



National Tracking Poll #180960
September 20-23, 2018

Crosstabulation Results

Methodology:

This poll was conducted from September 20-23, 2018, among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table BRD1_1: Do you currently have an account on the following social media sites?

Facebook

Demographic	Yes	No	Total N
Adults	83% (1826)	17% (374)	2200
Gender: Male	79% (839)	21% (222)	1062
Gender: Female	87% (986)	13% (152)	1138
Age: 18-29	81% (398)	19% (93)	491
Age: 30-44	88% (462)	12% (60)	522
Age: 45-54	86% (323)	14% (53)	376
Age: 55-64	80% (301)	20% (73)	375
Age: 65+	78% (342)	22% (94)	436
Generation Z: 18-21	76% (145)	24% (46)	192
Millennial: Age 22-37	86% (518)	14% (85)	603
Generation X: Age 38-53	88% (489)	12% (64)	553
Boomers: Age 54-72	79% (605)	21% (156)	762
PID: Dem (no lean)	84% (647)	16% (123)	770
PID: Ind (no lean)	85% (504)	15% (89)	593
PID: Rep (no lean)	81% (675)	19% (162)	837
PID/Gender: Dem Men	80% (269)	20% (68)	336
PID/Gender: Dem Women	87% (379)	13% (55)	434
PID/Gender: Ind Men	81% (246)	19% (59)	305
PID/Gender: Ind Women	89% (257)	11% (31)	288
PID/Gender: Rep Men	77% (325)	23% (96)	420
PID/Gender: Rep Women	84% (350)	16% (66)	416
Ideo: Liberal (1-3)	85% (612)	15% (105)	717
Ideo: Moderate (4)	82% (381)	18% (86)	466
Ideo: Conservative (5-7)	81% (563)	19% (135)	698
Educ: College	82% (1244)	18% (268)	1512
Educ: Bachelors degree	83% (369)	17% (75)	444
Educ: Post-grad	87% (212)	13% (32)	244

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Table BRD1_1: Do you currently have an account on the following social media sites?

Facebook

Demographic	Yes	No	Total N
Adults	83% (1826)	17% (374)	2200
Income: Under 50k	84% (1016)	16% (193)	1209
Income: 50k-100k	82% (550)	18% (121)	670
Income: 100k+	81% (260)	19% (60)	321
Ethnicity: White	84% (1453)	16% (269)	1722
Ethnicity: Hispanic	82% (287)	18% (62)	349
Ethnicity: Afr. Am.	78% (214)	22% (60)	274
Ethnicity: Other	78% (159)	22% (45)	204
Relig: Protestant	81% (363)	19% (84)	447
Relig: Roman Catholic	81% (386)	19% (92)	478
Relig: Something Else	90% (197)	10% (21)	218
Relig: Jewish	93% (55)	7% (4)	60
Relig: Evangelical	85% (499)	15% (87)	585
Relig: Non-Evang. Catholics	80% (493)	20% (123)	617
Relig: All Christian	83% (992)	17% (210)	1202
Relig: All Non-Christian	90% (197)	10% (21)	218
Community: Urban	80% (442)	20% (110)	552
Community: Suburban	83% (828)	17% (171)	999
Community: Rural	86% (555)	14% (94)	649
Employ: Private Sector	86% (563)	14% (93)	656
Employ: Government	82% (127)	18% (28)	155
Employ: Self-Employed	87% (168)	13% (24)	193
Employ: Homemaker	89% (138)	11% (17)	156
Employ: Student	77% (95)	23% (28)	123
Employ: Retired	79% (384)	21% (100)	485
Employ: Unemployed	82% (182)	18% (39)	221
Employ: Other	79% (168)	21% (44)	212
Military HH: Yes	84% (355)	16% (69)	424
Military HH: No	83% (1471)	17% (305)	1776
RD/WT: Right Direction	82% (689)	18% (148)	836
RD/WT: Wrong Track	83% (1137)	17% (227)	1364

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Table BRD1_1: Do you currently have an account on the following social media sites?

Facebook

Demographic	Yes	No	Total N
Adults	83% (1826)	17% (374)	2200
Trump Job Approve	83% (713)	17% (151)	863
Trump Job Disapprove	83% (993)	17% (199)	1191
Trump Job Strongly Approve	80% (337)	20% (83)	420
Trump Job Somewhat Approve	85% (376)	15% (67)	443
Trump Job Somewhat Disapprove	80% (241)	20% (59)	301
Trump Job Strongly Disapprove	84% (751)	16% (139)	890
#1 Issue: Economy	85% (524)	15% (89)	613
#1 Issue: Security	82% (310)	18% (69)	379
#1 Issue: Health Care	86% (339)	14% (57)	395
#1 Issue: Medicare / Social Security	80% (243)	20% (61)	304
#1 Issue: Women's Issues	80% (114)	20% (29)	144
#1 Issue: Education	81% (129)	19% (30)	159
#1 Issue: Energy	81% (77)	19% (18)	96
#1 Issue: Other	82% (90)	18% (20)	110
2016 Vote: Hillary Clinton	86% (616)	14% (99)	715
2016 Vote: Donald Trump	83% (555)	17% (117)	672
2016 Vote: Someone else	86% (178)	14% (29)	207
2016 Vote: Didnt Vote	78% (471)	22% (130)	601
Voted in 2014: Yes	84% (1168)	16% (221)	1389
Voted in 2014: No	81% (657)	19% (153)	811
2012 Vote: Barack Obama	85% (735)	15% (128)	863
2012 Vote: Mitt Romney	80% (413)	20% (101)	514
2012 Vote: Other	83% (62)	17% (13)	75
2012 Vote: Didn't Vote	82% (613)	18% (133)	746
4-Region: Northeast	78% (306)	22% (88)	394
4-Region: Midwest	86% (396)	14% (67)	462
4-Region: South	84% (692)	16% (132)	824
4-Region: West	83% (433)	17% (87)	520
Favorable of Trump	83% (700)	17% (140)	840
Unfavorable of Trump	83% (1001)	17% (199)	1199

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Table BRD1_1: Do you currently have an account on the following social media sites?

Facebook

Demographic	Yes		No		Total N
Adults	83%	(1826)	17%	(374)	2200
Very Favorable of Trump	83%	(384)	17%	(80)	464
Somewhat Favorable of Trump	84%	(316)	16%	(60)	377
Somewhat Unfavorable of Trump	82%	(198)	18%	(43)	241
Very Unfavorable of Trump	84%	(803)	16%	(156)	959

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

Table BRD1_4: Do you currently have an account on the following social media sites?

Twitter

Demographic	Yes	No	Total N
Adults	38% (831)	62% (1369)	2200
Gender: Male	37% (391)	63% (671)	1062
Gender: Female	39% (440)	61% (698)	1138
Age: 18-29	50% (245)	50% (246)	491
Age: 30-44	47% (244)	53% (278)	522
Age: 45-54	35% (131)	65% (245)	376
Age: 55-64	32% (118)	68% (257)	375
Age: 65+	21% (92)	79% (344)	436
Generation Z: 18-21	58% (110)	42% (81)	192
Millennial: Age 22-37	46% (277)	54% (326)	603
Generation X: Age 38-53	40% (220)	60% (333)	553
Boomers: Age 54-72	26% (199)	74% (563)	762
PID: Dem (no lean)	41% (318)	59% (453)	770
PID: Ind (no lean)	37% (221)	63% (372)	593
PID: Rep (no lean)	35% (292)	65% (545)	837
PID/Gender: Dem Men	40% (134)	60% (203)	336
PID/Gender: Dem Women	42% (184)	58% (250)	434
PID/Gender: Ind Men	36% (109)	64% (196)	305
PID/Gender: Ind Women	39% (113)	61% (175)	288
PID/Gender: Rep Men	35% (148)	65% (272)	420
PID/Gender: Rep Women	34% (143)	66% (273)	416
Ideo: Liberal (1-3)	47% (335)	53% (382)	717
Ideo: Moderate (4)	35% (162)	65% (305)	466
Ideo: Conservative (5-7)	36% (251)	64% (447)	698
Educ: College	36% (542)	64% (970)	1512
Educ: Bachelors degree	42% (186)	58% (258)	444
Educ: Post-grad	42% (103)	58% (141)	244

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Table BRD1_4: Do you currently have an account on the following social media sites?

Twitter

Demographic	Yes	No	Total N
Adults	38% (831)	62% (1369)	2200
Income: Under 50k	35% (423)	65% (785)	1209
Income: 50k-100k	41% (273)	59% (397)	670
Income: 100k+	42% (134)	58% (186)	321
Ethnicity: White	38% (650)	62% (1072)	1722
Ethnicity: Hispanic	46% (162)	54% (187)	349
Ethnicity: Afr. Am.	33% (90)	67% (184)	274
Ethnicity: Other	45% (91)	55% (113)	204
Relig: Protestant	30% (133)	70% (313)	447
Relig: Roman Catholic	39% (185)	61% (292)	478
Relig: Something Else	41% (89)	59% (129)	218
Relig: Jewish	49% (29)	51% (30)	60
Relig: Evangelical	36% (209)	64% (376)	585
Relig: Non-Evang. Catholics	35% (215)	65% (402)	617
Relig: All Christian	35% (424)	65% (778)	1202
Relig: All Non-Christian	41% (89)	59% (129)	218
Community: Urban	40% (220)	60% (332)	552
Community: Suburban	40% (398)	60% (601)	999
Community: Rural	33% (213)	67% (436)	649
Employ: Private Sector	45% (293)	55% (364)	656
Employ: Government	32% (50)	68% (105)	155
Employ: Self-Employed	51% (98)	49% (94)	193
Employ: Homemaker	44% (69)	56% (87)	156
Employ: Student	65% (79)	35% (43)	123
Employ: Retired	22% (105)	78% (379)	485
Employ: Unemployed	29% (65)	71% (156)	221
Employ: Other	34% (72)	66% (140)	212
Military HH: Yes	34% (145)	66% (279)	424
Military HH: No	39% (686)	61% (1090)	1776
RD/WT: Right Direction	35% (289)	65% (548)	836
RD/WT: Wrong Track	40% (542)	60% (821)	1364

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Table BRD1_4: Do you currently have an account on the following social media sites?
 Twitter

Demographic	Yes	No	Total N
Adults	38% (831)	62% (1369)	2200
Trump Job Approve	36% (308)	64% (556)	863
Trump Job Disapprove	41% (483)	59% (709)	1191
Trump Job Strongly Approve	35% (146)	65% (274)	420
Trump Job Somewhat Approve	36% (162)	64% (282)	443
Trump Job Somewhat Disapprove	36% (109)	64% (192)	301
Trump Job Strongly Disapprove	42% (374)	58% (517)	890
#1 Issue: Economy	38% (232)	62% (381)	613
#1 Issue: Security	34% (128)	66% (251)	379
#1 Issue: Health Care	40% (157)	60% (238)	395
#1 Issue: Medicare / Social Security	26% (80)	74% (224)	304
#1 Issue: Women's Issues	48% (69)	52% (75)	144
#1 Issue: Education	52% (84)	48% (76)	159
#1 Issue: Energy	39% (37)	61% (59)	96
#1 Issue: Other	41% (45)	59% (65)	110
2016 Vote: Hillary Clinton	43% (308)	57% (407)	715
2016 Vote: Donald Trump	32% (216)	68% (456)	672
2016 Vote: Someone else	45% (92)	55% (115)	207
2016 Vote: Didnt Vote	35% (212)	65% (389)	601
Voted in 2014: Yes	36% (504)	64% (886)	1389
Voted in 2014: No	40% (327)	60% (483)	811
2012 Vote: Barack Obama	40% (346)	60% (517)	863
2012 Vote: Mitt Romney	30% (156)	70% (358)	514
2012 Vote: Other	35% (27)	65% (49)	75
2012 Vote: Didn't Vote	40% (301)	60% (445)	746
4-Region: Northeast	35% (138)	65% (255)	394
4-Region: Midwest	37% (171)	63% (291)	462
4-Region: South	39% (319)	61% (505)	824
4-Region: West	39% (202)	61% (318)	520
Favorable of Trump	34% (289)	66% (552)	840
Unfavorable of Trump	42% (501)	58% (698)	1199

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Table BRD1_4: Do you currently have an account on the following social media sites?

Twitter

Demographic	Yes		No		Total N
Adults	38%	(831)	62%	(1369)	2200
Very Favorable of Trump	36%	(169)	64%	(295)	464
Somewhat Favorable of Trump	32%	(120)	68%	(256)	377
Somewhat Unfavorable of Trump	40%	(97)	60%	(144)	241
Very Unfavorable of Trump	42%	(404)	58%	(554)	959

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

Table BRD1_5: Do you currently have an account on the following social media sites?
 Reddit

Demographic	Yes	No	Total N
Adults	10% (218)	90% (1982)	2200
Gender: Male	11% (120)	89% (942)	1062
Gender: Female	9% (98)	91% (1040)	1138
Age: 18-29	19% (92)	81% (399)	491
Age: 30-44	16% (86)	84% (436)	522
Age: 45-54	5% (19)	95% (358)	376
Age: 55-64	4% (17)	96% (358)	375
Age: 65+	1% (5)	99% (432)	436
Generation Z: 18-21	19% (36)	81% (156)	192
Millennial: Age 22-37	19% (114)	81% (489)	603
Generation X: Age 38-53	8% (45)	92% (508)	553
Boomers: Age 54-72	3% (23)	97% (738)	762
PID: Dem (no lean)	10% (75)	90% (695)	770
PID: Ind (no lean)	12% (73)	88% (520)	593
PID: Rep (no lean)	8% (70)	92% (767)	837
PID/Gender: Dem Men	11% (38)	89% (299)	336
PID/Gender: Dem Women	9% (38)	91% (396)	434
PID/Gender: Ind Men	13% (40)	87% (265)	305
PID/Gender: Ind Women	11% (33)	89% (255)	288
PID/Gender: Rep Men	10% (42)	90% (378)	420
PID/Gender: Rep Women	7% (28)	93% (388)	416
Ideo: Liberal (1-3)	14% (104)	86% (613)	717
Ideo: Moderate (4)	9% (43)	91% (423)	466
Ideo: Conservative (5-7)	7% (48)	93% (650)	698
Educ: College	9% (136)	91% (1376)	1512
Educ: Bachelors degree	12% (54)	88% (389)	444
Educ: Post-grad	11% (28)	89% (216)	244

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Table BRD1_5: Do you currently have an account on the following social media sites?

Reddit

Demographic	Yes	No	Total N
Adults	10% (218)	90% (1982)	2200
Income: Under 50k	8% (102)	92% (1107)	1209
Income: 50k-100k	10% (66)	90% (604)	670
Income: 100k+	15% (50)	85% (271)	321
Ethnicity: White	10% (179)	90% (1543)	1722
Ethnicity: Hispanic	15% (54)	85% (296)	349
Ethnicity: Afr. Am.	7% (18)	93% (256)	274
Ethnicity: Other	10% (21)	90% (183)	204
Relig: Protestant	7% (32)	93% (414)	447
Relig: Roman Catholic	8% (38)	92% (439)	478
Relig: Something Else	16% (36)	84% (182)	218
Relig: Jewish	13% (8)	87% (52)	60
Relig: Evangelical	6% (37)	94% (548)	585
Relig: Non-Evang. Catholics	8% (47)	92% (570)	617
Relig: All Christian	7% (84)	93% (1118)	1202
Relig: All Non-Christian	16% (36)	84% (182)	218
Community: Urban	10% (53)	90% (499)	552
Community: Suburban	13% (130)	87% (869)	999
Community: Rural	5% (35)	95% (614)	649
Employ: Private Sector	13% (88)	87% (568)	656
Employ: Government	7% (12)	93% (144)	155
Employ: Self-Employed	13% (25)	87% (168)	193
Employ: Homemaker	8% (13)	92% (143)	156
Employ: Student	21% (26)	79% (97)	123
Employ: Retired	3% (13)	97% (472)	485
Employ: Unemployed	10% (23)	90% (198)	221
Employ: Other	9% (19)	91% (193)	212
Military HH: Yes	9% (37)	91% (387)	424
Military HH: No	10% (181)	90% (1595)	1776
RD/WT: Right Direction	9% (73)	91% (763)	836
RD/WT: Wrong Track	11% (145)	89% (1219)	1364

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Table BRD1_5: Do you currently have an account on the following social media sites?
 Reddit

Demographic	Yes	No	Total N
Adults	10% (218)	90% (1982)	2200
Trump Job Approve	9% (76)	91% (787)	863
Trump Job Disapprove	11% (131)	89% (1060)	1191
Trump Job Strongly Approve	8% (34)	92% (386)	420
Trump Job Somewhat Approve	9% (42)	91% (401)	443
Trump Job Somewhat Disapprove	11% (34)	89% (267)	301
Trump Job Strongly Disapprove	11% (97)	89% (793)	890
#1 Issue: Economy	11% (66)	89% (547)	613
#1 Issue: Security	6% (21)	94% (357)	379
#1 Issue: Health Care	12% (46)	88% (349)	395
#1 Issue: Medicare / Social Security	3% (8)	97% (296)	304
#1 Issue: Women's Issues	12% (17)	88% (127)	144
#1 Issue: Education	24% (39)	76% (121)	159
#1 Issue: Energy	8% (7)	92% (88)	96
#1 Issue: Other	13% (14)	87% (96)	110
2016 Vote: Hillary Clinton	11% (79)	89% (636)	715
2016 Vote: Donald Trump	7% (49)	93% (623)	672
2016 Vote: Someone else	16% (33)	84% (173)	207
2016 Vote: Didnt Vote	9% (56)	91% (545)	601
Voted in 2014: Yes	9% (118)	91% (1271)	1389
Voted in 2014: No	12% (100)	88% (711)	811
2012 Vote: Barack Obama	9% (80)	91% (783)	863
2012 Vote: Mitt Romney	6% (32)	94% (482)	514
2012 Vote: Other	9% (7)	91% (69)	75
2012 Vote: Didn't Vote	13% (97)	87% (649)	746
4-Region: Northeast	9% (35)	91% (359)	394
4-Region: Midwest	12% (57)	88% (405)	462
4-Region: South	10% (81)	90% (743)	824
4-Region: West	9% (46)	91% (474)	520
Favorable of Trump	8% (69)	92% (771)	840
Unfavorable of Trump	12% (143)	88% (1057)	1199

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Table BRD1_5: Do you currently have an account on the following social media sites?

Reddit

Demographic	Yes		No		Total N
Adults	10%	(218)	90%	(1982)	2200
Very Favorable of Trump	8%	(38)	92%	(426)	464
Somewhat Favorable of Trump	8%	(31)	92%	(345)	377
Somewhat Unfavorable of Trump	12%	(30)	88%	(211)	241
Very Unfavorable of Trump	12%	(113)	88%	(846)	959

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

Table BRD1_6: Do you currently have an account on the following social media sites?

LinkedIn

Demographic	Yes	No	Total N
Adults	33% (723)	67% (1477)	2200
Gender: Male	35% (367)	65% (695)	1062
Gender: Female	31% (356)	69% (783)	1138
Age: 18-29	28% (139)	72% (352)	491
Age: 30-44	38% (196)	62% (325)	522
Age: 45-54	34% (127)	66% (249)	376
Age: 55-64	34% (128)	66% (247)	375
Age: 65+	30% (133)	70% (304)	436
Generation Z: 18-21	15% (29)	85% (162)	192
Millennial: Age 22-37	36% (216)	64% (387)	603
Generation X: Age 38-53	37% (205)	63% (348)	553
Boomers: Age 54-72	32% (244)	68% (518)	762
PID: Dem (no lean)	35% (267)	65% (504)	770
PID: Ind (no lean)	31% (182)	69% (411)	593
PID: Rep (no lean)	33% (273)	67% (563)	837
PID/Gender: Dem Men	37% (125)	63% (211)	336
PID/Gender: Dem Women	33% (142)	67% (292)	434
PID/Gender: Ind Men	32% (97)	68% (208)	305
PID/Gender: Ind Women	30% (86)	70% (202)	288
PID/Gender: Rep Men	35% (145)	65% (275)	420
PID/Gender: Rep Women	31% (128)	69% (288)	416
Ideo: Liberal (1-3)	39% (280)	61% (437)	717
Ideo: Moderate (4)	32% (149)	68% (318)	466
Ideo: Conservative (5-7)	33% (233)	67% (465)	698
Educ: College	24% (363)	76% (1149)	1512
Educ: Bachelors degree	50% (223)	50% (221)	444
Educ: Post-grad	56% (137)	44% (107)	244

Continued on next page

Table BRD1_6: Do you currently have an account on the following social media sites?

LinkedIn

Demographic	Yes	No	Total N
Adults	33% (723)	67% (1477)	2200
Income: Under 50k	26% (313)	74% (896)	1209
Income: 50k-100k	36% (241)	64% (429)	670
Income: 100k+	53% (168)	47% (152)	321
Ethnicity: White	33% (569)	67% (1153)	1722
Ethnicity: Hispanic	30% (104)	70% (245)	349
Ethnicity: Afr. Am.	34% (92)	66% (182)	274
Ethnicity: Other	30% (62)	70% (142)	204
Relig: Protestant	35% (156)	65% (290)	447
Relig: Roman Catholic	35% (165)	65% (313)	478
Relig: Something Else	34% (74)	66% (143)	218
Relig: Jewish	54% (32)	46% (27)	60
Relig: Evangelical	29% (167)	71% (418)	585
Relig: Non-Evang. Catholics	36% (220)	64% (397)	617
Relig: All Christian	32% (387)	68% (815)	1202
Relig: All Non-Christian	34% (74)	66% (143)	218
Community: Urban	34% (189)	66% (363)	552
Community: Suburban	38% (380)	62% (619)	999
Community: Rural	24% (154)	76% (496)	649
Employ: Private Sector	45% (295)	55% (362)	656
Employ: Government	35% (54)	65% (102)	155
Employ: Self-Employed	40% (78)	60% (115)	193
Employ: Homemaker	15% (23)	85% (132)	156
Employ: Student	30% (36)	70% (86)	123
Employ: Retired	27% (129)	73% (355)	485
Employ: Unemployed	24% (53)	76% (167)	221
Employ: Other	26% (54)	74% (158)	212
Military HH: Yes	34% (144)	66% (280)	424
Military HH: No	33% (579)	67% (1197)	1776
RD/WT: Right Direction	31% (262)	69% (574)	836
RD/WT: Wrong Track	34% (461)	66% (903)	1364

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Table BRD1_6: Do you currently have an account on the following social media sites?
 LinkedIn

Demographic	Yes	No	Total N
Adults	33% (723)	67% (1477)	2200
Trump Job Approve	32% (276)	68% (587)	863
Trump Job Disapprove	35% (417)	65% (774)	1191
Trump Job Strongly Approve	29% (120)	71% (300)	420
Trump Job Somewhat Approve	35% (156)	65% (287)	443
Trump Job Somewhat Disapprove	33% (98)	67% (203)	301
Trump Job Strongly Disapprove	36% (319)	64% (571)	890
#1 Issue: Economy	37% (224)	63% (389)	613
#1 Issue: Security	26% (100)	74% (279)	379
#1 Issue: Health Care	33% (132)	67% (264)	395
#1 Issue: Medicare / Social Security	29% (90)	71% (214)	304
#1 Issue: Women's Issues	34% (49)	66% (95)	144
#1 Issue: Education	32% (51)	68% (109)	159
#1 Issue: Energy	36% (34)	64% (62)	96
#1 Issue: Other	40% (44)	60% (67)	110
2016 Vote: Hillary Clinton	40% (284)	60% (431)	715
2016 Vote: Donald Trump	33% (224)	67% (449)	672
2016 Vote: Someone else	41% (86)	59% (121)	207
2016 Vote: Didnt Vote	21% (128)	79% (473)	601
Voted in 2014: Yes	38% (522)	62% (867)	1389
Voted in 2014: No	25% (201)	75% (610)	811
2012 Vote: Barack Obama	37% (318)	63% (545)	863
2012 Vote: Mitt Romney	38% (196)	62% (318)	514
2012 Vote: Other	44% (33)	56% (42)	75
2012 Vote: Didn't Vote	23% (174)	77% (572)	746
4-Region: Northeast	36% (141)	64% (253)	394
4-Region: Midwest	32% (150)	68% (312)	462
4-Region: South	31% (254)	69% (570)	824
4-Region: West	34% (178)	66% (342)	520
Favorable of Trump	32% (268)	68% (572)	840
Unfavorable of Trump	36% (427)	64% (773)	1199

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Table BRD1_6: Do you currently have an account on the following social media sites?

LinkedIn

Demographic	Yes		No		Total N
Adults	33%	(723)	67%	(1477)	2200
Very Favorable of Trump	31%	(142)	69%	(322)	464
Somewhat Favorable of Trump	34%	(126)	66%	(250)	377
Somewhat Unfavorable of Trump	31%	(75)	69%	(165)	241
Very Unfavorable of Trump	37%	(351)	63%	(607)	959

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

Table BRD1_7: Do you currently have an account on the following social media sites?

Instagram

Demographic	Yes	No	Total N
Adults	47% (1036)	53% (1164)	2200
Gender: Male	38% (409)	62% (653)	1062
Gender: Female	55% (628)	45% (511)	1138
Age: 18-29	76% (374)	24% (117)	491
Age: 30-44	61% (317)	39% (205)	522
Age: 45-54	40% (150)	60% (226)	376
Age: 55-64	27% (103)	73% (272)	375
Age: 65+	21% (93)	79% (344)	436
Generation Z: 18-21	84% (160)	16% (31)	192
Millennial: Age 22-37	67% (404)	33% (198)	603
Generation X: Age 38-53	48% (263)	52% (290)	553
Boomers: Age 54-72	25% (188)	75% (573)	762
PID: Dem (no lean)	51% (390)	49% (380)	770
PID: Ind (no lean)	46% (273)	54% (320)	593
PID: Rep (no lean)	45% (373)	55% (464)	837
PID/Gender: Dem Men	40% (135)	60% (202)	336
PID/Gender: Dem Women	59% (256)	41% (178)	434
PID/Gender: Ind Men	39% (120)	61% (185)	305
PID/Gender: Ind Women	53% (153)	47% (135)	288
PID/Gender: Rep Men	37% (154)	63% (266)	420
PID/Gender: Rep Women	52% (218)	48% (198)	416
Ideo: Liberal (1-3)	55% (391)	45% (326)	717
Ideo: Moderate (4)	44% (205)	56% (262)	466
Ideo: Conservative (5-7)	40% (281)	60% (417)	698
Educ: College	48% (724)	52% (788)	1512
Educ: Bachelors degree	44% (196)	56% (247)	444
Educ: Post-grad	47% (116)	53% (128)	244

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Table BRD1_7: Do you currently have an account on the following social media sites?

Instagram

Demographic	Yes	No	Total N
Adults	47% (1036)	53% (1164)	2200
Income: Under 50k	46% (557)	54% (652)	1209
Income: 50k-100k	47% (314)	53% (356)	670
Income: 100k+	51% (165)	49% (156)	321
Ethnicity: White	45% (777)	55% (945)	1722
Ethnicity: Hispanic	66% (229)	34% (120)	349
Ethnicity: Afr. Am.	49% (134)	51% (140)	274
Ethnicity: Other	62% (126)	38% (78)	204
Relig: Protestant	33% (147)	67% (300)	447
Relig: Roman Catholic	49% (236)	51% (242)	478
Relig: Something Else	56% (122)	44% (95)	218
Relig: Jewish	52% (31)	48% (28)	60
Relig: Evangelical	45% (260)	55% (325)	585
Relig: Non-Evang. Catholics	42% (262)	58% (355)	617
Relig: All Christian	43% (522)	57% (679)	1202
Relig: All Non-Christian	56% (122)	44% (95)	218
Community: Urban	50% (274)	50% (278)	552
Community: Suburban	49% (492)	51% (507)	999
Community: Rural	42% (271)	58% (379)	649
Employ: Private Sector	52% (340)	48% (317)	656
Employ: Government	47% (74)	53% (82)	155
Employ: Self-Employed	52% (101)	48% (92)	193
Employ: Homemaker	57% (88)	43% (67)	156
Employ: Student	85% (104)	15% (19)	123
Employ: Retired	23% (110)	77% (374)	485
Employ: Unemployed	47% (104)	53% (117)	221
Employ: Other	55% (116)	45% (96)	212
Military HH: Yes	40% (170)	60% (254)	424
Military HH: No	49% (866)	51% (910)	1776
RD/WT: Right Direction	44% (365)	56% (471)	836
RD/WT: Wrong Track	49% (671)	51% (693)	1364

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Table BRD1_7: Do you currently have an account on the following social media sites?
 Instagram

Demographic	Yes	No	Total N
Adults	47% (1036)	53% (1164)	2200
Trump Job Approve	42% (366)	58% (497)	863
Trump Job Disapprove	50% (598)	50% (593)	1191
Trump Job Strongly Approve	40% (169)	60% (251)	420
Trump Job Somewhat Approve	45% (198)	55% (246)	443
Trump Job Somewhat Disapprove	49% (148)	51% (153)	301
Trump Job Strongly Disapprove	51% (450)	49% (440)	890
#1 Issue: Economy	48% (294)	52% (319)	613
#1 Issue: Security	40% (151)	60% (228)	379
#1 Issue: Health Care	49% (195)	51% (200)	395
#1 Issue: Medicare / Social Security	32% (96)	68% (208)	304
#1 Issue: Women's Issues	69% (99)	31% (44)	144
#1 Issue: Education	67% (107)	33% (52)	159
#1 Issue: Energy	45% (43)	55% (53)	96
#1 Issue: Other	46% (51)	54% (59)	110
2016 Vote: Hillary Clinton	49% (353)	51% (363)	715
2016 Vote: Donald Trump	38% (256)	62% (417)	672
2016 Vote: Someone else	54% (111)	46% (96)	207
2016 Vote: Didnt Vote	53% (316)	47% (285)	601
Voted in 2014: Yes	42% (590)	58% (800)	1389
Voted in 2014: No	55% (446)	45% (364)	811
2012 Vote: Barack Obama	46% (396)	54% (467)	863
2012 Vote: Mitt Romney	36% (184)	64% (330)	514
2012 Vote: Other	32% (24)	68% (51)	75
2012 Vote: Didn't Vote	58% (431)	42% (315)	746
4-Region: Northeast	41% (160)	59% (233)	394
4-Region: Midwest	44% (201)	56% (261)	462
4-Region: South	47% (389)	53% (435)	824
4-Region: West	55% (285)	45% (235)	520
Favorable of Trump	41% (342)	59% (498)	840
Unfavorable of Trump	51% (611)	49% (588)	1199

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Table BRD1_7: Do you currently have an account on the following social media sites?

Instagram

Demographic	Yes		No		Total N
Adults	47%	(1036)	53%	(1164)	2200
Very Favorable of Trump	41%	(189)	59%	(274)	464
Somewhat Favorable of Trump	41%	(153)	59%	(224)	377
Somewhat Unfavorable of Trump	49%	(119)	51%	(122)	241
Very Unfavorable of Trump	51%	(492)	49%	(467)	959

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

Table BRD1_8: Do you currently have an account on the following social media sites?

Snapchat

Demographic	Yes	No	Total N
Adults	34% (745)	66% (1455)	2200
Gender: Male	28% (296)	72% (766)	1062
Gender: Female	39% (449)	61% (689)	1138
Age: 18-29	72% (355)	28% (136)	491
Age: 30-44	47% (244)	53% (278)	522
Age: 45-54	20% (76)	80% (300)	376
Age: 55-64	12% (45)	88% (330)	375
Age: 65+	6% (25)	94% (412)	436
Generation Z: 18-21	85% (162)	15% (29)	192
Millennial: Age 22-37	58% (350)	42% (253)	603
Generation X: Age 38-53	28% (153)	72% (400)	553
Boomers: Age 54-72	10% (77)	90% (685)	762
PID: Dem (no lean)	36% (275)	64% (495)	770
PID: Ind (no lean)	37% (218)	63% (375)	593
PID: Rep (no lean)	30% (251)	70% (585)	837
PID/Gender: Dem Men	32% (106)	68% (230)	336
PID/Gender: Dem Women	39% (169)	61% (265)	434
PID/Gender: Ind Men	28% (86)	72% (219)	305
PID/Gender: Ind Women	46% (132)	54% (156)	288
PID/Gender: Rep Men	25% (103)	75% (317)	420
PID/Gender: Rep Women	36% (148)	64% (268)	416
Ideo: Liberal (1-3)	39% (277)	61% (439)	717
Ideo: Moderate (4)	32% (149)	68% (317)	466
Ideo: Conservative (5-7)	24% (170)	76% (527)	698
Educ: College	37% (559)	63% (953)	1512
Educ: Bachelors degree	28% (124)	72% (320)	444
Educ: Post-grad	25% (62)	75% (182)	244

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Table BRD1_8: Do you currently have an account on the following social media sites?

Snapchat

Demographic	Yes	No	Total N
Adults	34% (745)	66% (1455)	2200
Income: Under 50k	36% (437)	64% (772)	1209
Income: 50k-100k	32% (215)	68% (456)	670
Income: 100k+	29% (94)	71% (227)	321
Ethnicity: White	31% (535)	69% (1187)	1722
Ethnicity: Hispanic	56% (195)	44% (154)	349
Ethnicity: Afr. Am.	41% (111)	59% (163)	274
Ethnicity: Other	48% (99)	52% (105)	204
Relig: Protestant	18% (82)	82% (364)	447
Relig: Roman Catholic	33% (158)	67% (320)	478
Relig: Something Else	46% (100)	54% (117)	218
Relig: Jewish	30% (18)	70% (42)	60
Relig: Evangelical	29% (169)	71% (416)	585
Relig: Non-Evang. Catholics	27% (169)	73% (448)	617
Relig: All Christian	28% (338)	72% (863)	1202
Relig: All Non-Christian	46% (100)	54% (117)	218
Community: Urban	36% (199)	64% (353)	552
Community: Suburban	35% (345)	65% (654)	999
Community: Rural	31% (201)	69% (448)	649
Employ: Private Sector	37% (244)	63% (412)	656
Employ: Government	39% (61)	61% (95)	155
Employ: Self-Employed	35% (67)	65% (126)	193
Employ: Homemaker	39% (61)	61% (94)	156
Employ: Student	82% (101)	18% (22)	123
Employ: Retired	6% (27)	94% (458)	485
Employ: Unemployed	41% (91)	59% (129)	221
Employ: Other	44% (93)	56% (119)	212
Military HH: Yes	29% (123)	71% (301)	424
Military HH: No	35% (621)	65% (1154)	1776
RD/WT: Right Direction	30% (250)	70% (586)	836
RD/WT: Wrong Track	36% (495)	64% (869)	1364

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Table BRD1_8: Do you currently have an account on the following social media sites?*Snapchat*

Demographic	Yes	No	Total N
Adults	34% (745)	66% (1455)	2200
Trump Job Approve	29% (253)	71% (610)	863
Trump Job Disapprove	35% (421)	65% (770)	1191
Trump Job Strongly Approve	25% (103)	75% (317)	420
Trump Job Somewhat Approve	34% (150)	66% (293)	443
Trump Job Somewhat Disapprove	38% (115)	62% (186)	301
Trump Job Strongly Disapprove	34% (306)	66% (584)	890
#1 Issue: Economy	39% (241)	61% (372)	613
#1 Issue: Security	27% (100)	73% (278)	379
#1 Issue: Health Care	35% (136)	65% (259)	395
#1 Issue: Medicare / Social Security	12% (35)	88% (269)	304
#1 Issue: Women's Issues	50% (72)	50% (72)	144
#1 Issue: Education	61% (97)	39% (62)	159
#1 Issue: Energy	31% (29)	69% (66)	96
#1 Issue: Other	30% (34)	70% (77)	110
2016 Vote: Hillary Clinton	32% (227)	68% (488)	715
2016 Vote: Donald Trump	24% (160)	76% (512)	672
2016 Vote: Someone else	38% (79)	62% (128)	207
2016 Vote: Didnt Vote	46% (275)	54% (326)	601
Voted in 2014: Yes	26% (358)	74% (1031)	1389
Voted in 2014: No	48% (387)	52% (424)	811
2012 Vote: Barack Obama	28% (243)	72% (620)	863
2012 Vote: Mitt Romney	18% (91)	82% (422)	514
2012 Vote: Other	30% (22)	70% (53)	75
2012 Vote: Didn't Vote	52% (386)	48% (360)	746
4-Region: Northeast	32% (126)	68% (267)	394
4-Region: Midwest	33% (153)	67% (310)	462
4-Region: South	34% (283)	66% (542)	824
4-Region: West	35% (183)	65% (337)	520
Favorable of Trump	27% (230)	73% (610)	840
Unfavorable of Trump	37% (439)	63% (760)	1199

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Table BRD1_8: Do you currently have an account on the following social media sites?
Snapshot

Demographic	Yes		No		Total N
Adults	34%	(745)	66%	(1455)	2200
Very Favorable of Trump	28%	(128)	72%	(336)	464
Somewhat Favorable of Trump	27%	(103)	73%	(274)	377
Somewhat Unfavorable of Trump	38%	(92)	62%	(149)	241
Very Unfavorable of Trump	36%	(347)	64%	(611)	959

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

Table BRD1_9: Do you currently have an account on the following social media sites?

YouTube

Demographic	Yes	No	Total N
Adults	60% (1322)	40% (878)	2200
Gender: Male	63% (667)	37% (395)	1062
Gender: Female	57% (654)	43% (484)	1138
Age: 18-29	80% (394)	20% (97)	491
Age: 30-44	72% (375)	28% (147)	522
Age: 45-54	54% (202)	46% (174)	376
Age: 55-64	52% (193)	48% (182)	375
Age: 65+	36% (158)	64% (279)	436
Generation Z: 18-21	88% (168)	12% (24)	192
Millennial: Age 22-37	74% (445)	26% (158)	603
Generation X: Age 38-53	61% (337)	39% (216)	553
Boomers: Age 54-72	45% (346)	55% (416)	762
PID: Dem (no lean)	60% (464)	40% (307)	770
PID: Ind (no lean)	65% (383)	35% (210)	593
PID: Rep (no lean)	57% (475)	43% (362)	837
PID/Gender: Dem Men	62% (209)	38% (127)	336
PID/Gender: Dem Women	59% (255)	41% (179)	434
PID/Gender: Ind Men	68% (207)	32% (98)	305
PID/Gender: Ind Women	61% (176)	39% (112)	288
PID/Gender: Rep Men	60% (251)	40% (169)	420
PID/Gender: Rep Women	54% (224)	46% (193)	416
Ideo: Liberal (1-3)	66% (472)	34% (245)	717
Ideo: Moderate (4)	58% (270)	42% (196)	466
Ideo: Conservative (5-7)	54% (378)	46% (320)	698
Educ: College	62% (932)	38% (580)	1512
Educ: Bachelors degree	57% (252)	43% (191)	444
Educ: Post-grad	56% (137)	44% (107)	244

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Table BRD1_9: Do you currently have an account on the following social media sites?

YouTube

Demographic	Yes	No	Total N
Adults	60% (1322)	40% (878)	2200
Income: Under 50k	61% (741)	39% (468)	1209
Income: 50k-100k	59% (395)	41% (275)	670
Income: 100k+	58% (185)	42% (136)	321
Ethnicity: White	59% (1008)	41% (714)	1722
Ethnicity: Hispanic	73% (253)	27% (96)	349
Ethnicity: Afr. Am.	65% (179)	35% (96)	274
Ethnicity: Other	66% (135)	34% (69)	204
Relig: Protestant	51% (230)	49% (217)	447
Relig: Roman Catholic	54% (257)	46% (220)	478
Relig: Something Else	65% (142)	35% (75)	218
Relig: Jewish	55% (33)	45% (27)	60
Relig: Evangelical	62% (360)	38% (225)	585
Relig: Non-Evang. Catholics	51% (312)	49% (305)	617
Relig: All Christian	56% (672)	44% (530)	1202
Relig: All Non-Christian	65% (142)	35% (75)	218
Community: Urban	61% (334)	39% (218)	552
Community: Suburban	60% (602)	40% (396)	999
Community: Rural	59% (385)	41% (265)	649
Employ: Private Sector	62% (408)	38% (248)	656
Employ: Government	63% (98)	37% (57)	155
Employ: Self-Employed	67% (128)	33% (65)	193
Employ: Homemaker	66% (103)	34% (53)	156
Employ: Student	85% (105)	15% (18)	123
Employ: Retired	41% (201)	59% (284)	485
Employ: Unemployed	60% (132)	40% (88)	221
Employ: Other	69% (147)	31% (65)	212
Military HH: Yes	57% (240)	43% (184)	424
Military HH: No	61% (1082)	39% (694)	1776
RD/WT: Right Direction	58% (488)	42% (348)	836
RD/WT: Wrong Track	61% (833)	39% (530)	1364

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Table BRD1_9: Do you currently have an account on the following social media sites?

YouTube

Demographic	Yes	No	Total N
Adults	60% (1322)	40% (878)	2200
Trump Job Approve	58% (502)	42% (361)	863
Trump Job Disapprove	61% (730)	39% (462)	1191
Trump Job Strongly Approve	58% (243)	42% (176)	420
Trump Job Somewhat Approve	58% (259)	42% (185)	443
Trump Job Somewhat Disapprove	64% (192)	36% (109)	301
Trump Job Strongly Disapprove	60% (538)	40% (353)	890
#1 Issue: Economy	62% (380)	38% (233)	613
#1 Issue: Security	56% (212)	44% (167)	379
#1 Issue: Health Care	65% (257)	35% (138)	395
#1 Issue: Medicare / Social Security	42% (127)	58% (177)	304
#1 Issue: Women's Issues	64% (92)	36% (52)	144
#1 Issue: Education	72% (115)	28% (44)	159
#1 Issue: Energy	69% (66)	31% (30)	96
#1 Issue: Other	67% (73)	33% (37)	110
2016 Vote: Hillary Clinton	60% (432)	40% (284)	715
2016 Vote: Donald Trump	53% (358)	47% (314)	672
2016 Vote: Someone else	67% (138)	33% (68)	207
2016 Vote: Didnt Vote	65% (391)	35% (209)	601
Voted in 2014: Yes	55% (759)	45% (630)	1389
Voted in 2014: No	69% (562)	31% (248)	811
2012 Vote: Barack Obama	57% (494)	43% (369)	863
2012 Vote: Mitt Romney	50% (255)	50% (259)	514
2012 Vote: Other	58% (44)	42% (31)	75
2012 Vote: Didn't Vote	71% (527)	29% (219)	746
4-Region: Northeast	56% (220)	44% (174)	394
4-Region: Midwest	53% (247)	47% (215)	462
4-Region: South	65% (536)	35% (289)	824
4-Region: West	61% (320)	39% (200)	520
Favorable of Trump	57% (483)	43% (358)	840
Unfavorable of Trump	62% (741)	38% (458)	1199

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Table BRD1_9: Do you currently have an account on the following social media sites?

YouTube

Demographic	Yes		No		Total N
Adults	60%	(1322)	40%	(878)	2200
Very Favorable of Trump	59%	(271)	41%	(192)	464
Somewhat Favorable of Trump	56%	(211)	44%	(165)	377
Somewhat Unfavorable of Trump	62%	(150)	38%	(91)	241
Very Unfavorable of Trump	62%	(591)	38%	(367)	959

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

Table BRD2: To the best of your knowledge, how old were you when you created your first social media account?

Demographic	12 or younger	13-17	18-29	30-44	45-54	55-64	65+	Total N
Adults	6% (125)	20% (413)	19% (382)	20% (414)	16% (331)	13% (262)	5% (99)	2026
Gender: Male	6% (61)	19% (185)	18% (168)	19% (180)	16% (154)	15% (141)	7% (65)	954
Gender: Female	6% (65)	21% (228)	20% (214)	22% (235)	16% (176)	11% (121)	3% (33)	1072
Age: 18-29	25% (117)	63% (302)	12% (55)	— (1)	— (0)	— (1)	— (0)	477
Age: 30-44	1% (7)	21% (105)	54% (270)	24% (120)	— (1)	— (0)	— (1)	503
Age: 45-54	— (0)	— (1)	12% (43)	64% (220)	24% (83)	— (0)	— (0)	347
Age: 55-64	— (1)	1% (3)	4% (13)	19% (64)	57% (191)	19% (63)	— (0)	335
Age: 65+	— (0)	1% (2)	— (2)	2% (8)	15% (56)	54% (199)	27% (98)	365
Generation Z: 18-21	36% (68)	55% (104)	8% (15)	— (1)	— (0)	— (1)	— (0)	188
Millennial: Age 22-37	10% (56)	50% (291)	34% (196)	6% (37)	— (0)	— (0)	— (1)	581
Generation X: Age 38-53	— (0)	3% (14)	30% (156)	55% (289)	13% (66)	— (0)	— (0)	524
Boomers: Age 54-72	— (1)	1% (4)	2% (14)	13% (88)	39% (259)	37% (244)	8% (53)	663
PID: Dem (no lean)	6% (44)	19% (135)	22% (156)	19% (137)	16% (114)	13% (93)	5% (39)	718
PID: Ind (no lean)	7% (38)	26% (144)	18% (99)	18% (100)	13% (74)	12% (65)	6% (30)	550
PID: Rep (no lean)	6% (43)	18% (134)	17% (127)	23% (177)	19% (143)	14% (104)	4% (29)	758
PID/Gender: Dem Men	7% (20)	15% (48)	22% (68)	18% (55)	14% (44)	16% (51)	8% (23)	310
PID/Gender: Dem Women	6% (24)	21% (87)	22% (89)	20% (81)	17% (69)	10% (42)	4% (16)	409
PID/Gender: Ind Men	6% (15)	28% (76)	17% (47)	15% (40)	15% (42)	12% (33)	8% (22)	276
PID/Gender: Ind Women	8% (23)	25% (68)	19% (51)	22% (60)	12% (32)	12% (33)	3% (8)	274
PID/Gender: Rep Men	7% (25)	17% (61)	14% (53)	23% (84)	19% (69)	16% (57)	5% (20)	368
PID/Gender: Rep Women	5% (18)	19% (73)	19% (74)	24% (93)	19% (75)	12% (46)	2% (9)	389
Ideo: Liberal (1-3)	5% (36)	26% (173)	21% (140)	19% (126)	14% (94)	10% (69)	4% (29)	668
Ideo: Moderate (4)	6% (26)	14% (62)	21% (89)	23% (99)	15% (64)	15% (64)	6% (24)	428
Ideo: Conservative (5-7)	3% (22)	12% (76)	16% (101)	24% (152)	22% (143)	17% (106)	6% (39)	639
Educ: College	7% (101)	23% (318)	19% (262)	20% (280)	16% (220)	11% (159)	4% (51)	1390
Educ: Bachelors degree	4% (16)	17% (71)	18% (72)	21% (86)	17% (70)	16% (64)	7% (29)	408
Educ: Post-grad	4% (9)	11% (24)	21% (48)	21% (48)	18% (41)	17% (39)	8% (19)	228
Income: Under 50k	8% (87)	24% (270)	18% (201)	19% (212)	14% (153)	13% (141)	4% (47)	1110
Income: 50k-100k	4% (28)	17% (104)	20% (126)	20% (124)	18% (111)	15% (93)	6% (35)	621
Income: 100k+	4% (11)	13% (39)	19% (55)	27% (78)	23% (66)	10% (28)	6% (16)	294

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Table BRD2: *To the best of your knowledge, how old were you when you created your first social media account?*

Demographic	12 or younger	13-17	18-29	30-44	45-54	55-64	65+	Total N
Adults	6% (125)	20% (413)	19% (382)	20% (414)	16% (331)	13% (262)	5% (99)	2026
Ethnicity: White	5% (81)	18% (287)	18% (282)	22% (344)	17% (275)	15% (233)	6% (92)	1594
Ethnicity: Hispanic	12% (40)	33% (112)	24% (82)	17% (58)	8% (26)	5% (16)	— (2)	335
Ethnicity: Afr. Am.	9% (23)	26% (64)	23% (58)	17% (42)	14% (35)	9% (21)	2% (4)	247
Ethnicity: Other	12% (22)	34% (62)	23% (42)	16% (29)	11% (21)	4% (8)	1% (2)	185
Relig: Protestant	2% (9)	11% (43)	13% (52)	23% (92)	22% (86)	20% (80)	10% (39)	402
Relig: Roman Catholic	6% (27)	14% (62)	19% (80)	20% (85)	19% (83)	16% (70)	5% (23)	430
Relig: Something Else	9% (18)	26% (56)	20% (42)	23% (49)	12% (25)	9% (20)	1% (2)	211
Relig: Jewish	13% (7)	8% (5)	19% (11)	10% (6)	20% (12)	24% (14)	6% (4)	59
Relig: Evangelical	4% (20)	13% (72)	20% (111)	25% (134)	19% (101)	15% (81)	4% (21)	541
Relig: Non-Evang. Catholics	5% (28)	14% (76)	17% (91)	19% (106)	20% (112)	17% (93)	8% (45)	552
Relig: All Christian	4% (48)	14% (148)	18% (202)	22% (240)	20% (214)	16% (174)	6% (67)	1092
Relig: All Non-Christian	9% (18)	26% (56)	20% (42)	23% (49)	12% (25)	9% (20)	1% (2)	211
Community: Urban	7% (36)	23% (113)	20% (102)	19% (96)	14% (69)	11% (56)	6% (29)	502
Community: Suburban	7% (66)	19% (177)	18% (165)	19% (174)	17% (157)	14% (132)	5% (48)	920
Community: Rural	4% (23)	20% (123)	19% (115)	24% (144)	17% (105)	12% (74)	4% (22)	604
Employ: Private Sector	5% (28)	18% (109)	25% (152)	27% (165)	18% (113)	7% (41)	2% (10)	618
Employ: Government	7% (10)	21% (31)	25% (36)	24% (35)	17% (25)	6% (9)	— (0)	146
Employ: Self-Employed	3% (5)	26% (47)	18% (32)	27% (49)	16% (28)	8% (14)	3% (5)	182
Employ: Homemaker	6% (9)	20% (29)	36% (51)	23% (33)	11% (16)	4% (6)	— (0)	143
Employ: Student	30% (36)	57% (69)	8% (10)	4% (4)	1% (1)	— (0)	— (0)	121
Employ: Retired	— (0)	1% (2)	3% (11)	10% (40)	23% (97)	43% (179)	20% (83)	412
Employ: Unemployed	11% (22)	34% (69)	25% (50)	17% (35)	9% (18)	4% (8)	— (0)	202
Employ: Other	7% (15)	28% (56)	20% (40)	26% (53)	16% (32)	3% (5)	— (1)	202
Military HH: Yes	5% (20)	13% (51)	12% (47)	21% (82)	14% (56)	22% (86)	12% (45)	387
Military HH: No	6% (105)	22% (362)	20% (335)	20% (333)	17% (275)	11% (176)	3% (53)	1639
RD/WT: Right Direction	5% (35)	17% (129)	17% (130)	23% (173)	20% (148)	14% (105)	4% (33)	751
RD/WT: Wrong Track	7% (90)	22% (284)	20% (252)	19% (242)	14% (183)	12% (157)	5% (66)	1275
Trump Job Approve	5% (35)	14% (110)	16% (126)	25% (195)	19% (149)	16% (125)	5% (36)	777
Trump Job Disapprove	6% (70)	23% (258)	20% (224)	18% (201)	15% (164)	12% (134)	5% (61)	1113

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Table BRD2: To the best of your knowledge, how old were you when you created your first social media account?

Demographic	12 or younger	13-17	18-29	30-44	45-54	55-64	65+	Total N
Adults	6% (125)	20% (413)	19% (382)	20% (414)	16% (331)	13% (262)	5% (99)	2026
Trump Job Strongly Approve	5% (18)	10% (39)	14% (51)	26% (95)	22% (82)	17% (63)	6% (24)	371
Trump Job Somewhat Approve	4% (17)	18% (71)	19% (76)	25% (100)	17% (68)	15% (62)	3% (12)	406
Trump Job Somewhat Disapprove	6% (17)	26% (73)	27% (74)	16% (44)	16% (44)	7% (19)	3% (10)	281
Trump Job Strongly Disapprove	6% (53)	22% (185)	18% (149)	19% (157)	14% (121)	14% (115)	6% (51)	832
#1 Issue: Economy	6% (35)	24% (140)	20% (117)	24% (137)	15% (84)	8% (49)	3% (15)	576
#1 Issue: Security	6% (22)	13% (45)	14% (49)	25% (86)	17% (56)	19% (63)	5% (18)	339
#1 Issue: Health Care	4% (16)	22% (80)	20% (73)	21% (77)	20% (73)	9% (35)	5% (18)	371
#1 Issue: Medicare / Social Security	2% (6)	3% (8)	10% (25)	12% (32)	26% (67)	34% (89)	13% (34)	262
#1 Issue: Women's Issues	9% (12)	37% (51)	19% (26)	15% (21)	11% (15)	6% (9)	2% (2)	136
#1 Issue: Education	16% (23)	31% (46)	30% (44)	14% (21)	5% (8)	3% (5)	1% (1)	148
#1 Issue: Energy	7% (6)	25% (23)	22% (20)	25% (23)	10% (9)	4% (4)	6% (5)	90
#1 Issue: Other	6% (6)	20% (21)	26% (27)	17% (18)	17% (18)	8% (9)	5% (5)	104
2016 Vote: Hillary Clinton	5% (32)	15% (100)	20% (136)	22% (149)	17% (113)	14% (95)	6% (42)	668
2016 Vote: Donald Trump	2% (12)	11% (66)	15% (92)	24% (143)	23% (140)	20% (120)	6% (34)	607
2016 Vote: Someone else	4% (9)	23% (44)	19% (37)	22% (42)	14% (26)	12% (22)	6% (12)	191
2016 Vote: Didn't Vote	13% (73)	36% (202)	21% (117)	15% (81)	9% (50)	4% (21)	2% (11)	555
Voted in 2014: Yes	2% (24)	12% (155)	18% (228)	24% (302)	20% (249)	18% (229)	6% (82)	1270
Voted in 2014: No	13% (101)	34% (258)	20% (154)	15% (112)	11% (82)	4% (33)	2% (16)	756
2012 Vote: Barack Obama	3% (23)	13% (103)	23% (181)	21% (165)	19% (150)	15% (121)	7% (53)	795
2012 Vote: Mitt Romney	1% (3)	8% (36)	14% (65)	25% (113)	23% (105)	22% (101)	7% (31)	455
2012 Vote: Other	4% (3)	2% (1)	13% (9)	42% (29)	15% (10)	18% (12)	5% (4)	68
2012 Vote: Didn't Vote	14% (96)	39% (272)	18% (126)	15% (107)	9% (65)	4% (28)	2% (11)	706
4-Region: Northeast	6% (21)	19% (67)	18% (63)	19% (66)	20% (69)	11% (38)	8% (26)	351
4-Region: Midwest	7% (29)	18% (79)	17% (73)	21% (91)	16% (69)	16% (70)	4% (16)	427
4-Region: South	6% (47)	21% (162)	20% (152)	22% (167)	15% (115)	12% (92)	4% (30)	763
4-Region: West	6% (29)	22% (105)	20% (95)	19% (91)	16% (78)	13% (63)	5% (26)	485
Favorable of Trump	4% (33)	13% (103)	16% (125)	24% (185)	21% (158)	16% (122)	5% (35)	763
Unfavorable of Trump	7% (77)	24% (270)	20% (220)	18% (203)	14% (155)	12% (138)	5% (62)	1124

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Table BRD2: *To the best of your knowledge, how old were you when you created your first social media account?*

Demographic	12 or younger	13-17	18-29	30-44	45-54	55-64	65+	Total N
Adults	6% (125)	20% (413)	19% (382)	20% (414)	16% (331)	13% (262)	5% (99)	2026
Very Favorable of Trump	5% (22)	11% (46)	16% (65)	27% (113)	20% (84)	14% (58)	6% (26)	415
Somewhat Favorable of Trump	3% (11)	16% (57)	17% (60)	21% (72)	21% (74)	18% (64)	3% (9)	348
Somewhat Unfavorable of Trump	4% (10)	25% (57)	24% (56)	18% (40)	16% (38)	9% (20)	4% (10)	230
Very Unfavorable of Trump	8% (67)	24% (213)	18% (164)	18% (163)	13% (117)	13% (118)	6% (52)	894

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

Table BRD3: Do you have a private account, an account where only your accepted friends or followers can see your posts, on any of your social media accounts?

Demographic	Yes, all of my social media accounts are private		Yes, a few of my social media accounts are private		Yes, one of my social media accounts is private		No, none of my social media accounts are private		Don't know/No opinion		Total N
Adults	45%	(909)	20%	(402)	7%	(151)	19%	(392)	8%	(172)	2026
Gender: Male	38%	(363)	17%	(164)	8%	(79)	26%	(251)	10%	(97)	954
Gender: Female	51%	(546)	22%	(238)	7%	(72)	13%	(141)	7%	(75)	1072
Age: 18-29	40%	(189)	31%	(146)	7%	(36)	17%	(82)	5%	(24)	477
Age: 30-44	52%	(262)	20%	(99)	7%	(35)	14%	(70)	7%	(37)	503
Age: 45-54	48%	(167)	15%	(51)	6%	(22)	21%	(72)	10%	(35)	347
Age: 55-64	45%	(151)	18%	(61)	9%	(29)	18%	(61)	10%	(33)	335
Age: 65+	38%	(140)	13%	(46)	8%	(29)	29%	(106)	12%	(43)	365
Generation Z: 18-21	29%	(54)	33%	(62)	7%	(13)	24%	(46)	7%	(13)	188
Millennial: Age 22-37	49%	(286)	23%	(132)	8%	(49)	14%	(81)	6%	(33)	581
Generation X: Age 38-53	50%	(263)	18%	(96)	5%	(28)	18%	(92)	9%	(45)	524
Boomers: Age 54-72	43%	(288)	15%	(101)	8%	(55)	23%	(150)	10%	(68)	663
PID: Dem (no lean)	41%	(296)	22%	(156)	7%	(53)	23%	(166)	7%	(48)	718
PID: Ind (no lean)	43%	(235)	19%	(105)	9%	(48)	18%	(101)	11%	(60)	550
PID: Rep (no lean)	50%	(378)	19%	(141)	7%	(50)	16%	(124)	8%	(64)	758
PID/Gender: Dem Men	34%	(104)	16%	(51)	8%	(25)	34%	(105)	8%	(25)	310
PID/Gender: Dem Women	47%	(191)	26%	(105)	7%	(28)	15%	(61)	6%	(23)	409
PID/Gender: Ind Men	36%	(99)	19%	(53)	10%	(28)	22%	(61)	13%	(35)	276
PID/Gender: Ind Women	50%	(136)	19%	(52)	7%	(20)	15%	(40)	9%	(25)	274
PID/Gender: Rep Men	43%	(160)	17%	(61)	7%	(26)	23%	(85)	10%	(37)	368
PID/Gender: Rep Women	56%	(218)	21%	(80)	6%	(24)	10%	(40)	7%	(27)	389
Ideo: Liberal (1-3)	43%	(285)	26%	(174)	7%	(50)	17%	(113)	7%	(47)	668
Ideo: Moderate (4)	44%	(187)	18%	(78)	7%	(30)	24%	(104)	7%	(29)	428
Ideo: Conservative (5-7)	48%	(308)	17%	(106)	9%	(55)	17%	(109)	9%	(60)	639

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Table BRD3: Do you have a private account, an account where only your accepted friends or followers can see your posts, on any of your social media accounts?

Demographic	Yes, all of my social media accounts are private	Yes, a few of my social media accounts are private	Yes, one of my social media accounts is private	No, none of my social media accounts are private	Don't know/No opinion	Total N
Adults	45% (909)	20% (402)	7% (151)	19% (392)	8% (172)	2026
Educ: College	45% (623)	18% (252)	7% (103)	20% (277)	10% (135)	1390
Educ: Bachelors degree	45% (182)	25% (103)	7% (28)	18% (74)	5% (21)	408
Educ: Post-grad	46% (104)	21% (47)	9% (21)	18% (40)	7% (16)	228
Income: Under 50k	45% (495)	19% (213)	7% (78)	20% (224)	9% (101)	1110
Income: 50k-100k	45% (279)	20% (123)	9% (54)	18% (115)	8% (51)	621
Income: 100k+	46% (135)	22% (66)	7% (20)	18% (54)	7% (20)	294
Ethnicity: White	46% (728)	19% (308)	7% (118)	19% (301)	9% (139)	1594
Ethnicity: Hispanic	47% (158)	23% (79)	6% (20)	17% (58)	6% (20)	335
Ethnicity: Afr. Am.	41% (102)	19% (47)	9% (23)	24% (60)	6% (15)	247
Ethnicity: Other	43% (79)	25% (46)	5% (10)	17% (31)	10% (18)	185
Relig: Protestant	40% (162)	20% (81)	11% (45)	19% (75)	10% (39)	402
Relig: Roman Catholic	47% (204)	21% (91)	6% (24)	18% (76)	8% (36)	430
Relig: Something Else	49% (103)	20% (42)	6% (12)	18% (38)	7% (15)	211
Relig: Jewish	36% (21)	22% (13)	8% (4)	27% (16)	8% (4)	59
Relig: Evangelical	46% (251)	18% (99)	8% (42)	18% (99)	9% (50)	541
Relig: Non-Evang. Catholics	44% (244)	22% (120)	7% (40)	18% (99)	9% (50)	552
Relig: All Christian	45% (495)	20% (218)	8% (82)	18% (197)	9% (100)	1092
Relig: All Non-Christian	49% (103)	20% (42)	6% (12)	18% (38)	7% (15)	211
Community: Urban	42% (210)	21% (103)	7% (37)	20% (103)	10% (50)	502
Community: Suburban	44% (401)	22% (199)	7% (67)	21% (189)	7% (64)	920
Community: Rural	49% (299)	17% (100)	8% (47)	17% (100)	10% (58)	604

Continued on next page

Table BRD3: Do you have a private account, an account where only your accepted friends or followers can see your posts, on any of your social media accounts?

Demographic	Yes, all of my social media accounts are private	Yes, a few of my social media accounts are private	Yes, one of my social media accounts is private	No, none of my social media accounts are private	Don't know/No opinion	Total N
Adults	45% (909)	20% (402)	7% (151)	19% (392)	8% (172)	2026
Employ: Private Sector	48% (296)	23% (139)	6% (39)	18% (108)	6% (36)	618
Employ: Government	45% (66)	24% (35)	10% (15)	9% (13)	12% (17)	146
Employ: Self-Employed	36% (66)	26% (47)	12% (22)	24% (43)	2% (4)	182
Employ: Homemaker	50% (72)	20% (28)	9% (12)	11% (16)	10% (15)	143
Employ: Student	39% (47)	37% (44)	5% (6)	15% (18)	4% (5)	121
Employ: Retired	41% (167)	12% (49)	9% (38)	26% (106)	12% (51)	412
Employ: Unemployed	49% (99)	13% (27)	4% (7)	23% (47)	11% (22)	202
Employ: Other	47% (96)	16% (32)	6% (12)	20% (40)	11% (22)	202
Military HH: Yes	45% (173)	20% (78)	8% (32)	17% (66)	10% (39)	387
Military HH: No	45% (736)	20% (324)	7% (120)	20% (326)	8% (133)	1639
RD/WT: Right Direction	47% (356)	18% (135)	7% (52)	18% (136)	10% (73)	751
RD/WT: Wrong Track	43% (553)	21% (267)	8% (100)	20% (256)	8% (99)	1275
Trump Job Approve	48% (370)	17% (131)	7% (53)	19% (148)	10% (75)	777
Trump Job Disapprove	44% (490)	22% (240)	8% (87)	20% (220)	7% (76)	1113
Trump Job Strongly Approve	48% (177)	15% (55)	7% (25)	20% (73)	11% (42)	371
Trump Job Somewhat Approve	48% (193)	19% (76)	7% (29)	19% (76)	8% (33)	406
Trump Job Somewhat Disapprove	42% (118)	22% (63)	10% (27)	17% (49)	8% (24)	281
Trump Job Strongly Disapprove	45% (372)	21% (176)	7% (60)	21% (171)	6% (52)	832
#1 Issue: Economy	47% (269)	18% (106)	6% (36)	20% (116)	8% (48)	576
#1 Issue: Security	47% (160)	16% (53)	10% (32)	22% (73)	6% (20)	339
#1 Issue: Health Care	48% (179)	22% (81)	8% (28)	16% (59)	7% (24)	371
#1 Issue: Medicare / Social Security	44% (114)	13% (35)	8% (21)	22% (57)	13% (35)	262
#1 Issue: Women's Issues	36% (49)	32% (44)	7% (9)	15% (21)	10% (13)	136
#1 Issue: Education	44% (65)	28% (41)	5% (8)	19% (28)	4% (7)	148
#1 Issue: Energy	45% (40)	20% (18)	8% (7)	19% (17)	9% (8)	90
#1 Issue: Other	31% (32)	24% (24)	9% (9)	20% (21)	16% (17)	104

Continued on next page

Table BRD3: Do you have a private account, an account where only your accepted friends or followers can see your posts, on any of your social media accounts?

Demographic	Yes, all of my social media accounts are private		Yes, a few of my social media accounts are private		Yes, one of my social media accounts is private		No, none of my social media accounts are private		Don't know/No opinion		Total N
Adults	45%	(909)	20%	(402)	7%	(151)	19%	(392)	8%	(172)	2026
2016 Vote: Hillary Clinton	44%	(291)	23%	(153)	7%	(48)	20%	(134)	6%	(41)	668
2016 Vote: Donald Trump	48%	(290)	15%	(93)	7%	(45)	19%	(116)	10%	(62)	607
2016 Vote: Someone else	48%	(91)	23%	(45)	11%	(21)	11%	(21)	7%	(13)	191
2016 Vote: Didn't Vote	42%	(233)	20%	(110)	7%	(37)	22%	(120)	10%	(56)	555
Voted in 2014: Yes	46%	(585)	20%	(249)	8%	(105)	19%	(235)	8%	(96)	1270
Voted in 2014: No	43%	(324)	20%	(153)	6%	(46)	21%	(157)	10%	(76)	756
2012 Vote: Barack Obama	44%	(347)	20%	(159)	9%	(68)	20%	(162)	7%	(59)	795
2012 Vote: Mitt Romney	49%	(225)	17%	(76)	7%	(34)	17%	(79)	9%	(41)	455
2012 Vote: Other	43%	(29)	21%	(14)	10%	(7)	12%	(8)	14%	(10)	68
2012 Vote: Didn't Vote	43%	(306)	22%	(152)	6%	(43)	20%	(142)	9%	(62)	706
4-Region: Northeast	45%	(157)	20%	(71)	6%	(19)	19%	(68)	10%	(36)	351
4-Region: Midwest	43%	(185)	18%	(76)	8%	(35)	21%	(88)	10%	(42)	427
4-Region: South	44%	(337)	21%	(158)	7%	(52)	20%	(152)	8%	(64)	763
4-Region: West	47%	(230)	20%	(97)	9%	(45)	17%	(84)	6%	(29)	485
Favorable of Trump	47%	(361)	17%	(128)	7%	(55)	19%	(145)	10%	(74)	763
Unfavorable of Trump	43%	(484)	22%	(250)	8%	(86)	20%	(228)	7%	(76)	1124
Very Favorable of Trump	47%	(196)	17%	(72)	7%	(29)	20%	(83)	8%	(35)	415
Somewhat Favorable of Trump	47%	(165)	16%	(56)	8%	(26)	18%	(62)	11%	(39)	348
Somewhat Unfavorable of Trump	49%	(112)	22%	(50)	9%	(22)	15%	(34)	5%	(12)	230
Very Unfavorable of Trump	42%	(372)	22%	(200)	7%	(64)	22%	(194)	7%	(64)	894

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

Table BRD4: How often do you read through your previous social media posts on your personal accounts?

Demographic	Somewhat						Don't know/No		Total N
	All of the time	often	Not too often	Never	opinion				
Adults	21% (429)	32% (647)	35% (703)	9% (192)	3% (55)		2026		
Gender: Male	21% (196)	28% (265)	37% (356)	11% (106)	3% (31)		954		
Gender: Female	22% (233)	36% (383)	32% (347)	8% (85)	2% (24)		1072		
Age: 18-29	24% (114)	33% (155)	31% (146)	9% (42)	4% (19)		477		
Age: 30-44	23% (117)	30% (151)	36% (181)	7% (36)	4% (18)		503		
Age: 45-54	22% (78)	31% (109)	35% (121)	9% (32)	2% (7)		347		
Age: 55-64	21% (69)	34% (114)	33% (110)	10% (34)	3% (8)		335		
Age: 65+	14% (52)	32% (118)	40% (145)	13% (48)	1% (3)		365		
Generation Z: 18-21	26% (48)	32% (59)	27% (50)	10% (19)	6% (11)		188		
Millennial: Age 22-37	21% (124)	33% (189)	35% (201)	8% (47)	3% (20)		581		
Generation X: Age 38-53	25% (131)	30% (157)	35% (185)	7% (39)	2% (13)		524		
Boomers: Age 54-72	17% (115)	35% (230)	35% (231)	12% (77)	2% (11)		663		
PID: Dem (no lean)	25% (183)	31% (220)	34% (242)	8% (60)	2% (14)		718		
PID: Ind (no lean)	15% (82)	33% (184)	39% (214)	9% (48)	4% (22)		550		
PID: Rep (no lean)	22% (164)	32% (243)	33% (247)	11% (84)	2% (19)		758		
PID/Gender: Dem Men	28% (85)	22% (68)	36% (111)	11% (34)	4% (11)		310		
PID/Gender: Dem Women	24% (97)	37% (152)	32% (131)	6% (26)	1% (2)		409		
PID/Gender: Ind Men	10% (28)	30% (84)	44% (121)	11% (29)	5% (13)		276		
PID/Gender: Ind Women	20% (54)	36% (100)	34% (93)	7% (18)	3% (9)		274		
PID/Gender: Rep Men	22% (82)	30% (112)	34% (125)	12% (43)	2% (6)		368		
PID/Gender: Rep Women	21% (82)	34% (131)	31% (123)	11% (41)	3% (12)		389		
Ideo: Liberal (1-3)	23% (157)	32% (212)	35% (233)	8% (55)	2% (11)		668		
Ideo: Moderate (4)	20% (87)	29% (125)	39% (165)	10% (43)	2% (8)		428		
Ideo: Conservative (5-7)	19% (123)	34% (219)	34% (215)	10% (66)	3% (16)		639		
Educ: College	23% (326)	33% (455)	32% (439)	9% (122)	3% (48)		1390		
Educ: Bachelors degree	18% (71)	28% (114)	41% (168)	12% (48)	1% (6)		408		
Educ: Post-grad	14% (32)	34% (78)	42% (95)	10% (22)	1% (1)		228		
Income: Under 50k	24% (265)	32% (357)	32% (359)	9% (95)	3% (35)		1110		
Income: 50k-100k	18% (112)	33% (203)	36% (223)	11% (66)	3% (18)		621		
Income: 100k+	18% (53)	30% (87)	41% (121)	11% (32)	1% (2)		294		

Continued on next page

Table BRD4: How often do you read through your previous social media posts on your personal accounts?

Demographic	All of the time		Somewhat often		Not too often		Never		Don't know/No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	21%	(429)	32%	(647)	35%	(703)	9%	(192)	3%	(55)	2026
Ethnicity: White	19%	(297)	32%	(515)	37%	(583)	10%	(161)	2%	(37)	1594
Ethnicity: Hispanic	26%	(88)	32%	(106)	30%	(102)	9%	(29)	3%	(11)	335
Ethnicity: Afr. Am.	39%	(98)	26%	(65)	23%	(58)	7%	(17)	4%	(9)	247
Ethnicity: Other	18%	(34)	36%	(67)	33%	(62)	7%	(13)	5%	(9)	185
Relig: Protestant	14%	(56)	33%	(133)	39%	(158)	12%	(49)	1%	(5)	402
Relig: Roman Catholic	23%	(99)	33%	(143)	31%	(132)	10%	(44)	3%	(12)	430
Relig: Something Else	22%	(47)	33%	(69)	37%	(78)	5%	(11)	3%	(6)	211
Relig: Jewish	15%	(9)	32%	(19)	31%	(18)	17%	(10)	4%	(3)	59
Relig: Evangelical	27%	(148)	32%	(176)	32%	(170)	6%	(32)	3%	(14)	541
Relig: Non-Evang. Catholics	17%	(95)	34%	(188)	34%	(186)	13%	(71)	2%	(12)	552
Relig: All Christian	22%	(243)	33%	(364)	33%	(357)	9%	(103)	2%	(26)	1092
Relig: All Non-Christian	22%	(47)	33%	(69)	37%	(78)	5%	(11)	3%	(6)	211
Community: Urban	25%	(125)	30%	(151)	33%	(167)	9%	(46)	2%	(12)	502
Community: Suburban	20%	(184)	30%	(279)	37%	(343)	10%	(93)	2%	(20)	920
Community: Rural	20%	(120)	36%	(217)	32%	(192)	9%	(53)	4%	(23)	604
Employ: Private Sector	18%	(112)	32%	(199)	40%	(247)	8%	(52)	1%	(8)	618
Employ: Government	25%	(37)	27%	(40)	36%	(53)	6%	(8)	6%	(8)	146
Employ: Self-Employed	22%	(39)	37%	(68)	31%	(56)	8%	(15)	2%	(4)	182
Employ: Homemaker	27%	(38)	33%	(47)	27%	(39)	8%	(12)	5%	(7)	143
Employ: Student	25%	(30)	32%	(39)	31%	(37)	8%	(10)	4%	(5)	121
Employ: Retired	18%	(73)	33%	(136)	37%	(151)	12%	(48)	1%	(3)	412
Employ: Unemployed	22%	(45)	29%	(59)	31%	(63)	13%	(26)	5%	(10)	202
Employ: Other	27%	(55)	30%	(60)	28%	(56)	10%	(21)	5%	(10)	202
Military HH: Yes	21%	(80)	32%	(125)	34%	(130)	10%	(39)	3%	(13)	387
Military HH: No	21%	(349)	32%	(522)	35%	(573)	9%	(153)	3%	(41)	1639
RD/WT: Right Direction	24%	(178)	33%	(249)	31%	(231)	10%	(74)	3%	(19)	751
RD/WT: Wrong Track	20%	(251)	31%	(398)	37%	(472)	9%	(118)	3%	(36)	1275
Trump Job Approve	21%	(161)	34%	(268)	33%	(255)	10%	(77)	2%	(16)	777
Trump Job Disapprove	22%	(248)	31%	(341)	36%	(405)	9%	(95)	2%	(24)	1113

Continued on next page

Table BRD4: How often do you read through your previous social media posts on your personal accounts?

Demographic	All of the time		Somewhat often		Not too often		Never		Don't know/No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	21%	(429)	32%	(647)	35%	(703)	9%	(192)	3%	(55)	2026
Trump Job Strongly Approve	27%	(102)	32%	(120)	27%	(101)	10%	(39)	2%	(9)	371
Trump Job Somewhat Approve	15%	(59)	36%	(148)	38%	(153)	9%	(39)	2%	(7)	406
Trump Job Somewhat Disapprove	21%	(58)	29%	(80)	38%	(108)	8%	(22)	5%	(13)	281
Trump Job Strongly Disapprove	23%	(190)	31%	(261)	36%	(297)	9%	(73)	1%	(11)	832
#1 Issue: Economy	20%	(115)	28%	(161)	40%	(230)	8%	(48)	4%	(22)	576
#1 Issue: Security	26%	(88)	32%	(107)	31%	(103)	10%	(34)	2%	(6)	339
#1 Issue: Health Care	19%	(71)	36%	(135)	36%	(132)	7%	(25)	2%	(8)	371
#1 Issue: Medicare / Social Security	22%	(57)	36%	(94)	33%	(87)	7%	(18)	2%	(5)	262
#1 Issue: Women's Issues	17%	(24)	28%	(38)	38%	(51)	15%	(21)	2%	(3)	136
#1 Issue: Education	29%	(43)	33%	(49)	27%	(40)	9%	(13)	2%	(3)	148
#1 Issue: Energy	13%	(12)	36%	(32)	33%	(30)	17%	(15)	1%	(1)	90
#1 Issue: Other	19%	(20)	30%	(31)	27%	(28)	18%	(18)	7%	(7)	104
2016 Vote: Hillary Clinton	22%	(150)	32%	(217)	34%	(227)	9%	(63)	2%	(11)	668
2016 Vote: Donald Trump	21%	(126)	34%	(204)	34%	(208)	10%	(58)	2%	(11)	607
2016 Vote: Someone else	16%	(31)	35%	(66)	39%	(75)	9%	(17)	1%	(2)	191
2016 Vote: Didnt Vote	22%	(123)	29%	(160)	34%	(189)	10%	(54)	6%	(31)	555
Voted in 2014: Yes	21%	(269)	32%	(410)	36%	(453)	10%	(125)	1%	(13)	1270
Voted in 2014: No	21%	(161)	31%	(237)	33%	(250)	9%	(66)	5%	(41)	756
2012 Vote: Barack Obama	21%	(166)	32%	(251)	37%	(290)	10%	(76)	1%	(12)	795
2012 Vote: Mitt Romney	19%	(88)	32%	(145)	37%	(168)	11%	(48)	1%	(6)	455
2012 Vote: Other	16%	(11)	40%	(27)	31%	(21)	11%	(8)	2%	(1)	68
2012 Vote: Didn't Vote	23%	(163)	32%	(224)	32%	(224)	9%	(60)	5%	(35)	706
4-Region: Northeast	22%	(76)	32%	(113)	32%	(112)	10%	(36)	4%	(13)	351
4-Region: Midwest	19%	(82)	33%	(139)	37%	(158)	9%	(40)	2%	(8)	427
4-Region: South	23%	(172)	32%	(244)	34%	(259)	8%	(61)	3%	(26)	763
4-Region: West	20%	(99)	31%	(151)	36%	(173)	11%	(55)	2%	(8)	485
Favorable of Trump	22%	(166)	35%	(263)	33%	(248)	9%	(68)	2%	(17)	763
Unfavorable of Trump	20%	(228)	31%	(347)	37%	(420)	9%	(105)	2%	(24)	1124

Continued on next page

Table BRD4: *How often do you read through your previous social media posts on your personal accounts?*

Demographic	All of the time		Somewhat often		Not too often		Never		Don't know/No opinion		Total N
Adults	21%	(429)	32%	(647)	35%	(703)	9%	(192)	3%	(55)	2026
Very Favorable of Trump	28%	(114)	35%	(146)	26%	(108)	9%	(36)	2%	(10)	415
Somewhat Favorable of Trump	15%	(52)	34%	(117)	40%	(140)	9%	(32)	2%	(7)	348
Somewhat Unfavorable of Trump	13%	(30)	35%	(81)	41%	(94)	9%	(20)	2%	(6)	230
Very Unfavorable of Trump	22%	(198)	30%	(266)	36%	(326)	10%	(85)	2%	(19)	894

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

Table BRD5_1: *To what extent do you agree with the following statements:
 My old social media posts are an accurate representation of who I am today*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know/No opinion		Total N
Adults	21%	(430)	35%	(719)	18%	(371)	14%	(275)	11%	(231)	2026
Gender: Male	20%	(194)	36%	(348)	16%	(153)	14%	(136)	13%	(123)	954
Gender: Female	22%	(236)	35%	(371)	20%	(219)	13%	(139)	10%	(108)	1072
Age: 18-29	15%	(73)	23%	(111)	23%	(110)	30%	(141)	9%	(41)	477
Age: 30-44	18%	(90)	38%	(190)	23%	(116)	14%	(69)	8%	(38)	503
Age: 45-54	26%	(89)	42%	(145)	13%	(45)	6%	(22)	13%	(46)	347
Age: 55-64	28%	(93)	37%	(124)	14%	(47)	8%	(26)	14%	(45)	335
Age: 65+	23%	(84)	41%	(149)	15%	(54)	5%	(16)	17%	(60)	365
Generation Z: 18-21	14%	(26)	21%	(39)	25%	(46)	29%	(55)	11%	(21)	188
Millennial: Age 22-37	18%	(104)	30%	(171)	23%	(133)	22%	(131)	7%	(42)	581
Generation X: Age 38-53	22%	(115)	42%	(222)	17%	(87)	8%	(40)	12%	(61)	524
Boomers: Age 54-72	26%	(170)	39%	(258)	14%	(96)	7%	(48)	14%	(91)	663
PID: Dem (no lean)	22%	(160)	38%	(274)	18%	(130)	12%	(85)	10%	(70)	718
PID: Ind (no lean)	19%	(105)	33%	(183)	20%	(109)	16%	(90)	12%	(64)	550
PID: Rep (no lean)	22%	(165)	35%	(263)	18%	(133)	13%	(100)	13%	(97)	758
PID/Gender: Dem Men	21%	(65)	38%	(118)	16%	(50)	12%	(39)	12%	(38)	310
PID/Gender: Dem Women	23%	(95)	38%	(155)	20%	(80)	11%	(47)	8%	(32)	409
PID/Gender: Ind Men	18%	(51)	35%	(97)	16%	(44)	17%	(47)	13%	(36)	276
PID/Gender: Ind Women	20%	(54)	31%	(86)	23%	(64)	15%	(42)	10%	(28)	274
PID/Gender: Rep Men	21%	(78)	36%	(132)	16%	(59)	13%	(50)	13%	(50)	368
PID/Gender: Rep Women	22%	(87)	34%	(130)	19%	(74)	13%	(50)	12%	(47)	389
Ideo: Liberal (1-3)	21%	(139)	39%	(258)	19%	(127)	14%	(92)	8%	(52)	668
Ideo: Moderate (4)	20%	(85)	39%	(167)	16%	(68)	14%	(59)	11%	(48)	428
Ideo: Conservative (5-7)	25%	(162)	36%	(228)	17%	(111)	10%	(65)	11%	(73)	639
Educ: College	21%	(293)	34%	(471)	19%	(264)	15%	(203)	12%	(160)	1390
Educ: Bachelors degree	23%	(92)	37%	(149)	16%	(64)	12%	(51)	13%	(51)	408
Educ: Post-grad	20%	(45)	44%	(99)	19%	(43)	9%	(21)	9%	(20)	228

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Table BRD5_1: *To what extent do you agree with the following statements:
My old social media posts are an accurate representation of who I am today*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/No opinion	Total N
Adults	21% (430)	35% (719)	18% (371)	14% (275)	11% (231)	2026
Income: Under 50k	22% (244)	33% (361)	19% (209)	15% (171)	11% (125)	1110
Income: 50k-100k	20% (123)	40% (247)	18% (109)	12% (74)	11% (68)	621
Income: 100k+	22% (63)	38% (111)	18% (53)	10% (29)	13% (38)	294
Ethnicity: White	21% (338)	36% (574)	18% (293)	12% (195)	12% (194)	1594
Ethnicity: Hispanic	19% (65)	32% (106)	17% (56)	23% (79)	9% (30)	335
Ethnicity: Afr. Am.	27% (67)	30% (75)	21% (52)	15% (37)	6% (16)	247
Ethnicity: Other	13% (25)	38% (70)	14% (26)	23% (42)	12% (22)	185
Relig: Protestant	23% (91)	39% (156)	18% (72)	9% (36)	12% (48)	402
Relig: Roman Catholic	22% (93)	41% (176)	14% (62)	12% (51)	11% (48)	430
Relig: Something Else	17% (36)	33% (70)	24% (50)	15% (32)	11% (24)	211
Relig: Jewish	24% (14)	41% (24)	6% (4)	16% (9)	12% (7)	59
Relig: Evangelical	27% (148)	35% (191)	17% (93)	10% (52)	10% (56)	541
Relig: Non-Evang. Catholics	20% (108)	42% (229)	15% (83)	11% (62)	13% (69)	552
Relig: All Christian	23% (256)	39% (421)	16% (176)	10% (114)	11% (125)	1092
Relig: All Non-Christian	17% (36)	33% (70)	24% (50)	15% (32)	11% (24)	211
Community: Urban	22% (108)	34% (173)	18% (88)	14% (70)	12% (63)	502
Community: Suburban	20% (180)	38% (347)	18% (166)	13% (122)	11% (105)	920
Community: Rural	23% (142)	33% (199)	19% (117)	14% (83)	10% (63)	604
Employ: Private Sector	21% (132)	37% (228)	20% (124)	13% (80)	9% (53)	618
Employ: Government	23% (33)	36% (53)	17% (25)	11% (16)	13% (19)	146
Employ: Self-Employed	22% (40)	37% (68)	22% (40)	11% (20)	7% (13)	182
Employ: Homemaker	18% (26)	36% (52)	20% (29)	12% (17)	13% (19)	143
Employ: Student	13% (15)	22% (27)	23% (27)	32% (38)	11% (13)	121
Employ: Retired	26% (108)	40% (165)	12% (50)	6% (27)	15% (61)	412
Employ: Unemployed	18% (36)	35% (70)	16% (33)	17% (35)	14% (28)	202
Employ: Other	19% (39)	28% (56)	21% (42)	21% (42)	12% (24)	202
Military HH: Yes	20% (79)	35% (137)	19% (73)	12% (45)	14% (53)	387
Military HH: No	21% (351)	36% (582)	18% (298)	14% (230)	11% (178)	1639
RD/WT: Right Direction	25% (188)	34% (259)	17% (130)	10% (74)	13% (100)	751
RD/WT: Wrong Track	19% (242)	36% (460)	19% (241)	16% (201)	10% (131)	1275

Continued on next page

Table BRD5_1: To what extent do you agree with the following statements:
My old social media posts are an accurate representation of who I am today

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/No opinion	Total N
Adults	21% (430)	35% (719)	18% (371)	14% (275)	11% (231)	2026
Trump Job Approve	24% (184)	35% (273)	17% (132)	11% (83)	14% (105)	777
Trump Job Disapprove	20% (222)	38% (417)	20% (221)	15% (164)	8% (88)	1113
Trump Job Strongly Approve	29% (107)	33% (123)	16% (59)	8% (28)	15% (54)	371
Trump Job Somewhat Approve	19% (78)	37% (150)	18% (73)	13% (55)	12% (51)	406
Trump Job Somewhat Disapprove	15% (43)	39% (110)	23% (66)	14% (39)	8% (23)	281
Trump Job Strongly Disapprove	21% (178)	37% (308)	19% (155)	15% (125)	8% (66)	832
#1 Issue: Economy	22% (126)	36% (210)	17% (99)	14% (83)	10% (58)	576
#1 Issue: Security	25% (85)	35% (119)	20% (69)	10% (34)	9% (31)	339
#1 Issue: Health Care	19% (69)	35% (129)	19% (69)	16% (58)	12% (46)	371
#1 Issue: Medicare / Social Security	23% (61)	41% (107)	16% (43)	6% (15)	14% (36)	262
#1 Issue: Women's Issues	16% (22)	27% (37)	22% (30)	20% (27)	15% (21)	136
#1 Issue: Education	19% (28)	40% (60)	16% (23)	20% (29)	5% (8)	148
#1 Issue: Energy	20% (18)	24% (22)	26% (24)	19% (17)	11% (10)	90
#1 Issue: Other	21% (21)	34% (35)	15% (15)	10% (10)	21% (21)	104
2016 Vote: Hillary Clinton	23% (157)	41% (271)	19% (125)	9% (60)	8% (55)	668
2016 Vote: Donald Trump	25% (152)	37% (222)	16% (96)	9% (58)	13% (80)	607
2016 Vote: Someone else	21% (40)	33% (62)	21% (40)	14% (27)	12% (22)	191
2016 Vote: Didnt Vote	14% (79)	30% (164)	20% (109)	23% (129)	13% (74)	555
Voted in 2014: Yes	25% (312)	39% (496)	17% (217)	9% (109)	11% (137)	1270
Voted in 2014: No	16% (118)	30% (223)	20% (155)	22% (166)	12% (94)	756
2012 Vote: Barack Obama	22% (174)	39% (306)	20% (158)	10% (77)	10% (80)	795
2012 Vote: Mitt Romney	27% (123)	39% (176)	16% (71)	7% (34)	11% (51)	455
2012 Vote: Other	21% (15)	42% (28)	15% (10)	5% (3)	17% (11)	68
2012 Vote: Didn't Vote	17% (118)	30% (208)	19% (132)	23% (160)	12% (88)	706
4-Region: Northeast	19% (68)	41% (144)	18% (62)	11% (39)	11% (38)	351
4-Region: Midwest	23% (97)	35% (151)	16% (68)	14% (58)	12% (53)	427
4-Region: South	23% (176)	32% (242)	20% (150)	15% (113)	11% (82)	763
4-Region: West	18% (89)	37% (181)	19% (92)	13% (65)	12% (57)	485
Favorable of Trump	24% (182)	35% (267)	17% (128)	11% (81)	14% (105)	763
Unfavorable of Trump	19% (218)	37% (417)	20% (225)	15% (171)	8% (93)	1124

Continued on next page

Table BRD5_1: *To what extent do you agree with the following statements:
My old social media posts are an accurate representation of who I am today*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know/No opinion		Total N
Adults	21%	(430)	35%	(719)	18%	(371)	14%	(275)	11%	(231)	2026
Very Favorable of Trump	28%	(117)	34%	(140)	17%	(69)	9%	(35)	13%	(52)	415
Somewhat Favorable of Trump	19%	(65)	36%	(126)	17%	(58)	13%	(45)	15%	(53)	348
Somewhat Unfavorable of Trump	18%	(42)	38%	(87)	22%	(51)	11%	(26)	10%	(23)	230
Very Unfavorable of Trump	20%	(175)	37%	(330)	19%	(173)	16%	(145)	8%	(70)	894

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

Table BRD5_2: *To what extent do you agree with the following statements:**My familys, friends, and coworkers old social media posts are an accurate representation of who they are today*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know/No opinion		Total N
Adults	13%	(270)	40%	(812)	21%	(416)	9%	(184)	17%	(344)	2026
Gender: Male	13%	(126)	41%	(390)	18%	(174)	10%	(94)	18%	(169)	954
Gender: Female	13%	(144)	39%	(422)	23%	(242)	8%	(90)	16%	(175)	1072
Age: 18-29	13%	(60)	32%	(153)	26%	(125)	16%	(78)	13%	(61)	477
Age: 30-44	11%	(57)	40%	(203)	25%	(127)	8%	(42)	15%	(74)	503
Age: 45-54	17%	(59)	43%	(148)	15%	(52)	7%	(25)	18%	(62)	347
Age: 55-64	13%	(43)	44%	(146)	19%	(64)	8%	(27)	16%	(55)	335
Age: 65+	14%	(51)	44%	(162)	13%	(48)	3%	(11)	25%	(92)	365
Generation Z: 18-21	10%	(19)	35%	(67)	26%	(49)	16%	(30)	12%	(23)	188
Millennial: Age 22-37	13%	(76)	34%	(199)	26%	(152)	13%	(77)	13%	(76)	581
Generation X: Age 38-53	15%	(78)	42%	(221)	19%	(98)	6%	(33)	18%	(94)	524
Boomers: Age 54-72	13%	(86)	44%	(295)	16%	(107)	7%	(44)	20%	(130)	663
PID: Dem (no lean)	15%	(110)	41%	(295)	19%	(133)	8%	(55)	17%	(125)	718
PID: Ind (no lean)	11%	(59)	39%	(213)	24%	(131)	10%	(55)	17%	(91)	550
PID: Rep (no lean)	13%	(100)	40%	(304)	20%	(152)	10%	(74)	17%	(127)	758
PID/Gender: Dem Men	17%	(53)	38%	(117)	16%	(49)	10%	(31)	19%	(60)	310
PID/Gender: Dem Women	14%	(57)	44%	(178)	21%	(85)	6%	(24)	16%	(65)	409
PID/Gender: Ind Men	9%	(25)	45%	(123)	20%	(56)	10%	(27)	16%	(44)	276
PID/Gender: Ind Women	12%	(34)	33%	(90)	27%	(75)	10%	(28)	17%	(48)	274
PID/Gender: Rep Men	13%	(48)	41%	(149)	19%	(70)	10%	(36)	18%	(65)	368
PID/Gender: Rep Women	13%	(52)	40%	(155)	21%	(82)	10%	(38)	16%	(62)	389
Ideo: Liberal (1-3)	16%	(105)	40%	(265)	24%	(161)	6%	(42)	14%	(94)	668
Ideo: Moderate (4)	12%	(49)	41%	(176)	18%	(77)	10%	(41)	20%	(84)	428
Ideo: Conservative (5-7)	14%	(89)	45%	(289)	19%	(119)	9%	(55)	14%	(87)	639
Educ: College	14%	(191)	39%	(538)	20%	(274)	10%	(142)	18%	(244)	1390
Educ: Bachelors degree	13%	(54)	43%	(175)	21%	(84)	7%	(27)	17%	(68)	408
Educ: Post-grad	11%	(25)	43%	(99)	25%	(58)	7%	(15)	14%	(32)	228

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Table BRD5_2: *To what extent do you agree with the following statements:
My familys, friends, and coworkers old social media posts are an accurate representation of who they are today*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/No opinion	Total N
Adults	13% (270)	40% (812)	21% (416)	9% (184)	17% (344)	2026
Income: Under 50k	15% (172)	37% (410)	19% (213)	10% (114)	18% (202)	1110
Income: 50k-100k	10% (65)	43% (270)	23% (141)	8% (50)	15% (96)	621
Income: 100k+	11% (33)	45% (132)	21% (63)	7% (20)	16% (46)	294
Ethnicity: White	13% (205)	40% (635)	21% (339)	8% (130)	18% (285)	1594
Ethnicity: Hispanic	13% (43)	35% (118)	22% (72)	15% (49)	16% (53)	335
Ethnicity: Afr. Am.	19% (46)	45% (111)	14% (35)	11% (27)	12% (28)	247
Ethnicity: Other	10% (19)	36% (66)	23% (43)	15% (27)	17% (31)	185
Relig: Protestant	11% (45)	47% (190)	19% (74)	4% (16)	19% (76)	402
Relig: Roman Catholic	16% (67)	41% (177)	19% (81)	10% (41)	15% (64)	430
Relig: Something Else	11% (23)	33% (71)	29% (62)	11% (23)	16% (33)	211
Relig: Jewish	12% (7)	47% (28)	8% (5)	9% (5)	23% (14)	59
Relig: Evangelical	16% (84)	45% (241)	20% (106)	6% (33)	14% (77)	541
Relig: Non-Evang. Catholics	14% (76)	42% (232)	18% (101)	9% (48)	17% (95)	552
Relig: All Christian	15% (160)	43% (473)	19% (208)	7% (81)	16% (171)	1092
Relig: All Non-Christian	11% (23)	33% (71)	29% (62)	11% (23)	16% (33)	211
Community: Urban	16% (78)	38% (190)	18% (92)	9% (44)	20% (98)	502
Community: Suburban	12% (108)	43% (393)	21% (191)	8% (76)	16% (152)	920
Community: Rural	14% (84)	38% (230)	22% (132)	11% (64)	15% (94)	604
Employ: Private Sector	13% (83)	39% (241)	24% (151)	8% (49)	15% (94)	618
Employ: Government	14% (20)	40% (59)	24% (35)	5% (8)	16% (24)	146
Employ: Self-Employed	15% (27)	44% (81)	24% (44)	7% (12)	10% (18)	182
Employ: Homemaker	11% (15)	45% (64)	25% (35)	3% (4)	17% (24)	143
Employ: Student	8% (9)	30% (37)	31% (38)	18% (22)	13% (16)	121
Employ: Retired	15% (62)	44% (179)	14% (59)	4% (16)	23% (95)	412
Employ: Unemployed	13% (26)	38% (77)	13% (25)	17% (35)	19% (39)	202
Employ: Other	14% (28)	37% (75)	15% (29)	18% (37)	17% (33)	202
Military HH: Yes	13% (52)	39% (151)	20% (77)	9% (35)	19% (72)	387
Military HH: No	13% (218)	40% (661)	21% (339)	9% (149)	17% (271)	1639
RD/WT: Right Direction	16% (121)	41% (305)	19% (141)	7% (54)	17% (131)	751
RD/WT: Wrong Track	12% (149)	40% (507)	22% (275)	10% (130)	17% (213)	1275

Continued on next page

Table BRD5_2: *To what extent do you agree with the following statements:**My families, friends, and coworkers old social media posts are an accurate representation of who they are today*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/No opinion	Total N
Adults	13% (270)	40% (812)	21% (416)	9% (184)	17% (344)	2026
Trump Job Approve	15% (115)	41% (321)	19% (149)	7% (57)	18% (136)	777
Trump Job Disapprove	12% (137)	42% (464)	22% (246)	9% (104)	15% (162)	1113
Trump Job Strongly Approve	16% (58)	41% (153)	18% (66)	7% (24)	19% (69)	371
Trump Job Somewhat Approve	14% (57)	41% (167)	20% (83)	8% (32)	16% (67)	406
Trump Job Somewhat Disapprove	12% (33)	43% (122)	24% (68)	8% (23)	12% (34)	281
Trump Job Strongly Disapprove	13% (104)	41% (342)	21% (178)	10% (80)	15% (128)	832
#1 Issue: Economy	11% (63)	40% (229)	23% (135)	10% (58)	16% (91)	576
#1 Issue: Security	18% (59)	41% (140)	19% (64)	7% (23)	15% (52)	339
#1 Issue: Health Care	14% (52)	40% (150)	20% (76)	9% (33)	16% (60)	371
#1 Issue: Medicare / Social Security	18% (47)	45% (117)	15% (40)	3% (8)	19% (50)	262
#1 Issue: Women's Issues	7% (9)	39% (53)	23% (31)	9% (13)	22% (30)	136
#1 Issue: Education	12% (18)	44% (65)	19% (28)	16% (23)	9% (14)	148
#1 Issue: Energy	9% (8)	33% (30)	28% (26)	12% (11)	17% (15)	90
#1 Issue: Other	12% (12)	28% (29)	16% (16)	15% (15)	30% (31)	104
2016 Vote: Hillary Clinton	16% (105)	43% (286)	20% (134)	7% (46)	15% (97)	668
2016 Vote: Donald Trump	13% (79)	45% (274)	18% (106)	7% (45)	17% (102)	607
2016 Vote: Someone else	12% (23)	35% (67)	23% (44)	10% (20)	20% (37)	191
2016 Vote: Didnt Vote	11% (63)	33% (183)	24% (132)	12% (69)	19% (107)	555
Voted in 2014: Yes	15% (196)	43% (549)	18% (232)	7% (87)	16% (206)	1270
Voted in 2014: No	10% (74)	35% (263)	24% (184)	13% (97)	18% (138)	756
2012 Vote: Barack Obama	15% (119)	41% (327)	20% (156)	8% (61)	17% (132)	795
2012 Vote: Mitt Romney	15% (70)	47% (215)	18% (80)	5% (24)	14% (66)	455
2012 Vote: Other	11% (8)	53% (36)	15% (11)	3% (2)	17% (12)	68
2012 Vote: Didn't Vote	10% (71)	33% (234)	24% (170)	14% (97)	19% (133)	706
4-Region: Northeast	16% (55)	43% (149)	18% (64)	7% (26)	16% (57)	351
4-Region: Midwest	12% (50)	41% (174)	19% (83)	11% (46)	17% (73)	427
4-Region: South	16% (120)	37% (280)	22% (165)	9% (66)	17% (132)	763
4-Region: West	9% (44)	43% (209)	22% (105)	9% (46)	17% (81)	485
Favorable of Trump	15% (118)	40% (306)	19% (148)	7% (55)	18% (136)	763
Unfavorable of Trump	12% (130)	41% (466)	22% (251)	10% (110)	15% (167)	1124

Continued on next page

Table BRD5_2: *To what extent do you agree with the following statements:
My familys, friends, and coworkers old social media posts are an accurate representation of who they are today*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know/No opinion		Total N
Adults	13%	(270)	40%	(812)	21%	(416)	9%	(184)	17%	(344)	2026
Very Favorable of Trump	17%	(71)	41%	(169)	19%	(79)	7%	(29)	16%	(66)	415
Somewhat Favorable of Trump	13%	(47)	39%	(137)	20%	(68)	8%	(26)	20%	(69)	348
Somewhat Unfavorable of Trump	10%	(23)	45%	(104)	23%	(54)	7%	(16)	15%	(34)	230
Very Unfavorable of Trump	12%	(108)	41%	(362)	22%	(197)	10%	(94)	15%	(133)	894

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

Table BRD6: *In the past year, have you deleted any of your social media posts?*

Demographic	Yes		No		Total N
Adults	43%	(872)	57%	(1154)	2026
Gender: Male	39%	(373)	61%	(581)	954
Gender: Female	47%	(499)	53%	(574)	1072
Age: 18-29	65%	(310)	35%	(167)	477
Age: 30-44	43%	(216)	57%	(287)	503
Age: 45-54	34%	(118)	66%	(229)	347
Age: 55-64	34%	(115)	66%	(219)	335
Age: 65+	31%	(112)	69%	(253)	365
Generation Z: 18-21	73%	(137)	27%	(51)	188
Millennial: Age 22-37	52%	(303)	48%	(278)	581
Generation X: Age 38-53	36%	(190)	64%	(334)	524
Boomers: Age 54-72	34%	(224)	66%	(439)	663
PID: Dem (no lean)	44%	(317)	56%	(401)	718
PID: Ind (no lean)	44%	(244)	56%	(306)	550
PID: Rep (no lean)	41%	(311)	59%	(447)	758
PID/Gender: Dem Men	38%	(117)	62%	(193)	310
PID/Gender: Dem Women	49%	(200)	51%	(208)	409
PID/Gender: Ind Men	40%	(110)	60%	(165)	276
PID/Gender: Ind Women	49%	(134)	51%	(141)	274
PID/Gender: Rep Men	40%	(146)	60%	(222)	368
PID/Gender: Rep Women	42%	(165)	58%	(224)	389
Ideo: Liberal (1-3)	47%	(315)	53%	(352)	668
Ideo: Moderate (4)	39%	(166)	61%	(262)	428
Ideo: Conservative (5-7)	37%	(236)	63%	(403)	639
Educ: College	46%	(642)	54%	(749)	1390
Educ: Bachelors degree	36%	(146)	64%	(262)	408
Educ: Post-grad	37%	(84)	63%	(144)	228
Income: Under 50k	47%	(520)	53%	(590)	1110
Income: 50k-100k	40%	(247)	60%	(374)	621
Income: 100k+	35%	(104)	65%	(190)	294
Ethnicity: White	42%	(663)	58%	(931)	1594

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Table BRD6: *In the past year, have you deleted any of your social media posts?*

Demographic	Yes	No	Total N
Adults	43% (872)	57% (1154)	2026
Ethnicity: Hispanic	48% (162)	52% (173)	335
Ethnicity: Afr. Am.	47% (116)	53% (132)	247
Ethnicity: Other	50% (93)	50% (92)	185
Relig: Protestant	34% (135)	66% (267)	402
Relig: Roman Catholic	41% (176)	59% (254)	430
Relig: Something Else	44% (92)	56% (119)	211
Relig: Jewish	36% (21)	64% (37)	59
Relig: Evangelical	43% (233)	57% (308)	541
Relig: Non-Evang. Catholics	37% (205)	63% (347)	552
Relig: All Christian	40% (438)	60% (654)	1092
Relig: All Non-Christian	44% (92)	56% (119)	211
Community: Urban	45% (227)	55% (275)	502
Community: Suburban	42% (383)	58% (536)	920
Community: Rural	43% (262)	57% (343)	604
Employ: Private Sector	42% (259)	58% (359)	618
Employ: Government	44% (64)	56% (82)	146
Employ: Self-Employed	43% (78)	57% (103)	182
Employ: Homemaker	35% (49)	65% (94)	143
Employ: Student	73% (88)	27% (33)	121
Employ: Retired	31% (127)	69% (284)	412
Employ: Unemployed	53% (106)	47% (96)	202
Employ: Other	49% (99)	51% (103)	202
Military HH: Yes	34% (131)	66% (256)	387
Military HH: No	45% (740)	55% (899)	1639
RD/WT: Right Direction	39% (295)	61% (456)	751
RD/WT: Wrong Track	45% (576)	55% (698)	1275
Trump Job Approve	39% (307)	61% (471)	777
Trump Job Disapprove	44% (495)	56% (618)	1113
Trump Job Strongly Approve	42% (157)	58% (214)	371
Trump Job Somewhat Approve	37% (150)	63% (257)	406
Trump Job Somewhat Disapprove	42% (117)	58% (164)	281
Trump Job Strongly Disapprove	45% (378)	55% (454)	832

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Table BRD6: *In the past year, have you deleted any of your social media posts?*

Demographic	Yes	No	Total N
Adults	43% (872)	57% (1154)	2026
#1 Issue: Economy	40% (228)	60% (347)	576
#1 Issue: Security	45% (152)	55% (186)	339
#1 Issue: Health Care	44% (163)	56% (208)	371
#1 Issue: Medicare / Social Security	37% (97)	63% (165)	262
#1 Issue: Women's Issues	51% (70)	49% (67)	136
#1 Issue: Education	48% (71)	52% (77)	148
#1 Issue: Energy	52% (46)	48% (44)	90
#1 Issue: Other	42% (44)	58% (60)	104
2016 Vote: Hillary Clinton	40% (267)	60% (400)	668
2016 Vote: Donald Trump	35% (215)	65% (392)	607
2016 Vote: Someone else	44% (83)	56% (108)	191
2016 Vote: Didnt Vote	54% (301)	46% (255)	555
Voted in 2014: Yes	37% (464)	63% (806)	1270
Voted in 2014: No	54% (407)	46% (348)	756
2012 Vote: Barack Obama	38% (301)	62% (494)	795
2012 Vote: Mitt Romney	33% (149)	67% (307)	455
2012 Vote: Other	24% (17)	76% (52)	68
2012 Vote: Didn't Vote	57% (405)	43% (301)	706
4-Region: Northeast	38% (135)	62% (217)	351
4-Region: Midwest	43% (185)	57% (242)	427
4-Region: South	44% (335)	56% (429)	763
4-Region: West	45% (217)	55% (268)	485
Favorable of Trump	40% (302)	60% (460)	763
Unfavorable of Trump	45% (501)	55% (623)	1124
Very Favorable of Trump	44% (183)	56% (231)	415
Somewhat Favorable of Trump	34% (119)	66% (229)	348
Somewhat Unfavorable of Trump	40% (93)	60% (137)	230
Very Unfavorable of Trump	46% (409)	54% (485)	894

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

Table BRD7_1: Have you deleted a social media post for the following reasons:
To protect my personal reputation

Demographic	Yes	No	Total N
Adults	43% (375)	57% (497)	872
Gender: Male	44% (163)	56% (210)	373
Gender: Female	42% (212)	58% (287)	499
Age: 18-29	45% (138)	55% (172)	310
Age: 30-44	52% (113)	48% (103)	216
Age: 45-54	38% (44)	62% (74)	118
Age: 55-64	36% (42)	64% (73)	115
Age: 65+	33% (37)	67% (75)	112
Generation Z: 18-21	44% (60)	56% (77)	137
Millennial: Age 22-37	49% (150)	51% (153)	303
Generation X: Age 38-53	43% (82)	57% (109)	190
Boomers: Age 54-72	34% (77)	66% (147)	224
PID: Dem (no lean)	43% (137)	57% (180)	317
PID: Ind (no lean)	45% (111)	55% (133)	244
PID: Rep (no lean)	41% (127)	59% (184)	311
PID/Gender: Dem Men	45% (53)	55% (64)	117
PID/Gender: Dem Women	42% (84)	58% (116)	200
PID/Gender: Ind Men	43% (47)	57% (63)	110
PID/Gender: Ind Women	47% (63)	53% (70)	134
PID/Gender: Rep Men	43% (63)	57% (83)	146
PID/Gender: Rep Women	39% (64)	61% (101)	165
Ideo: Liberal (1-3)	48% (151)	52% (165)	315
Ideo: Moderate (4)	43% (71)	57% (94)	166
Ideo: Conservative (5-7)	40% (93)	60% (143)	236
Educ: College	46% (294)	54% (347)	642
Educ: Bachelors degree	35% (51)	65% (95)	146
Educ: Post-grad	36% (30)	64% (54)	84

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Table BRD7_1: Have you deleted a social media post for the following reasons:
 To protect my personal reputation

Demographic	Yes	No	Total N
Adults	43% (375)	57% (497)	872
Income: Under 50k	46% (240)	54% (280)	520
Income: 50k-100k	38% (93)	62% (154)	247
Income: 100k+	40% (42)	60% (63)	104
Ethnicity: White	41% (273)	59% (391)	663
Ethnicity: Hispanic	43% (70)	57% (92)	162
Ethnicity: Afr. Am.	49% (57)	51% (59)	116
Ethnicity: Other	49% (45)	51% (48)	93
Relig: Protestant	37% (51)	63% (85)	135
Relig: Roman Catholic	38% (67)	62% (109)	176
Relig: Something Else	42% (39)	58% (53)	92
Relig: Evangelical	46% (108)	54% (125)	233
Relig: Non-Evang. Catholics	34% (70)	66% (135)	205
Relig: All Christian	41% (178)	59% (260)	438
Relig: All Non-Christian	42% (39)	58% (53)	92
Community: Urban	40% (91)	60% (135)	227
Community: Suburban	45% (172)	55% (212)	383
Community: Rural	43% (112)	57% (150)	262
Employ: Private Sector	38% (99)	62% (160)	259
Employ: Government	58% (37)	42% (27)	64
Employ: Self-Employed	53% (42)	47% (37)	78
Employ: Student	48% (43)	52% (45)	88
Employ: Retired	32% (41)	68% (86)	127
Employ: Unemployed	44% (46)	56% (60)	106
Employ: Other	50% (49)	50% (50)	99
Military HH: Yes	48% (63)	52% (69)	131
Military HH: No	42% (312)	58% (428)	740
RD/WT: Right Direction	43% (128)	57% (167)	295
RD/WT: Wrong Track	43% (247)	57% (330)	576
Trump Job Approve	42% (128)	58% (179)	307
Trump Job Disapprove	45% (223)	55% (272)	495

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Table BRD7_1: Have you deleted a social media post for the following reasons:
To protect my personal reputation

Demographic	Yes	No	Total N
Adults	43% (375)	57% (497)	872
Trump Job Strongly Approve	37% (58)	63% (99)	157
Trump Job Somewhat Approve	47% (70)	53% (80)	150
Trump Job Somewhat Disapprove	47% (55)	53% (62)	117
Trump Job Strongly Disapprove	44% (168)	56% (210)	378
#1 Issue: Economy	46% (105)	54% (124)	228
#1 Issue: Security	43% (66)	57% (86)	152
#1 Issue: Health Care	40% (66)	60% (97)	163
#1 Issue: Medicare / Social Security	47% (45)	53% (52)	97
#1 Issue: Women's Issues	39% (27)	61% (42)	70
#1 Issue: Education	31% (22)	69% (49)	71
2016 Vote: Hillary Clinton	44% (117)	56% (150)	267
2016 Vote: Donald Trump	41% (88)	59% (127)	215
2016 Vote: Someone else	39% (33)	61% (51)	83
2016 Vote: Didnt Vote	45% (136)	55% (165)	301
Voted in 2014: Yes	40% (187)	60% (277)	464
Voted in 2014: No	46% (188)	54% (219)	407
2012 Vote: Barack Obama	41% (122)	59% (179)	301
2012 Vote: Mitt Romney	35% (51)	65% (97)	149
2012 Vote: Didn't Vote	47% (191)	53% (213)	405
4-Region: Northeast	45% (60)	55% (74)	135
4-Region: Midwest	43% (80)	57% (105)	185
4-Region: South	41% (137)	59% (198)	335
4-Region: West	45% (97)	55% (120)	217
Favorable of Trump	41% (123)	59% (180)	302
Unfavorable of Trump	46% (228)	54% (273)	501
Very Favorable of Trump	40% (74)	60% (109)	183
Somewhat Favorable of Trump	41% (48)	59% (70)	119
Somewhat Unfavorable of Trump	49% (46)	51% (47)	93
Very Unfavorable of Trump	45% (183)	55% (226)	409

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

Table BRD7_2: *Have you deleted a social media post for the following reasons:
 The post didnt receive enough likes*

Demographic	Yes	No	Total N
Adults	19% (164)	81% (707)	872
Gender: Male	20% (74)	80% (299)	373
Gender: Female	18% (91)	82% (408)	499
Age: 18-29	30% (93)	70% (217)	310
Age: 30-44	19% (41)	81% (175)	216
Age: 45-54	8% (9)	92% (109)	118
Age: 55-64	9% (11)	91% (105)	115
Age: 65+	9% (10)	91% (102)	112
Generation Z: 18-21	35% (48)	65% (89)	137
Millennial: Age 22-37	24% (71)	76% (231)	303
Generation X: Age 38-53	13% (24)	87% (166)	190
Boomers: Age 54-72	8% (18)	92% (205)	224
PID: Dem (no lean)	22% (70)	78% (247)	317
PID: Ind (no lean)	18% (44)	82% (200)	244
PID: Rep (no lean)	16% (50)	84% (261)	311
PID/Gender: Dem Men	23% (27)	77% (89)	117
PID/Gender: Dem Women	21% (43)	79% (158)	200
PID/Gender: Ind Men	20% (22)	80% (88)	110
PID/Gender: Ind Women	17% (22)	83% (111)	134
PID/Gender: Rep Men	17% (25)	83% (121)	146
PID/Gender: Rep Women	16% (26)	84% (139)	165
Ideo: Liberal (1-3)	23% (72)	77% (244)	315
Ideo: Moderate (4)	17% (28)	83% (137)	166
Ideo: Conservative (5-7)	14% (34)	86% (202)	236
Educ: College	20% (130)	80% (512)	642
Educ: Bachelors degree	16% (23)	84% (123)	146
Educ: Post-grad	14% (11)	86% (73)	84

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Table BRD7_2: Have you deleted a social media post for the following reasons:
The post didnt receive enough likes

Demographic	Yes	No	Total N
Adults	19% (164)	81% (707)	872
Income: Under 50k	21% (108)	79% (412)	520
Income: 50k-100k	15% (37)	85% (211)	247
Income: 100k+	19% (19)	81% (85)	104
Ethnicity: White	16% (107)	84% (556)	663
Ethnicity: Hispanic	30% (49)	70% (113)	162
Ethnicity: Afr. Am.	26% (30)	74% (86)	116
Ethnicity: Other	29% (27)	71% (65)	93
Relig: Protestant	16% (22)	84% (113)	135
Relig: Roman Catholic	21% (38)	79% (139)	176
Relig: Something Else	16% (15)	84% (77)	92
Relig: Evangelical	15% (36)	85% (197)	233
Relig: Non-Evang. Catholics	20% (42)	80% (163)	205
Relig: All Christian	18% (77)	82% (361)	438
Relig: All Non-Christian	16% (15)	84% (77)	92
Community: Urban	23% (52)	77% (175)	227
Community: Suburban	21% (80)	79% (303)	383
Community: Rural	12% (32)	88% (229)	262
Employ: Private Sector	14% (36)	86% (223)	259
Employ: Government	23% (15)	77% (50)	64
Employ: Self-Employed	19% (15)	81% (64)	78
Employ: Student	35% (31)	65% (57)	88
Employ: Retired	8% (11)	92% (117)	127
Employ: Unemployed	21% (22)	79% (84)	106
Employ: Other	27% (26)	73% (73)	99
Military HH: Yes	17% (22)	83% (110)	131
Military HH: No	19% (143)	81% (598)	740
RD/WT: Right Direction	19% (56)	81% (239)	295
RD/WT: Wrong Track	19% (108)	81% (468)	576
Trump Job Approve	17% (53)	83% (254)	307
Trump Job Disapprove	21% (105)	79% (390)	495

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Table BRD7_2: Have you deleted a social media post for the following reasons:
 The post didnt receive enough likes

Demographic	Yes	No	Total N
Adults	19% (164)	81% (707)	872
Trump Job Strongly Approve	16% (24)	84% (132)	157
Trump Job Somewhat Approve	19% (28)	81% (121)	150
Trump Job Somewhat Disapprove	18% (21)	82% (96)	117
Trump Job Strongly Disapprove	22% (84)	78% (294)	378
#1 Issue: Economy	19% (43)	81% (186)	228
#1 Issue: Security	23% (36)	77% (117)	152
#1 Issue: Health Care	16% (26)	84% (137)	163
#1 Issue: Medicare / Social Security	12% (12)	88% (85)	97
#1 Issue: Women's Issues	22% (15)	78% (54)	70
#1 Issue: Education	27% (19)	73% (52)	71
2016 Vote: Hillary Clinton	22% (58)	78% (209)	267
2016 Vote: Donald Trump	13% (27)	87% (188)	215
2016 Vote: Someone else	17% (14)	83% (69)	83
2016 Vote: Didnt Vote	21% (63)	79% (237)	301
Voted in 2014: Yes	16% (72)	84% (392)	464
Voted in 2014: No	23% (92)	77% (315)	407
2012 Vote: Barack Obama	15% (46)	85% (255)	301
2012 Vote: Mitt Romney	11% (16)	89% (132)	149
2012 Vote: Didn't Vote	25% (100)	75% (305)	405
4-Region: Northeast	28% (37)	72% (98)	135
4-Region: Midwest	18% (34)	82% (151)	185
4-Region: South	15% (49)	85% (285)	335
4-Region: West	20% (44)	80% (173)	217
Favorable of Trump	14% (44)	86% (259)	302
Unfavorable of Trump	22% (110)	78% (392)	501
Very Favorable of Trump	15% (27)	85% (156)	183
Somewhat Favorable of Trump	14% (16)	86% (103)	119
Somewhat Unfavorable of Trump	23% (22)	77% (71)	93
Very Unfavorable of Trump	22% (88)	78% (321)	409

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

Table BRD7_3: Have you deleted a social media post for the following reasons:
The post no longer represented my thoughts

Demographic	Yes	No	Total N
Adults	68% (592)	32% (280)	872
Gender: Male	69% (258)	31% (114)	373
Gender: Female	67% (334)	33% (165)	499
Age: 18-29	77% (237)	23% (73)	310
Age: 30-44	70% (151)	30% (65)	216
Age: 45-54	50% (59)	50% (59)	118
Age: 55-64	68% (79)	32% (37)	115
Age: 65+	59% (66)	41% (46)	112
Generation Z: 18-21	76% (104)	24% (33)	137
Millennial: Age 22-37	74% (223)	26% (80)	303
Generation X: Age 38-53	61% (117)	39% (74)	190
Boomers: Age 54-72	61% (137)	39% (87)	224
PID: Dem (no lean)	66% (209)	34% (108)	317
PID: Ind (no lean)	70% (171)	30% (73)	244
PID: Rep (no lean)	68% (212)	32% (99)	311
PID/Gender: Dem Men	71% (82)	29% (34)	117
PID/Gender: Dem Women	63% (127)	37% (74)	200
PID/Gender: Ind Men	74% (82)	26% (29)	110
PID/Gender: Ind Women	67% (90)	33% (44)	134
PID/Gender: Rep Men	65% (94)	35% (52)	146
PID/Gender: Rep Women	71% (117)	29% (48)	165
Ideo: Liberal (1-3)	71% (222)	29% (93)	315
Ideo: Moderate (4)	64% (106)	36% (60)	166
Ideo: Conservative (5-7)	65% (154)	35% (82)	236
Educ: College	68% (439)	32% (203)	642
Educ: Bachelors degree	71% (104)	29% (42)	146
Educ: Post-grad	59% (50)	41% (34)	84

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Table BRD7_3: Have you deleted a social media post for the following reasons:
The post no longer represented my thoughts

Demographic	Yes	No	Total N
Adults	68% (592)	32% (280)	872
Income: Under 50k	72% (374)	28% (146)	520
Income: 50k-100k	62% (154)	38% (93)	247
Income: 100k+	62% (64)	38% (40)	104
Ethnicity: White	67% (446)	33% (218)	663
Ethnicity: Hispanic	73% (118)	27% (44)	162
Ethnicity: Afr. Am.	72% (83)	28% (33)	116
Ethnicity: Other	69% (64)	31% (29)	93
Relig: Protestant	64% (86)	36% (49)	135
Relig: Roman Catholic	65% (115)	35% (62)	176
Relig: Something Else	77% (71)	23% (21)	92
Relig: Evangelical	66% (154)	34% (79)	233
Relig: Non-Evang. Catholics	63% (130)	37% (75)	205
Relig: All Christian	65% (284)	35% (154)	438
Relig: All Non-Christian	77% (71)	23% (21)	92
Community: Urban	64% (145)	36% (81)	227
Community: Suburban	74% (282)	26% (101)	383
Community: Rural	63% (165)	37% (97)	262
Employ: Private Sector	64% (165)	36% (94)	259
Employ: Government	65% (42)	35% (22)	64
Employ: Self-Employed	74% (58)	26% (21)	78
Employ: Student	72% (63)	28% (25)	88
Employ: Retired	61% (77)	39% (50)	127
Employ: Unemployed	83% (88)	17% (18)	106
Employ: Other	69% (69)	31% (30)	99
Military HH: Yes	69% (91)	31% (40)	131
Military HH: No	68% (501)	32% (239)	740
RD/WT: Right Direction	67% (199)	33% (97)	295
RD/WT: Wrong Track	68% (393)	32% (183)	576
Trump Job Approve	65% (199)	35% (108)	307
Trump Job Disapprove	71% (353)	29% (142)	495

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Table BRD7_3: Have you deleted a social media post for the following reasons:
The post no longer represented my thoughts

Demographic	Yes	No	Total N
Adults	68% (592)	32% (280)	872
Trump Job Strongly Approve	63% (99)	37% (58)	157
Trump Job Somewhat Approve	67% (100)	33% (50)	150
Trump Job Somewhat Disapprove	74% (86)	26% (31)	117
Trump Job Strongly Disapprove	71% (267)	29% (111)	378
#1 Issue: Economy	73% (167)	27% (61)	228
#1 Issue: Security	68% (103)	32% (49)	152
#1 Issue: Health Care	66% (107)	34% (56)	163
#1 Issue: Medicare / Social Security	61% (59)	39% (38)	97
#1 Issue: Women's Issues	67% (47)	33% (23)	70
#1 Issue: Education	67% (48)	33% (23)	71
2016 Vote: Hillary Clinton	67% (179)	33% (89)	267
2016 Vote: Donald Trump	62% (134)	38% (81)	215
2016 Vote: Someone else	67% (56)	33% (28)	83
2016 Vote: Didnt Vote	74% (223)	26% (78)	301
Voted in 2014: Yes	63% (292)	37% (172)	464
Voted in 2014: No	74% (300)	26% (107)	407
2012 Vote: Barack Obama	68% (205)	32% (96)	301
2012 Vote: Mitt Romney	60% (90)	40% (59)	149
2012 Vote: Didn't Vote	72% (291)	28% (114)	405
4-Region: Northeast	74% (100)	26% (35)	135
4-Region: Midwest	65% (120)	35% (65)	185
4-Region: South	67% (224)	33% (110)	335
4-Region: West	68% (147)	32% (70)	217
Favorable of Trump	64% (193)	36% (109)	302
Unfavorable of Trump	71% (356)	29% (145)	501
Very Favorable of Trump	65% (120)	35% (63)	183
Somewhat Favorable of Trump	61% (73)	39% (46)	119
Somewhat Unfavorable of Trump	70% (65)	30% (28)	93
Very Unfavorable of Trump	71% (292)	29% (117)	409

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

Table BRD7_4: *Have you deleted a social media post for the following reasons:
 The post received negative comments*

Demographic	Yes	No	Total N
Adults	24% (211)	76% (660)	872
Gender: Male	25% (94)	75% (279)	373
Gender: Female	24% (118)	76% (381)	499
Age: 18-29	23% (71)	77% (239)	310
Age: 30-44	31% (67)	69% (149)	216
Age: 45-54	23% (28)	77% (90)	118
Age: 55-64	21% (24)	79% (91)	115
Age: 65+	19% (21)	81% (91)	112
Generation Z: 18-21	22% (30)	78% (107)	137
Millennial: Age 22-37	29% (89)	71% (214)	303
Generation X: Age 38-53	24% (45)	76% (146)	190
Boomers: Age 54-72	19% (44)	81% (180)	224
PID: Dem (no lean)	19% (61)	81% (256)	317
PID: Ind (no lean)	30% (72)	70% (172)	244
PID: Rep (no lean)	25% (78)	75% (233)	311
PID/Gender: Dem Men	18% (21)	82% (96)	117
PID/Gender: Dem Women	20% (40)	80% (160)	200
PID/Gender: Ind Men	30% (33)	70% (77)	110
PID/Gender: Ind Women	29% (39)	71% (95)	134
PID/Gender: Rep Men	27% (39)	73% (107)	146
PID/Gender: Rep Women	24% (39)	76% (126)	165
Ideo: Liberal (1-3)	25% (80)	75% (235)	315
Ideo: Moderate (4)	21% (35)	79% (130)	166
Ideo: Conservative (5-7)	27% (63)	73% (173)	236
Educ: College	26% (168)	74% (474)	642
Educ: Bachelors degree	18% (26)	82% (120)	146
Educ: Post-grad	21% (18)	79% (66)	84

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Table BRD7_4: Have you deleted a social media post for the following reasons:
The post received negative comments

Demographic	Yes	No	Total N
Adults	24% (211)	76% (660)	872
Income: Under 50k	24% (125)	76% (395)	520
Income: 50k-100k	23% (56)	77% (191)	247
Income: 100k+	29% (30)	71% (74)	104
Ethnicity: White	26% (171)	74% (492)	663
Ethnicity: Hispanic	23% (37)	77% (125)	162
Ethnicity: Afr. Am.	18% (21)	82% (94)	116
Ethnicity: Other	20% (19)	80% (74)	93
Relig: Protestant	28% (38)	72% (97)	135
Relig: Roman Catholic	29% (51)	71% (125)	176
Relig: Something Else	18% (17)	82% (75)	92
Relig: Evangelical	31% (73)	69% (160)	233
Relig: Non-Evang. Catholics	26% (53)	74% (152)	205
Relig: All Christian	29% (126)	71% (312)	438
Relig: All Non-Christian	18% (17)	82% (75)	92
Community: Urban	23% (51)	77% (176)	227
Community: Suburban	24% (91)	76% (293)	383
Community: Rural	27% (70)	73% (192)	262
Employ: Private Sector	19% (50)	81% (209)	259
Employ: Government	41% (27)	59% (38)	64
Employ: Self-Employed	28% (22)	72% (57)	78
Employ: Student	18% (15)	82% (73)	88
Employ: Retired	20% (25)	80% (102)	127
Employ: Unemployed	25% (27)	75% (80)	106
Employ: Other	32% (32)	68% (67)	99
Military HH: Yes	26% (34)	74% (97)	131
Military HH: No	24% (177)	76% (563)	740
RD/WT: Right Direction	28% (81)	72% (214)	295
RD/WT: Wrong Track	23% (130)	77% (446)	576
Trump Job Approve	25% (78)	75% (229)	307
Trump Job Disapprove	24% (118)	76% (377)	495

Continued on next page

Table BRD7_4: Have you deleted a social media post for the following reasons:
The post received negative comments

Demographic	Yes	No	Total N
Adults	24% (211)	76% (660)	872
Trump Job Strongly Approve	25% (40)	75% (117)	157
Trump Job Somewhat Approve	25% (38)	75% (112)	150
Trump Job Somewhat Disapprove	29% (34)	71% (83)	117
Trump Job Strongly Disapprove	22% (84)	78% (294)	378
#1 Issue: Economy	29% (66)	71% (163)	228
#1 Issue: Security	32% (49)	68% (103)	152
#1 Issue: Health Care	20% (32)	80% (131)	163
#1 Issue: Medicare / Social Security	19% (18)	81% (79)	97
#1 Issue: Women's Issues	23% (16)	77% (54)	70
#1 Issue: Education	17% (12)	83% (59)	71
2016 Vote: Hillary Clinton	22% (58)	78% (209)	267
2016 Vote: Donald Trump	25% (53)	75% (162)	215
2016 Vote: Someone else	26% (22)	74% (62)	83
2016 Vote: Didnt Vote	26% (77)	74% (224)	301
Voted in 2014: Yes	24% (109)	76% (355)	464
Voted in 2014: No	25% (102)	75% (305)	407
2012 Vote: Barack Obama	23% (71)	77% (230)	301
2012 Vote: Mitt Romney	21% (32)	79% (117)	149
2012 Vote: Didn't Vote	26% (105)	74% (300)	405
4-Region: Northeast	21% (28)	79% (106)	135
4-Region: Midwest	28% (53)	72% (133)	185
4-Region: South	23% (78)	77% (257)	335
4-Region: West	24% (52)	76% (165)	217
Favorable of Trump	25% (75)	75% (228)	302
Unfavorable of Trump	23% (113)	77% (388)	501
Very Favorable of Trump	26% (47)	74% (137)	183
Somewhat Favorable of Trump	23% (28)	77% (91)	119
Somewhat Unfavorable of Trump	27% (25)	73% (67)	93
Very Unfavorable of Trump	22% (88)	78% (321)	409

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

Table BRD8_1: Thinking about old social media posts from celebrities that resurface and appear out-of-character or offensive, how would your opinion change of that person if the post was:
1 year old

Demographic	My opinion of them would completely change.		My opinion of them would somewhat change.		My opinion of them would change a little bit.		My opinion of them would not change at all.		Total N
Adults	19%	(381)	25%	(515)	21%	(423)	35%	(707)	2026
Gender: Male	17%	(165)	25%	(241)	21%	(203)	36%	(345)	954
Gender: Female	20%	(216)	26%	(275)	20%	(219)	34%	(362)	1072
Age: 18-29	22%	(104)	29%	(139)	20%	(96)	29%	(138)	477
Age: 30-44	17%	(87)	25%	(126)	24%	(120)	34%	(170)	503
Age: 45-54	20%	(69)	22%	(77)	20%	(71)	38%	(131)	347
Age: 55-64	19%	(65)	28%	(93)	19%	(63)	34%	(114)	335
Age: 65+	15%	(56)	22%	(80)	20%	(74)	43%	(156)	365
Generation Z: 18-21	19%	(36)	33%	(61)	18%	(33)	30%	(57)	188
Millennial: Age 22-37	22%	(125)	26%	(150)	22%	(128)	31%	(177)	581
Generation X: Age 38-53	17%	(90)	24%	(127)	23%	(118)	36%	(189)	524
Boomers: Age 54-72	18%	(119)	24%	(162)	20%	(133)	38%	(249)	663
PID: Dem (no lean)	21%	(153)	27%	(196)	21%	(148)	31%	(221)	718
PID: Ind (no lean)	18%	(100)	24%	(132)	20%	(111)	38%	(207)	550
PID: Rep (no lean)	17%	(128)	25%	(188)	22%	(163)	37%	(278)	758
PID/Gender: Dem Men	19%	(58)	26%	(80)	23%	(72)	32%	(100)	310
PID/Gender: Dem Women	23%	(95)	28%	(116)	19%	(76)	30%	(121)	409
PID/Gender: Ind Men	18%	(49)	27%	(73)	20%	(55)	36%	(98)	276
PID/Gender: Ind Women	19%	(51)	21%	(58)	20%	(56)	40%	(109)	274
PID/Gender: Rep Men	16%	(58)	24%	(88)	21%	(76)	40%	(146)	368
PID/Gender: Rep Women	18%	(70)	26%	(100)	22%	(87)	34%	(132)	389
Ideo: Liberal (1-3)	26%	(176)	30%	(198)	18%	(118)	26%	(175)	668
Ideo: Moderate (4)	15%	(64)	24%	(104)	28%	(121)	32%	(139)	428
Ideo: Conservative (5-7)	16%	(100)	25%	(161)	21%	(134)	38%	(243)	639

Continued on next page

Table BRD8_1: Thinking about old social media posts from celebrities that resurface and appear out-of-character or offensive, how would your opinion change of that person if the post was:
1 year old

Demographic	My opinion of them would completely change.		My opinion of them would somewhat change.		My opinion of them would change a little bit.		My opinion of them would not change at all.		Total N
Adults	19%	(381)	25%	(515)	21%	(423)	35%	(707)	2026
Educ: College	17%	(242)	25%	(342)	21%	(288)	37%	(518)	1390
Educ: Bachelors degree	21%	(84)	26%	(108)	22%	(88)	31%	(127)	408
Educ: Post-grad	24%	(55)	29%	(65)	20%	(46)	27%	(62)	228
Income: Under 50k	18%	(199)	23%	(256)	20%	(225)	39%	(430)	1110
Income: 50k-100k	18%	(112)	28%	(171)	23%	(142)	32%	(196)	621
Income: 100k+	24%	(70)	30%	(88)	19%	(55)	27%	(81)	294
Ethnicity: White	18%	(281)	25%	(405)	21%	(342)	36%	(566)	1594
Ethnicity: Hispanic	22%	(73)	20%	(68)	23%	(77)	35%	(117)	335
Ethnicity: Afr. Am.	26%	(65)	25%	(61)	19%	(48)	30%	(73)	247
Ethnicity: Other	19%	(35)	26%	(49)	18%	(33)	37%	(68)	185
Relig: Protestant	20%	(82)	26%	(104)	22%	(87)	32%	(130)	402
Relig: Roman Catholic	19%	(80)	24%	(104)	20%	(87)	37%	(160)	430
Relig: Something Else	15%	(32)	28%	(60)	26%	(54)	31%	(65)	211
Relig: Jewish	15%	(9)	22%	(13)	28%	(16)	35%	(21)	59
Relig: Evangelical	19%	(104)	24%	(130)	21%	(115)	35%	(191)	541
Relig: Non-Evang. Catholics	19%	(103)	26%	(144)	21%	(114)	35%	(191)	552
Relig: All Christian	19%	(207)	25%	(274)	21%	(229)	35%	(382)	1092
Relig: All Non-Christian	15%	(32)	28%	(60)	26%	(54)	31%	(65)	211
Community: Urban	19%	(94)	27%	(134)	18%	(90)	37%	(183)	502
Community: Suburban	19%	(178)	27%	(247)	23%	(209)	31%	(286)	920
Community: Rural	18%	(110)	22%	(134)	20%	(123)	39%	(238)	604

Continued on next page

Table BRD8_1: Thinking about old social media posts from celebrities that resurface and appear out-of-character or offensive, how would your opinion change of that person if the post was:
1 year old

Demographic	My opinion of them would completely change.		My opinion of them would somewhat change.		My opinion of them would change a little bit.		My opinion of them would not change at all.		Total N
Adults	19%	(381)	25%	(515)	21%	(423)	35%	(707)	2026
Employ: Private Sector	19%	(120)	27%	(167)	20%	(122)	34%	(209)	618
Employ: Government	19%	(28)	33%	(49)	22%	(33)	25%	(37)	146
Employ: Self-Employed	17%	(31)	30%	(54)	22%	(40)	31%	(56)	182
Employ: Homemaker	22%	(31)	26%	(37)	20%	(29)	32%	(46)	143
Employ: Student	20%	(24)	35%	(43)	19%	(23)	26%	(32)	121
Employ: Retired	17%	(70)	22%	(89)	21%	(86)	41%	(167)	412
Employ: Unemployed	20%	(41)	20%	(41)	20%	(39)	40%	(80)	202
Employ: Other	18%	(36)	18%	(35)	25%	(51)	39%	(80)	202
Military HH: Yes	19%	(72)	21%	(81)	22%	(86)	38%	(149)	387
Military HH: No	19%	(309)	27%	(434)	21%	(337)	34%	(558)	1639
RD/WT: Right Direction	19%	(141)	25%	(186)	21%	(154)	36%	(271)	751
RD/WT: Wrong Track	19%	(241)	26%	(329)	21%	(269)	34%	(436)	1275
Trump Job Approve	17%	(130)	23%	(183)	21%	(165)	39%	(300)	777
Trump Job Disapprove	21%	(238)	28%	(312)	21%	(229)	30%	(334)	1113
Trump Job Strongly Approve	21%	(76)	23%	(86)	16%	(59)	40%	(150)	371
Trump Job Somewhat Approve	13%	(54)	24%	(97)	26%	(106)	37%	(150)	406
Trump Job Somewhat Disapprove	21%	(59)	27%	(75)	22%	(62)	30%	(85)	281
Trump Job Strongly Disapprove	21%	(179)	29%	(237)	20%	(167)	30%	(249)	832
#1 Issue: Economy	19%	(109)	27%	(156)	21%	(122)	33%	(189)	576
#1 Issue: Security	14%	(48)	22%	(75)	24%	(82)	40%	(135)	339
#1 Issue: Health Care	18%	(67)	28%	(105)	22%	(81)	32%	(118)	371
#1 Issue: Medicare / Social Security	20%	(54)	20%	(53)	19%	(50)	40%	(105)	262
#1 Issue: Women's Issues	29%	(39)	27%	(37)	15%	(21)	29%	(39)	136
#1 Issue: Education	22%	(32)	22%	(33)	22%	(32)	34%	(51)	148
#1 Issue: Energy	21%	(19)	28%	(25)	18%	(16)	33%	(30)	90
#1 Issue: Other	13%	(14)	30%	(31)	19%	(19)	38%	(40)	104

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Table BRD8_1: Thinking about old social media posts from celebrities that resurface and appear out-of-character or offensive, how would your opinion change of that person if the post was:
1 year old

Demographic	My opinion of them would completely change.		My opinion of them would somewhat change.		My opinion of them would change a little bit.		My opinion of them would not change at all.		Total N
Adults	19%	(381)	25%	(515)	21%	(423)	35%	(707)	2026
2016 Vote: Hillary Clinton	22%	(147)	28%	(188)	20%	(135)	30%	(198)	668
2016 Vote: Donald Trump	18%	(112)	24%	(145)	20%	(124)	37%	(227)	607
2016 Vote: Someone else	20%	(39)	27%	(52)	23%	(45)	29%	(56)	191
2016 Vote: Didnt Vote	15%	(84)	24%	(131)	20%	(114)	41%	(227)	555
Voted in 2014: Yes	20%	(258)	26%	(336)	20%	(255)	33%	(421)	1270
Voted in 2014: No	16%	(123)	24%	(179)	22%	(168)	38%	(285)	756
2012 Vote: Barack Obama	18%	(145)	29%	(230)	19%	(150)	34%	(271)	795
2012 Vote: Mitt Romney	21%	(95)	23%	(103)	22%	(101)	34%	(156)	455
2012 Vote: Other	17%	(11)	19%	(13)	29%	(20)	35%	(24)	68
2012 Vote: Didn't Vote	18%	(128)	24%	(169)	22%	(152)	36%	(256)	706
4-Region: Northeast	17%	(59)	26%	(93)	19%	(66)	38%	(134)	351
4-Region: Midwest	17%	(74)	26%	(112)	22%	(95)	34%	(145)	427
4-Region: South	18%	(138)	25%	(191)	21%	(163)	36%	(271)	763
4-Region: West	23%	(110)	25%	(119)	20%	(99)	32%	(157)	485
Favorable of Trump	16%	(123)	24%	(180)	22%	(165)	39%	(295)	763
Unfavorable of Trump	21%	(232)	28%	(313)	21%	(237)	30%	(342)	1124
Very Favorable of Trump	22%	(93)	23%	(94)	18%	(75)	37%	(153)	415
Somewhat Favorable of Trump	9%	(30)	25%	(86)	26%	(89)	41%	(142)	348
Somewhat Unfavorable of Trump	16%	(38)	27%	(63)	28%	(64)	28%	(65)	230
Very Unfavorable of Trump	22%	(194)	28%	(250)	19%	(173)	31%	(277)	894

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

Table BRD8_2: Thinking about old social media posts from celebrities that resurface and appear out-of-character or offensive, how would your opinion change of that person if the post was:
5 years old

Demographic	My opinion of them would completely change.		My opinion of them would somewhat change.		My opinion of them would change a little bit.		My opinion of them would not change at all.		Total N
Adults	11%	(225)	24%	(480)	27%	(542)	38%	(779)	2026
Gender: Male	11%	(105)	24%	(225)	26%	(246)	40%	(378)	954
Gender: Female	11%	(120)	24%	(255)	28%	(296)	37%	(401)	1072
Age: 18-29	12%	(58)	25%	(118)	31%	(149)	32%	(151)	477
Age: 30-44	10%	(48)	25%	(123)	27%	(134)	39%	(197)	503
Age: 45-54	11%	(38)	22%	(77)	28%	(97)	39%	(135)	347
Age: 55-64	13%	(44)	24%	(80)	27%	(92)	36%	(119)	335
Age: 65+	10%	(37)	22%	(81)	19%	(70)	48%	(177)	365
Generation Z: 18-21	10%	(18)	27%	(50)	31%	(59)	32%	(61)	188
Millennial: Age 22-37	12%	(69)	24%	(140)	29%	(167)	35%	(205)	581
Generation X: Age 38-53	10%	(53)	23%	(122)	28%	(146)	39%	(204)	524
Boomers: Age 54-72	12%	(81)	23%	(152)	24%	(159)	41%	(271)	663
PID: Dem (no lean)	13%	(91)	27%	(191)	28%	(204)	32%	(233)	718
PID: Ind (no lean)	11%	(59)	24%	(134)	25%	(138)	40%	(219)	550
PID: Rep (no lean)	10%	(76)	20%	(155)	26%	(200)	43%	(327)	758
PID/Gender: Dem Men	12%	(36)	26%	(81)	29%	(89)	33%	(103)	310
PID/Gender: Dem Women	13%	(55)	27%	(109)	28%	(115)	32%	(130)	409
PID/Gender: Ind Men	10%	(29)	23%	(64)	27%	(74)	40%	(109)	276
PID/Gender: Ind Women	11%	(30)	26%	(70)	23%	(64)	40%	(110)	274
PID/Gender: Rep Men	11%	(40)	22%	(79)	23%	(84)	45%	(165)	368
PID/Gender: Rep Women	9%	(36)	19%	(75)	30%	(116)	42%	(162)	389
Ideo: Liberal (1-3)	14%	(91)	31%	(205)	29%	(191)	27%	(180)	668
Ideo: Moderate (4)	11%	(48)	23%	(100)	28%	(119)	37%	(160)	428
Ideo: Conservative (5-7)	10%	(63)	20%	(127)	26%	(164)	44%	(284)	639

Continued on next page

Table BRD8_2: Thinking about old social media posts from celebrities that resurface and appear out-of-character or offensive, how would your opinion change of that person if the post was:
 5 years old

Demographic	My opinion of them would completely change.		My opinion of them would somewhat change.		My opinion of them would change a little bit.		My opinion of them would not change at all.		Total N
Adults	11%	(225)	24%	(480)	27%	(542)	38%	(779)	2026
Educ: College	11%	(157)	22%	(303)	26%	(361)	41%	(570)	1390
Educ: Bachelors degree	10%	(41)	27%	(112)	29%	(118)	34%	(137)	408
Educ: Post-grad	12%	(28)	28%	(65)	27%	(63)	32%	(73)	228
Income: Under 50k	12%	(135)	20%	(227)	26%	(288)	41%	(460)	1110
Income: 50k-100k	9%	(57)	26%	(161)	29%	(180)	36%	(224)	621
Income: 100k+	11%	(33)	31%	(92)	25%	(74)	32%	(95)	294
Ethnicity: White	10%	(156)	23%	(371)	27%	(428)	40%	(638)	1594
Ethnicity: Hispanic	12%	(41)	24%	(81)	28%	(93)	36%	(120)	335
Ethnicity: Afr. Am.	20%	(49)	26%	(64)	25%	(61)	29%	(72)	247
Ethnicity: Other	11%	(20)	24%	(44)	28%	(52)	37%	(68)	185
Relig: Protestant	10%	(39)	27%	(110)	23%	(93)	40%	(160)	402
Relig: Roman Catholic	13%	(55)	21%	(92)	25%	(108)	41%	(175)	430
Relig: Something Else	7%	(15)	27%	(58)	30%	(63)	36%	(76)	211
Relig: Jewish	12%	(7)	26%	(15)	25%	(15)	37%	(22)	59
Relig: Evangelical	13%	(72)	23%	(127)	24%	(129)	39%	(213)	541
Relig: Non-Evang. Catholics	11%	(62)	24%	(135)	25%	(140)	39%	(214)	552
Relig: All Christian	12%	(134)	24%	(262)	25%	(269)	39%	(427)	1092
Relig: All Non-Christian	7%	(15)	27%	(58)	30%	(63)	36%	(76)	211
Community: Urban	11%	(56)	23%	(117)	24%	(121)	41%	(207)	502
Community: Suburban	12%	(110)	25%	(232)	28%	(259)	35%	(319)	920
Community: Rural	10%	(59)	22%	(131)	27%	(161)	42%	(253)	604

Continued on next page

Table BRD8_2: Thinking about old social media posts from celebrities that resurface and appear out-of-character or offensive, how would your opinion change of that person if the post was:
5 years old

Demographic	My opinion of them would completely change.		My opinion of them would somewhat change.		My opinion of them would change a little bit.		My opinion of them would not change at all.		Total N
Adults	11%	(225)	24%	(480)	27%	(542)	38%	(779)	2026
Employ: Private Sector	10%	(59)	26%	(159)	28%	(171)	37%	(229)	618
Employ: Government	9%	(13)	26%	(38)	40%	(59)	25%	(37)	146
Employ: Self-Employed	11%	(21)	25%	(46)	29%	(52)	35%	(63)	182
Employ: Homemaker	12%	(17)	20%	(29)	27%	(39)	41%	(58)	143
Employ: Student	5%	(6)	30%	(37)	39%	(47)	26%	(32)	121
Employ: Retired	13%	(53)	21%	(85)	21%	(86)	46%	(187)	412
Employ: Unemployed	13%	(26)	20%	(40)	25%	(50)	42%	(86)	202
Employ: Other	16%	(32)	23%	(46)	18%	(37)	43%	(87)	202
Military HH: Yes	10%	(37)	23%	(88)	23%	(87)	45%	(175)	387
Military HH: No	11%	(188)	24%	(392)	28%	(454)	37%	(605)	1639
RD/WT: Right Direction	11%	(86)	21%	(158)	27%	(201)	41%	(306)	751
RD/WT: Wrong Track	11%	(139)	25%	(321)	27%	(341)	37%	(473)	1275
Trump Job Approve	10%	(75)	21%	(161)	25%	(196)	44%	(345)	777
Trump Job Disapprove	12%	(138)	27%	(302)	29%	(319)	32%	(354)	1113
Trump Job Strongly Approve	13%	(47)	21%	(79)	20%	(74)	46%	(170)	371
Trump Job Somewhat Approve	7%	(28)	20%	(82)	30%	(121)	43%	(175)	406
Trump Job Somewhat Disapprove	11%	(31)	29%	(81)	28%	(78)	32%	(91)	281
Trump Job Strongly Disapprove	13%	(106)	27%	(221)	29%	(241)	32%	(263)	832
#1 Issue: Economy	10%	(60)	23%	(134)	29%	(167)	37%	(215)	576
#1 Issue: Security	11%	(36)	23%	(77)	23%	(77)	44%	(149)	339
#1 Issue: Health Care	10%	(38)	25%	(93)	28%	(104)	37%	(136)	371
#1 Issue: Medicare / Social Security	14%	(36)	16%	(42)	23%	(60)	47%	(123)	262
#1 Issue: Women's Issues	14%	(18)	29%	(39)	28%	(39)	29%	(40)	136
#1 Issue: Education	15%	(23)	25%	(38)	28%	(41)	32%	(47)	148
#1 Issue: Energy	6%	(5)	33%	(30)	28%	(25)	33%	(29)	90
#1 Issue: Other	9%	(9)	26%	(27)	27%	(28)	39%	(40)	104

Continued on next page

Table BRD8_2: Thinking about old social media posts from celebrities that resurface and appear out-of-character or offensive, how would your opinion change of that person if the post was:
5 years old

Demographic	My opinion of them would completely change.		My opinion of them would somewhat change.		My opinion of them would change a little bit.		My opinion of them would not change at all.		Total N
Adults	11%	(225)	24%	(480)	27%	(542)	38%	(779)	2026
2016 Vote: Hillary Clinton	14%	(93)	27%	(183)	28%	(185)	31%	(207)	668
2016 Vote: Donald Trump	11%	(69)	21%	(130)	25%	(153)	42%	(255)	607
2016 Vote: Someone else	7%	(13)	28%	(54)	23%	(44)	42%	(80)	191
2016 Vote: Didnt Vote	9%	(50)	20%	(112)	28%	(157)	43%	(236)	555
Voted in 2014: Yes	13%	(165)	25%	(313)	26%	(335)	36%	(457)	1270
Voted in 2014: No	8%	(61)	22%	(166)	27%	(206)	43%	(322)	756
2012 Vote: Barack Obama	11%	(91)	26%	(204)	27%	(215)	36%	(285)	795
2012 Vote: Mitt Romney	13%	(60)	23%	(106)	25%	(114)	39%	(175)	455
2012 Vote: Other	6%	(4)	32%	(22)	16%	(11)	46%	(32)	68
2012 Vote: Didn't Vote	10%	(68)	21%	(149)	29%	(202)	41%	(287)	706
4-Region: Northeast	10%	(34)	24%	(85)	29%	(102)	37%	(130)	351
4-Region: Midwest	10%	(41)	22%	(95)	29%	(122)	39%	(168)	427
4-Region: South	12%	(95)	23%	(176)	24%	(187)	40%	(306)	763
4-Region: West	12%	(57)	25%	(123)	27%	(130)	36%	(175)	485
Favorable of Trump	10%	(74)	20%	(156)	25%	(189)	45%	(344)	763
Unfavorable of Trump	12%	(131)	27%	(300)	29%	(321)	33%	(372)	1124
Very Favorable of Trump	13%	(56)	22%	(93)	21%	(89)	43%	(177)	415
Somewhat Favorable of Trump	5%	(18)	18%	(63)	29%	(100)	48%	(168)	348
Somewhat Unfavorable of Trump	9%	(20)	29%	(67)	30%	(69)	32%	(75)	230
Very Unfavorable of Trump	12%	(111)	26%	(233)	28%	(253)	33%	(298)	894

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

Table BRD8_3: Thinking about old social media posts from celebrities that resurface and appear out-of-character or offensive, how would your opinion change of that person if the post was:
10+ years old

Demographic	My opinion of them would completely change.		My opinion of them would somewhat change.		My opinion of them would change a little bit.		My opinion of them would not change at all.		Total N
Adults	13%	(272)	16%	(330)	23%	(476)	47%	(948)	2026
Gender: Male	14%	(130)	15%	(144)	22%	(210)	49%	(469)	954
Gender: Female	13%	(141)	17%	(186)	25%	(266)	45%	(479)	1072
Age: 18-29	14%	(69)	17%	(79)	25%	(120)	44%	(208)	477
Age: 30-44	13%	(67)	16%	(79)	24%	(119)	47%	(239)	503
Age: 45-54	13%	(46)	15%	(51)	26%	(89)	47%	(162)	347
Age: 55-64	15%	(51)	19%	(65)	22%	(74)	44%	(146)	335
Age: 65+	11%	(39)	16%	(57)	21%	(75)	53%	(194)	365
Generation Z: 18-21	15%	(28)	16%	(29)	22%	(42)	47%	(89)	188
Millennial: Age 22-37	13%	(77)	16%	(95)	26%	(150)	45%	(259)	581
Generation X: Age 38-53	13%	(70)	16%	(81)	24%	(126)	47%	(246)	524
Boomers: Age 54-72	14%	(91)	18%	(117)	22%	(144)	47%	(311)	663
PID: Dem (no lean)	15%	(110)	19%	(139)	26%	(184)	40%	(286)	718
PID: Ind (no lean)	12%	(67)	16%	(88)	24%	(131)	48%	(264)	550
PID: Rep (no lean)	12%	(94)	14%	(103)	21%	(161)	53%	(399)	758
PID/Gender: Dem Men	16%	(50)	18%	(57)	22%	(67)	44%	(136)	310
PID/Gender: Dem Women	15%	(60)	20%	(81)	29%	(118)	37%	(150)	409
PID/Gender: Ind Men	12%	(34)	14%	(38)	24%	(65)	50%	(139)	276
PID/Gender: Ind Women	12%	(33)	18%	(50)	24%	(65)	46%	(125)	274
PID/Gender: Rep Men	13%	(46)	13%	(49)	21%	(78)	53%	(195)	368
PID/Gender: Rep Women	12%	(48)	14%	(54)	21%	(83)	52%	(204)	389
Ideo: Liberal (1-3)	12%	(83)	23%	(154)	29%	(195)	35%	(235)	668
Ideo: Moderate (4)	15%	(63)	14%	(60)	24%	(103)	47%	(201)	428
Ideo: Conservative (5-7)	14%	(90)	13%	(81)	19%	(118)	55%	(349)	639

Continued on next page

Table BRD8_3: Thinking about old social media posts from celebrities that resurface and appear out-of-character or offensive, how would your opinion change of that person if the post was:

10+ years old

Demographic	My opinion of them would completely change.		My opinion of them would somewhat change.		My opinion of them would change a little bit.		My opinion of them would not change at all.		Total N
Adults	13%	(272)	16%	(330)	23%	(476)	47%	(948)	2026
Educ: College	15%	(208)	13%	(186)	23%	(314)	49%	(682)	1390
Educ: Bachelors degree	10%	(39)	24%	(96)	26%	(104)	41%	(168)	408
Educ: Post-grad	11%	(24)	21%	(49)	25%	(58)	43%	(98)	228
Income: Under 50k	15%	(166)	14%	(159)	22%	(249)	48%	(537)	1110
Income: 50k-100k	12%	(72)	17%	(108)	25%	(154)	46%	(287)	621
Income: 100k+	11%	(34)	22%	(63)	25%	(73)	42%	(124)	294
Ethnicity: White	12%	(185)	16%	(259)	23%	(368)	49%	(782)	1594
Ethnicity: Hispanic	22%	(74)	9%	(29)	25%	(84)	44%	(148)	335
Ethnicity: Afr. Am.	25%	(62)	18%	(45)	24%	(58)	33%	(82)	247
Ethnicity: Other	13%	(24)	14%	(26)	27%	(49)	46%	(85)	185
Relig: Protestant	11%	(46)	18%	(70)	23%	(94)	48%	(192)	402
Relig: Roman Catholic	14%	(61)	16%	(70)	21%	(91)	48%	(208)	430
Relig: Something Else	11%	(23)	19%	(40)	23%	(48)	48%	(101)	211
Relig: Jewish	6%	(3)	21%	(12)	33%	(19)	41%	(24)	59
Relig: Evangelical	16%	(86)	17%	(91)	22%	(119)	45%	(245)	541
Relig: Non-Evang. Catholics	13%	(71)	18%	(98)	22%	(121)	47%	(262)	552
Relig: All Christian	14%	(157)	17%	(189)	22%	(240)	46%	(507)	1092
Relig: All Non-Christian	11%	(23)	19%	(40)	23%	(48)	48%	(101)	211
Community: Urban	14%	(70)	17%	(87)	19%	(94)	50%	(251)	502
Community: Suburban	14%	(130)	17%	(153)	27%	(246)	42%	(390)	920
Community: Rural	12%	(71)	15%	(90)	22%	(136)	51%	(307)	604

Continued on next page

Table BRD8_3: Thinking about old social media posts from celebrities that resurface and appear out-of-character or offensive, how would your opinion change of that person if the post was:
10+ years old

Demographic	My opinion of them would completely change.		My opinion of them would somewhat change.		My opinion of them would change a little bit.		My opinion of them would not change at all.		Total N
Adults	13%	(272)	16%	(330)	23%	(476)	47%	(948)	2026
Employ: Private Sector	10%	(64)	18%	(111)	24%	(150)	48%	(294)	618
Employ: Government	15%	(21)	20%	(29)	26%	(37)	40%	(59)	146
Employ: Self-Employed	10%	(18)	23%	(42)	26%	(48)	41%	(74)	182
Employ: Homemaker	11%	(16)	13%	(18)	26%	(38)	50%	(71)	143
Employ: Student	7%	(9)	19%	(24)	31%	(38)	42%	(51)	121
Employ: Retired	14%	(57)	15%	(62)	20%	(83)	51%	(209)	412
Employ: Unemployed	20%	(40)	10%	(21)	24%	(48)	46%	(93)	202
Employ: Other	23%	(46)	12%	(24)	17%	(35)	48%	(97)	202
Military HH: Yes	14%	(52)	14%	(54)	19%	(72)	54%	(209)	387
Military HH: No	13%	(219)	17%	(276)	25%	(404)	45%	(740)	1639
RD/WT: Right Direction	13%	(100)	14%	(106)	21%	(162)	51%	(383)	751
RD/WT: Wrong Track	13%	(171)	18%	(224)	25%	(314)	44%	(565)	1275
Trump Job Approve	13%	(99)	13%	(100)	20%	(155)	54%	(423)	777
Trump Job Disapprove	15%	(164)	19%	(214)	27%	(295)	39%	(439)	1113
Trump Job Strongly Approve	15%	(57)	15%	(54)	16%	(58)	54%	(202)	371
Trump Job Somewhat Approve	10%	(41)	11%	(46)	24%	(97)	55%	(222)	406
Trump Job Somewhat Disapprove	15%	(41)	18%	(50)	24%	(67)	44%	(123)	281
Trump Job Strongly Disapprove	15%	(123)	20%	(164)	27%	(229)	38%	(316)	832
#1 Issue: Economy	13%	(75)	16%	(90)	25%	(143)	47%	(268)	576
#1 Issue: Security	16%	(56)	13%	(45)	19%	(63)	52%	(175)	339
#1 Issue: Health Care	11%	(42)	19%	(70)	26%	(97)	44%	(162)	371
#1 Issue: Medicare / Social Security	16%	(41)	13%	(35)	17%	(44)	54%	(142)	262
#1 Issue: Women's Issues	12%	(16)	24%	(33)	30%	(41)	34%	(47)	136
#1 Issue: Education	19%	(28)	15%	(22)	24%	(36)	42%	(62)	148
#1 Issue: Energy	8%	(7)	19%	(17)	26%	(23)	47%	(42)	90
#1 Issue: Other	7%	(7)	18%	(18)	27%	(28)	48%	(50)	104

Continued on next page

Table BRD8_3: Thinking about old social media posts from celebrities that resurface and appear out-of-character or offensive, how would your opinion change of that person if the post was:

10+ years old

Demographic	My opinion of them would completely change.		My opinion of them would somewhat change.		My opinion of them would change a little bit.		My opinion of them would not change at all.		Total N
Adults	13%	(272)	16%	(330)	23%	(476)	47%	(948)	2026
2016 Vote: Hillary Clinton	15%	(102)	22%	(150)	25%	(166)	37%	(250)	668
2016 Vote: Donald Trump	15%	(89)	13%	(77)	20%	(124)	52%	(317)	607
2016 Vote: Someone else	11%	(21)	17%	(32)	23%	(43)	50%	(95)	191
2016 Vote: Didnt Vote	11%	(59)	13%	(71)	25%	(140)	51%	(284)	555
Voted in 2014: Yes	15%	(191)	18%	(227)	23%	(287)	44%	(565)	1270
Voted in 2014: No	11%	(80)	14%	(103)	25%	(189)	51%	(383)	756
2012 Vote: Barack Obama	13%	(104)	20%	(161)	23%	(183)	44%	(348)	795
2012 Vote: Mitt Romney	15%	(70)	14%	(63)	24%	(107)	47%	(214)	455
2012 Vote: Other	12%	(8)	16%	(11)	18%	(12)	54%	(37)	68
2012 Vote: Didn't Vote	12%	(87)	13%	(95)	25%	(174)	50%	(350)	706
4-Region: Northeast	12%	(43)	18%	(64)	24%	(85)	45%	(159)	351
4-Region: Midwest	10%	(41)	18%	(77)	25%	(107)	47%	(202)	427
4-Region: South	15%	(116)	14%	(106)	22%	(169)	49%	(372)	763
4-Region: West	15%	(71)	17%	(83)	24%	(115)	44%	(215)	485
Favorable of Trump	12%	(95)	13%	(100)	20%	(151)	55%	(416)	763
Unfavorable of Trump	13%	(151)	19%	(213)	26%	(296)	41%	(464)	1124
Very Favorable of Trump	16%	(66)	15%	(62)	18%	(76)	51%	(210)	415
Somewhat Favorable of Trump	8%	(29)	11%	(38)	22%	(75)	59%	(206)	348
Somewhat Unfavorable of Trump	13%	(29)	18%	(40)	25%	(57)	45%	(103)	230
Very Unfavorable of Trump	14%	(122)	19%	(172)	27%	(239)	40%	(361)	894

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

Table BRD9_1: *Thinking about old social media posts from family members, friends, or colleagues that resurface and appear out-of-character or offensive, how would your opinion change of that person if the post was:
1 year old*

Demographic	My opinion of them would completely change.		My opinion of them would somewhat change.		My opinion of them would change a little bit.		My opinion of them would not change at all.		Total N
Adults	16%	(327)	24%	(496)	23%	(462)	37%	(741)	2026
Gender: Male	14%	(135)	23%	(215)	23%	(217)	41%	(386)	954
Gender: Female	18%	(192)	26%	(281)	23%	(245)	33%	(355)	1072
Age: 18-29	21%	(101)	26%	(123)	20%	(96)	33%	(157)	477
Age: 30-44	16%	(80)	27%	(134)	25%	(127)	32%	(162)	503
Age: 45-54	13%	(44)	21%	(74)	24%	(82)	42%	(147)	347
Age: 55-64	17%	(57)	27%	(91)	21%	(71)	35%	(116)	335
Age: 65+	12%	(45)	20%	(74)	24%	(86)	44%	(160)	365
Generation Z: 18-21	19%	(36)	24%	(44)	21%	(39)	36%	(67)	188
Millennial: Age 22-37	21%	(119)	25%	(148)	22%	(126)	32%	(188)	581
Generation X: Age 38-53	12%	(63)	26%	(136)	25%	(131)	37%	(194)	524
Boomers: Age 54-72	16%	(105)	23%	(152)	23%	(154)	38%	(251)	663
PID: Dem (no lean)	18%	(129)	28%	(203)	19%	(137)	35%	(249)	718
PID: Ind (no lean)	15%	(85)	23%	(124)	25%	(140)	37%	(201)	550
PID: Rep (no lean)	15%	(114)	22%	(169)	24%	(184)	38%	(291)	758
PID/Gender: Dem Men	16%	(49)	25%	(79)	20%	(63)	39%	(120)	310
PID/Gender: Dem Women	20%	(80)	30%	(124)	18%	(75)	32%	(130)	409
PID/Gender: Ind Men	15%	(40)	25%	(68)	23%	(62)	38%	(105)	276
PID/Gender: Ind Women	16%	(44)	20%	(56)	28%	(78)	35%	(96)	274
PID/Gender: Rep Men	13%	(46)	19%	(68)	25%	(92)	44%	(162)	368
PID/Gender: Rep Women	17%	(67)	26%	(101)	24%	(92)	33%	(129)	389
Ideo: Liberal (1-3)	22%	(146)	31%	(206)	21%	(139)	26%	(177)	668
Ideo: Moderate (4)	16%	(68)	23%	(98)	24%	(103)	37%	(159)	428
Ideo: Conservative (5-7)	12%	(78)	23%	(149)	25%	(161)	39%	(251)	639

Continued on next page

Table BRD9_1: Thinking about old social media posts from family members, friends, or colleagues that resurface and appear out-of-character or offensive, how would your opinion change of that person if the post was:

1 year old

Demographic	My opinion of them would completely change.		My opinion of them would somewhat change.		My opinion of them would change a little bit.		My opinion of them would not change at all.		Total N
Adults	16%	(327)	24%	(496)	23%	(462)	37%	(741)	2026
Educ: College	15%	(209)	23%	(321)	23%	(318)	39%	(542)	1390
Educ: Bachelors degree	17%	(71)	26%	(104)	23%	(94)	34%	(138)	408
Educ: Post-grad	21%	(47)	31%	(71)	22%	(50)	27%	(60)	228
Income: Under 50k	15%	(169)	22%	(244)	21%	(232)	42%	(465)	1110
Income: 50k-100k	16%	(99)	27%	(169)	25%	(157)	32%	(196)	621
Income: 100k+	20%	(59)	28%	(83)	24%	(72)	27%	(80)	294
Ethnicity: White	15%	(241)	24%	(385)	23%	(374)	37%	(594)	1594
Ethnicity: Hispanic	20%	(68)	20%	(66)	21%	(69)	40%	(133)	335
Ethnicity: Afr. Am.	23%	(56)	29%	(73)	18%	(44)	30%	(75)	247
Ethnicity: Other	16%	(30)	21%	(39)	24%	(44)	39%	(72)	185
Relig: Protestant	16%	(66)	26%	(104)	26%	(104)	32%	(127)	402
Relig: Roman Catholic	14%	(59)	23%	(100)	23%	(98)	40%	(173)	430
Relig: Something Else	17%	(36)	22%	(46)	31%	(65)	30%	(64)	211
Relig: Jewish	16%	(9)	24%	(14)	22%	(13)	38%	(22)	59
Relig: Evangelical	15%	(81)	24%	(132)	24%	(130)	37%	(198)	541
Relig: Non-Evang. Catholics	14%	(76)	26%	(142)	23%	(128)	37%	(206)	552
Relig: All Christian	14%	(157)	25%	(274)	24%	(258)	37%	(404)	1092
Relig: All Non-Christian	17%	(36)	22%	(46)	31%	(65)	30%	(64)	211
Community: Urban	15%	(77)	24%	(123)	20%	(102)	40%	(201)	502
Community: Suburban	18%	(167)	25%	(227)	24%	(223)	33%	(303)	920
Community: Rural	14%	(83)	24%	(147)	23%	(137)	39%	(238)	604

Continued on next page

Table BRD9_1: Thinking about old social media posts from family members, friends, or colleagues that resurface and appear out-of-character or offensive, how would your opinion change of that person if the post was:
1 year old

Demographic	My opinion of them would completely change.		My opinion of them would somewhat change.		My opinion of them would change a little bit.		My opinion of them would not change at all.		Total N
Adults	16%	(327)	24%	(496)	23%	(462)	37%	(741)	2026
Employ: Private Sector	16%	(101)	25%	(153)	22%	(138)	37%	(227)	618
Employ: Government	15%	(22)	33%	(48)	26%	(38)	26%	(37)	146
Employ: Self-Employed	11%	(21)	31%	(57)	26%	(48)	31%	(56)	182
Employ: Homemaker	15%	(22)	32%	(46)	22%	(31)	31%	(44)	143
Employ: Student	23%	(28)	23%	(29)	26%	(32)	27%	(33)	121
Employ: Retired	16%	(65)	22%	(89)	23%	(96)	39%	(162)	412
Employ: Unemployed	18%	(36)	17%	(34)	18%	(36)	48%	(97)	202
Employ: Other	16%	(33)	21%	(42)	21%	(43)	42%	(85)	202
Military HH: Yes	15%	(58)	21%	(80)	23%	(88)	42%	(161)	387
Military HH: No	16%	(269)	25%	(416)	23%	(374)	35%	(580)	1639
RD/WT: Right Direction	12%	(93)	22%	(166)	26%	(196)	39%	(296)	751
RD/WT: Wrong Track	18%	(234)	26%	(330)	21%	(266)	35%	(445)	1275
Trump Job Approve	12%	(90)	21%	(164)	26%	(202)	41%	(321)	777
Trump Job Disapprove	20%	(221)	28%	(308)	21%	(235)	31%	(349)	1113
Trump Job Strongly Approve	15%	(56)	20%	(74)	24%	(88)	41%	(153)	371
Trump Job Somewhat Approve	9%	(35)	22%	(90)	28%	(114)	41%	(168)	406
Trump Job Somewhat Disapprove	20%	(56)	28%	(78)	21%	(58)	31%	(88)	281
Trump Job Strongly Disapprove	20%	(165)	28%	(230)	21%	(176)	31%	(261)	832
#1 Issue: Economy	14%	(81)	26%	(150)	24%	(138)	36%	(207)	576
#1 Issue: Security	13%	(45)	20%	(68)	25%	(85)	42%	(141)	339
#1 Issue: Health Care	17%	(64)	27%	(101)	21%	(80)	34%	(126)	371
#1 Issue: Medicare / Social Security	17%	(44)	17%	(45)	24%	(63)	42%	(110)	262
#1 Issue: Women's Issues	25%	(34)	27%	(37)	20%	(28)	27%	(37)	136
#1 Issue: Education	19%	(28)	24%	(35)	16%	(24)	41%	(61)	148
#1 Issue: Energy	20%	(18)	32%	(29)	19%	(17)	28%	(25)	90
#1 Issue: Other	11%	(12)	30%	(31)	26%	(27)	33%	(35)	104

Continued on next page

Table BRD9_1: Thinking about old social media posts from family members, friends, or colleagues that resurface and appear out-of-character or offensive, how would your opinion change of that person if the post was:

1 year old

Demographic	My opinion of them would completely change.		My opinion of them would somewhat change.		My opinion of them would change a little bit.		My opinion of them would not change at all.		Total N
Adults	16%	(327)	24%	(496)	23%	(462)	37%	(741)	2026
2016 Vote: Hillary Clinton	18%	(118)	29%	(196)	22%	(145)	31%	(209)	668
2016 Vote: Donald Trump	14%	(84)	21%	(130)	24%	(148)	40%	(245)	607
2016 Vote: Someone else	21%	(41)	23%	(44)	24%	(46)	31%	(60)	191
2016 Vote: Didnt Vote	15%	(84)	22%	(124)	22%	(120)	41%	(227)	555
Voted in 2014: Yes	17%	(213)	26%	(327)	23%	(292)	35%	(439)	1270
Voted in 2014: No	15%	(114)	22%	(169)	22%	(169)	40%	(303)	756
2012 Vote: Barack Obama	17%	(133)	28%	(221)	21%	(168)	34%	(273)	795
2012 Vote: Mitt Romney	14%	(64)	23%	(107)	26%	(118)	37%	(167)	455
2012 Vote: Other	13%	(9)	19%	(13)	29%	(20)	39%	(27)	68
2012 Vote: Didn't Vote	17%	(120)	22%	(155)	22%	(156)	39%	(275)	706
4-Region: Northeast	15%	(53)	25%	(89)	21%	(75)	38%	(134)	351
4-Region: Midwest	18%	(75)	24%	(100)	24%	(101)	35%	(150)	427
4-Region: South	17%	(127)	24%	(185)	22%	(169)	37%	(282)	763
4-Region: West	15%	(72)	25%	(122)	24%	(116)	36%	(175)	485
Favorable of Trump	11%	(87)	22%	(169)	25%	(189)	42%	(317)	763
Unfavorable of Trump	19%	(219)	26%	(298)	22%	(247)	32%	(360)	1124
Very Favorable of Trump	15%	(63)	22%	(90)	24%	(101)	39%	(160)	415
Somewhat Favorable of Trump	7%	(25)	23%	(79)	25%	(87)	45%	(157)	348
Somewhat Unfavorable of Trump	14%	(32)	23%	(54)	30%	(69)	32%	(74)	230
Very Unfavorable of Trump	21%	(187)	27%	(244)	20%	(178)	32%	(285)	894

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

Table BRD9_2: *Thinking about old social media posts from family members, friends, or colleagues that resurface and appear out-of-character or offensive, how would your opinion change of that person if the post was 5 years old*

Demographic	My opinion of them would completely change.		My opinion of them would somewhat change.		My opinion of them would change a little bit.		My opinion of them would not change at all.		Total N
Adults	9%	(181)	23%	(463)	27%	(555)	41%	(828)	2026
Gender: Male	8%	(78)	20%	(190)	27%	(257)	45%	(429)	954
Gender: Female	10%	(103)	25%	(272)	28%	(298)	37%	(399)	1072
Age: 18-29	12%	(55)	24%	(117)	25%	(121)	39%	(184)	477
Age: 30-44	8%	(38)	25%	(125)	29%	(148)	38%	(192)	503
Age: 45-54	7%	(26)	20%	(69)	27%	(92)	46%	(160)	347
Age: 55-64	10%	(34)	27%	(89)	26%	(88)	37%	(124)	335
Age: 65+	8%	(28)	17%	(64)	29%	(106)	46%	(168)	365
Generation Z: 18-21	7%	(13)	24%	(45)	27%	(50)	43%	(80)	188
Millennial: Age 22-37	11%	(66)	25%	(144)	25%	(145)	39%	(225)	581
Generation X: Age 38-53	6%	(33)	23%	(120)	30%	(156)	41%	(215)	524
Boomers: Age 54-72	10%	(66)	22%	(147)	28%	(184)	40%	(266)	663
PID: Dem (no lean)	9%	(68)	27%	(197)	26%	(188)	37%	(266)	718
PID: Ind (no lean)	8%	(43)	21%	(113)	31%	(171)	41%	(224)	550
PID: Rep (no lean)	9%	(70)	20%	(153)	26%	(196)	45%	(339)	758
PID/Gender: Dem Men	9%	(27)	20%	(63)	30%	(92)	41%	(128)	310
PID/Gender: Dem Women	10%	(41)	33%	(134)	24%	(96)	34%	(138)	409
PID/Gender: Ind Men	7%	(19)	22%	(61)	29%	(80)	42%	(116)	276
PID/Gender: Ind Women	9%	(24)	19%	(52)	33%	(91)	39%	(107)	274
PID/Gender: Rep Men	9%	(32)	18%	(67)	23%	(85)	50%	(185)	368
PID/Gender: Rep Women	10%	(38)	22%	(86)	28%	(111)	40%	(154)	389
Ideo: Liberal (1-3)	10%	(66)	33%	(220)	28%	(186)	29%	(195)	668
Ideo: Moderate (4)	10%	(42)	18%	(79)	31%	(130)	41%	(176)	428
Ideo: Conservative (5-7)	7%	(47)	20%	(127)	26%	(168)	47%	(297)	639

Continued on next page

Table BRD9_2: Thinking about old social media posts from family members, friends, or colleagues that resurface and appear out-of-character or offensive, how would your opinion change of that person if the post was:
5 years old

Demographic	My opinion of them would completely change.		My opinion of them would somewhat change.		My opinion of them would change a little bit.		My opinion of them would not change at all.		Total N
Adults	9%	(181)	23%	(463)	27%	(555)	41%	(828)	2026
Educ: College	9%	(126)	21%	(286)	26%	(362)	44%	(616)	1390
Educ: Bachelors degree	8%	(32)	27%	(109)	31%	(126)	35%	(142)	408
Educ: Post-grad	10%	(23)	30%	(68)	30%	(68)	31%	(70)	228
Income: Under 50k	9%	(99)	20%	(223)	26%	(292)	45%	(496)	1110
Income: 50k-100k	8%	(52)	26%	(161)	29%	(179)	37%	(230)	621
Income: 100k+	10%	(30)	27%	(79)	29%	(84)	34%	(101)	294
Ethnicity: White	8%	(131)	22%	(347)	28%	(443)	42%	(673)	1594
Ethnicity: Hispanic	9%	(31)	22%	(74)	25%	(83)	44%	(148)	335
Ethnicity: Afr. Am.	16%	(39)	30%	(75)	21%	(53)	32%	(80)	247
Ethnicity: Other	6%	(11)	22%	(41)	32%	(59)	40%	(74)	185
Relig: Protestant	8%	(32)	27%	(108)	26%	(106)	39%	(156)	402
Relig: Roman Catholic	8%	(35)	20%	(87)	28%	(120)	44%	(189)	430
Relig: Something Else	8%	(16)	27%	(57)	24%	(52)	41%	(87)	211
Relig: Jewish	13%	(8)	19%	(11)	30%	(18)	38%	(22)	59
Relig: Evangelical	9%	(46)	23%	(125)	25%	(136)	43%	(233)	541
Relig: Non-Evang. Catholics	8%	(43)	22%	(124)	29%	(161)	41%	(224)	552
Relig: All Christian	8%	(90)	23%	(249)	27%	(297)	42%	(456)	1092
Relig: All Non-Christian	8%	(16)	27%	(57)	24%	(52)	41%	(87)	211
Community: Urban	8%	(42)	23%	(114)	26%	(131)	43%	(215)	502
Community: Suburban	10%	(90)	24%	(221)	29%	(266)	37%	(342)	920
Community: Rural	8%	(49)	21%	(128)	26%	(158)	45%	(270)	604

Continued on next page

Table BRD9_2: Thinking about old social media posts from family members, friends, or colleagues that resurface and appear out-of-character or offensive, how would your opinion change of that person if the post was:
5 years old

Demographic	My opinion of them would completely change.		My opinion of them would somewhat change.		My opinion of them would change a little bit.		My opinion of them would not change at all.		Total N
Adults	9%	(181)	23%	(463)	27%	(555)	41%	(828)	2026
Employ: Private Sector	8%	(50)	23%	(143)	28%	(172)	41%	(253)	618
Employ: Government	10%	(15)	27%	(39)	36%	(52)	27%	(40)	146
Employ: Self-Employed	6%	(11)	26%	(47)	32%	(59)	36%	(66)	182
Employ: Homemaker	4%	(6)	28%	(40)	26%	(37)	42%	(60)	143
Employ: Student	5%	(6)	32%	(39)	29%	(36)	34%	(41)	121
Employ: Retired	11%	(45)	20%	(82)	27%	(111)	42%	(173)	412
Employ: Unemployed	12%	(24)	18%	(36)	18%	(37)	52%	(105)	202
Employ: Other	12%	(24)	18%	(37)	25%	(51)	45%	(90)	202
Military HH: Yes	7%	(29)	22%	(85)	24%	(94)	46%	(179)	387
Military HH: No	9%	(152)	23%	(378)	28%	(461)	40%	(648)	1639
RD/WT: Right Direction	7%	(56)	21%	(161)	27%	(201)	44%	(334)	751
RD/WT: Wrong Track	10%	(124)	24%	(302)	28%	(354)	39%	(494)	1275
Trump Job Approve	7%	(52)	20%	(157)	26%	(202)	47%	(366)	777
Trump Job Disapprove	11%	(119)	26%	(290)	29%	(323)	34%	(381)	1113
Trump Job Strongly Approve	9%	(33)	21%	(77)	23%	(86)	47%	(175)	371
Trump Job Somewhat Approve	5%	(19)	20%	(80)	29%	(116)	47%	(192)	406
Trump Job Somewhat Disapprove	11%	(32)	27%	(76)	27%	(77)	34%	(96)	281
Trump Job Strongly Disapprove	10%	(87)	26%	(214)	30%	(246)	34%	(285)	832
#1 Issue: Economy	7%	(41)	23%	(130)	29%	(165)	42%	(240)	576
#1 Issue: Security	9%	(30)	20%	(67)	26%	(87)	45%	(154)	339
#1 Issue: Health Care	9%	(33)	26%	(96)	27%	(102)	38%	(139)	371
#1 Issue: Medicare / Social Security	10%	(25)	19%	(50)	24%	(64)	47%	(123)	262
#1 Issue: Women's Issues	11%	(16)	31%	(43)	29%	(40)	28%	(38)	136
#1 Issue: Education	12%	(17)	21%	(32)	22%	(33)	45%	(66)	148
#1 Issue: Energy	11%	(10)	27%	(24)	26%	(24)	36%	(32)	90
#1 Issue: Other	8%	(8)	20%	(21)	40%	(41)	33%	(34)	104

Continued on next page

Table BRD9_2: Thinking about old social media posts from family members, friends, or colleagues that resurface and appear out-of-character or offensive, how would your opinion change of that person if the post was:
5 years old

Demographic	My opinion of them would completely change.		My opinion of them would somewhat change.		My opinion of them would change a little bit.		My opinion of them would not change at all.		Total N
Adults	9%	(181)	23%	(463)	27%	(555)	41%	(828)	2026
2016 Vote: Hillary Clinton	10%	(69)	27%	(178)	30%	(200)	33%	(220)	668
2016 Vote: Donald Trump	8%	(50)	21%	(130)	27%	(163)	43%	(264)	607
2016 Vote: Someone else	6%	(11)	23%	(44)	27%	(51)	44%	(85)	191
2016 Vote: Didnt Vote	9%	(51)	20%	(110)	25%	(137)	46%	(257)	555
Voted in 2014: Yes	10%	(127)	24%	(308)	27%	(348)	38%	(488)	1270
Voted in 2014: No	7%	(53)	21%	(155)	27%	(207)	45%	(340)	756
2012 Vote: Barack Obama	9%	(73)	26%	(210)	27%	(216)	37%	(296)	795
2012 Vote: Mitt Romney	8%	(38)	22%	(100)	29%	(132)	41%	(185)	455
2012 Vote: Other	10%	(7)	21%	(14)	23%	(16)	46%	(31)	68
2012 Vote: Didn't Vote	9%	(62)	19%	(137)	27%	(191)	45%	(315)	706
4-Region: Northeast	7%	(24)	25%	(86)	28%	(100)	40%	(141)	351
4-Region: Midwest	10%	(42)	20%	(84)	30%	(127)	41%	(173)	427
4-Region: South	9%	(70)	25%	(189)	25%	(188)	41%	(316)	763
4-Region: West	9%	(45)	21%	(103)	29%	(140)	41%	(197)	485
Favorable of Trump	7%	(52)	20%	(150)	26%	(202)	47%	(359)	763
Unfavorable of Trump	10%	(115)	25%	(284)	28%	(320)	36%	(405)	1124
Very Favorable of Trump	10%	(41)	21%	(89)	23%	(96)	45%	(188)	415
Somewhat Favorable of Trump	3%	(11)	18%	(61)	30%	(106)	49%	(170)	348
Somewhat Unfavorable of Trump	7%	(15)	28%	(63)	27%	(63)	39%	(89)	230
Very Unfavorable of Trump	11%	(99)	25%	(221)	29%	(258)	35%	(316)	894

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

Table BRD9_3: *Thinking about old social media posts from family members, friends, or colleagues that resurface and appear out-of-character or offensive, how would your opinion change of that person if the post was:
10+ years old*

Demographic	My opinion of them would completely change.		My opinion of them would somewhat change.		My opinion of them would change a little bit.		My opinion of them would not change at all.		Total N
Adults	11%	(219)	18%	(359)	22%	(448)	49%	(1000)	2026
Gender: Male	9%	(88)	15%	(147)	21%	(203)	54%	(515)	954
Gender: Female	12%	(131)	20%	(212)	23%	(245)	45%	(484)	1072
Age: 18-29	14%	(65)	15%	(74)	20%	(95)	51%	(243)	477
Age: 30-44	10%	(50)	21%	(105)	24%	(121)	45%	(227)	503
Age: 45-54	9%	(32)	16%	(56)	20%	(70)	54%	(188)	347
Age: 55-64	13%	(44)	20%	(68)	22%	(74)	45%	(150)	335
Age: 65+	8%	(29)	15%	(56)	24%	(88)	52%	(191)	365
Generation Z: 18-21	10%	(18)	15%	(29)	17%	(32)	58%	(109)	188
Millennial: Age 22-37	13%	(75)	18%	(105)	22%	(129)	47%	(271)	581
Generation X: Age 38-53	9%	(50)	19%	(97)	22%	(117)	50%	(260)	524
Boomers: Age 54-72	11%	(75)	18%	(121)	24%	(157)	47%	(311)	663
PID: Dem (no lean)	11%	(80)	22%	(162)	21%	(153)	45%	(324)	718
PID: Ind (no lean)	10%	(56)	16%	(89)	25%	(135)	49%	(270)	550
PID: Rep (no lean)	11%	(83)	14%	(108)	21%	(160)	54%	(406)	758
PID/Gender: Dem Men	8%	(26)	20%	(63)	19%	(59)	52%	(161)	310
PID/Gender: Dem Women	13%	(54)	24%	(99)	23%	(94)	40%	(162)	409
PID/Gender: Ind Men	9%	(26)	15%	(42)	24%	(67)	51%	(141)	276
PID/Gender: Ind Women	11%	(30)	17%	(47)	25%	(68)	47%	(129)	274
PID/Gender: Rep Men	10%	(36)	11%	(42)	21%	(77)	58%	(213)	368
PID/Gender: Rep Women	12%	(47)	17%	(66)	21%	(83)	50%	(193)	389
Ideo: Liberal (1-3)	11%	(76)	23%	(157)	27%	(180)	38%	(255)	668
Ideo: Moderate (4)	11%	(48)	16%	(70)	22%	(94)	51%	(216)	428
Ideo: Conservative (5-7)	10%	(65)	15%	(93)	20%	(127)	55%	(354)	639

Continued on next page

Table BRD9_3: Thinking about old social media posts from family members, friends, or colleagues that resurface and appear out-of-character or offensive, how would your opinion change of that person if the post was:

10+ years old

Demographic	My opinion of them would completely change.		My opinion of them would somewhat change.		My opinion of them would change a little bit.		My opinion of them would not change at all.		Total N
Adults	11%	(219)	18%	(359)	22%	(448)	49%	(1000)	2026
Educ: College	11%	(155)	16%	(226)	20%	(279)	53%	(731)	1390
Educ: Bachelors degree	9%	(37)	22%	(88)	26%	(107)	43%	(176)	408
Educ: Post-grad	12%	(28)	20%	(46)	27%	(62)	41%	(93)	228
Income: Under 50k	11%	(124)	17%	(189)	20%	(221)	52%	(577)	1110
Income: 50k-100k	11%	(66)	19%	(116)	24%	(147)	47%	(293)	621
Income: 100k+	10%	(29)	18%	(54)	28%	(81)	44%	(130)	294
Ethnicity: White	10%	(157)	17%	(269)	22%	(356)	51%	(812)	1594
Ethnicity: Hispanic	14%	(48)	14%	(48)	21%	(71)	50%	(168)	335
Ethnicity: Afr. Am.	17%	(43)	25%	(63)	19%	(46)	39%	(96)	247
Ethnicity: Other	11%	(20)	15%	(27)	25%	(46)	50%	(93)	185
Relig: Protestant	9%	(35)	19%	(76)	23%	(91)	50%	(200)	402
Relig: Roman Catholic	11%	(49)	12%	(53)	25%	(110)	51%	(219)	430
Relig: Something Else	12%	(25)	21%	(45)	18%	(39)	49%	(103)	211
Relig: Jewish	10%	(6)	24%	(14)	26%	(15)	40%	(23)	59
Relig: Evangelical	11%	(61)	18%	(98)	20%	(106)	51%	(276)	541
Relig: Non-Evang. Catholics	10%	(54)	16%	(87)	26%	(141)	49%	(270)	552
Relig: All Christian	10%	(115)	17%	(184)	23%	(247)	50%	(546)	1092
Relig: All Non-Christian	12%	(25)	21%	(45)	18%	(39)	49%	(103)	211
Community: Urban	9%	(47)	21%	(108)	19%	(95)	50%	(252)	502
Community: Suburban	11%	(105)	17%	(154)	26%	(241)	46%	(419)	920
Community: Rural	11%	(67)	16%	(98)	19%	(112)	54%	(328)	604

Continued on next page

Table BRD9_3: Thinking about old social media posts from family members, friends, or colleagues that resurface and appear out-of-character or offensive, how would your opinion change of that person if the post was:
10+ years old

Demographic	My opinion of them would completely change.		My opinion of them would somewhat change.		My opinion of them would change a little bit.		My opinion of them would not change at all.		Total N
Adults	11%	(219)	18%	(359)	22%	(448)	49%	(1000)	2026
Employ: Private Sector	10%	(60)	18%	(110)	22%	(138)	50%	(311)	618
Employ: Government	15%	(22)	19%	(28)	23%	(34)	42%	(62)	146
Employ: Self-Employed	9%	(17)	25%	(46)	22%	(40)	44%	(79)	182
Employ: Homemaker	6%	(8)	20%	(28)	22%	(32)	52%	(75)	143
Employ: Student	7%	(8)	15%	(19)	30%	(36)	48%	(59)	121
Employ: Retired	13%	(52)	16%	(67)	22%	(90)	49%	(203)	412
Employ: Unemployed	15%	(30)	15%	(30)	18%	(36)	53%	(106)	202
Employ: Other	11%	(23)	16%	(33)	21%	(42)	52%	(105)	202
Military HH: Yes	10%	(39)	17%	(66)	18%	(69)	55%	(213)	387
Military HH: No	11%	(180)	18%	(293)	23%	(379)	48%	(786)	1639
RD/WT: Right Direction	10%	(78)	16%	(118)	20%	(149)	54%	(406)	751
RD/WT: Wrong Track	11%	(142)	19%	(241)	23%	(299)	47%	(593)	1275
Trump Job Approve	10%	(78)	15%	(116)	19%	(145)	56%	(439)	777
Trump Job Disapprove	12%	(131)	21%	(230)	25%	(280)	42%	(471)	1113
Trump Job Strongly Approve	11%	(41)	15%	(56)	18%	(67)	56%	(207)	371
Trump Job Somewhat Approve	9%	(37)	15%	(59)	19%	(78)	57%	(232)	406
Trump Job Somewhat Disapprove	12%	(35)	19%	(52)	23%	(63)	46%	(130)	281
Trump Job Strongly Disapprove	12%	(96)	21%	(178)	26%	(217)	41%	(341)	832
#1 Issue: Economy	10%	(56)	16%	(92)	23%	(133)	51%	(295)	576
#1 Issue: Security	14%	(47)	13%	(43)	19%	(66)	54%	(183)	339
#1 Issue: Health Care	10%	(37)	20%	(73)	25%	(93)	45%	(168)	371
#1 Issue: Medicare / Social Security	10%	(27)	19%	(49)	18%	(46)	53%	(139)	262
#1 Issue: Women's Issues	8%	(11)	25%	(34)	32%	(44)	35%	(47)	136
#1 Issue: Education	13%	(20)	16%	(24)	17%	(25)	53%	(79)	148
#1 Issue: Energy	13%	(12)	23%	(21)	17%	(16)	47%	(42)	90
#1 Issue: Other	9%	(10)	21%	(21)	25%	(26)	45%	(46)	104

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Table BRD9_3: Thinking about old social media posts from family members, friends, or colleagues that resurface and appear out-of-character or offensive, how would your opinion change of that person if the post was:

10+ years old

Demographic	My opinion of them would completely change.		My opinion of them would somewhat change.		My opinion of them would change a little bit.		My opinion of them would not change at all.		Total N
Adults	11%	(219)	18%	(359)	22%	(448)	49%	(1000)	2026
2016 Vote: Hillary Clinton	11%	(75)	23%	(151)	25%	(168)	41%	(273)	668
2016 Vote: Donald Trump	11%	(66)	16%	(98)	20%	(123)	53%	(321)	607
2016 Vote: Someone else	10%	(18)	13%	(26)	24%	(46)	53%	(101)	191
2016 Vote: Didnt Vote	11%	(59)	15%	(84)	20%	(109)	55%	(304)	555
Voted in 2014: Yes	12%	(153)	19%	(248)	23%	(290)	46%	(580)	1270
Voted in 2014: No	9%	(66)	15%	(111)	21%	(158)	56%	(420)	756
2012 Vote: Barack Obama	11%	(86)	21%	(168)	23%	(183)	45%	(358)	795
2012 Vote: Mitt Romney	10%	(45)	16%	(71)	27%	(121)	48%	(218)	455
2012 Vote: Other	12%	(8)	16%	(11)	20%	(13)	53%	(36)	68
2012 Vote: Didn't Vote	11%	(78)	15%	(108)	19%	(131)	55%	(388)	706
4-Region: Northeast	9%	(32)	19%	(66)	23%	(80)	49%	(173)	351
4-Region: Midwest	10%	(41)	16%	(70)	23%	(97)	51%	(218)	427
4-Region: South	11%	(83)	19%	(143)	22%	(164)	49%	(373)	763
4-Region: West	13%	(63)	17%	(80)	22%	(106)	48%	(235)	485
Favorable of Trump	10%	(75)	16%	(121)	18%	(141)	56%	(426)	763
Unfavorable of Trump	11%	(126)	20%	(220)	25%	(279)	44%	(499)	1124
Very Favorable of Trump	13%	(54)	17%	(69)	17%	(72)	53%	(220)	415
Somewhat Favorable of Trump	6%	(21)	15%	(52)	20%	(69)	59%	(206)	348
Somewhat Unfavorable of Trump	8%	(18)	16%	(38)	27%	(61)	49%	(113)	230
Very Unfavorable of Trump	12%	(108)	20%	(182)	24%	(217)	43%	(387)	894

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

Table BRD10: Which of the following statements comes closest to your view even if neither are exactly correct?

Demographic	An old social media post does not represent the person who posted it and has no influence on my opinion of someone	Social media posts are a form of expression and influence my opinion of someone regardless of how old the post is	Total N
Adults	46% (939)	54% (1087)	2026
Gender: Male	48% (458)	52% (496)	954
Gender: Female	45% (482)	55% (591)	1072
Age: 18-29	43% (207)	57% (270)	477
Age: 30-44	50% (250)	50% (253)	503
Age: 45-54	44% (154)	56% (193)	347
Age: 55-64	46% (153)	54% (182)	335
Age: 65+	48% (176)	52% (189)	365
Generation Z: 18-21	50% (94)	50% (93)	188
Millennial: Age 22-37	44% (257)	56% (324)	581
Generation X: Age 38-53	46% (242)	54% (282)	524
Boomers: Age 54-72	47% (309)	53% (353)	663
PID: Dem (no lean)	41% (292)	59% (426)	718
PID: Ind (no lean)	50% (273)	50% (277)	550
PID: Rep (no lean)	49% (374)	51% (383)	758
PID/Gender: Dem Men	44% (136)	56% (174)	310
PID/Gender: Dem Women	38% (156)	62% (252)	409
PID/Gender: Ind Men	48% (132)	52% (144)	276
PID/Gender: Ind Women	52% (141)	48% (133)	274
PID/Gender: Rep Men	52% (190)	48% (178)	368
PID/Gender: Rep Women	47% (184)	53% (205)	389
Ideo: Liberal (1-3)	40% (264)	60% (403)	668
Ideo: Moderate (4)	52% (223)	48% (205)	428
Ideo: Conservative (5-7)	47% (301)	53% (338)	639
Educ: College	49% (677)	51% (714)	1390
Educ: Bachelors degree	42% (171)	58% (236)	408
Educ: Post-grad	40% (91)	60% (137)	228

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Table BRD10: Which of the following statements comes closest to your view even if neither are exactly correct?

Demographic	An old social media post does not represent the person who posted it and has no influence on my opinion of someone		Social media posts are a form of expression and influence my opinion of someone regardless of how old the post is		Total N
Adults	46%	(939)	54%	(1087)	2026
Income: Under 50k	49%	(546)	51%	(565)	1110
Income: 50k-100k	45%	(283)	55%	(339)	621
Income: 100k+	38%	(111)	62%	(183)	294
Ethnicity: White	48%	(760)	52%	(834)	1594
Ethnicity: Hispanic	45%	(152)	55%	(184)	335
Ethnicity: Afr. Am.	40%	(98)	60%	(149)	247
Ethnicity: Other	44%	(81)	56%	(103)	185
Relig: Protestant	47%	(187)	53%	(215)	402
Relig: Roman Catholic	45%	(195)	55%	(235)	430
Relig: Something Else	47%	(100)	53%	(112)	211
Relig: Jewish	43%	(25)	57%	(33)	59
Relig: Evangelical	46%	(250)	54%	(290)	541
Relig: Non-Evang. Catholics	46%	(256)	54%	(296)	552
Relig: All Christian	46%	(506)	54%	(587)	1092
Relig: All Non-Christian	47%	(100)	53%	(112)	211
Community: Urban	44%	(223)	56%	(279)	502
Community: Suburban	44%	(402)	56%	(518)	920
Community: Rural	52%	(315)	48%	(290)	604
Employ: Private Sector	45%	(277)	55%	(341)	618
Employ: Government	40%	(59)	60%	(87)	146
Employ: Self-Employed	41%	(75)	59%	(106)	182
Employ: Homemaker	48%	(69)	52%	(74)	143
Employ: Student	57%	(69)	43%	(52)	121
Employ: Retired	47%	(192)	53%	(220)	412
Employ: Unemployed	52%	(105)	48%	(98)	202
Employ: Other	46%	(93)	54%	(109)	202
Military HH: Yes	50%	(195)	50%	(192)	387
Military HH: No	45%	(744)	55%	(894)	1639

Continued on next page

Table BRD10: Which of the following statements comes closest to your view even if neither are exactly correct?

Demographic	An old social media post does not represent the person who posted it and has no influence on my opinion of someone		Social media posts are a form of expression and influence my opinion of someone regardless of how old the post is		Total N
Adults	46%	(939)	54%	(1087)	2026
RD/WT: Right Direction	51%	(380)	49%	(371)	751
RD/WT: Wrong Track	44%	(559)	56%	(715)	1275
Trump Job Approve	51%	(400)	49%	(377)	777
Trump Job Disapprove	41%	(461)	59%	(652)	1113
Trump Job Strongly Approve	48%	(180)	52%	(191)	371
Trump Job Somewhat Approve	54%	(221)	46%	(186)	406
Trump Job Somewhat Disapprove	46%	(129)	54%	(152)	281
Trump Job Strongly Disapprove	40%	(332)	60%	(499)	832
#1 Issue: Economy	49%	(283)	51%	(293)	576
#1 Issue: Security	49%	(167)	51%	(171)	339
#1 Issue: Health Care	44%	(163)	56%	(209)	371
#1 Issue: Medicare / Social Security	48%	(126)	52%	(136)	262
#1 Issue: Women's Issues	31%	(43)	69%	(93)	136
#1 Issue: Education	51%	(75)	49%	(73)	148
#1 Issue: Energy	49%	(44)	51%	(46)	90
#1 Issue: Other	38%	(39)	62%	(65)	104
2016 Vote: Hillary Clinton	37%	(249)	63%	(419)	668
2016 Vote: Donald Trump	49%	(300)	51%	(307)	607
2016 Vote: Someone else	54%	(104)	46%	(87)	191
2016 Vote: Didn't Vote	51%	(285)	49%	(270)	555
Voted in 2014: Yes	43%	(548)	57%	(723)	1270
Voted in 2014: No	52%	(392)	48%	(364)	756
2012 Vote: Barack Obama	43%	(343)	57%	(453)	795
2012 Vote: Mitt Romney	44%	(200)	56%	(256)	455
2012 Vote: Other	52%	(35)	48%	(33)	68
2012 Vote: Didn't Vote	51%	(361)	49%	(344)	706

Continued on next page

Table BRD10: Which of the following statements comes closest to your view even if neither are exactly correct?

Demographic	An old social media post does not represent the person who posted it and has no influence on my opinion of someone	Social media posts are a form of expression and influence my opinion of someone regardless of how old the post is	Total N
Adults	46% (939)	54% (1087)	2026
4-Region: Northeast	48% (169)	52% (182)	351
4-Region: Midwest	47% (201)	53% (226)	427
4-Region: South	46% (348)	54% (415)	763
4-Region: West	46% (221)	54% (264)	485
Favorable of Trump	52% (399)	48% (364)	763
Unfavorable of Trump	43% (482)	57% (642)	1124
Very Favorable of Trump	50% (205)	50% (209)	415
Somewhat Favorable of Trump	56% (194)	44% (155)	348
Somewhat Unfavorable of Trump	50% (116)	50% (114)	230
Very Unfavorable of Trump	41% (366)	59% (528)	894

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

Table BRD11: *Have you ever altered your social media account (deleted posts/pictures, unfollowed accounts, made your account private, etc.) because you were applying for a job?*

Demographic	Yes	No	Total N
Adults	18% (361)	82% (1665)	2026
Gender: Male	17% (158)	83% (796)	954
Gender: Female	19% (203)	81% (869)	1072
Age: 18-29	29% (137)	71% (340)	477
Age: 30-44	25% (127)	75% (376)	503
Age: 45-54	13% (46)	87% (301)	347
Age: 55-64	8% (27)	92% (308)	335
Age: 65+	7% (24)	93% (341)	365
Generation Z: 18-21	27% (50)	73% (137)	188
Millennial: Age 22-37	29% (170)	71% (411)	581
Generation X: Age 38-53	16% (86)	84% (438)	524
Boomers: Age 54-72	8% (51)	92% (612)	663
PID: Dem (no lean)	20% (140)	80% (578)	718
PID: Ind (no lean)	19% (103)	81% (447)	550
PID: Rep (no lean)	15% (117)	85% (640)	758
PID/Gender: Dem Men	18% (55)	82% (255)	310
PID/Gender: Dem Women	21% (85)	79% (323)	409
PID/Gender: Ind Men	17% (48)	83% (228)	276
PID/Gender: Ind Women	20% (56)	80% (219)	274
PID/Gender: Rep Men	15% (55)	85% (313)	368
PID/Gender: Rep Women	16% (62)	84% (327)	389
Ideo: Liberal (1-3)	23% (154)	77% (514)	668
Ideo: Moderate (4)	17% (71)	83% (356)	428
Ideo: Conservative (5-7)	13% (84)	87% (554)	639
Educ: College	17% (237)	83% (1153)	1390
Educ: Bachelors degree	19% (78)	81% (329)	408
Educ: Post-grad	20% (46)	80% (182)	228

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Table BRD11: *Have you ever altered your social media account (deleted posts/pictures, unfollowed accounts, made your account private, etc.) because you were applying for a job?*

Demographic	Yes	No	Total N
Adults	18% (361)	82% (1665)	2026
Income: Under 50k	18% (205)	82% (906)	1110
Income: 50k-100k	16% (102)	84% (520)	621
Income: 100k+	19% (55)	81% (239)	294
Ethnicity: White	16% (253)	84% (1341)	1594
Ethnicity: Hispanic	27% (92)	73% (244)	335
Ethnicity: Afr. Am.	22% (55)	78% (192)	247
Ethnicity: Other	29% (53)	71% (132)	185
Relig: Protestant	9% (38)	91% (364)	402
Relig: Roman Catholic	19% (80)	81% (350)	430
Relig: Something Else	19% (40)	81% (171)	211
Relig: Jewish	12% (7)	88% (52)	59
Relig: Evangelical	17% (92)	83% (448)	541
Relig: Non-Evang. Catholics	16% (89)	84% (463)	552
Relig: All Christian	17% (181)	83% (912)	1092
Relig: All Non-Christian	19% (40)	81% (171)	211
Community: Urban	23% (118)	77% (384)	502
Community: Suburban	16% (148)	84% (771)	920
Community: Rural	16% (95)	84% (509)	604
Employ: Private Sector	18% (114)	82% (505)	618
Employ: Government	29% (43)	71% (103)	146
Employ: Self-Employed	22% (40)	78% (142)	182
Employ: Homemaker	13% (19)	87% (124)	143
Employ: Student	27% (32)	73% (89)	121
Employ: Retired	8% (34)	92% (377)	412
Employ: Unemployed	19% (39)	81% (163)	202
Employ: Other	20% (40)	80% (162)	202
Military HH: Yes	16% (60)	84% (327)	387
Military HH: No	18% (301)	82% (1338)	1639
RD/WT: Right Direction	18% (132)	82% (620)	751
RD/WT: Wrong Track	18% (229)	82% (1045)	1275

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Table BRD11: *Have you ever altered your social media account (deleted posts/pictures, unfollowed accounts, made your account private, etc.) because you were applying for a job?*

Demographic	Yes	No	Total N
Adults	18% (361)	82% (1665)	2026
Trump Job Approve	18% (140)	82% (638)	777
Trump Job Disapprove	18% (201)	82% (912)	1113
Trump Job Strongly Approve	17% (63)	83% (308)	371
Trump Job Somewhat Approve	19% (77)	81% (330)	406
Trump Job Somewhat Disapprove	18% (51)	82% (230)	281
Trump Job Strongly Disapprove	18% (149)	82% (682)	832
#1 Issue: Economy	17% (100)	83% (475)	576
#1 Issue: Security	18% (60)	82% (279)	339
#1 Issue: Health Care	17% (63)	83% (308)	371
#1 Issue: Medicare / Social Security	12% (31)	88% (231)	262
#1 Issue: Women's Issues	22% (31)	78% (106)	136
#1 Issue: Education	26% (39)	74% (109)	148
#1 Issue: Energy	24% (21)	76% (69)	90
#1 Issue: Other	15% (16)	85% (88)	104
2016 Vote: Hillary Clinton	18% (119)	82% (548)	668
2016 Vote: Donald Trump	15% (91)	85% (516)	607
2016 Vote: Someone else	22% (43)	78% (149)	191
2016 Vote: Didnt Vote	19% (108)	81% (447)	555
Voted in 2014: Yes	16% (204)	84% (1066)	1270
Voted in 2014: No	21% (157)	79% (599)	756
2012 Vote: Barack Obama	16% (130)	84% (666)	795
2012 Vote: Mitt Romney	12% (54)	88% (401)	455
2012 Vote: Other	17% (11)	83% (57)	68
2012 Vote: Didn't Vote	23% (165)	77% (541)	706
4-Region: Northeast	15% (53)	85% (299)	351
4-Region: Midwest	17% (74)	83% (353)	427
4-Region: South	19% (145)	81% (618)	763
4-Region: West	18% (90)	82% (395)	485
Favorable of Trump	17% (130)	83% (632)	763
Unfavorable of Trump	18% (207)	82% (917)	1124

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Table BRD11: *Have you ever altered your social media account (deleted posts/pictures, unfollowed accounts, made your account private, etc.) because you were applying for a job?*

Demographic	Yes		No		Total N
Adults	18%	(361)	82%	(1665)	2026
Very Favorable of Trump	19%	(78)	81%	(336)	415
Somewhat Favorable of Trump	15%	(52)	85%	(296)	348
Somewhat Unfavorable of Trump	20%	(47)	80%	(183)	230
Very Unfavorable of Trump	18%	(160)	82%	(734)	894

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

Table BRD12_1: *To what extent do you support or oppose employers being able to take the following actions:
Terminate employees for social media posts*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/No opinion		Total N
Adults	8%	(153)	24%	(485)	25%	(509)	32%	(655)	11%	(225)	2026
Gender: Male	8%	(79)	22%	(207)	26%	(244)	35%	(332)	10%	(92)	954
Gender: Female	7%	(75)	26%	(277)	25%	(265)	30%	(323)	12%	(132)	1072
Age: 18-29	8%	(41)	26%	(126)	24%	(116)	28%	(134)	13%	(60)	477
Age: 30-44	8%	(38)	25%	(124)	24%	(123)	33%	(168)	10%	(50)	503
Age: 45-54	9%	(30)	24%	(83)	27%	(95)	31%	(106)	10%	(33)	347
Age: 55-64	7%	(25)	23%	(77)	22%	(73)	38%	(126)	10%	(34)	335
Age: 65+	5%	(20)	21%	(75)	28%	(102)	33%	(120)	13%	(48)	365
Generation Z: 18-21	8%	(15)	25%	(48)	28%	(53)	28%	(52)	10%	(20)	188
Millennial: Age 22-37	8%	(47)	25%	(148)	23%	(135)	32%	(183)	12%	(67)	581
Generation X: Age 38-53	9%	(45)	24%	(125)	26%	(136)	32%	(167)	10%	(51)	524
Boomers: Age 54-72	6%	(42)	23%	(150)	25%	(165)	34%	(226)	12%	(80)	663
PID: Dem (no lean)	6%	(44)	26%	(189)	25%	(179)	31%	(220)	12%	(87)	718
PID: Ind (no lean)	8%	(43)	23%	(124)	28%	(156)	31%	(171)	10%	(57)	550
PID: Rep (no lean)	9%	(67)	23%	(172)	23%	(174)	35%	(264)	11%	(81)	758
PID/Gender: Dem Men	6%	(17)	22%	(67)	30%	(93)	31%	(97)	11%	(35)	310
PID/Gender: Dem Women	6%	(26)	30%	(122)	21%	(86)	30%	(123)	13%	(52)	409
PID/Gender: Ind Men	7%	(20)	20%	(56)	29%	(79)	36%	(100)	8%	(21)	276
PID/Gender: Ind Women	8%	(23)	25%	(68)	28%	(77)	26%	(71)	13%	(36)	274
PID/Gender: Rep Men	11%	(41)	23%	(84)	19%	(72)	37%	(135)	10%	(36)	368
PID/Gender: Rep Women	7%	(26)	22%	(87)	26%	(102)	33%	(129)	11%	(45)	389
Ideo: Liberal (1-3)	8%	(50)	29%	(196)	24%	(162)	28%	(187)	11%	(72)	668
Ideo: Moderate (4)	9%	(38)	23%	(97)	28%	(119)	30%	(130)	10%	(44)	428
Ideo: Conservative (5-7)	8%	(54)	22%	(142)	25%	(161)	37%	(239)	7%	(43)	639
Educ: College	7%	(98)	21%	(297)	25%	(341)	35%	(484)	12%	(171)	1390
Educ: Bachelors degree	8%	(32)	29%	(120)	27%	(110)	28%	(114)	8%	(33)	408
Educ: Post-grad	10%	(24)	30%	(68)	25%	(58)	25%	(57)	9%	(21)	228

Continued on next page

Table BRD12_1: To what extent do you support or oppose employers being able to take the following actions:
 Terminate employees for social media posts

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/No opinion		Total N
Adults	8%	(153)	24%	(485)	25%	(509)	32%	(655)	11%	(225)	2026
Income: Under 50k	6%	(71)	22%	(246)	24%	(267)	35%	(388)	12%	(138)	1110
Income: 50k-100k	7%	(43)	25%	(154)	27%	(170)	30%	(186)	11%	(68)	621
Income: 100k+	14%	(40)	29%	(84)	24%	(71)	27%	(80)	6%	(19)	294
Ethnicity: White	7%	(111)	23%	(366)	25%	(402)	34%	(548)	10%	(167)	1594
Ethnicity: Hispanic	8%	(27)	21%	(72)	25%	(82)	30%	(101)	16%	(53)	335
Ethnicity: Afr. Am.	10%	(24)	32%	(79)	22%	(54)	25%	(62)	11%	(28)	247
Ethnicity: Other	10%	(18)	22%	(40)	28%	(52)	24%	(45)	16%	(30)	185
Relig: Protestant	8%	(33)	27%	(110)	26%	(104)	30%	(120)	9%	(35)	402
Relig: Roman Catholic	9%	(39)	21%	(89)	25%	(107)	33%	(140)	13%	(56)	430
Relig: Something Else	7%	(15)	21%	(45)	22%	(47)	41%	(87)	8%	(17)	211
Relig: Jewish	9%	(5)	23%	(14)	26%	(16)	34%	(20)	7%	(4)	59
Relig: Evangelical	9%	(51)	24%	(128)	25%	(134)	33%	(178)	9%	(49)	541
Relig: Non-Evang. Catholics	7%	(41)	24%	(132)	26%	(143)	30%	(168)	12%	(69)	552
Relig: All Christian	8%	(92)	24%	(259)	25%	(277)	32%	(346)	11%	(118)	1092
Relig: All Non-Christian	7%	(15)	21%	(45)	22%	(47)	41%	(87)	8%	(17)	211
Community: Urban	8%	(39)	21%	(104)	27%	(137)	31%	(158)	13%	(65)	502
Community: Suburban	8%	(71)	25%	(232)	27%	(245)	32%	(291)	9%	(82)	920
Community: Rural	7%	(44)	25%	(149)	21%	(127)	34%	(207)	13%	(77)	604
Employ: Private Sector	8%	(47)	25%	(154)	25%	(152)	35%	(219)	7%	(46)	618
Employ: Government	10%	(14)	27%	(40)	27%	(40)	23%	(34)	13%	(19)	146
Employ: Self-Employed	8%	(14)	28%	(50)	24%	(43)	31%	(56)	10%	(18)	182
Employ: Homemaker	4%	(6)	21%	(31)	21%	(30)	35%	(50)	19%	(27)	143
Employ: Student	11%	(14)	25%	(30)	27%	(32)	29%	(35)	9%	(10)	121
Employ: Retired	6%	(24)	22%	(91)	29%	(117)	34%	(138)	10%	(40)	412
Employ: Unemployed	6%	(13)	25%	(50)	24%	(49)	26%	(52)	19%	(38)	202
Employ: Other	11%	(22)	19%	(39)	22%	(45)	35%	(70)	13%	(27)	202
Military HH: Yes	7%	(25)	22%	(87)	31%	(118)	30%	(118)	10%	(38)	387
Military HH: No	8%	(128)	24%	(398)	24%	(390)	33%	(537)	11%	(186)	1639
RD/WT: Right Direction	8%	(63)	23%	(171)	23%	(176)	34%	(254)	12%	(87)	751
RD/WT: Wrong Track	7%	(90)	25%	(314)	26%	(332)	31%	(401)	11%	(137)	1275

Continued on next page

**Table BRD12_1: To what extent do you support or oppose employers being able to take the following actions:
Terminate employees for social media posts**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/No opinion		Total N
Adults	8%	(153)	24%	(485)	25%	(509)	32%	(655)	11%	(225)	2026
Trump Job Approve	9%	(68)	21%	(164)	24%	(187)	37%	(292)	9%	(67)	777
Trump Job Disapprove	7%	(79)	27%	(299)	26%	(292)	30%	(332)	10%	(111)	1113
Trump Job Strongly Approve	11%	(42)	19%	(70)	19%	(69)	43%	(159)	8%	(31)	371
Trump Job Somewhat Approve	6%	(26)	23%	(94)	29%	(118)	33%	(133)	9%	(36)	406
Trump Job Somewhat Disapprove	7%	(20)	33%	(91)	28%	(79)	25%	(70)	7%	(21)	281
Trump Job Strongly Disapprove	7%	(59)	25%	(207)	26%	(213)	31%	(262)	11%	(90)	832
#1 Issue: Economy	8%	(45)	26%	(148)	25%	(144)	33%	(188)	9%	(51)	576
#1 Issue: Security	8%	(25)	19%	(66)	27%	(91)	37%	(125)	9%	(32)	339
#1 Issue: Health Care	9%	(32)	26%	(96)	20%	(75)	34%	(126)	11%	(42)	371
#1 Issue: Medicare / Social Security	5%	(13)	21%	(54)	31%	(82)	34%	(90)	9%	(23)	262
#1 Issue: Women's Issues	10%	(14)	27%	(37)	25%	(34)	21%	(29)	17%	(23)	136
#1 Issue: Education	8%	(12)	23%	(35)	29%	(43)	26%	(39)	13%	(19)	148
#1 Issue: Energy	5%	(5)	24%	(22)	26%	(23)	30%	(27)	14%	(13)	90
#1 Issue: Other	7%	(8)	27%	(27)	16%	(16)	30%	(31)	20%	(21)	104
2016 Vote: Hillary Clinton	7%	(50)	28%	(187)	25%	(166)	28%	(187)	12%	(78)	668
2016 Vote: Donald Trump	8%	(48)	22%	(136)	26%	(158)	36%	(219)	8%	(46)	607
2016 Vote: Someone else	6%	(11)	27%	(52)	23%	(43)	33%	(63)	12%	(22)	191
2016 Vote: Didnt Vote	8%	(44)	20%	(109)	25%	(141)	33%	(185)	14%	(76)	555
Voted in 2014: Yes	8%	(104)	24%	(311)	25%	(323)	32%	(407)	10%	(125)	1270
Voted in 2014: No	6%	(49)	23%	(174)	25%	(186)	33%	(248)	13%	(99)	756
2012 Vote: Barack Obama	8%	(63)	24%	(192)	25%	(198)	31%	(248)	12%	(95)	795
2012 Vote: Mitt Romney	9%	(40)	25%	(116)	28%	(128)	31%	(142)	6%	(28)	455
2012 Vote: Other	6%	(4)	23%	(15)	29%	(20)	30%	(20)	13%	(9)	68
2012 Vote: Didn't Vote	6%	(45)	23%	(162)	23%	(163)	35%	(244)	13%	(92)	706
4-Region: Northeast	6%	(22)	23%	(80)	26%	(91)	34%	(121)	11%	(38)	351
4-Region: Midwest	8%	(36)	26%	(109)	26%	(110)	29%	(124)	11%	(47)	427
4-Region: South	9%	(69)	27%	(205)	21%	(160)	33%	(249)	11%	(81)	763
4-Region: West	5%	(27)	19%	(90)	30%	(148)	33%	(161)	12%	(59)	485
Favorable of Trump	9%	(68)	21%	(163)	24%	(180)	38%	(290)	8%	(62)	763
Unfavorable of Trump	7%	(79)	27%	(300)	27%	(304)	29%	(330)	10%	(112)	1124

Continued on next page

Table BRD12_1: To what extent do you support or oppose employers being able to take the following actions:
 Terminate employees for social media posts

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/No opinion		Total N
Adults	8%	(153)	24%	(485)	25%	(509)	32%	(655)	11%	(225)	2026
Very Favorable of Trump	13%	(52)	20%	(81)	20%	(82)	42%	(173)	6%	(26)	415
Somewhat Favorable of Trump	4%	(16)	24%	(82)	28%	(98)	34%	(117)	10%	(36)	348
Somewhat Unfavorable of Trump	7%	(15)	33%	(77)	30%	(69)	22%	(51)	8%	(18)	230
Very Unfavorable of Trump	7%	(64)	25%	(223)	26%	(235)	31%	(279)	10%	(94)	894

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

Table BRD12_2: *To what extent do you support or oppose employers being able to take the following actions:
Factor in a candidates social media when making hiring decisions*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/No opinion		Total N
Adults	12%	(243)	28%	(557)	20%	(414)	29%	(588)	11%	(224)	2026
Gender: Male	13%	(128)	28%	(265)	19%	(177)	31%	(292)	10%	(92)	954
Gender: Female	11%	(115)	27%	(292)	22%	(237)	28%	(296)	12%	(132)	1072
Age: 18-29	13%	(60)	27%	(130)	22%	(104)	24%	(115)	14%	(67)	477
Age: 30-44	12%	(62)	24%	(123)	22%	(108)	30%	(152)	11%	(58)	503
Age: 45-54	12%	(42)	28%	(97)	21%	(73)	29%	(100)	10%	(34)	347
Age: 55-64	14%	(48)	25%	(85)	19%	(62)	31%	(103)	11%	(36)	335
Age: 65+	8%	(30)	34%	(123)	18%	(66)	32%	(118)	8%	(28)	365
Generation Z: 18-21	13%	(24)	29%	(53)	23%	(44)	21%	(39)	15%	(28)	188
Millennial: Age 22-37	13%	(78)	24%	(141)	21%	(124)	29%	(168)	12%	(70)	581
Generation X: Age 38-53	11%	(57)	28%	(147)	21%	(110)	29%	(151)	11%	(58)	524
Boomers: Age 54-72	11%	(76)	28%	(188)	19%	(128)	32%	(212)	9%	(59)	663
PID: Dem (no lean)	10%	(75)	27%	(193)	21%	(151)	29%	(209)	13%	(90)	718
PID: Ind (no lean)	12%	(65)	28%	(152)	22%	(120)	27%	(150)	12%	(64)	550
PID: Rep (no lean)	14%	(103)	28%	(213)	19%	(143)	30%	(229)	9%	(70)	758
PID/Gender: Dem Men	11%	(33)	24%	(76)	20%	(62)	34%	(105)	11%	(34)	310
PID/Gender: Dem Women	10%	(41)	29%	(117)	22%	(89)	26%	(105)	14%	(57)	409
PID/Gender: Ind Men	13%	(35)	28%	(77)	19%	(52)	29%	(80)	12%	(32)	276
PID/Gender: Ind Women	11%	(30)	27%	(74)	25%	(68)	26%	(71)	12%	(32)	274
PID/Gender: Rep Men	16%	(60)	30%	(112)	17%	(62)	29%	(108)	7%	(26)	368
PID/Gender: Rep Women	11%	(44)	26%	(101)	21%	(81)	31%	(121)	11%	(43)	389
Ideo: Liberal (1-3)	13%	(88)	28%	(186)	21%	(139)	27%	(183)	11%	(72)	668
Ideo: Moderate (4)	13%	(54)	28%	(122)	24%	(101)	26%	(112)	9%	(39)	428
Ideo: Conservative (5-7)	14%	(88)	29%	(186)	19%	(122)	32%	(206)	6%	(37)	639
Educ: College	11%	(158)	24%	(339)	20%	(272)	32%	(439)	13%	(182)	1390
Educ: Bachelors degree	12%	(48)	34%	(139)	24%	(99)	23%	(92)	7%	(29)	408
Educ: Post-grad	16%	(36)	35%	(79)	19%	(43)	25%	(58)	6%	(13)	228

Continued on next page

Table BRD12_2: To what extent do you support or oppose employers being able to take the following actions:
 Factor in a candidates social media when making hiring decisions

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/No opinion		Total N
Adults	12%	(243)	28%	(557)	20%	(414)	29%	(588)	11%	(224)	2026
Income: Under 50k	10%	(115)	24%	(262)	20%	(224)	33%	(362)	13%	(147)	1110
Income: 50k-100k	11%	(71)	31%	(191)	22%	(137)	26%	(164)	10%	(59)	621
Income: 100k+	19%	(57)	36%	(105)	18%	(53)	21%	(63)	6%	(17)	294
Ethnicity: White	12%	(185)	28%	(452)	21%	(338)	29%	(467)	10%	(152)	1594
Ethnicity: Hispanic	16%	(52)	18%	(59)	18%	(59)	31%	(105)	18%	(61)	335
Ethnicity: Afr. Am.	13%	(31)	24%	(60)	18%	(45)	31%	(77)	14%	(34)	247
Ethnicity: Other	14%	(26)	25%	(45)	17%	(32)	24%	(44)	20%	(38)	185
Relig: Protestant	13%	(50)	36%	(146)	19%	(76)	26%	(105)	6%	(25)	402
Relig: Roman Catholic	13%	(57)	28%	(118)	20%	(85)	27%	(118)	12%	(52)	430
Relig: Something Else	6%	(14)	28%	(58)	22%	(46)	31%	(66)	13%	(27)	211
Relig: Jewish	9%	(5)	22%	(13)	29%	(17)	30%	(18)	9%	(5)	59
Relig: Evangelical	15%	(84)	27%	(146)	20%	(109)	28%	(154)	9%	(48)	541
Relig: Non-Evang. Catholics	12%	(66)	32%	(176)	19%	(105)	26%	(144)	11%	(61)	552
Relig: All Christian	14%	(150)	29%	(322)	20%	(214)	27%	(298)	10%	(109)	1092
Relig: All Non-Christian	6%	(14)	28%	(58)	22%	(46)	31%	(66)	13%	(27)	211
Community: Urban	12%	(58)	24%	(122)	20%	(100)	32%	(158)	13%	(64)	502
Community: Suburban	12%	(113)	31%	(287)	21%	(190)	27%	(247)	9%	(82)	920
Community: Rural	12%	(71)	25%	(148)	20%	(124)	30%	(183)	13%	(78)	604
Employ: Private Sector	12%	(72)	30%	(183)	21%	(129)	30%	(188)	7%	(46)	618
Employ: Government	20%	(29)	30%	(43)	18%	(26)	18%	(27)	14%	(21)	146
Employ: Self-Employed	16%	(28)	25%	(45)	24%	(44)	28%	(51)	8%	(14)	182
Employ: Homemaker	7%	(10)	26%	(36)	26%	(38)	27%	(38)	14%	(21)	143
Employ: Student	16%	(19)	26%	(32)	20%	(24)	25%	(30)	14%	(17)	121
Employ: Retired	10%	(40)	34%	(140)	19%	(78)	30%	(122)	8%	(31)	412
Employ: Unemployed	8%	(17)	19%	(39)	18%	(36)	34%	(69)	21%	(42)	202
Employ: Other	14%	(27)	20%	(40)	19%	(39)	31%	(63)	16%	(33)	202
Military HH: Yes	12%	(46)	30%	(115)	22%	(87)	28%	(109)	8%	(30)	387
Military HH: No	12%	(197)	27%	(442)	20%	(327)	29%	(479)	12%	(193)	1639
RD/WT: Right Direction	13%	(95)	29%	(220)	20%	(148)	28%	(211)	10%	(78)	751
RD/WT: Wrong Track	12%	(148)	26%	(338)	21%	(266)	30%	(378)	11%	(146)	1275

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**Table BRD12_2: To what extent do you support or oppose employers being able to take the following actions:
Factor in a candidates social media when making hiring decisions**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/No opinion		Total N
Adults	12%	(243)	28%	(557)	20%	(414)	29%	(588)	11%	(224)	2026
Trump Job Approve	12%	(97)	27%	(208)	20%	(155)	33%	(257)	8%	(61)	777
Trump Job Disapprove	12%	(136)	29%	(325)	21%	(236)	27%	(301)	10%	(115)	1113
Trump Job Strongly Approve	15%	(57)	25%	(94)	16%	(58)	37%	(138)	7%	(24)	371
Trump Job Somewhat Approve	10%	(40)	28%	(114)	24%	(97)	29%	(119)	9%	(36)	406
Trump Job Somewhat Disapprove	13%	(35)	32%	(91)	26%	(73)	19%	(52)	10%	(29)	281
Trump Job Strongly Disapprove	12%	(100)	28%	(234)	20%	(163)	30%	(249)	10%	(86)	832
#1 Issue: Economy	12%	(67)	29%	(167)	18%	(106)	31%	(177)	10%	(58)	576
#1 Issue: Security	12%	(42)	26%	(89)	19%	(66)	33%	(113)	8%	(28)	339
#1 Issue: Health Care	13%	(50)	26%	(98)	25%	(91)	24%	(89)	12%	(43)	371
#1 Issue: Medicare / Social Security	9%	(23)	24%	(62)	22%	(57)	37%	(96)	9%	(24)	262
#1 Issue: Women's Issues	13%	(18)	33%	(44)	23%	(31)	16%	(22)	15%	(21)	136
#1 Issue: Education	13%	(19)	30%	(44)	22%	(32)	25%	(37)	10%	(15)	148
#1 Issue: Energy	12%	(10)	29%	(26)	17%	(16)	30%	(27)	13%	(11)	90
#1 Issue: Other	12%	(12)	26%	(27)	14%	(14)	27%	(28)	22%	(23)	104
2016 Vote: Hillary Clinton	12%	(81)	27%	(182)	23%	(155)	26%	(176)	11%	(74)	668
2016 Vote: Donald Trump	13%	(77)	28%	(168)	20%	(122)	32%	(195)	7%	(45)	607
2016 Vote: Someone else	9%	(18)	31%	(59)	17%	(32)	32%	(61)	11%	(21)	191
2016 Vote: Didnt Vote	12%	(65)	26%	(147)	19%	(104)	28%	(156)	15%	(84)	555
Voted in 2014: Yes	13%	(164)	27%	(346)	21%	(261)	30%	(381)	9%	(118)	1270
Voted in 2014: No	10%	(78)	28%	(212)	20%	(153)	27%	(207)	14%	(105)	756
2012 Vote: Barack Obama	12%	(93)	28%	(219)	21%	(169)	28%	(224)	11%	(90)	795
2012 Vote: Mitt Romney	16%	(72)	32%	(147)	18%	(80)	30%	(134)	5%	(22)	455
2012 Vote: Other	7%	(5)	29%	(20)	16%	(11)	33%	(22)	15%	(10)	68
2012 Vote: Didn't Vote	10%	(71)	24%	(171)	22%	(154)	29%	(208)	14%	(101)	706
4-Region: Northeast	10%	(35)	31%	(110)	23%	(80)	26%	(92)	10%	(34)	351
4-Region: Midwest	11%	(49)	28%	(119)	20%	(86)	30%	(130)	10%	(43)	427
4-Region: South	15%	(114)	27%	(204)	19%	(148)	28%	(217)	11%	(81)	763
4-Region: West	9%	(45)	26%	(125)	21%	(100)	31%	(150)	13%	(65)	485
Favorable of Trump	13%	(95)	28%	(210)	19%	(146)	33%	(254)	8%	(57)	763
Unfavorable of Trump	12%	(133)	29%	(326)	22%	(251)	27%	(300)	10%	(114)	1124

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Table BRD12_2: To what extent do you support or oppose employers being able to take the following actions:
Factor in a candidates social media when making hiring decisions

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/No opinion		Total N
Adults	12%	(243)	28%	(557)	20%	(414)	29%	(588)	11%	(224)	2026
Very Favorable of Trump	16%	(67)	24%	(101)	17%	(69)	36%	(150)	6%	(27)	415
Somewhat Favorable of Trump	8%	(28)	31%	(109)	22%	(77)	30%	(104)	9%	(31)	348
Somewhat Unfavorable of Trump	10%	(24)	34%	(79)	27%	(62)	18%	(42)	10%	(23)	230
Very Unfavorable of Trump	12%	(109)	28%	(247)	21%	(189)	29%	(258)	10%	(91)	894

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

Table BRD12_3: *To what extent do you support or oppose employers being able to take the following actions:
Monitor current employees social media accounts to ensure they do not misrepresent the company*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/No opinion		Total N
Adults	13%	(255)	29%	(579)	20%	(406)	28%	(576)	10%	(209)	2026
Gender: Male	14%	(138)	27%	(260)	20%	(188)	30%	(283)	9%	(84)	954
Gender: Female	11%	(117)	30%	(319)	20%	(218)	27%	(293)	12%	(126)	1072
Age: 18-29	13%	(60)	32%	(153)	18%	(88)	24%	(117)	12%	(59)	477
Age: 30-44	11%	(57)	26%	(132)	23%	(116)	28%	(143)	11%	(55)	503
Age: 45-54	14%	(50)	23%	(81)	22%	(77)	31%	(108)	9%	(30)	347
Age: 55-64	15%	(51)	28%	(93)	15%	(51)	32%	(106)	10%	(34)	335
Age: 65+	10%	(36)	33%	(121)	20%	(74)	28%	(103)	9%	(31)	365
Generation Z: 18-21	14%	(26)	32%	(60)	21%	(39)	23%	(43)	11%	(20)	188
Millennial: Age 22-37	12%	(71)	29%	(166)	20%	(119)	27%	(157)	12%	(68)	581
Generation X: Age 38-53	13%	(66)	25%	(129)	23%	(118)	30%	(158)	10%	(52)	524
Boomers: Age 54-72	12%	(80)	30%	(200)	19%	(124)	30%	(197)	9%	(62)	663
PID: Dem (no lean)	10%	(72)	29%	(205)	20%	(144)	30%	(212)	12%	(85)	718
PID: Ind (no lean)	12%	(65)	28%	(156)	23%	(125)	26%	(145)	11%	(60)	550
PID: Rep (no lean)	16%	(118)	29%	(218)	18%	(138)	29%	(219)	9%	(65)	758
PID/Gender: Dem Men	11%	(33)	25%	(78)	21%	(66)	32%	(99)	11%	(34)	310
PID/Gender: Dem Women	10%	(39)	31%	(127)	19%	(78)	28%	(113)	12%	(51)	409
PID/Gender: Ind Men	12%	(34)	28%	(76)	20%	(55)	31%	(87)	9%	(24)	276
PID/Gender: Ind Women	11%	(31)	29%	(80)	26%	(70)	21%	(58)	13%	(35)	274
PID/Gender: Rep Men	19%	(71)	29%	(107)	18%	(68)	26%	(97)	7%	(26)	368
PID/Gender: Rep Women	12%	(47)	29%	(112)	18%	(69)	31%	(122)	10%	(39)	389
Ideo: Liberal (1-3)	11%	(76)	30%	(202)	21%	(138)	29%	(192)	9%	(60)	668
Ideo: Moderate (4)	15%	(63)	29%	(122)	22%	(92)	27%	(114)	9%	(37)	428
Ideo: Conservative (5-7)	14%	(92)	27%	(175)	20%	(128)	32%	(204)	6%	(40)	639
Educ: College	13%	(174)	26%	(367)	19%	(269)	30%	(414)	12%	(166)	1390
Educ: Bachelors degree	12%	(47)	35%	(143)	22%	(89)	24%	(97)	8%	(31)	408
Educ: Post-grad	15%	(34)	30%	(69)	21%	(48)	29%	(65)	5%	(12)	228

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Table BRD12_3: *To what extent do you support or oppose employers being able to take the following actions:
 Monitor current employees social media accounts to ensure they do not misrepresent the company*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/No opinion		Total N
Adults	13%	(255)	29%	(579)	20%	(406)	28%	(576)	10%	(209)	2026
Income: Under 50k	12%	(136)	26%	(292)	19%	(210)	30%	(334)	12%	(139)	1110
Income: 50k-100k	11%	(68)	32%	(199)	22%	(140)	26%	(163)	8%	(53)	621
Income: 100k+	18%	(52)	30%	(88)	19%	(57)	27%	(80)	6%	(18)	294
Ethnicity: White	11%	(180)	30%	(470)	20%	(326)	29%	(465)	10%	(153)	1594
Ethnicity: Hispanic	13%	(42)	24%	(80)	18%	(61)	29%	(98)	16%	(54)	335
Ethnicity: Afr. Am.	19%	(47)	25%	(63)	17%	(41)	29%	(71)	10%	(25)	247
Ethnicity: Other	15%	(28)	25%	(46)	21%	(39)	22%	(40)	17%	(32)	185
Relig: Protestant	14%	(57)	29%	(117)	23%	(91)	28%	(113)	6%	(23)	402
Relig: Roman Catholic	15%	(63)	28%	(121)	16%	(69)	30%	(128)	11%	(48)	430
Relig: Something Else	8%	(16)	30%	(64)	23%	(49)	28%	(60)	10%	(22)	211
Relig: Jewish	8%	(5)	30%	(17)	26%	(16)	23%	(13)	13%	(8)	59
Relig: Evangelical	18%	(97)	26%	(141)	19%	(105)	29%	(157)	8%	(42)	541
Relig: Non-Evang. Catholics	13%	(70)	30%	(164)	19%	(103)	28%	(156)	11%	(59)	552
Relig: All Christian	15%	(166)	28%	(305)	19%	(208)	29%	(313)	9%	(100)	1092
Relig: All Non-Christian	8%	(16)	30%	(64)	23%	(49)	28%	(60)	10%	(22)	211
Community: Urban	15%	(74)	25%	(126)	20%	(100)	28%	(140)	12%	(61)	502
Community: Suburban	12%	(110)	31%	(284)	21%	(189)	28%	(255)	9%	(81)	920
Community: Rural	12%	(71)	28%	(169)	19%	(117)	30%	(180)	11%	(68)	604
Employ: Private Sector	13%	(78)	27%	(167)	23%	(140)	30%	(186)	8%	(47)	618
Employ: Government	13%	(19)	31%	(45)	22%	(33)	20%	(30)	13%	(20)	146
Employ: Self-Employed	20%	(36)	25%	(46)	19%	(34)	28%	(50)	8%	(15)	182
Employ: Homemaker	6%	(8)	28%	(40)	26%	(37)	26%	(37)	15%	(21)	143
Employ: Student	12%	(15)	35%	(43)	19%	(23)	26%	(32)	7%	(9)	121
Employ: Retired	10%	(42)	32%	(130)	19%	(79)	31%	(128)	8%	(31)	412
Employ: Unemployed	11%	(22)	29%	(58)	11%	(23)	28%	(57)	21%	(42)	202
Employ: Other	17%	(34)	25%	(50)	18%	(36)	28%	(57)	13%	(25)	202
Military HH: Yes	13%	(51)	30%	(116)	20%	(76)	29%	(113)	8%	(32)	387
Military HH: No	12%	(204)	28%	(463)	20%	(330)	28%	(463)	11%	(178)	1639
RD/WT: Right Direction	15%	(115)	28%	(210)	20%	(148)	27%	(202)	10%	(76)	751
RD/WT: Wrong Track	11%	(140)	29%	(369)	20%	(258)	29%	(374)	10%	(133)	1275

Continued on next page

Table BRD12_3: *To what extent do you support or oppose employers being able to take the following actions:
Monitor current employees social media accounts to ensure they do not misrepresent the company*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/No opinion		Total N
Adults	13%	(255)	29%	(579)	20%	(406)	28%	(576)	10%	(209)	2026
Trump Job Approve	14%	(112)	26%	(205)	20%	(159)	31%	(245)	7%	(57)	777
Trump Job Disapprove	12%	(135)	31%	(342)	20%	(224)	28%	(309)	9%	(103)	1113
Trump Job Strongly Approve	18%	(67)	25%	(93)	16%	(58)	35%	(131)	6%	(23)	371
Trump Job Somewhat Approve	11%	(45)	28%	(112)	25%	(101)	28%	(113)	8%	(34)	406
Trump Job Somewhat Disapprove	13%	(36)	35%	(99)	19%	(53)	24%	(69)	9%	(24)	281
Trump Job Strongly Disapprove	12%	(99)	29%	(243)	21%	(171)	29%	(240)	9%	(79)	832
#1 Issue: Economy	13%	(74)	25%	(147)	25%	(143)	28%	(162)	9%	(51)	576
#1 Issue: Security	14%	(49)	30%	(102)	18%	(59)	30%	(102)	8%	(27)	339
#1 Issue: Health Care	13%	(49)	29%	(108)	22%	(80)	26%	(95)	10%	(39)	371
#1 Issue: Medicare / Social Security	11%	(28)	32%	(84)	15%	(40)	33%	(85)	9%	(24)	262
#1 Issue: Women's Issues	15%	(20)	28%	(38)	16%	(22)	26%	(35)	15%	(21)	136
#1 Issue: Education	13%	(20)	31%	(46)	18%	(26)	27%	(41)	10%	(15)	148
#1 Issue: Energy	6%	(6)	26%	(23)	20%	(18)	36%	(33)	12%	(11)	90
#1 Issue: Other	9%	(10)	30%	(31)	16%	(17)	23%	(24)	22%	(23)	104
2016 Vote: Hillary Clinton	12%	(80)	29%	(195)	22%	(144)	27%	(181)	10%	(67)	668
2016 Vote: Donald Trump	15%	(93)	28%	(169)	18%	(109)	32%	(193)	7%	(43)	607
2016 Vote: Someone else	11%	(21)	31%	(59)	24%	(45)	24%	(45)	11%	(21)	191
2016 Vote: Didnt Vote	11%	(61)	28%	(154)	19%	(107)	28%	(156)	14%	(76)	555
Voted in 2014: Yes	13%	(171)	28%	(361)	19%	(245)	30%	(380)	9%	(113)	1270
Voted in 2014: No	11%	(84)	29%	(218)	21%	(161)	26%	(196)	13%	(96)	756
2012 Vote: Barack Obama	12%	(94)	28%	(223)	21%	(169)	28%	(226)	10%	(83)	795
2012 Vote: Mitt Romney	17%	(78)	29%	(133)	18%	(82)	30%	(138)	5%	(25)	455
2012 Vote: Other	8%	(6)	31%	(21)	15%	(10)	33%	(23)	13%	(9)	68
2012 Vote: Didn't Vote	11%	(76)	29%	(202)	21%	(146)	27%	(190)	13%	(92)	706
4-Region: Northeast	9%	(30)	31%	(109)	22%	(79)	27%	(96)	11%	(37)	351
4-Region: Midwest	16%	(68)	28%	(121)	22%	(93)	25%	(106)	9%	(38)	427
4-Region: South	14%	(104)	30%	(227)	17%	(132)	29%	(223)	10%	(78)	763
4-Region: West	11%	(53)	25%	(122)	21%	(102)	31%	(151)	12%	(57)	485
Favorable of Trump	15%	(115)	26%	(199)	20%	(153)	32%	(244)	7%	(52)	763
Unfavorable of Trump	11%	(129)	31%	(347)	21%	(241)	27%	(304)	9%	(103)	1124

Continued on next page

Table BRD12_3: To what extent do you support or oppose employers being able to take the following actions:
Monitor current employees social media accounts to ensure they do not misrepresent the company

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/No opinion		Total N
Adults	13%	(255)	29%	(579)	20%	(406)	28%	(576)	10%	(209)	2026
Very Favorable of Trump	19%	(80)	23%	(94)	17%	(70)	36%	(150)	5%	(20)	415
Somewhat Favorable of Trump	10%	(34)	30%	(105)	24%	(83)	27%	(94)	9%	(32)	348
Somewhat Unfavorable of Trump	12%	(28)	36%	(83)	21%	(49)	22%	(50)	9%	(20)	230
Very Unfavorable of Trump	11%	(101)	30%	(265)	21%	(192)	28%	(254)	9%	(83)	894

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

Table BRD13: How much have you seen, read, or heard about electronic sports, competitive tournaments of video games, commonly known as esports?

Demographic	A lot		Some		Not much		Nothing at all		Don't know/No opinion		Total N
Adults	11%	(249)	23%	(506)	25%	(551)	27%	(600)	13%	(293)	2200
Gender: Male	15%	(156)	27%	(286)	23%	(249)	26%	(275)	9%	(96)	1062
Gender: Female	8%	(93)	19%	(220)	27%	(302)	29%	(325)	17%	(198)	1138
Age: 18-29	28%	(137)	31%	(150)	16%	(78)	13%	(62)	13%	(64)	491
Age: 30-44	13%	(66)	29%	(151)	26%	(137)	19%	(100)	13%	(68)	522
Age: 45-54	5%	(19)	22%	(82)	31%	(118)	29%	(108)	13%	(50)	376
Age: 55-64	5%	(20)	20%	(74)	29%	(109)	35%	(130)	11%	(41)	375
Age: 65+	2%	(7)	12%	(50)	25%	(110)	46%	(200)	16%	(69)	436
Generation Z: 18-21	33%	(63)	32%	(62)	15%	(29)	10%	(20)	9%	(18)	192
Millennial: Age 22-37	20%	(120)	29%	(176)	21%	(125)	17%	(100)	14%	(82)	603
Generation X: Age 38-53	6%	(34)	25%	(140)	30%	(164)	25%	(138)	14%	(78)	553
Boomers: Age 54-72	4%	(31)	16%	(118)	28%	(217)	40%	(303)	12%	(93)	762
PID: Dem (no lean)	11%	(85)	23%	(176)	28%	(218)	26%	(203)	11%	(89)	770
PID: Ind (no lean)	12%	(71)	25%	(146)	22%	(129)	26%	(156)	15%	(90)	593
PID: Rep (no lean)	11%	(93)	22%	(184)	24%	(204)	29%	(241)	14%	(115)	837
PID/Gender: Dem Men	13%	(44)	26%	(88)	27%	(91)	26%	(89)	7%	(25)	336
PID/Gender: Dem Women	9%	(40)	20%	(88)	29%	(127)	26%	(115)	15%	(63)	434
PID/Gender: Ind Men	14%	(42)	31%	(93)	20%	(61)	25%	(77)	10%	(32)	305
PID/Gender: Ind Women	10%	(29)	18%	(53)	24%	(69)	27%	(79)	20%	(58)	288
PID/Gender: Rep Men	17%	(69)	25%	(105)	23%	(98)	26%	(109)	9%	(39)	420
PID/Gender: Rep Women	6%	(24)	19%	(79)	26%	(106)	32%	(132)	18%	(76)	416
Ideo: Liberal (1-3)	14%	(99)	26%	(184)	26%	(183)	27%	(190)	8%	(61)	717
Ideo: Moderate (4)	10%	(46)	25%	(115)	25%	(117)	29%	(135)	11%	(53)	466
Ideo: Conservative (5-7)	8%	(59)	22%	(157)	28%	(198)	31%	(214)	10%	(70)	698
Educ: College	12%	(183)	22%	(332)	23%	(354)	27%	(407)	16%	(237)	1512
Educ: Bachelors degree	10%	(46)	25%	(110)	32%	(142)	25%	(110)	8%	(36)	444
Educ: Post-grad	8%	(20)	26%	(64)	23%	(56)	34%	(83)	9%	(21)	244
Income: Under 50k	11%	(138)	21%	(257)	23%	(279)	28%	(334)	17%	(201)	1209
Income: 50k-100k	11%	(72)	24%	(163)	28%	(184)	27%	(183)	10%	(68)	670
Income: 100k+	12%	(39)	27%	(86)	28%	(88)	26%	(83)	7%	(24)	321

Continued on next page

Table BRD13: How much have you seen, read, or heard about electronic sports, competitive tournaments of video games, commonly known as esports?

Demographic	A lot		Some		Not much		Nothing at all		Don't know/No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	11%	(249)	23%	(506)	25%	(551)	27%	(600)	13%	(293)	2200
Ethnicity: White	10%	(168)	23%	(392)	26%	(449)	29%	(492)	13%	(220)	1722
Ethnicity: Hispanic	19%	(67)	30%	(106)	22%	(77)	18%	(64)	10%	(35)	349
Ethnicity: Afr. Am.	15%	(41)	22%	(60)	23%	(63)	25%	(68)	15%	(42)	274
Ethnicity: Other	19%	(40)	26%	(54)	19%	(39)	19%	(40)	16%	(32)	204
Relig: Protestant	8%	(35)	23%	(103)	26%	(116)	33%	(149)	10%	(43)	447
Relig: Roman Catholic	11%	(54)	22%	(107)	26%	(122)	28%	(135)	12%	(59)	478
Relig: Something Else	14%	(29)	27%	(59)	24%	(51)	25%	(54)	11%	(24)	218
Relig: Jewish	5%	(3)	25%	(15)	22%	(13)	40%	(24)	8%	(5)	60
Relig: Evangelical	11%	(67)	20%	(119)	24%	(140)	29%	(168)	16%	(91)	585
Relig: Non-Evang. Catholics	9%	(57)	24%	(146)	26%	(160)	29%	(181)	12%	(73)	617
Relig: All Christian	10%	(123)	22%	(264)	25%	(301)	29%	(349)	14%	(164)	1202
Relig: All Non-Christian	14%	(29)	27%	(59)	24%	(51)	25%	(54)	11%	(24)	218
Community: Urban	11%	(61)	27%	(149)	24%	(130)	26%	(142)	13%	(71)	552
Community: Suburban	13%	(127)	24%	(241)	25%	(248)	27%	(268)	11%	(115)	999
Community: Rural	9%	(61)	18%	(117)	27%	(173)	29%	(190)	17%	(108)	649
Employ: Private Sector	12%	(80)	28%	(186)	25%	(167)	22%	(147)	12%	(77)	656
Employ: Government	11%	(17)	33%	(52)	21%	(32)	24%	(37)	11%	(17)	155
Employ: Self-Employed	16%	(31)	23%	(44)	28%	(54)	25%	(49)	8%	(15)	193
Employ: Homemaker	5%	(8)	24%	(37)	33%	(51)	24%	(38)	14%	(22)	156
Employ: Student	32%	(39)	35%	(43)	17%	(21)	12%	(15)	5%	(6)	123
Employ: Retired	3%	(16)	12%	(60)	27%	(129)	43%	(209)	15%	(70)	485
Employ: Unemployed	15%	(33)	17%	(37)	22%	(49)	25%	(54)	21%	(47)	221
Employ: Other	12%	(26)	22%	(47)	23%	(49)	24%	(51)	18%	(39)	212
Military HH: Yes	10%	(44)	23%	(96)	25%	(105)	29%	(125)	13%	(55)	424
Military HH: No	12%	(205)	23%	(411)	25%	(446)	27%	(475)	13%	(238)	1776
RD/WT: Right Direction	11%	(94)	22%	(182)	24%	(203)	30%	(249)	13%	(108)	836
RD/WT: Wrong Track	11%	(155)	24%	(325)	26%	(348)	26%	(351)	14%	(185)	1364
Trump Job Approve	11%	(98)	22%	(190)	25%	(212)	30%	(255)	13%	(109)	863
Trump Job Disapprove	11%	(130)	25%	(297)	27%	(317)	27%	(319)	11%	(128)	1191

Continued on next page

Table BRD13: How much have you seen, read, or heard about electronic sports, competitive tournaments of video games, commonly known as esports?

Demographic	A lot		Some		Not much		Nothing at all		Don't know/No opinion		Total N
Adults	11%	(249)	23%	(506)	25%	(551)	27%	(600)	13%	(293)	2200
Trump Job Strongly Approve	13%	(53)	20%	(86)	23%	(97)	31%	(129)	13%	(56)	420
Trump Job Somewhat Approve	10%	(45)	23%	(104)	26%	(115)	28%	(126)	12%	(53)	443
Trump Job Somewhat Disapprove	12%	(35)	28%	(83)	31%	(93)	21%	(62)	9%	(28)	301
Trump Job Strongly Disapprove	11%	(95)	24%	(214)	25%	(224)	29%	(256)	11%	(100)	890
#1 Issue: Economy	14%	(85)	26%	(157)	21%	(128)	24%	(145)	16%	(98)	613
#1 Issue: Security	8%	(32)	22%	(84)	26%	(100)	32%	(119)	11%	(43)	379
#1 Issue: Health Care	12%	(46)	23%	(92)	28%	(112)	25%	(98)	12%	(46)	395
#1 Issue: Medicare / Social Security	4%	(14)	13%	(39)	24%	(74)	43%	(129)	16%	(48)	304
#1 Issue: Women's Issues	11%	(15)	26%	(37)	34%	(49)	24%	(35)	5%	(8)	144
#1 Issue: Education	24%	(38)	24%	(39)	23%	(36)	18%	(28)	11%	(18)	159
#1 Issue: Energy	9%	(8)	36%	(35)	24%	(23)	22%	(21)	9%	(8)	96
#1 Issue: Other	10%	(11)	21%	(23)	26%	(29)	22%	(24)	22%	(24)	110
2016 Vote: Hillary Clinton	10%	(71)	22%	(156)	29%	(208)	30%	(211)	10%	(69)	715
2016 Vote: Donald Trump	8%	(54)	21%	(140)	27%	(184)	33%	(219)	11%	(75)	672
2016 Vote: Someone else	16%	(33)	28%	(58)	21%	(42)	21%	(43)	15%	(31)	207
2016 Vote: Didn't Vote	15%	(91)	25%	(152)	19%	(116)	21%	(123)	20%	(119)	601
Voted in 2014: Yes	9%	(122)	22%	(308)	27%	(379)	31%	(425)	11%	(155)	1389
Voted in 2014: No	16%	(127)	24%	(198)	21%	(172)	22%	(175)	17%	(139)	811
2012 Vote: Barack Obama	9%	(80)	22%	(194)	28%	(239)	29%	(246)	12%	(104)	863
2012 Vote: Mitt Romney	7%	(37)	22%	(112)	28%	(142)	34%	(175)	9%	(48)	514
2012 Vote: Other	9%	(7)	17%	(13)	26%	(20)	35%	(26)	13%	(10)	75
2012 Vote: Didn't Vote	17%	(125)	25%	(186)	20%	(151)	20%	(152)	18%	(132)	746
4-Region: Northeast	9%	(36)	20%	(78)	27%	(105)	30%	(117)	15%	(58)	394
4-Region: Midwest	12%	(55)	21%	(99)	25%	(116)	28%	(132)	13%	(62)	462
4-Region: South	12%	(99)	25%	(205)	24%	(199)	25%	(208)	14%	(113)	824
4-Region: West	12%	(60)	24%	(124)	25%	(131)	27%	(143)	12%	(61)	520
Favorable of Trump	11%	(95)	23%	(191)	23%	(197)	29%	(247)	13%	(111)	840
Unfavorable of Trump	11%	(132)	25%	(298)	27%	(328)	26%	(316)	10%	(125)	1199

Continued on next page

Table BRD13: *How much have you seen, read, or heard about electronic sports, competitive tournaments of video games, commonly known as esports?*

Demographic	A lot		Some		Not much		Nothing at all		Don't know/No opinion		Total N
Adults	11%	(249)	23%	(506)	25%	(551)	27%	(600)	13%	(293)	2200
Very Favorable of Trump	13%	(60)	22%	(103)	23%	(104)	30%	(141)	12%	(56)	464
Somewhat Favorable of Trump	9%	(35)	23%	(88)	25%	(93)	28%	(106)	15%	(55)	377
Somewhat Unfavorable of Trump	10%	(25)	27%	(64)	31%	(76)	24%	(58)	7%	(18)	241
Very Unfavorable of Trump	11%	(107)	24%	(234)	26%	(252)	27%	(258)	11%	(108)	959

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

**Table BRD14_1: Thinking about esports, have you ever:
Participated in an esports competition**

Demographic	Yes	No	Total N
Adults	6% (135)	94% (2065)	2200
Gender: Male	9% (98)	91% (964)	1062
Gender: Female	3% (37)	97% (1101)	1138
Age: 18-29	14% (67)	86% (423)	491
Age: 30-44	8% (41)	92% (481)	522
Age: 45-54	3% (13)	97% (363)	376
Age: 55-64	2% (9)	98% (366)	375
Age: 65+	1% (5)	99% (432)	436
Generation Z: 18-21	11% (22)	89% (170)	192
Millennial: Age 22-37	12% (73)	88% (530)	603
Generation X: Age 38-53	5% (26)	95% (527)	553
Boomers: Age 54-72	2% (13)	98% (749)	762
PID: Dem (no lean)	6% (47)	94% (723)	770
PID: Ind (no lean)	6% (37)	94% (556)	593
PID: Rep (no lean)	6% (51)	94% (786)	837
PID/Gender: Dem Men	10% (34)	90% (303)	336
PID/Gender: Dem Women	3% (14)	97% (421)	434
PID/Gender: Ind Men	7% (22)	93% (283)	305
PID/Gender: Ind Women	5% (15)	95% (273)	288
PID/Gender: Rep Men	10% (42)	90% (378)	420
PID/Gender: Rep Women	2% (9)	98% (408)	416
Ideo: Liberal (1-3)	8% (55)	92% (662)	717
Ideo: Moderate (4)	6% (27)	94% (440)	466
Ideo: Conservative (5-7)	5% (38)	95% (660)	698
Educ: College	7% (99)	93% (1413)	1512
Educ: Bachelors degree	5% (23)	95% (421)	444
Educ: Post-grad	5% (13)	95% (231)	244

Continued on next page

**Table BRD14_1: Thinking about esports, have you ever:
 Participated in an esports competition**

Demographic	Yes	No	Total N
Adults	6% (135)	94% (2065)	2200
Income: Under 50k	7% (81)	93% (1128)	1209
Income: 50k-100k	5% (35)	95% (635)	670
Income: 100k+	6% (18)	94% (302)	321
Ethnicity: White	5% (90)	95% (1631)	1722
Ethnicity: Hispanic	13% (45)	87% (305)	349
Ethnicity: Afr. Am.	11% (31)	89% (244)	274
Ethnicity: Other	7% (14)	93% (190)	204
Relig: Protestant	4% (16)	96% (430)	447
Relig: Roman Catholic	6% (27)	94% (451)	478
Relig: Something Else	5% (11)	95% (207)	218
Relig: Jewish	8% (5)	92% (55)	60
Relig: Evangelical	5% (30)	95% (555)	585
Relig: Non-Evang. Catholics	5% (28)	95% (588)	617
Relig: All Christian	5% (58)	95% (1143)	1202
Relig: All Non-Christian	5% (11)	95% (207)	218
Community: Urban	8% (44)	92% (508)	552
Community: Suburban	5% (53)	95% (946)	999
Community: Rural	6% (39)	94% (611)	649
Employ: Private Sector	7% (48)	93% (608)	656
Employ: Government	11% (17)	89% (138)	155
Employ: Self-Employed	10% (19)	90% (174)	193
Employ: Homemaker	1% (2)	99% (153)	156
Employ: Student	8% (9)	92% (113)	123
Employ: Retired	2% (11)	98% (474)	485
Employ: Unemployed	7% (16)	93% (205)	221
Employ: Other	6% (13)	94% (199)	212
Military HH: Yes	7% (28)	93% (396)	424
Military HH: No	6% (106)	94% (1669)	1776
RD/WT: Right Direction	7% (56)	93% (780)	836
RD/WT: Wrong Track	6% (79)	94% (1285)	1364

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**Table BRD14_1: Thinking about esports, have you ever:
Participated in an esports competition**

Demographic	Yes	No	Total N
Adults	6% (135)	94% (2065)	2200
Trump Job Approve	6% (54)	94% (809)	863
Trump Job Disapprove	6% (72)	94% (1120)	1191
Trump Job Strongly Approve	7% (28)	93% (392)	420
Trump Job Somewhat Approve	6% (26)	94% (417)	443
Trump Job Somewhat Disapprove	10% (30)	90% (271)	301
Trump Job Strongly Disapprove	5% (42)	95% (849)	890
#1 Issue: Economy	9% (57)	91% (556)	613
#1 Issue: Security	5% (20)	95% (358)	379
#1 Issue: Health Care	4% (16)	96% (379)	395
#1 Issue: Medicare / Social Security	4% (12)	96% (292)	304
#1 Issue: Women's Issues	5% (7)	95% (136)	144
#1 Issue: Education	8% (13)	92% (146)	159
#1 Issue: Energy	2% (2)	98% (93)	96
#1 Issue: Other	6% (7)	94% (104)	110
2016 Vote: Hillary Clinton	5% (34)	95% (682)	715
2016 Vote: Donald Trump	5% (33)	95% (639)	672
2016 Vote: Someone else	9% (18)	91% (189)	207
2016 Vote: Didnt Vote	8% (50)	92% (551)	601
Voted in 2014: Yes	6% (80)	94% (1309)	1389
Voted in 2014: No	7% (55)	93% (756)	811
2012 Vote: Barack Obama	6% (48)	94% (815)	863
2012 Vote: Mitt Romney	4% (21)	96% (493)	514
2012 Vote: Other	7% (5)	93% (70)	75
2012 Vote: Didn't Vote	8% (60)	92% (686)	746
4-Region: Northeast	3% (14)	97% (380)	394
4-Region: Midwest	6% (30)	94% (432)	462
4-Region: South	6% (51)	94% (773)	824
4-Region: West	8% (40)	92% (480)	520
Favorable of Trump	6% (52)	94% (788)	840
Unfavorable of Trump	6% (68)	94% (1131)	1199

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**Table BRD14_1: Thinking about esports, have you ever:
Participated in an esports competition**

Demographic	Yes		No		Total N
Adults	6%	(135)	94%	(2065)	2200
Very Favorable of Trump	7%	(31)	93%	(433)	464
Somewhat Favorable of Trump	6%	(21)	94%	(356)	377
Somewhat Unfavorable of Trump	7%	(16)	93%	(224)	241
Very Unfavorable of Trump	5%	(52)	95%	(907)	959

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

**Table BRD14_2: Thinking about esports, have you ever:
Watched an esports competition on a streaming service such as Twitch or YouTube**

Demographic	Yes	No	Total N
Adults	17% (377)	83% (1823)	2200
Gender: Male	23% (241)	77% (820)	1062
Gender: Female	12% (136)	88% (1002)	1138
Age: 18-29	37% (180)	63% (311)	491
Age: 30-44	23% (122)	77% (400)	522
Age: 45-54	10% (37)	90% (339)	376
Age: 55-64	7% (27)	93% (348)	375
Age: 65+	3% (11)	97% (425)	436
Generation Z: 18-21	43% (82)	57% (110)	192
Millennial: Age 22-37	30% (182)	70% (421)	603
Generation X: Age 38-53	13% (71)	87% (482)	553
Boomers: Age 54-72	5% (39)	95% (723)	762
PID: Dem (no lean)	17% (128)	83% (643)	770
PID: Ind (no lean)	20% (118)	80% (475)	593
PID: Rep (no lean)	16% (132)	84% (705)	837
PID/Gender: Dem Men	21% (72)	79% (264)	336
PID/Gender: Dem Women	13% (56)	87% (378)	434
PID/Gender: Ind Men	25% (77)	75% (228)	305
PID/Gender: Ind Women	14% (41)	86% (247)	288
PID/Gender: Rep Men	22% (92)	78% (328)	420
PID/Gender: Rep Women	9% (39)	91% (377)	416
Ideo: Liberal (1-3)	20% (143)	80% (573)	717
Ideo: Moderate (4)	20% (92)	80% (374)	466
Ideo: Conservative (5-7)	15% (105)	85% (593)	698
Educ: College	18% (274)	82% (1239)	1512
Educ: Bachelors degree	16% (70)	84% (374)	444
Educ: Post-grad	14% (34)	86% (210)	244

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**Table BRD14_2: Thinking about esports, have you ever:
 Watched an esports competition on a streaming service such as Twitch or YouTube**

Demographic	Yes	No	Total N
Adults	17% (377)	83% (1823)	2200
Income: Under 50k	17% (211)	83% (998)	1209
Income: 50k-100k	15% (99)	85% (572)	670
Income: 100k+	21% (68)	79% (253)	321
Ethnicity: White	15% (253)	85% (1469)	1722
Ethnicity: Hispanic	34% (118)	66% (231)	349
Ethnicity: Afr. Am.	25% (68)	75% (206)	274
Ethnicity: Other	28% (57)	72% (147)	204
Relig: Protestant	11% (50)	89% (396)	447
Relig: Roman Catholic	17% (82)	83% (396)	478
Relig: Something Else	20% (44)	80% (174)	218
Relig: Jewish	10% (6)	90% (54)	60
Relig: Evangelical	15% (87)	85% (498)	585
Relig: Non-Evang. Catholics	15% (90)	85% (527)	617
Relig: All Christian	15% (177)	85% (1025)	1202
Relig: All Non-Christian	20% (44)	80% (174)	218
Community: Urban	20% (108)	80% (444)	552
Community: Suburban	18% (183)	82% (815)	999
Community: Rural	13% (86)	87% (564)	649
Employ: Private Sector	18% (119)	82% (538)	656
Employ: Government	26% (40)	74% (115)	155
Employ: Self-Employed	25% (48)	75% (145)	193
Employ: Homemaker	11% (17)	89% (138)	156
Employ: Student	38% (46)	62% (76)	123
Employ: Retired	4% (18)	96% (467)	485
Employ: Unemployed	22% (49)	78% (172)	221
Employ: Other	19% (41)	81% (171)	212
Military HH: Yes	17% (71)	83% (353)	424
Military HH: No	17% (307)	83% (1469)	1776
RD/WT: Right Direction	18% (148)	82% (688)	836
RD/WT: Wrong Track	17% (229)	83% (1134)	1364

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**Table BRD14_2: Thinking about esports, have you ever:
Watched an esports competition on a streaming service such as Twitch or YouTube**

Demographic	Yes	No	Total N
Adults	17% (377)	83% (1823)	2200
Trump Job Approve	17% (145)	83% (719)	863
Trump Job Disapprove	17% (203)	83% (988)	1191
Trump Job Strongly Approve	17% (72)	83% (348)	420
Trump Job Somewhat Approve	16% (72)	84% (371)	443
Trump Job Somewhat Disapprove	23% (68)	77% (233)	301
Trump Job Strongly Disapprove	15% (135)	85% (755)	890
#1 Issue: Economy	21% (129)	79% (484)	613
#1 Issue: Security	13% (51)	87% (328)	379
#1 Issue: Health Care	14% (57)	86% (338)	395
#1 Issue: Medicare / Social Security	10% (30)	90% (274)	304
#1 Issue: Women's Issues	17% (25)	83% (119)	144
#1 Issue: Education	30% (48)	70% (112)	159
#1 Issue: Energy	20% (19)	80% (77)	96
#1 Issue: Other	16% (18)	84% (92)	110
2016 Vote: Hillary Clinton	15% (107)	85% (608)	715
2016 Vote: Donald Trump	14% (94)	86% (579)	672
2016 Vote: Someone else	23% (47)	77% (160)	207
2016 Vote: Didnt Vote	21% (128)	79% (473)	601
Voted in 2014: Yes	15% (210)	85% (1179)	1389
Voted in 2014: No	21% (167)	79% (644)	811
2012 Vote: Barack Obama	15% (130)	85% (733)	863
2012 Vote: Mitt Romney	11% (58)	89% (456)	514
2012 Vote: Other	14% (11)	86% (65)	75
2012 Vote: Didn't Vote	24% (177)	76% (569)	746
4-Region: Northeast	13% (51)	87% (342)	394
4-Region: Midwest	16% (73)	84% (389)	462
4-Region: South	19% (155)	81% (669)	824
4-Region: West	19% (98)	81% (422)	520
Favorable of Trump	16% (135)	84% (705)	840
Unfavorable of Trump	18% (219)	82% (981)	1199

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Table BRD14_2: *Thinking about esports, have you ever:
Watched an esports competition on a streaming service such as Twitch or YouTube*

Demographic	Yes		No		Total N
Adults	17%	(377)	83%	(1823)	2200
Very Favorable of Trump	17%	(78)	83%	(386)	464
Somewhat Favorable of Trump	15%	(57)	85%	(319)	377
Somewhat Unfavorable of Trump	21%	(51)	79%	(189)	241
Very Unfavorable of Trump	17%	(167)	83%	(791)	959

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

Table BRD15: Do you consider esports a sport?

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	7%	(148)	11%	(238)	23%	(495)	25%	(543)	35%	(776)	2200
Gender: Male	9%	(96)	12%	(132)	25%	(262)	30%	(322)	24%	(250)	1062
Gender: Female	5%	(52)	9%	(107)	20%	(233)	19%	(220)	46%	(526)	1138
Age: 18-29	16%	(78)	21%	(102)	22%	(109)	17%	(83)	24%	(118)	491
Age: 30-44	9%	(46)	13%	(68)	23%	(120)	23%	(118)	33%	(171)	522
Age: 45-54	5%	(17)	8%	(29)	21%	(81)	29%	(109)	37%	(139)	376
Age: 55-64	1%	(2)	8%	(30)	23%	(88)	29%	(109)	39%	(146)	375
Age: 65+	1%	(4)	2%	(10)	22%	(98)	28%	(123)	46%	(202)	436
Generation Z: 18-21	20%	(38)	27%	(51)	20%	(38)	14%	(26)	20%	(39)	192
Millennial: Age 22-37	13%	(76)	16%	(95)	22%	(134)	21%	(127)	28%	(171)	603
Generation X: Age 38-53	5%	(26)	9%	(51)	23%	(125)	26%	(146)	37%	(206)	553
Boomers: Age 54-72	1%	(7)	5%	(38)	23%	(173)	29%	(223)	42%	(320)	762
PID: Dem (no lean)	5%	(40)	11%	(88)	24%	(186)	24%	(188)	35%	(269)	770
PID: Ind (no lean)	9%	(50)	14%	(82)	25%	(146)	19%	(113)	34%	(202)	593
PID: Rep (no lean)	7%	(58)	8%	(68)	19%	(163)	29%	(242)	36%	(305)	837
PID/Gender: Dem Men	7%	(24)	12%	(41)	26%	(88)	29%	(96)	26%	(86)	336
PID/Gender: Dem Women	3%	(15)	11%	(47)	23%	(98)	21%	(91)	42%	(182)	434
PID/Gender: Ind Men	8%	(24)	17%	(53)	28%	(86)	25%	(76)	21%	(66)	305
PID/Gender: Ind Women	9%	(26)	10%	(29)	21%	(60)	13%	(36)	47%	(136)	288
PID/Gender: Rep Men	11%	(47)	9%	(38)	21%	(88)	36%	(150)	23%	(98)	420
PID/Gender: Rep Women	3%	(11)	7%	(31)	18%	(75)	22%	(93)	50%	(208)	416
Ideo: Liberal (1-3)	8%	(56)	13%	(94)	25%	(182)	23%	(162)	31%	(223)	717
Ideo: Moderate (4)	8%	(37)	12%	(55)	21%	(99)	25%	(118)	34%	(158)	466
Ideo: Conservative (5-7)	5%	(36)	10%	(67)	24%	(166)	30%	(209)	31%	(218)	698
Educ: College	7%	(104)	11%	(173)	21%	(323)	22%	(340)	38%	(571)	1512
Educ: Bachelors degree	7%	(33)	9%	(38)	25%	(110)	31%	(139)	28%	(124)	444
Educ: Post-grad	4%	(11)	11%	(27)	25%	(62)	26%	(64)	33%	(81)	244
Income: Under 50k	7%	(82)	11%	(136)	20%	(246)	22%	(271)	39%	(473)	1209
Income: 50k-100k	6%	(40)	10%	(69)	26%	(177)	26%	(174)	32%	(211)	670
Income: 100k+	8%	(26)	10%	(33)	23%	(72)	30%	(98)	29%	(92)	321

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Table BRD15: Do you consider esports a sport?

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't know/No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(148)	11%	(238)	23%	(495)	25%	(543)	35%	(776)	2200
Ethnicity: White	6%	(105)	10%	(170)	23%	(395)	26%	(452)	35%	(599)	1722
Ethnicity: Hispanic	11%	(39)	16%	(56)	23%	(80)	24%	(85)	25%	(89)	349
Ethnicity: Afr. Am.	10%	(28)	14%	(37)	19%	(52)	18%	(49)	40%	(109)	274
Ethnicity: Other	7%	(15)	15%	(31)	24%	(48)	21%	(42)	33%	(68)	204
Relig: Protestant	6%	(25)	6%	(27)	26%	(115)	30%	(136)	32%	(144)	447
Relig: Roman Catholic	5%	(24)	9%	(41)	24%	(116)	30%	(142)	32%	(154)	478
Relig: Something Else	8%	(16)	18%	(39)	15%	(33)	22%	(48)	37%	(81)	218
Relig: Jewish	6%	(3)	13%	(8)	18%	(11)	34%	(20)	29%	(17)	60
Relig: Evangelical	7%	(44)	9%	(55)	23%	(136)	24%	(141)	36%	(209)	585
Relig: Non-Evang. Catholics	4%	(23)	7%	(46)	25%	(154)	30%	(186)	34%	(208)	617
Relig: All Christian	6%	(67)	8%	(101)	24%	(290)	27%	(326)	35%	(417)	1202
Relig: All Non-Christian	8%	(16)	18%	(39)	15%	(33)	22%	(48)	37%	(81)	218
Community: Urban	9%	(50)	13%	(70)	19%	(105)	25%	(140)	34%	(187)	552
Community: Suburban	7%	(67)	11%	(111)	24%	(236)	26%	(263)	32%	(322)	999
Community: Rural	5%	(31)	9%	(58)	24%	(154)	22%	(140)	41%	(267)	649
Employ: Private Sector	8%	(55)	11%	(74)	24%	(155)	29%	(192)	27%	(180)	656
Employ: Government	8%	(12)	14%	(21)	22%	(34)	25%	(38)	32%	(50)	155
Employ: Self-Employed	12%	(23)	12%	(24)	20%	(39)	23%	(44)	33%	(63)	193
Employ: Homemaker	2%	(4)	11%	(18)	25%	(39)	26%	(41)	35%	(54)	156
Employ: Student	16%	(19)	23%	(28)	24%	(30)	19%	(23)	18%	(23)	123
Employ: Retired	1%	(2)	5%	(25)	22%	(105)	28%	(137)	44%	(216)	485
Employ: Unemployed	8%	(18)	12%	(27)	25%	(54)	16%	(35)	39%	(86)	221
Employ: Other	7%	(15)	11%	(22)	18%	(38)	15%	(32)	49%	(105)	212
Military HH: Yes	9%	(36)	9%	(40)	23%	(97)	25%	(104)	35%	(147)	424
Military HH: No	6%	(111)	11%	(198)	22%	(398)	25%	(439)	35%	(629)	1776
RD/WT: Right Direction	7%	(60)	9%	(78)	22%	(183)	27%	(222)	35%	(293)	836
RD/WT: Wrong Track	6%	(88)	12%	(160)	23%	(312)	24%	(321)	35%	(483)	1364
Trump Job Approve	6%	(55)	10%	(83)	23%	(194)	28%	(240)	34%	(292)	863
Trump Job Disapprove	7%	(85)	12%	(138)	23%	(277)	24%	(283)	34%	(408)	1191

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Table BRD15: Do you consider esports a sport?

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	7%	(148)	11%	(238)	23%	(495)	25%	(543)	35%	(776)	2200
Trump Job Strongly Approve	7%	(30)	8%	(34)	20%	(82)	32%	(136)	33%	(138)	420
Trump Job Somewhat Approve	6%	(25)	11%	(49)	25%	(112)	23%	(104)	35%	(153)	443
Trump Job Somewhat Disapprove	9%	(26)	16%	(48)	28%	(84)	22%	(66)	25%	(76)	301
Trump Job Strongly Disapprove	7%	(59)	10%	(90)	22%	(193)	24%	(217)	37%	(332)	890
#1 Issue: Economy	8%	(49)	12%	(72)	22%	(136)	25%	(156)	33%	(201)	613
#1 Issue: Security	3%	(10)	8%	(31)	23%	(86)	30%	(114)	36%	(137)	379
#1 Issue: Health Care	8%	(32)	10%	(40)	23%	(93)	25%	(99)	33%	(132)	395
#1 Issue: Medicare / Social Security	3%	(8)	6%	(20)	20%	(61)	23%	(71)	47%	(144)	304
#1 Issue: Women's Issues	6%	(9)	12%	(18)	22%	(32)	25%	(36)	34%	(48)	144
#1 Issue: Education	14%	(23)	23%	(37)	21%	(34)	13%	(21)	28%	(45)	159
#1 Issue: Energy	10%	(9)	11%	(10)	34%	(33)	18%	(17)	27%	(26)	96
#1 Issue: Other	7%	(8)	9%	(10)	18%	(20)	27%	(29)	38%	(42)	110
2016 Vote: Hillary Clinton	6%	(42)	12%	(85)	22%	(156)	25%	(180)	35%	(252)	715
2016 Vote: Donald Trump	5%	(31)	9%	(61)	23%	(153)	30%	(204)	33%	(224)	672
2016 Vote: Someone else	9%	(19)	12%	(26)	25%	(51)	18%	(36)	36%	(75)	207
2016 Vote: Didn't Vote	9%	(56)	11%	(65)	23%	(136)	20%	(122)	37%	(221)	601
Voted in 2014: Yes	5%	(76)	11%	(148)	22%	(305)	27%	(376)	35%	(484)	1389
Voted in 2014: No	9%	(72)	11%	(90)	23%	(190)	21%	(167)	36%	(291)	811
2012 Vote: Barack Obama	5%	(44)	11%	(94)	23%	(194)	25%	(214)	37%	(316)	863
2012 Vote: Mitt Romney	4%	(20)	7%	(38)	22%	(112)	34%	(176)	33%	(169)	514
2012 Vote: Other	8%	(6)	4%	(3)	34%	(25)	23%	(18)	31%	(23)	75
2012 Vote: Didn't Vote	10%	(78)	14%	(103)	22%	(164)	18%	(135)	36%	(267)	746
4-Region: Northeast	4%	(16)	9%	(36)	20%	(80)	29%	(114)	37%	(147)	394
4-Region: Midwest	7%	(30)	9%	(44)	25%	(117)	21%	(99)	37%	(172)	462
4-Region: South	8%	(67)	11%	(94)	22%	(184)	24%	(197)	34%	(283)	824
4-Region: West	7%	(35)	13%	(65)	22%	(114)	26%	(133)	33%	(173)	520
Favorable of Trump	6%	(52)	10%	(86)	22%	(188)	28%	(235)	33%	(279)	840
Unfavorable of Trump	7%	(87)	12%	(142)	24%	(282)	23%	(276)	34%	(413)	1199

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Table BRD15: Do you consider esports a sport?

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't know/No opinion		Total N
Adults	7%	(148)	11%	(238)	23%	(495)	25%	(543)	35%	(776)	2200
Very Favorable of Trump	7%	(32)	9%	(43)	21%	(95)	32%	(147)	31%	(146)	464
Somewhat Favorable of Trump	5%	(20)	11%	(43)	25%	(93)	23%	(87)	35%	(133)	377
Somewhat Unfavorable of Trump	8%	(19)	16%	(39)	23%	(56)	23%	(56)	29%	(71)	241
Very Unfavorable of Trump	7%	(68)	11%	(102)	24%	(226)	23%	(220)	36%	(342)	959

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

Table BRD16: Do you currently own a smart speaker, such as Amazons Alexa, Googles Assistant, or Apples HomePod?

Demographic	Yes	No	Total N
Adults	23% (511)	77% (1689)	2200
Gender: Male	24% (252)	76% (810)	1062
Gender: Female	23% (259)	77% (879)	1138
Age: 18-29	22% (107)	78% (384)	491
Age: 30-44	25% (131)	75% (391)	522
Age: 45-54	24% (89)	76% (287)	376
Age: 55-64	25% (93)	75% (282)	375
Age: 65+	21% (90)	79% (346)	436
Generation Z: 18-21	22% (42)	78% (149)	192
Millennial: Age 22-37	24% (146)	76% (457)	603
Generation X: Age 38-53	24% (132)	76% (422)	553
Boomers: Age 54-72	22% (167)	78% (595)	762
PID: Dem (no lean)	22% (170)	78% (600)	770
PID: Ind (no lean)	22% (132)	78% (461)	593
PID: Rep (no lean)	25% (209)	75% (628)	837
PID/Gender: Dem Men	23% (78)	77% (259)	336
PID/Gender: Dem Women	21% (92)	79% (342)	434
PID/Gender: Ind Men	19% (57)	81% (248)	305
PID/Gender: Ind Women	26% (75)	74% (213)	288
PID/Gender: Rep Men	28% (117)	72% (304)	420
PID/Gender: Rep Women	22% (92)	78% (324)	416
Ideo: Liberal (1-3)	27% (191)	73% (526)	717
Ideo: Moderate (4)	23% (106)	77% (361)	466
Ideo: Conservative (5-7)	26% (180)	74% (518)	698
Educ: College	19% (291)	81% (1221)	1512
Educ: Bachelors degree	31% (136)	69% (308)	444
Educ: Post-grad	34% (84)	66% (160)	244
Income: Under 50k	16% (191)	84% (1017)	1209
Income: 50k-100k	28% (185)	72% (486)	670
Income: 100k+	42% (135)	58% (186)	321
Ethnicity: White	24% (410)	76% (1311)	1722

Continued on next page

Table BRD16: Do you currently own a smart speaker, such as Amazons Alexa, Googles Assistant, or Apples HomePod?

Demographic	Yes	No	Total N
Adults	23% (511)	77% (1689)	2200
Ethnicity: Hispanic	28% (97)	72% (253)	349
Ethnicity: Afr. Am.	18% (48)	82% (226)	274
Ethnicity: Other	26% (52)	74% (152)	204
Relig: Protestant	20% (88)	80% (358)	447
Relig: Roman Catholic	31% (148)	69% (330)	478
Relig: Something Else	23% (49)	77% (168)	218
Relig: Jewish	24% (15)	76% (45)	60
Relig: Evangelical	22% (131)	78% (454)	585
Relig: Non-Evang. Catholics	27% (168)	73% (449)	617
Relig: All Christian	25% (299)	75% (903)	1202
Relig: All Non-Christian	23% (49)	77% (168)	218
Community: Urban	22% (121)	78% (431)	552
Community: Suburban	30% (298)	70% (701)	999
Community: Rural	14% (92)	86% (557)	649
Employ: Private Sector	30% (196)	70% (460)	656
Employ: Government	27% (42)	73% (113)	155
Employ: Self-Employed	32% (62)	68% (131)	193
Employ: Homemaker	20% (30)	80% (125)	156
Employ: Student	25% (31)	75% (92)	123
Employ: Retired	22% (107)	78% (377)	485
Employ: Unemployed	8% (18)	92% (203)	221
Employ: Other	12% (25)	88% (187)	212
Military HH: Yes	26% (110)	74% (314)	424
Military HH: No	23% (401)	77% (1375)	1776
RD/WT: Right Direction	27% (223)	73% (613)	836
RD/WT: Wrong Track	21% (288)	79% (1076)	1364
Trump Job Approve	26% (222)	74% (642)	863
Trump Job Disapprove	22% (267)	78% (924)	1191
Trump Job Strongly Approve	22% (93)	78% (327)	420
Trump Job Somewhat Approve	29% (129)	71% (315)	443
Trump Job Somewhat Disapprove	23% (69)	77% (231)	301
Trump Job Strongly Disapprove	22% (198)	78% (693)	890

Continued on next page

Table BRD16: Do you currently own a smart speaker, such as Amazons Alexa, Googles Assistant, or Apples HomePod?

Demographic	Yes	No	Total N
Adults	23% (511)	77% (1689)	2200
#1 Issue: Economy	23% (144)	77% (469)	613
#1 Issue: Security	22% (83)	78% (296)	379
#1 Issue: Health Care	23% (92)	77% (303)	395
#1 Issue: Medicare / Social Security	22% (66)	78% (238)	304
#1 Issue: Women's Issues	21% (29)	79% (114)	144
#1 Issue: Education	33% (53)	67% (106)	159
#1 Issue: Energy	21% (20)	79% (75)	96
#1 Issue: Other	21% (24)	79% (87)	110
2016 Vote: Hillary Clinton	27% (190)	73% (525)	715
2016 Vote: Donald Trump	27% (183)	73% (490)	672
2016 Vote: Someone else	23% (48)	77% (158)	207
2016 Vote: Didnt Vote	15% (90)	85% (511)	601
Voted in 2014: Yes	27% (375)	73% (1014)	1389
Voted in 2014: No	17% (136)	83% (675)	811
2012 Vote: Barack Obama	25% (213)	75% (650)	863
2012 Vote: Mitt Romney	30% (155)	70% (358)	514
2012 Vote: Other	25% (19)	75% (57)	75
2012 Vote: Didn't Vote	16% (123)	84% (623)	746
4-Region: Northeast	28% (108)	72% (285)	394
4-Region: Midwest	20% (94)	80% (368)	462
4-Region: South	22% (184)	78% (640)	824
4-Region: West	24% (124)	76% (396)	520
Favorable of Trump	26% (218)	74% (622)	840
Unfavorable of Trump	22% (269)	78% (930)	1199
Very Favorable of Trump	24% (111)	76% (353)	464
Somewhat Favorable of Trump	28% (107)	72% (270)	377
Somewhat Unfavorable of Trump	24% (57)	76% (184)	241
Very Unfavorable of Trump	22% (212)	78% (747)	959

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

Table BRD17: How likely are you to purchase a smart speaker in the next 12 months?

Demographic	Somewhat						Don't know/No		Total N		
	Very likely		likely		Not too likely		Not likely at all			opinion	
Adults	5%	(79)	16%	(268)	24%	(405)	46%	(782)	9%	(155)	1689
Gender: Male	4%	(31)	18%	(143)	24%	(194)	47%	(385)	7%	(58)	810
Gender: Female	5%	(48)	14%	(125)	24%	(211)	45%	(398)	11%	(98)	879
Age: 18-29	5%	(19)	17%	(67)	23%	(88)	45%	(172)	10%	(39)	384
Age: 30-44	6%	(25)	19%	(73)	26%	(100)	39%	(154)	10%	(39)	391
Age: 45-54	6%	(16)	20%	(58)	24%	(69)	43%	(124)	7%	(20)	287
Age: 55-64	3%	(9)	14%	(39)	24%	(68)	49%	(139)	9%	(26)	282
Age: 65+	3%	(9)	9%	(32)	23%	(80)	56%	(193)	9%	(31)	346
Generation Z: 18-21	4%	(6)	20%	(29)	24%	(35)	44%	(66)	9%	(13)	149
Millennial: Age 22-37	6%	(26)	18%	(83)	22%	(102)	43%	(198)	11%	(49)	457
Generation X: Age 38-53	7%	(29)	18%	(74)	26%	(111)	41%	(173)	8%	(35)	422
Boomers: Age 54-72	3%	(17)	12%	(74)	24%	(144)	52%	(307)	9%	(53)	595
PID: Dem (no lean)	6%	(36)	18%	(106)	24%	(145)	44%	(263)	8%	(50)	600
PID: Ind (no lean)	5%	(21)	13%	(62)	27%	(124)	45%	(207)	10%	(46)	461
PID: Rep (no lean)	4%	(22)	16%	(100)	21%	(135)	50%	(312)	9%	(59)	628
PID/Gender: Dem Men	4%	(11)	19%	(49)	23%	(60)	48%	(124)	6%	(15)	259
PID/Gender: Dem Women	7%	(25)	17%	(57)	25%	(86)	41%	(139)	10%	(35)	342
PID/Gender: Ind Men	3%	(8)	13%	(33)	30%	(74)	44%	(108)	10%	(24)	248
PID/Gender: Ind Women	6%	(12)	14%	(29)	24%	(50)	46%	(99)	10%	(22)	213
PID/Gender: Rep Men	4%	(12)	20%	(61)	20%	(61)	50%	(152)	6%	(18)	304
PID/Gender: Rep Women	3%	(11)	12%	(39)	23%	(74)	49%	(159)	13%	(41)	324
Ideo: Liberal (1-3)	5%	(26)	17%	(89)	25%	(133)	45%	(237)	8%	(42)	526
Ideo: Moderate (4)	5%	(18)	17%	(60)	27%	(99)	43%	(156)	8%	(28)	361
Ideo: Conservative (5-7)	3%	(18)	18%	(92)	23%	(122)	50%	(258)	5%	(28)	518
Educ: College	5%	(63)	16%	(196)	24%	(289)	45%	(544)	11%	(129)	1221
Educ: Bachelors degree	3%	(10)	15%	(47)	25%	(78)	51%	(158)	5%	(17)	308
Educ: Post-grad	4%	(6)	16%	(25)	24%	(38)	50%	(80)	6%	(10)	160
Income: Under 50k	5%	(46)	16%	(164)	21%	(214)	47%	(477)	11%	(116)	1017
Income: 50k-100k	4%	(22)	16%	(78)	30%	(146)	45%	(217)	5%	(23)	486
Income: 100k+	6%	(11)	14%	(26)	24%	(44)	47%	(88)	9%	(17)	186

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Table BRD17: How likely are you to purchase a smart speaker in the next 12 months?

Demographic	Somewhat						Don't know/No opinion	Total N
	Very likely	likely	Not too likely	Not likely at all				
Adults	5% (79)	16% (268)	24% (405)	46% (782)	9% (155)	1689		
Ethnicity: White	4% (54)	14% (188)	24% (312)	49% (642)	9% (115)	1311		
Ethnicity: Hispanic	6% (16)	13% (34)	26% (67)	45% (114)	9% (22)	253		
Ethnicity: Afr. Am.	10% (23)	28% (64)	19% (43)	31% (69)	12% (27)	226		
Ethnicity: Other	1% (1)	11% (16)	33% (50)	47% (71)	9% (13)	152		
Relig: Protestant	2% (8)	16% (56)	25% (88)	54% (192)	4% (14)	358		
Relig: Roman Catholic	4% (15)	16% (52)	25% (82)	47% (154)	9% (28)	330		
Relig: Something Else	5% (9)	19% (33)	27% (46)	40% (67)	8% (14)	168		
Relig: Evangelical	6% (27)	20% (91)	23% (103)	43% (193)	9% (41)	454		
Relig: Non-Evang. Catholics	3% (14)	14% (63)	25% (113)	51% (231)	6% (28)	449		
Relig: All Christian	5% (41)	17% (154)	24% (216)	47% (424)	8% (68)	903		
Relig: All Non-Christian	5% (9)	19% (33)	27% (46)	40% (67)	8% (14)	168		
Community: Urban	6% (27)	19% (81)	20% (85)	45% (192)	11% (46)	431		
Community: Suburban	4% (31)	15% (106)	27% (187)	45% (319)	8% (58)	701		
Community: Rural	4% (20)	15% (82)	24% (133)	49% (272)	9% (51)	557		
Employ: Private Sector	4% (19)	21% (98)	25% (113)	44% (202)	6% (27)	460		
Employ: Government	7% (8)	14% (16)	21% (23)	53% (60)	5% (6)	113		
Employ: Self-Employed	4% (5)	24% (31)	25% (33)	41% (53)	7% (9)	131		
Employ: Homemaker	7% (9)	9% (11)	24% (31)	49% (62)	11% (13)	125		
Employ: Student	6% (5)	10% (9)	27% (25)	52% (48)	5% (5)	92		
Employ: Retired	3% (11)	10% (38)	25% (94)	53% (201)	9% (33)	377		
Employ: Unemployed	5% (10)	18% (37)	20% (40)	42% (85)	15% (31)	203		
Employ: Other	7% (12)	15% (27)	24% (45)	38% (71)	17% (31)	187		
Military HH: Yes	5% (15)	11% (36)	22% (68)	54% (170)	8% (25)	314		
Military HH: No	5% (63)	17% (232)	25% (337)	45% (612)	9% (130)	1375		
RD/WT: Right Direction	5% (31)	18% (112)	24% (145)	43% (266)	10% (60)	613		
RD/WT: Wrong Track	4% (48)	15% (156)	24% (259)	48% (516)	9% (96)	1076		
Trump Job Approve	5% (31)	17% (108)	22% (144)	47% (302)	9% (56)	642		
Trump Job Disapprove	5% (43)	17% (155)	25% (234)	47% (432)	7% (61)	924		

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Table BRD17: How likely are you to purchase a smart speaker in the next 12 months?

Demographic	Somewhat						Don't know/No opinion	Total N
	Very likely	likely	Not too likely	Not likely at all				
Adults	5% (79)	16% (268)	24% (405)	46% (782)	9% (155)		1689	
Trump Job Strongly Approve	6% (21)	16% (52)	19% (62)	52% (170)	7% (21)		327	
Trump Job Somewhat Approve	3% (11)	18% (56)	26% (82)	42% (132)	11% (34)		315	
Trump Job Somewhat Disapprove	3% (8)	23% (53)	30% (70)	40% (92)	4% (9)		231	
Trump Job Strongly Disapprove	5% (35)	15% (102)	24% (163)	49% (340)	8% (52)		693	
#1 Issue: Economy	4% (20)	16% (77)	27% (127)	44% (205)	9% (41)		469	
#1 Issue: Security	6% (18)	15% (45)	20% (59)	51% (152)	7% (22)		296	
#1 Issue: Health Care	6% (18)	15% (44)	26% (79)	44% (134)	10% (29)		303	
#1 Issue: Medicare / Social Security	1% (3)	16% (38)	20% (46)	53% (126)	10% (24)		238	
#1 Issue: Women's Issues	2% (2)	24% (27)	26% (29)	37% (42)	12% (13)		114	
#1 Issue: Education	8% (8)	20% (21)	30% (32)	35% (37)	7% (8)		106	
#1 Issue: Energy	5% (4)	13% (10)	18% (13)	58% (43)	6% (5)		75	
#1 Issue: Other	7% (6)	6% (5)	23% (20)	49% (42)	16% (14)		87	
2016 Vote: Hillary Clinton	6% (31)	18% (96)	24% (127)	44% (231)	8% (41)		525	
2016 Vote: Donald Trump	4% (21)	18% (90)	23% (113)	48% (236)	6% (29)		490	
2016 Vote: Someone else	3% (5)	12% (20)	31% (48)	44% (70)	10% (16)		158	
2016 Vote: Didnt Vote	4% (23)	12% (63)	23% (115)	47% (241)	14% (69)		511	
Voted in 2014: Yes	5% (48)	16% (167)	25% (250)	47% (475)	7% (75)		1014	
Voted in 2014: No	4% (30)	15% (101)	23% (155)	46% (308)	12% (81)		675	
2012 Vote: Barack Obama	4% (27)	17% (110)	25% (164)	46% (300)	8% (49)		650	
2012 Vote: Mitt Romney	5% (17)	18% (65)	21% (76)	48% (173)	8% (28)		358	
2012 Vote: Other	4% (2)	13% (7)	27% (15)	41% (23)	15% (8)		57	
2012 Vote: Didn't Vote	5% (32)	14% (86)	24% (149)	46% (286)	11% (70)		623	
4-Region: Northeast	4% (11)	15% (42)	25% (71)	48% (136)	9% (25)		285	
4-Region: Midwest	4% (13)	16% (60)	22% (80)	50% (183)	9% (32)		368	
4-Region: South	6% (38)	18% (115)	23% (149)	43% (278)	9% (60)		640	
4-Region: West	4% (17)	13% (52)	26% (104)	47% (186)	10% (38)		396	
Favorable of Trump	4% (28)	17% (108)	22% (140)	47% (294)	8% (53)		622	
Unfavorable of Trump	4% (39)	16% (148)	27% (247)	47% (435)	7% (62)		930	

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Table BRD17: *How likely are you to purchase a smart speaker in the next 12 months?*

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Don't know/No opinion		Total N
Adults	5%	(79)	16%	(268)	24%	(405)	46%	(782)	9%	(155)	1689
Very Favorable of Trump	5%	(19)	19%	(66)	19%	(67)	49%	(172)	8%	(28)	353
Somewhat Favorable of Trump	3%	(8)	16%	(42)	27%	(73)	45%	(121)	9%	(24)	270
Somewhat Unfavorable of Trump	4%	(7)	17%	(32)	35%	(64)	40%	(74)	4%	(7)	184
Very Unfavorable of Trump	4%	(32)	16%	(116)	24%	(183)	48%	(361)	7%	(55)	747

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

Table BRD18: Do you remember the last advertisement you saw?

Demographic	Yes	No	Total N
Adults	39% (853)	61% (1347)	2200
Gender: Male	42% (445)	58% (617)	1062
Gender: Female	36% (408)	64% (731)	1138
Age: 18-29	42% (206)	58% (284)	491
Age: 30-44	43% (223)	57% (299)	522
Age: 45-54	34% (127)	66% (249)	376
Age: 55-64	43% (163)	57% (212)	375
Age: 65+	31% (134)	69% (302)	436
Generation Z: 18-21	42% (80)	58% (111)	192
Millennial: Age 22-37	41% (249)	59% (354)	603
Generation X: Age 38-53	39% (215)	61% (338)	553
Boomers: Age 54-72	38% (286)	62% (476)	762
PID: Dem (no lean)	41% (318)	59% (453)	770
PID: Ind (no lean)	38% (224)	62% (369)	593
PID: Rep (no lean)	37% (311)	63% (526)	837
PID/Gender: Dem Men	42% (142)	58% (195)	336
PID/Gender: Dem Women	41% (176)	59% (258)	434
PID/Gender: Ind Men	42% (129)	58% (176)	305
PID/Gender: Ind Women	33% (95)	67% (193)	288
PID/Gender: Rep Men	41% (174)	59% (246)	420
PID/Gender: Rep Women	33% (137)	67% (279)	416
Ideo: Liberal (1-3)	44% (317)	56% (399)	717
Ideo: Moderate (4)	39% (181)	61% (286)	466
Ideo: Conservative (5-7)	38% (267)	62% (431)	698
Educ: College	38% (568)	62% (944)	1512
Educ: Bachelors degree	41% (181)	59% (263)	444
Educ: Post-grad	43% (104)	57% (140)	244
Income: Under 50k	37% (447)	63% (762)	1209
Income: 50k-100k	41% (276)	59% (394)	670
Income: 100k+	40% (129)	60% (191)	321
Ethnicity: White	38% (655)	62% (1067)	1722

Continued on next page

Table BRD18: Do you remember the last advertisement you saw?

Demographic	Yes	No	Total N
Adults	39% (853)	61% (1347)	2200
Ethnicity: Hispanic	45% (156)	55% (193)	349
Ethnicity: Afr. Am.	42% (115)	58% (159)	274
Ethnicity: Other	40% (83)	60% (121)	204
Relig: Protestant	36% (159)	64% (288)	447
Relig: Roman Catholic	41% (196)	59% (282)	478
Relig: Something Else	44% (96)	56% (121)	218
Relig: Jewish	37% (22)	63% (38)	60
Relig: Evangelical	38% (221)	62% (364)	585
Relig: Non-Evang. Catholics	39% (240)	61% (377)	617
Relig: All Christian	38% (461)	62% (741)	1202
Relig: All Non-Christian	44% (96)	56% (121)	218
Community: Urban	37% (202)	63% (349)	552
Community: Suburban	41% (409)	59% (590)	999
Community: Rural	37% (241)	63% (408)	649
Employ: Private Sector	40% (263)	60% (393)	656
Employ: Government	51% (79)	49% (76)	155
Employ: Self-Employed	43% (84)	57% (109)	193
Employ: Homemaker	37% (58)	63% (98)	156
Employ: Student	46% (56)	54% (67)	123
Employ: Retired	34% (165)	66% (319)	485
Employ: Unemployed	33% (73)	67% (148)	221
Employ: Other	35% (75)	65% (137)	212
Military HH: Yes	44% (188)	56% (236)	424
Military HH: No	37% (665)	63% (1111)	1776
RD/WT: Right Direction	39% (323)	61% (513)	836
RD/WT: Wrong Track	39% (529)	61% (834)	1364
Trump Job Approve	38% (329)	62% (534)	863
Trump Job Disapprove	41% (484)	59% (707)	1191
Trump Job Strongly Approve	36% (151)	64% (269)	420
Trump Job Somewhat Approve	40% (178)	60% (266)	443
Trump Job Somewhat Disapprove	42% (125)	58% (176)	301
Trump Job Strongly Disapprove	40% (359)	60% (531)	890

Continued on next page

Table BRD18: Do you remember the last advertisement you saw?

Demographic	Yes	No	Total N
Adults	39% (853)	61% (1347)	2200
#1 Issue: Economy	39% (241)	61% (372)	613
#1 Issue: Security	42% (159)	58% (220)	379
#1 Issue: Health Care	37% (146)	63% (249)	395
#1 Issue: Medicare / Social Security	36% (108)	64% (196)	304
#1 Issue: Women's Issues	43% (61)	57% (83)	144
#1 Issue: Education	45% (71)	55% (88)	159
#1 Issue: Energy	33% (32)	67% (64)	96
#1 Issue: Other	32% (35)	68% (76)	110
2016 Vote: Hillary Clinton	42% (299)	58% (416)	715
2016 Vote: Donald Trump	39% (264)	61% (409)	672
2016 Vote: Someone else	40% (82)	60% (124)	207
2016 Vote: Didnt Vote	34% (206)	66% (394)	601
Voted in 2014: Yes	41% (574)	59% (815)	1389
Voted in 2014: No	34% (278)	66% (532)	811
2012 Vote: Barack Obama	40% (342)	60% (521)	863
2012 Vote: Mitt Romney	40% (204)	60% (309)	514
2012 Vote: Other	42% (31)	58% (44)	75
2012 Vote: Didn't Vote	37% (273)	63% (473)	746
4-Region: Northeast	33% (131)	67% (262)	394
4-Region: Midwest	36% (164)	64% (298)	462
4-Region: South	43% (352)	57% (472)	824
4-Region: West	39% (205)	61% (315)	520
Favorable of Trump	39% (330)	61% (511)	840
Unfavorable of Trump	40% (481)	60% (718)	1199
Very Favorable of Trump	38% (177)	62% (286)	464
Somewhat Favorable of Trump	40% (152)	60% (224)	377
Somewhat Unfavorable of Trump	40% (97)	60% (144)	241
Very Unfavorable of Trump	40% (384)	60% (574)	959

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

Table BRD19: Thinking about the last advertisement you saw, where did you see it?

Demographic	Social media	Website	Billboard	TV commercial	Online video commercial	Email	Magazine	Newspaper	Radio	Other, please specify	Don't know/No opinion	Total N
Adults	17% (147)	7% (57)	1% (10)	55% (465)	13% (111)	2% (20)	— (3)	1% (6)	2% (13)	2% (20)	— (1)	853
Gender: Male	15% (66)	9% (38)	1% (3)	53% (237)	14% (62)	2% (10)	1% (3)	1% (6)	2% (7)	3% (11)	— (1)	445
Gender: Female	20% (81)	5% (19)	2% (7)	56% (228)	12% (49)	2% (10)	— (0)	— (0)	1% (6)	2% (8)	— (0)	408
Age: 18-29	41% (84)	7% (15)	1% (2)	27% (56)	19% (39)	1% (2)	— (0)	— (0)	2% (4)	2% (4)	— (0)	206
Age: 30-44	18% (40)	7% (15)	3% (8)	46% (102)	16% (36)	3% (6)	— (0)	— (1)	3% (7)	3% (7)	— (1)	223
Age: 45-54	11% (14)	4% (5)	— (0)	66% (84)	14% (18)	2% (2)	1% (2)	— (0)	1% (1)	1% (1)	— (0)	127
Age: 55-64	3% (6)	7% (11)	— (1)	75% (121)	7% (12)	3% (5)	1% (1)	— (0)	1% (2)	3% (5)	— (0)	163
Age: 65+	2% (3)	8% (11)	— (0)	76% (102)	5% (6)	3% (5)	— (0)	4% (5)	— (0)	1% (2)	— (0)	134
Generation Z: 18-21	29% (23)	9% (8)	1% (1)	29% (23)	27% (21)	— (0)	— (0)	— (0)	1% (1)	4% (3)	— (0)	80
Millennial: Age 22-37	34% (85)	6% (15)	1% (4)	35% (88)	16% (39)	2% (5)	— (0)	— (0)	3% (7)	2% (6)	— (0)	249
Generation X: Age 38-53	14% (29)	5% (12)	2% (5)	58% (124)	15% (31)	2% (4)	— (0)	— (1)	2% (4)	2% (4)	— (1)	215
Boomers: Age 54-72	3% (9)	7% (19)	— (1)	75% (213)	7% (19)	4% (11)	1% (3)	1% (3)	1% (2)	2% (7)	— (0)	286
PID: Dem (no lean)	24% (76)	6% (19)	2% (7)	48% (153)	12% (39)	4% (12)	— (1)	1% (2)	1% (5)	1% (4)	— (0)	318
PID: Ind (no lean)	14% (32)	6% (14)	— (1)	56% (125)	16% (36)	2% (4)	— (0)	1% (2)	1% (3)	3% (7)	— (0)	224
PID: Rep (no lean)	13% (39)	8% (24)	1% (2)	60% (187)	11% (35)	1% (4)	1% (2)	1% (2)	2% (6)	3% (9)	— (1)	311
PID/Gender: Dem Men	23% (33)	10% (14)	1% (1)	42% (60)	17% (24)	3% (4)	1% (1)	1% (2)	1% (1)	2% (2)	— (0)	142
PID/Gender: Dem Women	24% (43)	3% (5)	4% (6)	53% (93)	8% (15)	5% (8)	— (0)	— (0)	2% (3)	1% (1)	— (0)	176
PID/Gender: Ind Men	14% (17)	7% (8)	— (1)	55% (71)	16% (20)	3% (4)	— (0)	2% (2)	1% (1)	3% (4)	— (0)	129
PID/Gender: Ind Women	15% (15)	6% (5)	— (0)	57% (54)	17% (16)	— (0)	— (0)	— (0)	2% (2)	3% (3)	— (0)	95
PID/Gender: Rep Men	9% (16)	9% (16)	1% (2)	61% (107)	10% (18)	1% (2)	1% (2)	1% (2)	3% (5)	3% (4)	— (1)	174
PID/Gender: Rep Women	17% (24)	6% (8)	— (1)	59% (80)	13% (18)	1% (1)	— (0)	— (0)	— (1)	3% (4)	— (0)	137
Ideo: Liberal (1-3)	22% (69)	6% (19)	2% (8)	49% (157)	12% (39)	3% (10)	— (1)	— (1)	1% (4)	3% (9)	— (1)	317
Ideo: Moderate (4)	16% (28)	7% (12)	— (0)	55% (100)	17% (30)	1% (2)	1% (1)	1% (2)	2% (3)	2% (3)	— (0)	181
Ideo: Conservative (5-7)	11% (30)	8% (22)	1% (2)	61% (163)	10% (27)	2% (7)	1% (1)	1% (3)	2% (6)	2% (5)	— (0)	267
Educ: College	20% (114)	6% (35)	2% (9)	53% (304)	13% (73)	2% (11)	— (0)	— (1)	1% (8)	2% (13)	— (1)	568
Educ: Bachelors degree	9% (16)	8% (14)	— (1)	56% (100)	16% (29)	4% (7)	1% (3)	1% (2)	2% (4)	3% (5)	— (0)	181
Educ: Post-grad	17% (18)	7% (8)	1% (1)	58% (61)	8% (9)	2% (2)	1% (1)	2% (3)	1% (1)	2% (2)	— (0)	104
Income: Under 50k	22% (100)	5% (23)	2% (7)	52% (231)	13% (56)	3% (13)	— (0)	— (2)	1% (6)	2% (10)	— (1)	447
Income: 50k-100k	13% (35)	7% (21)	1% (3)	59% (162)	13% (36)	2% (6)	— (0)	1% (3)	2% (6)	2% (4)	— (0)	276
Income: 100k+	9% (12)	11% (14)	— (0)	56% (72)	15% (19)	2% (2)	2% (3)	1% (1)	1% (2)	4% (5)	— (0)	129
Ethnicity: White	15% (97)	8% (50)	1% (4)	57% (373)	13% (84)	2% (11)	— (1)	1% (6)	2% (12)	3% (17)	— (1)	655
Ethnicity: Hispanic	36% (56)	5% (8)	3% (5)	38% (59)	9% (14)	3% (5)	1% (1)	— (0)	3% (5)	2% (3)	— (0)	156
Ethnicity: Afr. Am.	27% (31)	3% (4)	4% (5)	46% (53)	14% (16)	4% (4)	1% (1)	— (0)	— (0)	— (0)	— (0)	115
Ethnicity: Other	23% (19)	5% (4)	1% (1)	47% (38)	13% (11)	5% (5)	2% (1)	— (0)	2% (2)	3% (2)	— (0)	83
Relig: Protestant	9% (14)	9% (15)	1% (2)	65% (103)	6% (9)	2% (4)	2% (3)	1% (2)	3% (5)	1% (2)	— (0)	159
Relig: Roman Catholic	16% (32)	6% (12)	— (0)	63% (124)	7% (14)	3% (6)	— (0)	1% (2)	2% (3)	2% (3)	— (0)	196
Relig: Something Else	16% (15)	6% (6)	1% (1)	51% (50)	17% (16)	3% (3)	— (0)	— (0)	3% (3)	3% (3)	— (0)	96
Relig: Evangelical	15% (32)	7% (15)	3% (8)	58% (129)	10% (22)	2% (5)	1% (2)	— (1)	1% (3)	2% (4)	— (0)	221
Relig: Non-Evang. Catholics	15% (36)	7% (18)	— (0)	62% (148)	7% (18)	4% (9)	1% (1)	1% (3)	2% (6)	1% (2)	— (0)	240
Relig: All Christian	15% (69)	7% (33)	2% (8)	60% (277)	9% (40)	3% (14)	1% (3)	1% (3)	2% (9)	1% (6)	— (0)	461
Relig: All Non-Christian	16% (15)	6% (6)	1% (1)	51% (50)	17% (16)	3% (3)	— (0)	— (0)	3% (3)	3% (3)	— (0)	96

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Table BRD19: Thinking about the last advertisement you saw, where did you see it?

Demographic	Social media	Website	Billboard	TV commercial	Online video commercial	Email	Magazine	Newspaper	Radio	Other, please specify	Don't know/No opinion	Total N
Adults	17% (147)	7% (57)	1% (10)	55% (465)	13% (111)	2% (20)	— (3)	1% (6)	2% (13)	2% (20)	— (1)	853
Community: Urban	21% (43)	5% (9)	3% (7)	47% (95)	18% (36)	2% (5)	— (1)	— (1)	2% (3)	1% (2)	— (0)	202
Community: Suburban	15% (61)	8% (32)	— (2)	58% (237)	10% (42)	2% (8)	1% (2)	1% (5)	2% (8)	3% (12)	— (0)	409
Community: Rural	18% (43)	7% (16)	1% (2)	55% (133)	13% (32)	3% (8)	— (0)	— (0)	1% (2)	2% (5)	— (1)	241
Employ: Private Sector	15% (39)	7% (19)	1% (3)	56% (147)	13% (33)	2% (6)	1% (3)	1% (2)	2% (5)	2% (5)	— (0)	263
Employ: Government	21% (17)	4% (3)	1% (1)	54% (42)	11% (9)	2% (1)	— (0)	— (0)	4% (3)	3% (2)	— (0)	79
Employ: Self-Employed	26% (22)	8% (7)	— (0)	35% (29)	24% (20)	2% (2)	1% (1)	2% (2)	— (0)	2% (1)	— (0)	84
Employ: Homemaker	24% (14)	— (0)	9% (5)	47% (27)	17% (10)	1% (1)	— (0)	— (0)	— (0)	1% (1)	1% (1)	58
Employ: Student	26% (15)	11% (6)	2% (1)	32% (18)	22% (12)	— (0)	— (0)	— (0)	3% (1)	5% (3)	— (0)	56
Employ: Retired	3% (5)	9% (14)	— (0)	77% (127)	5% (8)	4% (7)	— (0)	1% (2)	— (0)	1% (2)	— (0)	165
Employ: Unemployed	24% (17)	5% (4)	— (0)	54% (40)	10% (7)	4% (3)	— (0)	— (0)	— (0)	2% (2)	— (0)	73
Employ: Other	24% (18)	5% (4)	— (0)	46% (35)	14% (10)	1% (1)	— (0)	— (0)	5% (4)	6% (4)	— (0)	75
Military HH: Yes	12% (22)	5% (10)	— (1)	62% (116)	10% (20)	3% (5)	— (1)	1% (3)	3% (6)	3% (6)	— (0)	188
Military HH: No	19% (125)	7% (48)	1% (10)	53% (349)	14% (91)	2% (15)	— (3)	— (3)	1% (8)	2% (14)	— (1)	665
RD/WT: Right Direction	14% (45)	8% (25)	3% (8)	56% (179)	12% (39)	2% (7)	1% (2)	1% (3)	2% (5)	3% (8)	— (1)	323
RD/WT: Wrong Track	19% (102)	6% (32)	— (2)	54% (285)	14% (72)	3% (13)	— (1)	— (3)	2% (8)	2% (11)	— (0)	529
Trump Job Approve	14% (45)	8% (25)	1% (4)	58% (190)	11% (37)	2% (5)	1% (2)	1% (3)	2% (8)	3% (10)	— (0)	329
Trump Job Disapprove	18% (89)	6% (29)	1% (7)	53% (258)	14% (69)	3% (15)	— (1)	— (2)	1% (5)	2% (9)	— (0)	484
Trump Job Strongly Approve	16% (24)	9% (13)	1% (2)	59% (89)	8% (12)	1% (1)	— (0)	1% (1)	2% (3)	4% (6)	— (0)	151
Trump Job Somewhat Approve	12% (21)	6% (11)	1% (2)	57% (102)	14% (25)	2% (4)	1% (2)	1% (2)	3% (5)	3% (5)	— (0)	178
Trump Job Somewhat Disapprove	22% (28)	8% (10)	— (0)	49% (61)	12% (15)	5% (6)	— (0)	1% (1)	2% (2)	1% (1)	— (0)	125
Trump Job Strongly Disapprove	17% (61)	5% (19)	2% (7)	55% (196)	15% (54)	2% (9)	— (1)	— (1)	1% (3)	2% (8)	— (0)	359
#1 Issue: Economy	19% (47)	6% (14)	— (1)	49% (117)	18% (44)	4% (10)	— (0)	— (1)	1% (2)	2% (5)	— (0)	241
#1 Issue: Security	14% (22)	6% (10)	1% (1)	61% (97)	10% (16)	1% (2)	— (0)	— (1)	5% (8)	2% (3)	— (0)	159
#1 Issue: Health Care	16% (23)	6% (9)	4% (6)	54% (78)	13% (19)	2% (3)	1% (2)	1% (1)	2% (2)	1% (2)	— (1)	146
#1 Issue: Medicare / Social Security	16% (18)	9% (9)	— (0)	67% (72)	1% (1)	1% (1)	1% (1)	3% (3)	— (0)	2% (2)	— (0)	108
#1 Issue: Women's Issues	31% (19)	4% (2)	1% (0)	51% (31)	11% (7)	— (0)	— (0)	— (0)	1% (1)	1% (0)	— (0)	61
#1 Issue: Education	17% (12)	7% (5)	1% (1)	49% (35)	20% (14)	3% (2)	— (0)	— (0)	1% (1)	1% (1)	— (0)	71
2016 Vote: Hillary Clinton	19% (58)	5% (16)	2% (7)	51% (153)	14% (41)	4% (11)	1% (2)	1% (2)	1% (4)	2% (5)	— (0)	299
2016 Vote: Donald Trump	11% (28)	6% (16)	1% (2)	65% (172)	10% (25)	1% (3)	1% (1)	1% (3)	2% (6)	2% (6)	— (1)	264
2016 Vote: Someone else	12% (10)	8% (7)	— (0)	55% (45)	17% (14)	2% (2)	— (0)	— (0)	— (0)	4% (3)	— (0)	82
2016 Vote: Didn't Vote	24% (50)	9% (18)	1% (1)	46% (94)	15% (30)	2% (4)	— (0)	— (1)	1% (3)	2% (5)	— (0)	206
Voted in 2014: Yes	13% (74)	6% (33)	1% (7)	60% (346)	11% (66)	3% (17)	1% (3)	1% (5)	2% (10)	2% (12)	— (1)	574
Voted in 2014: No	26% (73)	9% (24)	1% (4)	43% (118)	16% (45)	1% (3)	— (0)	— (1)	1% (3)	3% (7)	— (0)	278
2012 Vote: Barack Obama	13% (46)	5% (18)	2% (6)	59% (200)	13% (43)	4% (12)	1% (2)	1% (2)	2% (7)	2% (6)	— (0)	342
2012 Vote: Mitt Romney	10% (21)	5% (10)	2% (3)	66% (134)	11% (22)	1% (3)	— (1)	2% (4)	1% (3)	2% (3)	— (1)	204
2012 Vote: Didn't Vote	28% (76)	9% (25)	— (1)	41% (111)	16% (44)	1% (3)	— (0)	— (0)	1% (4)	3% (9)	— (0)	273
4-Region: Northeast	20% (26)	7% (9)	1% (2)	54% (71)	14% (18)	3% (4)	— (0)	1% (1)	— (0)	1% (1)	— (0)	131
4-Region: Midwest	15% (25)	3% (5)	— (0)	61% (100)	12% (20)	2% (3)	— (0)	— (1)	3% (5)	3% (4)	— (0)	164
4-Region: South	20% (70)	7% (24)	1% (2)	54% (189)	13% (45)	2% (7)	— (1)	— (2)	1% (3)	3% (10)	— (1)	352
4-Region: West	13% (26)	9% (19)	3% (7)	51% (105)	14% (28)	3% (6)	1% (2)	1% (2)	3% (5)	2% (5)	— (0)	205
Favorable of Trump	13% (44)	7% (24)	1% (3)	58% (191)	11% (36)	2% (8)	1% (2)	1% (3)	2% (7)	3% (10)	— (1)	330
Unfavorable of Trump	19% (92)	6% (27)	— (1)	54% (259)	15% (71)	2% (12)	— (1)	— (2)	1% (6)	2% (9)	— (0)	481

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Table BRD19: Thinking about the last advertisement you saw, where did you see it?

Demographic	Social media	Website	Billboard	TV commercial	Online video commercial	Email	Magazine	Newspaper	Radio	Other, please specify	Don't know/No opinion	Total N
Adults	17% (147)	7% (57)	1% (10)	55% (465)	13% (111)	2% (20)	— (3)	1% (6)	2% (13)	2% (20)	— (1)	853
Very Favorable of Trump	16% (28)	10% (17)	1% (3)	53% (93)	12% (21)	3% (5)	— (0)	1% (1)	2% (4)	3% (6)	— (0)	177
Somewhat Favorable of Trump	11% (16)	5% (7)	— (1)	64% (97)	10% (15)	2% (3)	1% (2)	2% (2)	2% (4)	3% (4)	— (1)	152
Somewhat Unfavorable of Trump	13% (12)	10% (9)	— (0)	59% (57)	12% (11)	5% (5)	— (0)	— (0)	2% (2)	— (0)	— (0)	97
Very Unfavorable of Trump	21% (80)	5% (18)	— (1)	52% (202)	16% (60)	2% (7)	— (1)	1% (2)	1% (4)	2% (9)	— (0)	384

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

Table BRD20: *Thinking about the advertisements you see on social media, do you think there are:*

Demographic	Too much		Just enough		Too little		Don't know/No opinion		Total N
Adults	58%	(1284)	23%	(508)	2%	(40)	17%	(368)	2200
Gender: Male	57%	(606)	22%	(235)	2%	(24)	19%	(198)	1062
Gender: Female	60%	(679)	24%	(273)	1%	(16)	15%	(170)	1138
Age: 18-29	56%	(277)	31%	(154)	4%	(18)	8%	(42)	491
Age: 30-44	60%	(313)	25%	(130)	2%	(10)	13%	(69)	522
Age: 45-54	54%	(205)	26%	(99)	2%	(7)	17%	(66)	376
Age: 55-64	61%	(230)	17%	(65)	1%	(4)	20%	(76)	375
Age: 65+	60%	(260)	14%	(59)	—	(2)	26%	(115)	436
Generation Z: 18-21	55%	(105)	34%	(65)	4%	(8)	7%	(14)	192
Millennial: Age 22-37	59%	(354)	28%	(171)	3%	(17)	10%	(61)	603
Generation X: Age 38-53	56%	(308)	25%	(139)	2%	(9)	18%	(97)	553
Boomers: Age 54-72	62%	(471)	16%	(119)	1%	(5)	22%	(166)	762
PID: Dem (no lean)	57%	(437)	24%	(188)	3%	(24)	16%	(121)	770
PID: Ind (no lean)	59%	(349)	19%	(110)	2%	(12)	21%	(122)	593
PID: Rep (no lean)	60%	(498)	25%	(209)	—	(4)	15%	(125)	837
PID/Gender: Dem Men	56%	(188)	23%	(78)	4%	(13)	17%	(58)	336
PID/Gender: Dem Women	57%	(249)	25%	(110)	3%	(12)	15%	(63)	434
PID/Gender: Ind Men	57%	(173)	19%	(57)	2%	(7)	22%	(68)	305
PID/Gender: Ind Women	61%	(176)	19%	(53)	2%	(5)	19%	(54)	288
PID/Gender: Rep Men	58%	(245)	24%	(99)	1%	(4)	17%	(72)	420
PID/Gender: Rep Women	61%	(253)	26%	(110)	—	(0)	13%	(53)	416
Ideo: Liberal (1-3)	58%	(413)	24%	(170)	2%	(16)	16%	(118)	717
Ideo: Moderate (4)	60%	(278)	23%	(108)	1%	(6)	16%	(75)	466
Ideo: Conservative (5-7)	62%	(436)	22%	(151)	1%	(9)	15%	(102)	698
Educ: College	56%	(847)	25%	(371)	2%	(34)	17%	(261)	1512
Educ: Bachelors degree	61%	(272)	20%	(89)	1%	(5)	18%	(78)	444
Educ: Post-grad	68%	(166)	19%	(48)	1%	(2)	12%	(29)	244
Income: Under 50k	55%	(668)	24%	(296)	2%	(25)	18%	(220)	1209
Income: 50k-100k	60%	(402)	23%	(155)	2%	(11)	15%	(103)	670
Income: 100k+	67%	(215)	18%	(57)	2%	(5)	14%	(44)	321

Continued on next page

Table BRD20: *Thinking about the advertisements you see on social media, do you think there are:*

Demographic	Too much		Just enough		Too little		Don't know/No opinion		Total N
Adults	58%	(1284)	23%	(508)	2%	(40)	17%	(368)	2200
Ethnicity: White	61%	(1042)	21%	(369)	2%	(27)	16%	(284)	1722
Ethnicity: Hispanic	57%	(198)	28%	(97)	3%	(11)	12%	(43)	349
Ethnicity: Afr. Am.	45%	(124)	33%	(91)	3%	(9)	18%	(50)	274
Ethnicity: Other	58%	(118)	24%	(48)	2%	(4)	16%	(34)	204
Relig: Protestant	57%	(257)	20%	(88)	1%	(4)	22%	(98)	447
Relig: Roman Catholic	58%	(278)	24%	(114)	2%	(11)	16%	(75)	478
Relig: Something Else	63%	(137)	25%	(55)	2%	(4)	10%	(22)	218
Relig: Jewish	71%	(42)	14%	(9)	4%	(2)	11%	(6)	60
Relig: Evangelical	58%	(342)	23%	(134)	2%	(10)	17%	(98)	585
Relig: Non-Evang. Catholics	57%	(350)	22%	(137)	1%	(8)	20%	(122)	617
Relig: All Christian	58%	(693)	23%	(271)	1%	(18)	18%	(220)	1202
Relig: All Non-Christian	63%	(137)	25%	(55)	2%	(4)	10%	(22)	218
Community: Urban	56%	(307)	23%	(128)	1%	(7)	20%	(110)	552
Community: Suburban	61%	(608)	23%	(234)	1%	(12)	14%	(144)	999
Community: Rural	57%	(370)	22%	(145)	3%	(21)	17%	(113)	649
Employ: Private Sector	64%	(421)	22%	(147)	1%	(9)	12%	(79)	656
Employ: Government	60%	(93)	21%	(33)	3%	(5)	16%	(25)	155
Employ: Self-Employed	57%	(110)	28%	(54)	—	(0)	15%	(29)	193
Employ: Homemaker	54%	(83)	29%	(45)	2%	(4)	15%	(23)	156
Employ: Student	60%	(73)	30%	(36)	5%	(6)	6%	(7)	123
Employ: Retired	57%	(278)	18%	(86)	1%	(3)	24%	(118)	485
Employ: Unemployed	50%	(111)	27%	(60)	2%	(4)	21%	(45)	221
Employ: Other	54%	(115)	22%	(47)	4%	(9)	19%	(41)	212
Military HH: Yes	60%	(254)	23%	(98)	—	(2)	16%	(70)	424
Military HH: No	58%	(1030)	23%	(410)	2%	(38)	17%	(298)	1776
RD/WT: Right Direction	56%	(465)	25%	(210)	2%	(17)	17%	(144)	836
RD/WT: Wrong Track	60%	(819)	22%	(297)	2%	(23)	16%	(224)	1364
Trump Job Approve	60%	(520)	23%	(198)	1%	(8)	16%	(137)	863
Trump Job Disapprove	60%	(711)	22%	(267)	2%	(26)	16%	(188)	1191

Continued on next page

Table BRD20: *Thinking about the advertisements you see on social media, do you think there are:*

Demographic	Too much		Just enough		Too little		Don't know/No opinion		Total N
Adults	58%	(1284)	23%	(508)	2%	(40)	17%	(368)	2200
Trump Job Strongly Approve	62%	(262)	20%	(85)	—	(1)	17%	(73)	420
Trump Job Somewhat Approve	58%	(258)	26%	(114)	2%	(8)	14%	(64)	443
Trump Job Somewhat Disapprove	54%	(162)	27%	(83)	3%	(8)	16%	(48)	301
Trump Job Strongly Disapprove	62%	(549)	21%	(184)	2%	(18)	16%	(140)	890
#1 Issue: Economy	59%	(364)	21%	(129)	2%	(13)	18%	(108)	613
#1 Issue: Security	56%	(212)	28%	(105)	1%	(4)	15%	(58)	379
#1 Issue: Health Care	59%	(232)	24%	(95)	1%	(3)	16%	(65)	395
#1 Issue: Medicare / Social Security	60%	(182)	18%	(56)	1%	(4)	20%	(62)	304
#1 Issue: Women's Issues	60%	(86)	28%	(40)	3%	(4)	9%	(13)	144
#1 Issue: Education	58%	(92)	29%	(45)	2%	(3)	12%	(19)	159
#1 Issue: Energy	62%	(60)	20%	(19)	3%	(3)	15%	(14)	96
#1 Issue: Other	52%	(57)	16%	(18)	5%	(6)	27%	(30)	110
2016 Vote: Hillary Clinton	59%	(423)	23%	(165)	2%	(16)	16%	(112)	715
2016 Vote: Donald Trump	61%	(411)	23%	(153)	1%	(5)	15%	(104)	672
2016 Vote: Someone else	61%	(125)	17%	(36)	1%	(1)	22%	(45)	207
2016 Vote: Didn't Vote	54%	(322)	26%	(153)	3%	(18)	18%	(107)	601
Voted in 2014: Yes	60%	(829)	22%	(309)	1%	(17)	17%	(235)	1389
Voted in 2014: No	56%	(456)	25%	(199)	3%	(23)	16%	(133)	811
2012 Vote: Barack Obama	60%	(518)	23%	(195)	1%	(11)	16%	(139)	863
2012 Vote: Mitt Romney	61%	(316)	20%	(105)	—	(2)	18%	(91)	514
2012 Vote: Other	54%	(40)	15%	(11)	3%	(2)	29%	(22)	75
2012 Vote: Didn't Vote	55%	(409)	26%	(196)	3%	(25)	15%	(116)	746
4-Region: Northeast	62%	(242)	18%	(72)	1%	(4)	19%	(75)	394
4-Region: Midwest	58%	(268)	23%	(104)	2%	(8)	18%	(82)	462
4-Region: South	56%	(458)	26%	(211)	2%	(18)	17%	(138)	824
4-Region: West	61%	(317)	23%	(121)	2%	(10)	14%	(73)	520
Favorable of Trump	61%	(511)	23%	(189)	1%	(8)	16%	(132)	840
Unfavorable of Trump	60%	(714)	23%	(274)	2%	(25)	16%	(186)	1199

Continued on next page

Table BRD20: *Thinking about the advertisements you see on social media, do you think there are:*

Demographic	Too much		Just enough		Too little		Don't know/No opinion		Total N
Adults	58%	(1284)	23%	(508)	2%	(40)	17%	(368)	2200
Very Favorable of Trump	62%	(288)	21%	(98)	1%	(4)	16%	(73)	464
Somewhat Favorable of Trump	59%	(223)	24%	(91)	1%	(3)	16%	(59)	377
Somewhat Unfavorable of Trump	53%	(127)	31%	(74)	4%	(9)	13%	(32)	241
Very Unfavorable of Trump	61%	(588)	21%	(200)	2%	(16)	16%	(155)	959

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

Table BRD21: *To what extent does the amount of advertisements on social media bother you?*

Demographic	Bothers me a lot		Bothers me some		Does not bother me much		Does not bother me at all		Don't know/No opinion		Total N
Adults	19%	(421)	39%	(850)	23%	(510)	10%	(214)	9%	(206)	2200
Gender: Male	21%	(221)	35%	(370)	24%	(258)	10%	(107)	10%	(105)	1062
Gender: Female	18%	(200)	42%	(480)	22%	(252)	9%	(106)	9%	(100)	1138
Age: 18-29	17%	(82)	41%	(200)	26%	(126)	9%	(43)	8%	(38)	491
Age: 30-44	19%	(98)	38%	(200)	27%	(142)	8%	(44)	7%	(38)	522
Age: 45-54	15%	(56)	42%	(156)	25%	(95)	10%	(36)	9%	(33)	376
Age: 55-64	21%	(79)	38%	(144)	20%	(74)	10%	(38)	11%	(41)	375
Age: 65+	24%	(105)	34%	(150)	17%	(73)	12%	(53)	13%	(55)	436
Generation Z: 18-21	20%	(38)	39%	(75)	23%	(44)	12%	(23)	6%	(11)	192
Millennial: Age 22-37	17%	(101)	40%	(244)	27%	(165)	7%	(44)	8%	(49)	603
Generation X: Age 38-53	16%	(88)	40%	(223)	26%	(146)	9%	(50)	9%	(47)	553
Boomers: Age 54-72	22%	(171)	37%	(284)	18%	(140)	11%	(84)	11%	(83)	762
PID: Dem (no lean)	16%	(125)	40%	(312)	25%	(192)	11%	(87)	7%	(56)	770
PID: Ind (no lean)	18%	(105)	40%	(240)	21%	(123)	10%	(59)	11%	(67)	593
PID: Rep (no lean)	23%	(191)	36%	(299)	23%	(195)	8%	(68)	10%	(83)	837
PID/Gender: Dem Men	21%	(71)	31%	(104)	26%	(89)	14%	(48)	7%	(25)	336
PID/Gender: Dem Women	12%	(53)	48%	(207)	24%	(103)	9%	(39)	7%	(31)	434
PID/Gender: Ind Men	15%	(47)	42%	(127)	22%	(68)	9%	(28)	12%	(35)	305
PID/Gender: Ind Women	20%	(58)	39%	(113)	19%	(55)	11%	(31)	11%	(31)	288
PID/Gender: Rep Men	24%	(102)	33%	(139)	24%	(101)	8%	(32)	11%	(45)	420
PID/Gender: Rep Women	21%	(89)	38%	(160)	23%	(94)	9%	(36)	9%	(38)	416
Ideo: Liberal (1-3)	17%	(122)	43%	(306)	24%	(169)	10%	(69)	7%	(51)	717
Ideo: Moderate (4)	17%	(81)	42%	(195)	22%	(100)	10%	(46)	10%	(44)	466
Ideo: Conservative (5-7)	24%	(169)	36%	(254)	24%	(164)	9%	(63)	7%	(48)	698
Educ: College	18%	(279)	37%	(564)	23%	(353)	11%	(167)	10%	(149)	1512
Educ: Bachelors degree	20%	(89)	41%	(184)	23%	(101)	6%	(29)	9%	(41)	444
Educ: Post-grad	22%	(53)	42%	(103)	23%	(55)	8%	(18)	6%	(15)	244

Continued on next page

Table BRD21: *To what extent does the amount of advertisements on social media bother you?*

Demographic	Bothers me a lot		Bothers me some		Does not bother me much		Does not bother me at all		Don't know/No opinion		Total N
Adults	19%	(421)	39%	(850)	23%	(510)	10%	(214)	9%	(206)	2200
Income: Under 50k	18%	(222)	36%	(438)	24%	(286)	11%	(137)	10%	(126)	1209
Income: 50k-100k	21%	(140)	42%	(279)	22%	(148)	7%	(50)	8%	(53)	670
Income: 100k+	18%	(58)	42%	(133)	24%	(76)	8%	(27)	8%	(26)	321
Ethnicity: White	19%	(333)	40%	(693)	23%	(398)	9%	(150)	9%	(149)	1722
Ethnicity: Hispanic	16%	(54)	44%	(155)	22%	(78)	9%	(32)	9%	(30)	349
Ethnicity: Afr. Am.	16%	(44)	30%	(83)	25%	(68)	17%	(46)	12%	(33)	274
Ethnicity: Other	21%	(44)	36%	(74)	22%	(45)	9%	(18)	12%	(24)	204
Relig: Protestant	19%	(86)	38%	(172)	24%	(106)	9%	(40)	10%	(43)	447
Relig: Roman Catholic	21%	(103)	40%	(190)	20%	(96)	10%	(49)	8%	(40)	478
Relig: Something Else	19%	(40)	42%	(91)	25%	(54)	11%	(25)	3%	(7)	218
Relig: Jewish	20%	(12)	41%	(24)	27%	(16)	9%	(5)	5%	(3)	60
Relig: Evangelical	20%	(117)	40%	(233)	25%	(147)	7%	(39)	8%	(48)	585
Relig: Non-Evang. Catholics	19%	(119)	38%	(236)	20%	(125)	12%	(73)	10%	(64)	617
Relig: All Christian	20%	(236)	39%	(469)	23%	(273)	9%	(112)	9%	(112)	1202
Relig: All Non-Christian	19%	(40)	42%	(91)	25%	(54)	11%	(25)	3%	(7)	218
Community: Urban	22%	(122)	36%	(197)	20%	(110)	13%	(73)	9%	(50)	552
Community: Suburban	19%	(189)	40%	(403)	24%	(237)	8%	(85)	8%	(85)	999
Community: Rural	17%	(109)	39%	(251)	25%	(163)	9%	(56)	11%	(71)	649
Employ: Private Sector	20%	(131)	40%	(260)	25%	(165)	9%	(60)	6%	(40)	656
Employ: Government	18%	(27)	39%	(61)	22%	(34)	9%	(14)	12%	(19)	155
Employ: Self-Employed	17%	(33)	45%	(87)	22%	(42)	9%	(17)	7%	(14)	193
Employ: Homemaker	15%	(24)	37%	(57)	29%	(45)	9%	(15)	10%	(15)	156
Employ: Student	21%	(26)	46%	(57)	19%	(24)	8%	(10)	6%	(7)	123
Employ: Retired	22%	(109)	36%	(172)	18%	(87)	12%	(56)	13%	(61)	485
Employ: Unemployed	17%	(39)	31%	(69)	29%	(64)	11%	(25)	11%	(24)	221
Employ: Other	15%	(32)	41%	(87)	23%	(49)	8%	(17)	12%	(26)	212
Military HH: Yes	22%	(93)	38%	(163)	22%	(92)	11%	(46)	7%	(29)	424
Military HH: No	18%	(327)	39%	(687)	24%	(418)	9%	(167)	10%	(176)	1776
RD/WT: Right Direction	20%	(167)	35%	(290)	24%	(202)	11%	(90)	10%	(87)	836
RD/WT: Wrong Track	19%	(254)	41%	(560)	23%	(308)	9%	(123)	9%	(119)	1364

Continued on next page

Table BRD21: *To what extent does the amount of advertisements on social media bother you?*

Demographic	Bothers me a lot		Bothers me some		Does not bother me much		Does not bother me at all		Don't know/No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	19%	(421)	39%	(850)	23%	(510)	10%	(214)	9%	(206)	2200
Trump Job Approve	22%	(189)	37%	(319)	22%	(194)	10%	(86)	9%	(76)	863
Trump Job Disapprove	18%	(216)	41%	(491)	24%	(281)	9%	(113)	8%	(90)	1191
Trump Job Strongly Approve	27%	(114)	33%	(139)	21%	(90)	8%	(33)	10%	(43)	420
Trump Job Somewhat Approve	17%	(74)	41%	(180)	23%	(103)	12%	(52)	7%	(33)	443
Trump Job Somewhat Disapprove	19%	(57)	35%	(104)	28%	(85)	10%	(31)	8%	(23)	301
Trump Job Strongly Disapprove	18%	(160)	43%	(387)	22%	(196)	9%	(81)	7%	(66)	890
#1 Issue: Economy	19%	(118)	38%	(232)	23%	(140)	9%	(53)	11%	(70)	613
#1 Issue: Security	21%	(80)	33%	(124)	27%	(100)	11%	(42)	9%	(32)	379
#1 Issue: Health Care	19%	(77)	39%	(154)	25%	(99)	9%	(35)	8%	(31)	395
#1 Issue: Medicare / Social Security	21%	(64)	43%	(132)	16%	(50)	10%	(30)	9%	(29)	304
#1 Issue: Women's Issues	13%	(18)	51%	(74)	23%	(33)	11%	(16)	2%	(3)	144
#1 Issue: Education	20%	(32)	40%	(64)	22%	(35)	10%	(16)	7%	(12)	159
#1 Issue: Energy	17%	(17)	38%	(36)	23%	(22)	14%	(14)	7%	(7)	96
#1 Issue: Other	14%	(15)	31%	(34)	28%	(30)	8%	(9)	20%	(22)	110
2016 Vote: Hillary Clinton	15%	(105)	43%	(305)	25%	(178)	11%	(76)	7%	(51)	715
2016 Vote: Donald Trump	23%	(153)	36%	(242)	23%	(153)	10%	(68)	8%	(56)	672
2016 Vote: Someone else	21%	(43)	39%	(81)	22%	(46)	5%	(11)	13%	(27)	207
2016 Vote: Didnt Vote	20%	(120)	37%	(222)	22%	(132)	9%	(56)	12%	(71)	601
Voted in 2014: Yes	19%	(265)	39%	(546)	24%	(330)	10%	(134)	8%	(116)	1389
Voted in 2014: No	19%	(156)	38%	(305)	22%	(180)	10%	(80)	11%	(90)	811
2012 Vote: Barack Obama	17%	(151)	41%	(357)	23%	(199)	11%	(92)	8%	(65)	863
2012 Vote: Mitt Romney	21%	(109)	37%	(191)	23%	(120)	9%	(44)	10%	(50)	514
2012 Vote: Other	20%	(15)	30%	(22)	24%	(18)	10%	(7)	16%	(12)	75
2012 Vote: Didn't Vote	19%	(144)	38%	(280)	23%	(173)	10%	(71)	10%	(78)	746
4-Region: Northeast	21%	(82)	40%	(158)	19%	(73)	10%	(38)	11%	(43)	394
4-Region: Midwest	18%	(85)	38%	(178)	26%	(119)	9%	(42)	8%	(39)	462
4-Region: South	18%	(152)	37%	(305)	26%	(214)	9%	(75)	10%	(79)	824
4-Region: West	20%	(103)	40%	(210)	20%	(104)	11%	(59)	9%	(45)	520
Favorable of Trump	21%	(180)	37%	(307)	23%	(192)	10%	(87)	9%	(74)	840
Unfavorable of Trump	19%	(225)	42%	(503)	23%	(280)	9%	(108)	7%	(83)	1199

Continued on next page

Table BRD21: *To what extent does the amount of advertisements on social media bother you?*

Demographic	Bothers me a lot		Bothers me some		Does not bother me much		Does not bother me at all		Don't know/No opinion		Total N
Adults	19%	(421)	39%	(850)	23%	(510)	10%	(214)	9%	(206)	2200
Very Favorable of Trump	25%	(114)	34%	(157)	22%	(102)	10%	(46)	10%	(45)	464
Somewhat Favorable of Trump	17%	(66)	40%	(149)	24%	(91)	11%	(41)	8%	(29)	377
Somewhat Unfavorable of Trump	18%	(43)	41%	(99)	26%	(62)	9%	(23)	6%	(15)	241
Very Unfavorable of Trump	19%	(182)	42%	(404)	23%	(218)	9%	(85)	7%	(69)	959

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

Table BRD22: Which of the following statements comes closest to your view? When companies or brands interact with people on social media, like Facebook or Twitter:

Demographic	I like it and think its genuine		I like it but don't think its genuine		I don't like it but think its genuine		I don't like it and don't think it is genuine		Don't know/No opinion		Total N
Adults	12%	(257)	21%	(463)	12%	(261)	28%	(614)	28%	(606)	2200
Gender: Male	10%	(107)	22%	(231)	12%	(129)	29%	(310)	27%	(285)	1062
Gender: Female	13%	(149)	20%	(232)	12%	(131)	27%	(304)	28%	(322)	1138
Age: 18-29	20%	(99)	36%	(175)	8%	(41)	15%	(76)	21%	(101)	491
Age: 30-44	14%	(73)	28%	(147)	12%	(64)	24%	(123)	22%	(115)	522
Age: 45-54	10%	(39)	16%	(60)	13%	(49)	32%	(119)	29%	(109)	376
Age: 55-64	8%	(31)	12%	(44)	16%	(61)	30%	(113)	34%	(127)	375
Age: 65+	3%	(15)	9%	(37)	11%	(46)	42%	(183)	35%	(155)	436
Generation Z: 18-21	21%	(40)	41%	(79)	10%	(19)	13%	(24)	15%	(30)	192
Millennial: Age 22-37	17%	(105)	32%	(190)	10%	(58)	19%	(115)	22%	(135)	603
Generation X: Age 38-53	11%	(63)	20%	(109)	13%	(69)	29%	(162)	27%	(150)	553
Boomers: Age 54-72	6%	(45)	11%	(81)	14%	(109)	35%	(268)	34%	(259)	762
PID: Dem (no lean)	13%	(98)	22%	(171)	14%	(106)	26%	(200)	25%	(196)	770
PID: Ind (no lean)	12%	(72)	22%	(129)	10%	(59)	27%	(159)	29%	(174)	593
PID: Rep (no lean)	10%	(87)	20%	(164)	11%	(95)	30%	(254)	28%	(237)	837
PID/Gender: Dem Men	10%	(33)	21%	(70)	16%	(52)	29%	(96)	25%	(84)	336
PID/Gender: Dem Women	15%	(64)	23%	(100)	12%	(54)	24%	(104)	26%	(111)	434
PID/Gender: Ind Men	13%	(38)	21%	(65)	10%	(31)	28%	(86)	28%	(84)	305
PID/Gender: Ind Women	12%	(34)	22%	(64)	10%	(28)	25%	(73)	31%	(90)	288
PID/Gender: Rep Men	9%	(36)	23%	(96)	11%	(45)	30%	(127)	28%	(116)	420
PID/Gender: Rep Women	12%	(51)	16%	(68)	12%	(50)	31%	(127)	29%	(121)	416
Ideo: Liberal (1-3)	13%	(96)	23%	(167)	14%	(101)	28%	(199)	21%	(153)	717
Ideo: Moderate (4)	13%	(60)	20%	(95)	13%	(60)	28%	(130)	26%	(121)	466
Ideo: Conservative (5-7)	9%	(62)	20%	(140)	10%	(73)	35%	(243)	26%	(180)	698
Educ: College	12%	(182)	22%	(330)	12%	(180)	25%	(375)	29%	(446)	1512
Educ: Bachelors degree	11%	(49)	19%	(86)	12%	(55)	33%	(147)	24%	(107)	444
Educ: Post-grad	10%	(25)	19%	(47)	11%	(26)	38%	(92)	22%	(53)	244

Continued on next page

Table BRD22: Which of the following statements comes closest to your view? When companies or brands interact with people on social media, like Facebook or Twitter:

Demographic	I like it and think its genuine		I like it but don't think its genuine		I don't like it but think its genuine		I don't like it and don't think it is genuine		Don't know/No opinion		Total N
Adults	12%	(257)	21%	(463)	12%	(261)	28%	(614)	28%	(606)	2200
Income: Under 50k	13%	(159)	20%	(245)	12%	(148)	24%	(288)	31%	(369)	1209
Income: 50k-100k	9%	(60)	24%	(162)	12%	(82)	31%	(210)	23%	(157)	670
Income: 100k+	12%	(38)	18%	(56)	10%	(31)	36%	(116)	25%	(80)	321
Ethnicity: White	10%	(176)	20%	(351)	12%	(210)	30%	(514)	27%	(471)	1722
Ethnicity: Hispanic	14%	(49)	31%	(109)	13%	(46)	20%	(69)	22%	(76)	349
Ethnicity: Afr. Am.	18%	(49)	21%	(57)	10%	(28)	18%	(50)	33%	(90)	274
Ethnicity: Other	16%	(32)	27%	(54)	11%	(23)	24%	(50)	22%	(45)	204
Relig: Protestant	7%	(33)	17%	(75)	13%	(56)	34%	(154)	29%	(128)	447
Relig: Roman Catholic	13%	(64)	21%	(100)	13%	(64)	29%	(139)	23%	(111)	478
Relig: Something Else	12%	(25)	27%	(59)	9%	(19)	28%	(60)	25%	(53)	218
Relig: Jewish	6%	(3)	14%	(8)	10%	(6)	34%	(21)	36%	(21)	60
Relig: Evangelical	11%	(65)	20%	(119)	13%	(74)	29%	(169)	27%	(158)	585
Relig: Non-Evang. Catholics	11%	(69)	19%	(119)	13%	(78)	29%	(181)	28%	(170)	617
Relig: All Christian	11%	(134)	20%	(237)	13%	(152)	29%	(350)	27%	(328)	1202
Relig: All Non-Christian	12%	(25)	27%	(59)	9%	(19)	28%	(60)	25%	(53)	218
Community: Urban	13%	(71)	24%	(130)	11%	(63)	26%	(143)	26%	(145)	552
Community: Suburban	11%	(108)	21%	(213)	11%	(112)	30%	(301)	27%	(265)	999
Community: Rural	12%	(78)	18%	(120)	13%	(86)	26%	(170)	30%	(196)	649
Employ: Private Sector	13%	(83)	21%	(136)	14%	(94)	31%	(204)	21%	(140)	656
Employ: Government	13%	(20)	22%	(33)	8%	(13)	27%	(42)	30%	(47)	155
Employ: Self-Employed	15%	(29)	25%	(48)	9%	(18)	31%	(60)	20%	(38)	193
Employ: Homemaker	16%	(25)	32%	(49)	8%	(13)	22%	(35)	22%	(35)	156
Employ: Student	14%	(17)	42%	(52)	12%	(14)	19%	(24)	13%	(16)	123
Employ: Retired	5%	(24)	10%	(49)	13%	(61)	37%	(177)	36%	(173)	485
Employ: Unemployed	14%	(31)	22%	(49)	15%	(34)	13%	(29)	35%	(77)	221
Employ: Other	13%	(27)	22%	(46)	7%	(15)	20%	(43)	38%	(81)	212
Military HH: Yes	7%	(31)	18%	(78)	10%	(44)	39%	(165)	25%	(107)	424
Military HH: No	13%	(226)	22%	(385)	12%	(217)	25%	(448)	28%	(500)	1776

Continued on next page

Table BRD22: Which of the following statements comes closest to your view? When companies or brands interact with people on social media, like Facebook or Twitter:

Demographic	I like it and think its genuine		I like it but don't think its genuine		I don't like it but think its genuine		I don't like it and don't think it is genuine		Don't know/No opinion		Total N
Adults	12%	(257)	21%	(463)	12%	(261)	28%	(614)	28%	(606)	2200
RD/WT: Right Direction	11%	(95)	19%	(161)	13%	(106)	27%	(227)	30%	(248)	836
RD/WT: Wrong Track	12%	(162)	22%	(302)	11%	(155)	28%	(387)	26%	(358)	1364
Trump Job Approve	11%	(96)	19%	(165)	11%	(99)	30%	(258)	29%	(247)	863
Trump Job Disapprove	12%	(137)	24%	(282)	13%	(154)	28%	(334)	24%	(284)	1191
Trump Job Strongly Approve	10%	(44)	14%	(59)	11%	(47)	34%	(143)	30%	(127)	420
Trump Job Somewhat Approve	12%	(52)	24%	(106)	12%	(52)	26%	(114)	27%	(119)	443
Trump Job Somewhat Disapprove	12%	(35)	25%	(76)	13%	(40)	26%	(77)	24%	(73)	301
Trump Job Strongly Disapprove	11%	(102)	23%	(206)	13%	(114)	29%	(257)	24%	(211)	890
#1 Issue: Economy	11%	(70)	21%	(130)	13%	(79)	27%	(164)	28%	(171)	613
#1 Issue: Security	11%	(41)	19%	(73)	11%	(41)	30%	(112)	30%	(113)	379
#1 Issue: Health Care	14%	(55)	28%	(112)	11%	(45)	23%	(90)	24%	(93)	395
#1 Issue: Medicare / Social Security	6%	(18)	11%	(32)	12%	(35)	36%	(110)	36%	(109)	304
#1 Issue: Women's Issues	16%	(22)	24%	(34)	16%	(23)	31%	(45)	14%	(20)	144
#1 Issue: Education	14%	(23)	31%	(50)	13%	(21)	20%	(32)	21%	(34)	159
#1 Issue: Energy	18%	(17)	18%	(17)	13%	(13)	27%	(26)	24%	(23)	96
#1 Issue: Other	10%	(11)	13%	(14)	4%	(4)	32%	(36)	41%	(45)	110
2016 Vote: Hillary Clinton	13%	(91)	21%	(148)	13%	(94)	28%	(203)	25%	(179)	715
2016 Vote: Donald Trump	9%	(59)	18%	(119)	13%	(89)	33%	(221)	27%	(185)	672
2016 Vote: Someone else	9%	(19)	23%	(48)	9%	(19)	30%	(62)	28%	(59)	207
2016 Vote: Didn't Vote	15%	(87)	24%	(146)	10%	(59)	21%	(127)	30%	(181)	601
Voted in 2014: Yes	10%	(144)	18%	(257)	13%	(181)	31%	(433)	27%	(374)	1389
Voted in 2014: No	14%	(112)	25%	(206)	10%	(80)	22%	(181)	29%	(232)	811
2012 Vote: Barack Obama	11%	(92)	19%	(166)	14%	(117)	29%	(250)	28%	(239)	863
2012 Vote: Mitt Romney	10%	(49)	16%	(83)	11%	(58)	37%	(188)	26%	(135)	514
2012 Vote: Other	9%	(7)	10%	(8)	9%	(7)	35%	(27)	36%	(27)	75
2012 Vote: Didn't Vote	14%	(108)	28%	(206)	11%	(79)	20%	(150)	27%	(203)	746

Continued on next page

Table BRD22: Which of the following statements comes closest to your view? When companies or brands interact with people on social media, like Facebook or Twitter:

Demographic	I like it and think its genuine		I like it but don't think its genuine		I don't like it but think its genuine		I don't like it and don't think it is genuine		Don't know/No opinion		Total N
Adults	12%	(257)	21%	(463)	12%	(261)	28%	(614)	28%	(606)	2200
4-Region: Northeast	8%	(31)	21%	(81)	12%	(47)	31%	(122)	29%	(113)	394
4-Region: Midwest	12%	(57)	17%	(79)	12%	(54)	31%	(141)	28%	(131)	462
4-Region: South	14%	(116)	23%	(193)	12%	(102)	24%	(197)	26%	(215)	824
4-Region: West	10%	(52)	21%	(110)	11%	(58)	30%	(154)	28%	(147)	520
Favorable of Trump	11%	(89)	18%	(153)	12%	(99)	31%	(258)	29%	(241)	840
Unfavorable of Trump	12%	(145)	24%	(287)	13%	(150)	27%	(329)	24%	(288)	1199
Very Favorable of Trump	11%	(52)	16%	(75)	12%	(56)	33%	(154)	28%	(128)	464
Somewhat Favorable of Trump	10%	(38)	21%	(78)	11%	(43)	27%	(103)	30%	(114)	377
Somewhat Unfavorable of Trump	14%	(33)	29%	(70)	10%	(25)	24%	(59)	22%	(54)	241
Very Unfavorable of Trump	12%	(112)	23%	(217)	13%	(125)	28%	(271)	24%	(234)	959

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	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age5	Age: 18-29	491	22%
	Age: 30-44	522	24%
	Age: 45-54	376	17%
	Age: 55-64	375	17%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	Generation Z: 18-21	192	9%
	Millennial: Age 22-37	603	27%
	Generation X: Age 38-53	553	25%
	Boomers: Age 54-72	762	35%
	N	2109	
xpid3	PID: Dem (no lean)	770	35%
	PID: Ind (no lean)	593	27%
	PID: Rep (no lean)	837	38%
	N	2200	
xpidGender	PID/Gender: Dem Men	336	15%
	PID/Gender: Dem Women	434	20%
	PID/Gender: Ind Men	305	14%
	PID/Gender: Ind Women	288	13%
	PID/Gender: Rep Men	420	19%
	PID/Gender: Rep Women	416	19%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	717	33%
	Ideo: Moderate (4)	466	21%
	Ideo: Conservative (5-7)	698	32%
	N	1881	
xeduc3	Educ: College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1209	55%
	Income: 50k-100k	670	30%
	Income: 100k+	321	15%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xrelNet	Relig: Protestant	447	20%
	Relig: Roman Catholic	478	22%
	Relig: Something Else	218	10%
	N	1142	
xreligion1	Relig: Jewish	60	3%
xreligion2	Relig: Evangelical	585	27%
	Relig: Non-Evang. Catholics	617	28%
	N	1202	
xreligion3	Relig: All Christian	1202	55%
	Relig: All Non-Christian	218	10%
	N	1419	
xdemUsr	Community: Urban	552	25%
	Community: Suburban	999	45%
	Community: Rural	649	30%
	N	2200	
xdemEmploy	Employ: Private Sector	656	30%
	Employ: Government	155	7%
	Employ: Self-Employed	193	9%
	Employ: Homemaker	156	7%
	Employ: Student	123	6%
	Employ: Retired	485	22%
	Employ: Unemployed	221	10%
	Employ: Other	212	10%
	N	2200	
xdemMilHH1	Military HH: Yes	424	19%
	Military HH: No	1776	81%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	836	38%
	RD/WT: Wrong Track	1364	62%
	N	2200	
Trump_Approve	Trump Job Approve	863	39%
	Trump Job Disapprove	1191	54%
	N	2055	
Trump_Approve2	Trump Job Strongly Approve	420	19%
	Trump Job Somewhat Approve	443	20%
	Trump Job Somewhat Disapprove	301	14%
	Trump Job Strongly Disapprove	890	40%
	N	2055	
xnr3	#1 Issue: Economy	613	28%
	#1 Issue: Security	379	17%
	#1 Issue: Health Care	395	18%
	#1 Issue: Medicare / Social Security	304	14%
	#1 Issue: Women's Issues	144	7%
	#1 Issue: Education	159	7%
	#1 Issue: Energy	96	4%
	#1 Issue: Other	110	5%
	N	2200	
xsubVote16O	2016 Vote: Hillary Clinton	715	33%
	2016 Vote: Donald Trump	672	31%
	2016 Vote: Someone else	207	9%
	2016 Vote: Didnt Vote	601	27%
	N	2195	
xsubVote14O	Voted in 2014: Yes	1389	63%
	Voted in 2014: No	811	37%
	N	2200	
xsubVote12O	2012 Vote: Barack Obama	863	39%
	2012 Vote: Mitt Romney	514	23%
	2012 Vote: Other	75	3%
	2012 Vote: Didn't Vote	746	34%
	N	2198	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Fav	Favorable of Trump	840	38%
	Unfavorable of Trump	1199	55%
	N	2040	
Trump_Fav_FULL	Very Favorable of Trump	464	21%
	Somewhat Favorable of Trump	377	17%
	Somewhat Unfavorable of Trump	241	11%
	Very Unfavorable of Trump	959	44%
	N	2040	

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

The logo consists of a stylized, bold, black 'M' shape formed by two overlapping chevron-like shapes pointing downwards.

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