65)	5% (115)	20%(436)	11%(253)	12%(273)	38%(845)	7%(145)	2203
Favorable of Trump	2% (21)	4% (37)	5% (41)	19% (171)	13% (118)	14% (124)	38%(342)	6% (57)	913
Unfavorable of Trump	3% (38)	2% (24)	6% (64)	21%(238)	11% (125)	12% (136)	39%(438)	5% (59)	1122
Very Favorable of Trump	3% (14)	5% (26)	3% (18)	19% (96)	10% (54)	13% (68)	40%(209)	7% (34)	518
Somewhat Favorable of Trump	2% (8)	3% (11)	6% (24)	19% (75)	16% (64)	14% (56)	34% (134)	6% (23)	395
Somewhat Unfavorable of Trump	4% (10)	3% (6)	7% (17)	21% (50)	12% (28)	12% (28)	34% (80)	7% (18)	238
Very Unfavorable of Trump	3% (28)	2% (17)	5% (47)	21% (188)	11% (97)	12% (108)	40%(358)	5% (41)	885

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

Table BR29: *In general, using a scale to 1 to 7, with 1 meaning not harmful at all, 4 meaning somewhat harmful, and 7 meaning very harmful, how harmful do you feel marijuana is?*

Demographic	1 Not harmful at all	2	3	4 Somewhat harmful	5	6	7 - Very harmful	Don't know / No Opinion	Total N
Adults	20%(435)	10%(226)	11%(236)	19%(423)	6% (141)	7% (154)	22%(494)	4% (93)	2203
Gender: Male	16% (170)	10%(109)	12% (123)	19%(204)	8% (85)	9% (91)	23%(247)	3% (34)	1063
Gender: Female	23%(265)	10% (118)	10% (113)	19% (218)	5% (57)	6% (63)	22%(248)	5% (59)	1140
Age: 18-29	30% (142)	12% (56)	11% (54)	16% (75)	7% (31)	3% (17)	15% (73)	5% (25)	472
Age: 30-44	29%(160)	12% (64)	10% (56)	19% (101)	6% (31)	5% (28)	15% (83)	4% (20)	542
Age: 45-54	15% (56)	9% (33)	11% (41)	18% (67)	6% (21)	9% (34)	27% (101)	5% (18)	371
Age: 55-64	12% (46)	7% (27)	14% (52)	24% (90)	6% (23)	10% (37)	25% (93)	3% (12)	381
Age: 65+	7% (30)	11% (46)	8% (34)	21% (90)	8% (35)	9% (39)	33%(144)	4% (19)	437
Generation Z: 18-21	26% (45)	11% (19)	14% (25)	17% (30)	3% (6)	5% (9)	21% (37)	2% (4)	173
Millennial: Age 22-37	33% (197)	13% (75)	10% (59)	16% (97)	7% (40)	4% (23)	13% (75)	5% (30)	594
Generation X: Age 38-53	19% (111)	10% (58)	11% (66)	19% (110)	6% (36)	7% (42)	24%(138)	5% (28)	589
Boomers: Age 54-72	11% (79)	9% (66)	12% (82)	24%(168)	7% (47)	10% (69)	26%(183)	3% (19)	714
PID: Dem (no lean)	19% (133)	13% (89)	14% (95)	22% (152)	5% (33)	6% (44)	18% (125)	3% (22)	693
PID: Ind (no lean)	24% (210)	11% (95)	10% (89)	18%(160)	7% (60)	6% (55)	18% (159)	5% (46)	873
PID: Rep (no lean)	14% (91)	7% (43)	8% (52)	17% (111)	8% (48)	9% (56)	33% (211)	4% (26)	637
PID/Gender: Dem Men	17% (58)	14% (50)	16% (54)	21% (71)	6% (20)	6% (21)	19% (67)	1% (3)	344
PID/Gender: Dem Women	22% (76)	11% (39)	12% (42)	23% (81)	4% (13)	6% (22)	17% (58)	5% (18)	349
PID/Gender: Ind Men	19% (73)	11% (42)	11% (42)	20% (80)	7% (28)	8% (31)	19% (75)	5% (20)	389
PID/Gender: Ind Women	28% (137)	11% (53)	10% (47)	17% (80)	7% (32)	5% (24)	17% (84)	5% (26)	484
PID/Gender: Rep Men	12% (39)	5% (17)	8% (28)	16% (53)	11% (37)	12% (39)	32%(105)	3% (11)	330
PID/Gender: Rep Women	17% (52)	8% (26)	8% (24)	19% (57)	4% (11)	5% (16)	34%(106)	5% (15)	307
Ideo: Liberal (1-3)	22% (158)	15% (107)	15%(106)	18%(134)	6% (41)	6% (43)	15%(108)	4% (32)	730
Ideo: Moderate (4)	19% (86)	10% (45)	11% (49)	25% (111)	6% (25)	6% (29)	21% (96)	2% (11)	451
Ideo: Conservative (5-7)	11% (78)	7% (53)	9% (63)	19% (131)	8% (60)	10% (70)	32%(225)	4% (28)	707
Educ: < College	24%(362)	10%(144)	10% (153)	18%(277)	6% (92)	5% (83)	22%(328)	5% (75)	1514
Educ: Bachelors degree	11% (47)	12% (55)	12% (54)	21% (93)	7% (32)	10% (46)	23%(102)	3% (14)	444
Educ: Post-grad	10% (25)	11% (27)	12% (29)	22% (53)	7% (17)	10% (25)	27% (65)	2% (4)	244

Continued on next page

Table BR29: *In general, using a scale to 1 to 7, with 1 meaning not harmful at all, 4 meaning somewhat harmful, and 7 meaning very harmful, how harmful do you feel marijuana is?*

Demographic	1 Not harmful at all	2	3	4 Somewhat harmful	5	6	7 - Very harmful	Don't know / No Opinion	Total N
Adults	20%(435)	10%(226)	11%(236)	19%(423)	6% (141)	7% (154)	22%(494)	4% (93)	2203
Income: Under 50k	24%(305)	10% (135)	9% (120)	18%(234)	6% (78)	6% (73)	21%(273)	5% (67)	1284
Income: 50k-100k	16% (101)	11% (68)	13% (87)	20% (129)	7% (45)	6% (38)	25% (159)	3% (18)	645
Income: 100k+	11% (29)	9% (24)	11% (30)	22% (60)	7% (18)	16% (43)	23% (62)	3% (8)	274
Ethnicity: White	19%(323)	11% (182)	11% (191)	20% (337)	7% (116)	8% (130)	22%(380)	4% (66)	1724
Ethnicity: Hispanic	24% (84)	7% (24)	16% (56)	15% (54)	8% (28)	5% (18)	18% (61)	7% (23)	350
Ethnicity: Afr. Am.	24% (65)	10% (27)	11% (31)	21% (59)	4% (11)	4% (11)	21% (58)	5% (13)	275
Ethnicity: Other	23% (47)	8% (17)	7% (14)	13% (27)	7% (14)	7% (14)	28% (57)	7% (15)	204
Relig: Protestant	9% (51)	6% (34)	11% (57)	20% (106)	8% (44)	12% (67)	30% (162)	4% (21)	543
Relig: Roman Catholic	16% (66)	7% (31)	11% (48)	23% (95)	7% (28)	8% (32)	26% (109)	3% (11)	420
Relig: Ath./Agn./None	28% (193)	14% (94)	10% (67)	18% (120)	5% (36)	5% (33)	15% (101)	6% (39)	684
Relig: Something Else	23% (72)	15% (46)	9% (30)	16% (52)	7% (22)	5% (17)	22% (70)	3% (10)	319
Relig: Evangelical	14% (88)	7% (40)	10% (61)	20% (123)	7% (41)	8% (52)	29%(174)	5% (30)	608
Relig: Non-Evang. Catholics	14% (82)	8% (46)	13% (76)	22% (128)	7% (42)	9% (53)	25% (149)	2% (14)	589
Relig: All Christian	14% (169)	7% (86)	11% (137)	21% (251)	7% (83)	9% (104)	27% (323)	4% (44)	1198
Relig: All Non-Christian	26%(266)	14% (141)	10% (97)	17% (172)	6% (58)	5% (50)	17% (171)	5% (49)	1002
Community: Urban	25% (141)	11% (61)	9% (51)	17% (98)	5% (26)	7% (43)	21% (120)	6% (33)	573
Community: Suburban	16% (162)	10% (95)	12% (114)	21%(209)	8% (74)	7% (72)	23%(228)	3% (26)	982
Community: Rural	20% (132)	11% (70)	11% (71)	18% (116)	6% (41)	6% (39)	23%(146)	5% (35)	648
Employ: Private Sector	18%(122)	11% (78)	14% (94)	18% (122)	7% (45)	8% (54)	21%(145)	3% (18)	677
Employ: Government	22% (33)	6% (9)	10% (15)	17% (25)	10% (14)	9% (14)	22% (32)	3% (4)	145
Employ: Self-Employed	20% (37)	14% (26)	10% (19)	17% (32)	8% (16)	8% (14)	20% (38)	2% (4)	186
Employ: Homemaker	26% (47)	10% (17)	14% (25)	21% (38)	5% (9)	5% (9)	16% (29)	2% (4)	179
Employ: Student	28% (28)	10% (10)	6% (6)	19% (19)	6% (5)	4% (4)	22% (22)	4% (4)	97
Employ: Retired	9% (46)	9% (45)	9% (46)	22% (111)	8% (39)	8% (42)	30% (156)	5% (26)	511
Employ: Unemployed	29% (63)	9% (19)	9% (20)	20% (43)	1% (2)	5% (10)	22% (47)	5% (12)	216
Employ: Other	31% (60)	12% (23)	6% (12)	17% (33)	5% (10)	4% (7)	13% (26)	11% (21)	192
Military HH: Yes	15% (66)	11% (46)	12% (50)	21% (91)	7% (28)	9% (38)	23% (99)	4% (15)	433
Military HH: No	21%(369)	10% (181)	11% (186)	19%(332)	6% (113)	7% (116)	22%(395)	4% (78)	1770

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Table BR29: *In general, using a scale to 1 to 7, with 1 meaning not harmful at all, 4 meaning somewhat harmful, and 7 meaning very harmful, how harmful do you feel marijuana is?*

Demographic	1 Not harmful at all	2	3	4 Somewhat harmful	5	6	7 - Very harmful	Don't know / No Opinion	Total N
Adults	20% (435)	10% (226)	11% (236)	19% (423)	6% (141)	7% (154)	22% (494)	4% (93)	2203
RD/WT: Right Direction	14% (131)	8% (71)	10% (88)	19% (170)	8% (72)	9% (86)	28% (251)	4% (37)	907
RD/WT: Wrong Track	23% (304)	12% (156)	11% (148)	19% (252)	5% (69)	5% (68)	19% (243)	4% (57)	1296
Trump Job Approve	14% (132)	8% (73)	10% (97)	19% (182)	8% (78)	9% (84)	28% (257)	3% (30)	933
Trump Job Disapprove	23% (264)	12% (139)	12% (132)	20% (228)	5% (58)	6% (63)	18% (208)	4% (40)	1134
Trump Job Strongly Approve	15% (71)	7% (36)	7% (32)	17% (82)	8% (39)	10% (49)	33% (160)	3% (12)	481
Trump Job Somewhat Approve	14% (61)	8% (37)	14% (65)	22% (100)	9% (39)	8% (35)	22% (98)	4% (18)	452
Trump Job Somewhat Disapprove	15% (45)	13% (37)	12% (34)	24% (70)	6% (16)	7% (20)	21% (61)	3% (9)	293
Trump Job Strongly Disapprove	26% (219)	12% (102)	12% (99)	19% (158)	5% (42)	5% (44)	17% (147)	4% (31)	841
#1 Issue: Economy	24% (144)	13% (77)	10% (60)	19% (113)	6% (38)	6% (38)	19% (116)	4% (22)	609
#1 Issue: Security	16% (72)	8% (37)	7% (31)	20% (87)	6% (29)	8% (34)	31% (137)	4% (18)	445
#1 Issue: Health Care	22% (72)	11% (38)	14% (46)	19% (64)	6% (19)	8% (26)	18% (62)	2% (8)	335
#1 Issue: Medicare / Social Security	11% (36)	9% (29)	11% (35)	23% (75)	6% (19)	9% (31)	27% (90)	4% (12)	327
#1 Issue: Women's Issues	24% (20)	8% (7)	7% (6)	24% (21)	7% (6)	3% (3)	16% (14)	11% (10)	87
#1 Issue: Education	25% (47)	8% (15)	17% (32)	11% (21)	11% (20)	5% (10)	19% (37)	4% (8)	190
#1 Issue: Energy	19% (14)	15% (11)	18% (14)	19% (14)	9% (6)	4% (3)	13% (9)	3% (2)	74
#1 Issue: Other	22% (29)	8% (11)	8% (11)	20% (28)	2% (3)	7% (10)	22% (30)	10% (13)	135
2016 Vote: Democrat Hillary Clinton	18% (123)	13% (86)	14% (94)	21% (144)	6% (38)	7% (45)	18% (122)	3% (22)	673
2016 Vote: Republican Donald Trump	14% (105)	8% (61)	10% (73)	18% (136)	8% (63)	9% (65)	30% (225)	3% (23)	751
2016 Vote: Someone else	20% (45)	11% (25)	8% (18)	22% (50)	7% (15)	7% (15)	20% (45)	4% (9)	223
Voted in 2014: Yes	16% (225)	10% (147)	10% (149)	20% (281)	7% (102)	8% (114)	25% (354)	3% (49)	1422
Voted in 2014: No	27% (210)	10% (79)	11% (87)	18% (142)	5% (39)	5% (40)	18% (140)	6% (44)	781
2012 Vote: Barack Obama	21% (180)	13% (112)	13% (107)	20% (169)	5% (46)	7% (56)	17% (142)	3% (26)	837
2012 Vote: Mitt Romney	9% (53)	7% (40)	8% (46)	19% (108)	10% (58)	10% (59)	34% (193)	3% (16)	571
2012 Vote: Other	11% (12)	5% (6)	14% (16)	20% (23)	10% (11)	6% (7)	31% (36)	3% (3)	116
2012 Vote: Didn't Vote	28% (190)	10% (69)	10% (67)	18% (122)	4% (27)	5% (32)	18% (122)	7% (49)	677
4-Region: Northeast	18% (70)	10% (41)	10% (41)	19% (75)	7% (27)	8% (33)	24% (95)	3% (12)	394
4-Region: Midwest	21% (95)	8% (39)	11% (52)	23% (106)	5% (23)	5% (24)	22% (103)	5% (22)	463
4-Region: South	21% (171)	11% (89)	11% (92)	18% (149)	7% (55)	5% (40)	23% (189)	5% (41)	825
4-Region: West	19% (98)	11% (58)	10% (51)	18% (93)	7% (36)	11% (58)	21% (108)	3% (18)	521

Continued on next page

Table BR29: *In general, using a scale to 1 to 7, with 1 meaning not harmful at all, 4 meaning somewhat harmful, and 7 meaning very harmful, how harmful do you feel marijuana is?*

Demographic	1 Not harmful at all	2	3	4 Somewhat harmful	5	6	7 - Very harmful	Don't know / No Opinion	Total N
Adults	20%(435)	10%(226)	11%(236)	19%(423)	6% (141)	7% (154)	22%(494)	4% (93)	2203
Favorable of Trump	14% (131)	8% (72)	10% (94)	19% (174)	8% (73)	8% (76)	28%(258)	4% (35)	913
Unfavorable of Trump	24%(270)	13% (143)	11% (128)	20%(220)	5% (62)	6% (70)	18% (198)	3% (31)	1122
Very Favorable of Trump	15% (80)	7% (34)	8% (44)	18% (91)	8% (40)	8% (44)	32% (165)	4% (21)	518
Somewhat Favorable of Trump	13% (50)	10% (38)	13% (50)	21% (83)	8% (33)	8% (32)	24% (93)	4% (14)	395
Somewhat Unfavorable of Trump	18% (44)	14% (32)	10% (25)	21% (51)	6% (14)	9% (21)	19% (45)	3% (7)	238
Very Unfavorable of Trump	26%(226)	13% (111)	12%(104)	19% (169)	5% (48)	6% (49)	17% (153)	3% (24)	885

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

Table BR30: *Which of the following is closer to your view?*

Demographic	Using electronic cigarettes is more harmful to a person's health than smoking tobacco cigarettes.		Using electronic cigarettes is just as harmful to a person’s health as smoking tobacco cigarettes.		Using electronic cigarettes is less harmful to a person's health than smoking tobacco cigarettes.		Don't know / No Opinion		Total N
Adults	6%	(134)	46%	(1016)	36%	(787)	12%	(266)	2203
Gender: Male	6%	(61)	41%	(437)	41%	(439)	12%	(126)	1063
Gender: Female	6%	(73)	51%	(579)	31%	(348)	12%	(139)	1140
Age: 18-29	6%	(28)	42%	(200)	40%	(188)	12%	(56)	472
Age: 30-44	7%	(37)	45%	(244)	39%	(210)	9%	(51)	542
Age: 45-54	7%	(26)	47%	(176)	31%	(115)	15%	(54)	371
Age: 55-64	4%	(14)	50%	(191)	36%	(135)	10%	(40)	381
Age: 65+	7%	(29)	47%	(205)	32%	(139)	15%	(64)	437
Generation Z: 18-21	5%	(9)	40%	(70)	45%	(78)	10%	(17)	173
Millennial: Age 22-37	7%	(42)	43%	(257)	38%	(226)	12%	(69)	594
Generation X: Age 38-53	6%	(37)	47%	(278)	34%	(199)	13%	(74)	589
Boomers: Age 54-72	6%	(40)	49%	(346)	35%	(246)	11%	(82)	714
PID: Dem (no lean)	7%	(47)	42%	(293)	39%	(272)	12%	(82)	693
PID: Ind (no lean)	5%	(47)	45%	(397)	36%	(311)	14%	(118)	873
PID: Rep (no lean)	6%	(40)	51%	(326)	32%	(205)	10%	(66)	637
PID/Gender: Dem Men	8%	(26)	40%	(138)	41%	(143)	11%	(38)	344
PID/Gender: Dem Women	6%	(21)	44%	(155)	37%	(129)	13%	(44)	349
PID/Gender: Ind Men	5%	(21)	36%	(140)	44%	(171)	15%	(57)	389
PID/Gender: Ind Women	5%	(27)	53%	(257)	29%	(139)	13%	(61)	484
PID/Gender: Rep Men	4%	(15)	48%	(159)	38%	(125)	10%	(32)	330
PID/Gender: Rep Women	8%	(26)	54%	(167)	26%	(80)	11%	(34)	307
Ideo: Liberal (1-3)	7%	(48)	42%	(308)	40%	(292)	11%	(82)	730
Ideo: Moderate (4)	5%	(20)	47%	(213)	38%	(173)	10%	(45)	451
Ideo: Conservative (5-7)	6%	(40)	51%	(363)	33%	(236)	10%	(69)	707

Table BR30: *Which of the following is closer to your view?*

Demographic	Using electronic cigarettes is more harmful to a person's health than smoking tobacco cigarettes.		Using electronic cigarettes is just as harmful to a person’s health as smoking tobacco cigarettes.		Using electronic cigarettes is less harmful to a person's health than smoking tobacco cigarettes.		Don't know / No Opinion		Total N
Adults	6%	(134)	46%	(1016)	36%	(787)	12%	(266)	2203
Educ: < College	7%	(105)	44%	(674)	34%	(521)	14%	(214)	1514
Educ: Bachelors degree	3%	(12)	52%	(230)	38%	(171)	7%	(32)	444
Educ: Post-grad	7%	(17)	46%	(112)	39%	(95)	8%	(20)	244
Income: Under 50k	8%	(100)	45%	(572)	34%	(442)	13%	(170)	1284
Income: 50k-100k	3%	(21)	48%	(311)	37%	(241)	11%	(72)	645
Income: 100k+	5%	(13)	49%	(134)	38%	(104)	9%	(24)	274
Ethnicity: White	6%	(106)	48%	(826)	35%	(599)	11%	(193)	1724
Ethnicity: Hispanic	7%	(24)	44%	(154)	35%	(124)	14%	(48)	350
Ethnicity: Afr. Am.	7%	(19)	39%	(106)	39%	(108)	15%	(42)	275
Ethnicity: Other	5%	(10)	41%	(84)	40%	(81)	15%	(30)	204
Relig: Protestant	4%	(23)	53%	(287)	32%	(173)	11%	(60)	543
Relig: Roman Catholic	6%	(24)	46%	(195)	37%	(157)	11%	(45)	420
Relig: Ath./Agn./None	7%	(46)	40%	(276)	38%	(262)	14%	(99)	684
Relig: Something Else	8%	(26)	47%	(149)	35%	(113)	10%	(31)	319
Relig: Evangelical	5%	(29)	48%	(289)	34%	(206)	14%	(84)	608
Relig: Non-Evang. Catholics	5%	(31)	51%	(300)	35%	(205)	9%	(53)	589
Relig: All Christian	5%	(61)	49%	(590)	34%	(411)	11%	(136)	1198
Relig: All Non-Christian	7%	(72)	42%	(425)	37%	(375)	13%	(130)	1002
Community: Urban	6%	(34)	42%	(241)	38%	(218)	14%	(81)	573
Community: Suburban	6%	(56)	48%	(470)	36%	(353)	10%	(102)	982
Community: Rural	7%	(44)	47%	(305)	33%	(216)	13%	(83)	648

Table BR30: *Which of the following is closer to your view?*

Demographic	Using electronic cigarettes is more harmful to a person's health than smoking tobacco cigarettes.		Using electronic cigarettes is just as harmful to a person’s health as smoking tobacco cigarettes.		Using electronic cigarettes is less harmful to a person's health than smoking tobacco cigarettes.		Don't know / No Opinion		Total N
Adults	6%	(134)	46%	(1016)	36%	(787)	12%	(266)	2203
Employ: Private Sector	6%	(39)	48%	(324)	38%	(258)	8%	(56)	677
Employ: Government	7%	(11)	50%	(73)	34%	(50)	9%	(12)	145
Employ: Self-Employed	4%	(8)	44%	(81)	42%	(78)	10%	(19)	186
Employ: Homemaker	7%	(13)	51%	(92)	32%	(58)	10%	(18)	179
Employ: Student	5%	(5)	45%	(44)	39%	(38)	10%	(10)	97
Employ: Retired	6%	(29)	48%	(245)	31%	(158)	15%	(78)	511
Employ: Unemployed	7%	(16)	38%	(83)	37%	(80)	17%	(36)	216
Employ: Other	7%	(14)	39%	(75)	35%	(67)	19%	(37)	192
Military HH: Yes	7%	(31)	47%	(205)	35%	(151)	11%	(46)	433
Military HH: No	6%	(103)	46%	(810)	36%	(636)	12%	(220)	1770
RD/WT: Right Direction	7%	(61)	45%	(412)	35%	(319)	13%	(116)	907
RD/WT: Wrong Track	6%	(73)	47%	(604)	36%	(468)	12%	(150)	1296
Trump Job Approve	7%	(65)	48%	(445)	35%	(328)	10%	(96)	933
Trump Job Disapprove	6%	(64)	46%	(518)	38%	(429)	11%	(123)	1134
Trump Job Strongly Approve	9%	(42)	48%	(233)	30%	(146)	12%	(60)	481
Trump Job Somewhat Approve	5%	(22)	47%	(212)	40%	(182)	8%	(36)	452
Trump Job Somewhat Disapprove	4%	(11)	45%	(130)	41%	(121)	10%	(30)	293
Trump Job Strongly Disapprove	6%	(53)	46%	(388)	37%	(307)	11%	(93)	841
#1 Issue: Economy	7%	(44)	42%	(258)	41%	(249)	10%	(58)	609
#1 Issue: Security	6%	(26)	49%	(217)	31%	(140)	14%	(61)	445
#1 Issue: Health Care	2%	(8)	47%	(158)	41%	(136)	10%	(33)	335
#1 Issue: Medicare / Social Security	8%	(25)	47%	(152)	32%	(105)	14%	(46)	327
#1 Issue: Women's Issues	8%	(7)	48%	(42)	32%	(28)	11%	(10)	87
#1 Issue: Education	7%	(13)	53%	(102)	32%	(60)	8%	(16)	190
#1 Issue: Energy	4%	(3)	43%	(32)	35%	(26)	18%	(13)	74
#1 Issue: Other	6%	(9)	40%	(54)	32%	(43)	22%	(29)	135

Table BR30: *Which of the following is closer to your view?*

Demographic	Using electronic cigarettes is more harmful to a person's health than smoking tobacco cigarettes.		Using electronic cigarettes is just as harmful to a person’s health as smoking tobacco cigarettes.		Using electronic cigarettes is less harmful to a person's health than smoking tobacco cigarettes.		Don't know / No Opinion		Total N
Adults	6%	(134)	46%	(1016)	36%	(787)	12%	(266)	2203
2016 Vote: Democrat Hillary Clinton	6%	(43)	45%	(306)	36%	(246)	12%	(79)	673
2016 Vote: Republican Donald Trump	5%	(39)	51%	(381)	33%	(249)	11%	(82)	751
2016 Vote: Someone else	7%	(15)	50%	(110)	35%	(77)	9%	(20)	223
Voted in 2014: Yes	6%	(85)	49%	(695)	34%	(484)	11%	(158)	1422
Voted in 2014: No	6%	(49)	41%	(321)	39%	(303)	14%	(108)	781
2012 Vote: Barack Obama	5%	(43)	48%	(400)	37%	(308)	10%	(86)	837
2012 Vote: Mitt Romney	6%	(35)	48%	(275)	33%	(191)	12%	(70)	571
2012 Vote: Other	6%	(7)	53%	(61)	31%	(36)	9%	(11)	116
2012 Vote: Didn't Vote	7%	(49)	41%	(280)	37%	(252)	14%	(97)	677
4-Region: Northeast	5%	(19)	42%	(166)	36%	(143)	17%	(66)	394
4-Region: Midwest	7%	(33)	41%	(192)	38%	(177)	13%	(61)	463
4-Region: South	6%	(46)	47%	(390)	36%	(295)	11%	(95)	825
4-Region: West	7%	(37)	52%	(268)	33%	(172)	8%	(43)	521
Favorable of Trump	7%	(65)	48%	(435)	35%	(319)	10%	(94)	913
Unfavorable of Trump	5%	(61)	46%	(517)	39%	(434)	10%	(111)	1122
Very Favorable of Trump	8%	(44)	48%	(251)	31%	(160)	12%	(63)	518
Somewhat Favorable of Trump	5%	(21)	47%	(184)	40%	(159)	8%	(31)	395
Somewhat Unfavorable of Trump	4%	(10)	43%	(102)	42%	(100)	11%	(26)	238
Very Unfavorable of Trump	6%	(52)	47%	(415)	38%	(334)	9%	(84)	885

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	2203	100%
xdemGender	Gender: Male	1063	48%
	Gender: Female	1140	52%
	N	2203	
age5	Age: 18-29	472	21%
	Age: 30-44	542	25%
	Age: 45-54	371	17%
	Age: 55-64	381	17%
	Age: 65+	437	20%
	N	2203	
demAgeGeneration	Generation Z: 18-21	173	8%
	Millennial: Age 22-37	594	27%
	Generation X: Age 38-53	589	27%
	Boomers: Age 54-72	714	32%
	N	2070	
xpid3	PID: Dem (no lean)	693	31%
	PID: Ind (no lean)	873	40%
	PID: Rep (no lean)	637	29%
	N	2203	
xpidGender	PID/Gender: Dem Men	344	16%
	PID/Gender: Dem Women	349	16%
	PID/Gender: Ind Men	389	18%
	PID/Gender: Ind Women	484	22%
	PID/Gender: Rep Men	330	15%
	PID/Gender: Rep Women	307	14%
	N	2203	
xdemIdeo3	Ideo: Liberal (1-3)	730	33%
	Ideo: Moderate (4)	451	20%
	Ideo: Conservative (5-7)	707	32%
	N	1888	
xeduc3	Educ: < College	1514	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2203	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1284	58%
	Income: 50k-100k	645	29%
	Income: 100k+	274	12%
	N	2203	
xdemWhite	Ethnicity: White	1724	78%
xdemHispBin	Ethnicity: Hispanic	350	16%
demBlackBin	Ethnicity: Afr. Am.	275	12%
demRaceOther	Ethnicity: Other	204	9%
xrelNet	Relig: Protestant	543	25%
	Relig: Roman Catholic	420	19%
	Relig: Ath./Agn./None	684	31%
	Relig: Something Else	319	14%
	N	1966	
xreligion1	Relig: Jewish	48	2%
xreligion2	Relig: Evangelical	608	28%
	Relig: Non-Evang. Catholics	589	27%
	N	1198	
xreligion3	Relig: All Christian	1198	54%
	Relig: All Non-Christian	1002	45%
	N	2200	
xdemUsr	Community: Urban	573	26%
	Community: Suburban	982	45%
	Community: Rural	648	29%
	N	2203	
xdemEmploy	Employ: Private Sector	677	31%
	Employ: Government	145	7%
	Employ: Self-Employed	186	8%
	Employ: Homemaker	179	8%
	Employ: Student	97	4%
	Employ: Retired	511	23%
	Employ: Unemployed	216	10%
	Employ: Other	192	9%
	N	2203	
xdemMilHH1	Military HH: Yes	433	20%
	Military HH: No	1770	80%
	N	2203	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	907	41%
	RD/WT: Wrong Track	1296	59%
	N	2203	
Trump_Approve	Trump Job Approve	933	42%
	Trump Job Disapprove	1134	51%
	N	2067	
Trump_Approve2	Trump Job Strongly Approve	481	22%
	Trump Job Somewhat Approve	452	21%
	Trump Job Somewhat Disapprove	293	13%
	Trump Job Strongly Disapprove	841	38%
	N	2067	
xnr3	#1 Issue: Economy	609	28%
	#1 Issue: Security	445	20%
	#1 Issue: Health Care	335	15%
	#1 Issue: Medicare / Social Security	327	15%
	#1 Issue: Women's Issues	87	4%
	#1 Issue: Education	190	9%
	#1 Issue: Energy	74	3%
	#1 Issue: Other	135	6%
	N	2203	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	673	31%
	2016 Vote: Republican Donald Trump	751	34%
	2016 Vote: Someone else	223	10%
	N	1646	
xsubVote14O	Voted in 2014: Yes	1422	65%
	Voted in 2014: No	781	35%
	N	2203	
xsubVote12O	2012 Vote: Barack Obama	837	38%
	2012 Vote: Mitt Romney	571	26%
	2012 Vote: Other	116	5%
	2012 Vote: Didn't Vote	677	31%
	N	2201	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	463	21%
	4-Region: South	825	37%
	4-Region: West	521	24%
	N	2203	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Fav	Favorable of Trump	913	41%
	Unfavorable of Trump	1122	51%
	N	2036	
Trump_Fav_FULL	Very Favorable of Trump	518	24%
	Somewhat Favorable of Trump	395	18%
	Somewhat Unfavorable of Trump	238	11%
	Very Unfavorable of Trump	885	40%
	N	2036	

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