



National Tracking Poll #180976
September 27-29, 2018

Crosstabulation Results

Methodology:

This poll was conducted from September 27-29, 2018, among a national sample of 2201 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table BRD1: How much have you seen, read, or heard about ride-hailing apps (i.e., Uber, Lyft)?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	32%	(694)	37%	(822)	17%	(370)	14%	(315)	2201
Gender: Male	32%	(336)	38%	(409)	17%	(179)	13%	(138)	1062
Gender: Female	31%	(358)	36%	(413)	17%	(191)	15%	(176)	1139
Age: 18-29	52%	(253)	28%	(135)	8%	(37)	12%	(57)	482
Age: 30-44	36%	(193)	38%	(203)	12%	(65)	13%	(70)	531
Age: 45-54	26%	(96)	39%	(144)	20%	(75)	14%	(53)	369
Age: 55-64	20%	(78)	42%	(160)	23%	(87)	15%	(57)	382
Age: 65+	17%	(74)	41%	(179)	24%	(106)	18%	(77)	436
Generation Z: 18-21	50%	(89)	30%	(53)	7%	(13)	13%	(24)	179
Millennial: Age 22-37	46%	(282)	31%	(190)	10%	(62)	12%	(73)	608
Generation X: Age 38-53	28%	(158)	40%	(230)	18%	(101)	14%	(79)	568
Boomers: Age 54-72	20%	(150)	42%	(314)	23%	(169)	15%	(116)	750
PID: Dem (no lean)	35%	(264)	35%	(267)	16%	(124)	14%	(109)	764
PID: Ind (no lean)	34%	(216)	37%	(236)	17%	(109)	12%	(73)	635
PID: Rep (no lean)	27%	(214)	40%	(318)	17%	(138)	16%	(132)	802
PID/Gender: Dem Men	34%	(119)	34%	(119)	19%	(67)	14%	(49)	354
PID/Gender: Dem Women	35%	(145)	36%	(148)	14%	(56)	15%	(60)	410
PID/Gender: Ind Men	36%	(121)	39%	(129)	15%	(49)	10%	(33)	333
PID/Gender: Ind Women	32%	(96)	35%	(107)	20%	(59)	13%	(40)	302
PID/Gender: Rep Men	26%	(97)	43%	(161)	17%	(62)	15%	(56)	376
PID/Gender: Rep Women	27%	(117)	37%	(158)	18%	(76)	18%	(76)	427
Ideo: Liberal (1-3)	37%	(255)	37%	(255)	14%	(100)	12%	(84)	694
Ideo: Moderate (4)	31%	(158)	37%	(186)	20%	(100)	13%	(64)	508
Ideo: Conservative (5-7)	26%	(186)	43%	(301)	18%	(125)	13%	(93)	706
Educ: College	31%	(473)	36%	(544)	15%	(233)	17%	(262)	1513
Educ: Bachelors degree	31%	(139)	39%	(175)	22%	(96)	8%	(35)	444
Educ: Post-grad	34%	(82)	42%	(103)	17%	(41)	7%	(18)	244

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Table BRD1: How much have you seen, read, or heard about ride-hailing apps (i.e., Uber, Lyft)?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	32%	(694)	37%	(822)	17%	(370)	14%	(315)	2201
Income: Under 50k	31%	(394)	34%	(445)	18%	(232)	17%	(219)	1290
Income: 50k-100k	33%	(197)	41%	(247)	16%	(100)	10%	(61)	605
Income: 100k+	34%	(103)	42%	(130)	13%	(39)	11%	(34)	307
Ethnicity: White	28%	(489)	39%	(664)	18%	(312)	15%	(257)	1723
Ethnicity: Hispanic	44%	(154)	28%	(99)	14%	(49)	14%	(47)	350
Ethnicity: Afr. Am.	40%	(110)	36%	(99)	10%	(29)	13%	(37)	274
Ethnicity: Other	47%	(95)	29%	(58)	15%	(30)	10%	(20)	204
Relig: Protestant	25%	(121)	44%	(212)	18%	(90)	13%	(63)	485
Relig: Roman Catholic	31%	(137)	36%	(155)	19%	(85)	14%	(59)	436
Relig: Something Else	35%	(79)	38%	(86)	17%	(39)	10%	(21)	225
Relig: Jewish	36%	(16)	37%	(17)	16%	(7)	11%	(5)	46
Relig: Evangelical	27%	(163)	40%	(238)	17%	(99)	16%	(96)	595
Relig: Non-Evang. Catholics	31%	(186)	39%	(230)	18%	(106)	12%	(70)	593
Relig: All Christian	29%	(349)	39%	(468)	17%	(205)	14%	(166)	1188
Relig: All Non-Christian	35%	(79)	38%	(86)	17%	(39)	10%	(21)	225
Community: Urban	37%	(207)	34%	(188)	14%	(78)	14%	(80)	553
Community: Suburban	33%	(321)	37%	(366)	17%	(170)	12%	(121)	978
Community: Rural	25%	(166)	40%	(268)	18%	(123)	17%	(114)	670
Employ: Private Sector	36%	(226)	40%	(253)	14%	(91)	10%	(65)	636
Employ: Government	34%	(48)	39%	(56)	15%	(22)	12%	(17)	143
Employ: Self-Employed	40%	(80)	32%	(64)	15%	(30)	12%	(25)	199
Employ: Homemaker	25%	(49)	44%	(85)	12%	(24)	18%	(36)	194
Employ: Student	56%	(63)	30%	(34)	8%	(9)	5%	(5)	112
Employ: Retired	17%	(79)	37%	(170)	28%	(128)	18%	(82)	460
Employ: Unemployed	38%	(77)	30%	(62)	13%	(27)	18%	(37)	202
Employ: Other	28%	(72)	38%	(97)	15%	(39)	19%	(47)	255
Military HH: Yes	27%	(97)	43%	(155)	17%	(61)	14%	(50)	363
Military HH: No	33%	(598)	36%	(666)	17%	(309)	14%	(265)	1838
RD/WT: Right Direction	28%	(232)	38%	(315)	20%	(168)	14%	(114)	829
RD/WT: Wrong Track	34%	(462)	37%	(507)	15%	(202)	15%	(201)	1372
Trump Job Approve	29%	(256)	39%	(350)	18%	(158)	14%	(123)	888
Trump Job Disapprove	35%	(398)	37%	(421)	16%	(183)	13%	(150)	1152

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Table BRD1: How much have you seen, read, or heard about ride-hailing apps (i.e., Uber, Lyft)?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	32%	(694)	37%	(822)	17%	(370)	14%	(315)	2201
Trump Job Strongly Approve	25%	(108)	38%	(163)	21%	(90)	17%	(72)	434
Trump Job Somewhat Approve	32%	(148)	41%	(187)	15%	(68)	11%	(51)	454
Trump Job Somewhat Disapprove	34%	(103)	37%	(111)	16%	(47)	12%	(36)	297
Trump Job Strongly Disapprove	35%	(295)	36%	(310)	16%	(136)	13%	(114)	855
#1 Issue: Economy	36%	(236)	37%	(241)	15%	(95)	12%	(75)	646
#1 Issue: Security	26%	(87)	38%	(129)	20%	(68)	16%	(55)	340
#1 Issue: Health Care	33%	(119)	36%	(128)	16%	(57)	15%	(53)	357
#1 Issue: Medicare / Social Security	20%	(72)	42%	(149)	21%	(73)	17%	(60)	355
#1 Issue: Women's Issues	40%	(52)	28%	(36)	17%	(22)	15%	(20)	130
#1 Issue: Education	37%	(61)	38%	(63)	8%	(14)	16%	(26)	164
#1 Issue: Energy	41%	(42)	40%	(41)	10%	(11)	8%	(8)	102
#1 Issue: Other	23%	(25)	31%	(34)	30%	(32)	16%	(17)	108
2016 Vote: Hillary Clinton	32%	(228)	40%	(278)	17%	(118)	11%	(79)	703
2016 Vote: Donald Trump	25%	(173)	41%	(290)	21%	(147)	13%	(91)	701
2016 Vote: Someone else	40%	(76)	37%	(70)	14%	(27)	10%	(19)	191
2016 Vote: Didn't Vote	36%	(213)	31%	(183)	13%	(78)	21%	(123)	597
Voted in 2014: Yes	30%	(407)	40%	(551)	18%	(249)	12%	(167)	1375
Voted in 2014: No	35%	(287)	33%	(270)	15%	(121)	18%	(147)	826
2012 Vote: Barack Obama	33%	(278)	39%	(329)	17%	(146)	11%	(94)	847
2012 Vote: Mitt Romney	22%	(111)	43%	(218)	21%	(106)	14%	(69)	504
2012 Vote: Other	31%	(31)	41%	(41)	16%	(16)	12%	(12)	101
2012 Vote: Didn't Vote	36%	(272)	31%	(234)	14%	(102)	18%	(138)	746
4-Region: Northeast	28%	(112)	41%	(163)	15%	(60)	15%	(59)	394
4-Region: Midwest	28%	(131)	39%	(179)	17%	(77)	16%	(75)	462
4-Region: South	33%	(272)	35%	(286)	18%	(151)	14%	(115)	825
4-Region: West	35%	(180)	37%	(193)	16%	(83)	12%	(65)	520
Favorable of Trump	28%	(242)	40%	(352)	19%	(165)	13%	(116)	876
Unfavorable of Trump	36%	(407)	37%	(414)	15%	(171)	12%	(140)	1132
Very Favorable of Trump	25%	(116)	38%	(178)	23%	(107)	15%	(72)	474
Somewhat Favorable of Trump	31%	(126)	43%	(174)	15%	(58)	11%	(44)	402
Somewhat Unfavorable of Trump	34%	(77)	36%	(82)	16%	(36)	13%	(30)	225
Very Unfavorable of Trump	36%	(329)	37%	(333)	15%	(135)	12%	(111)	908

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Table BRD1: How much have you seen, read, or heard about ride-hailing apps (i.e., Uber, Lyft)?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	32%	(694)	37%	(822)	17%	(370)	14%	(315)	2201
Ride-hailing users	52%	(237)	38%	(175)	8%	(36)	2%	(8)	456
Taxi users	28%	(64)	39%	(88)	22%	(50)	11%	(25)	228
Ride hailing and taxi users	48%	(140)	35%	(101)	11%	(33)	6%	(17)	290

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

Table BRD2_1: When thinking about transportation options, how likely are you to consider using each of the following:
Ride-hailing apps (i.e., Uber, Lyft)

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't know/No opinion	Total N
Adults	22% (483)	23% (498)	20% (429)	27% (602)	9% (188)	2201
Gender: Male	23% (245)	23% (245)	21% (218)	26% (281)	7% (73)	1062
Gender: Female	21% (238)	22% (253)	19% (211)	28% (321)	10% (115)	1139
Age: 18-29	35% (166)	20% (98)	16% (79)	19% (90)	10% (50)	482
Age: 30-44	28% (149)	25% (130)	16% (84)	23% (125)	8% (44)	531
Age: 45-54	19% (69)	28% (104)	20% (74)	25% (94)	8% (30)	369
Age: 55-64	15% (56)	22% (84)	23% (88)	34% (131)	6% (23)	382
Age: 65+	10% (43)	19% (83)	24% (105)	37% (163)	10% (42)	436
Generation Z: 18-21	32% (57)	22% (39)	17% (31)	16% (29)	13% (23)	179
Millennial: Age 22-37	32% (196)	22% (131)	16% (95)	21% (129)	9% (56)	608
Generation X: Age 38-53	21% (122)	27% (152)	19% (108)	25% (142)	8% (44)	568
Boomers: Age 54-72	14% (102)	22% (166)	23% (172)	34% (256)	7% (54)	750
PID: Dem (no lean)	25% (192)	23% (179)	18% (138)	25% (188)	9% (67)	764
PID: Ind (no lean)	21% (136)	23% (146)	23% (147)	25% (160)	7% (46)	635
PID: Rep (no lean)	19% (155)	22% (174)	18% (144)	32% (254)	9% (75)	802
PID/Gender: Dem Men	23% (82)	23% (81)	20% (70)	25% (88)	9% (32)	354
PID/Gender: Dem Women	27% (109)	24% (98)	17% (68)	24% (100)	8% (35)	410
PID/Gender: Ind Men	24% (80)	23% (76)	25% (83)	23% (76)	5% (17)	333
PID/Gender: Ind Women	19% (56)	23% (70)	21% (64)	28% (83)	10% (29)	302
PID/Gender: Rep Men	22% (83)	23% (88)	17% (65)	31% (116)	6% (24)	376
PID/Gender: Rep Women	17% (73)	20% (86)	18% (79)	32% (138)	12% (51)	427
Ideo: Liberal (1-3)	29% (204)	26% (180)	18% (122)	20% (137)	7% (51)	694
Ideo: Moderate (4)	22% (114)	22% (111)	20% (102)	28% (140)	8% (41)	508
Ideo: Conservative (5-7)	17% (122)	22% (153)	22% (158)	33% (230)	6% (43)	706
Educ: College	19% (293)	21% (318)	19% (290)	29% (445)	11% (168)	1513
Educ: Bachelors degree	28% (125)	25% (111)	20% (88)	24% (105)	3% (15)	444
Educ: Post-grad	27% (65)	29% (70)	21% (51)	21% (52)	2% (5)	244

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Table BRD2_1: When thinking about transportation options, how likely are you to consider using each of the following:
Ride-hailing apps (i.e., Uber, Lyft)

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't know/No opinion		Total N
Adults	22%	(483)	23%	(498)	20%	(429)	27%	(602)	9%	(188)	2201
Income: Under 50k	19%	(246)	20%	(263)	19%	(247)	30%	(389)	11%	(145)	1290
Income: 50k-100k	21%	(125)	27%	(164)	21%	(128)	26%	(159)	5%	(28)	605
Income: 100k+	36%	(112)	23%	(72)	18%	(54)	18%	(55)	5%	(15)	307
Ethnicity: White	20%	(337)	22%	(384)	20%	(345)	29%	(503)	9%	(153)	1723
Ethnicity: Hispanic	28%	(97)	23%	(82)	19%	(66)	20%	(70)	10%	(35)	350
Ethnicity: Afr. Am.	28%	(78)	26%	(71)	16%	(45)	21%	(56)	9%	(24)	274
Ethnicity: Other	34%	(68)	21%	(43)	19%	(39)	21%	(43)	5%	(10)	204
Relig: Protestant	19%	(92)	24%	(116)	19%	(94)	32%	(156)	6%	(27)	485
Relig: Roman Catholic	25%	(109)	22%	(96)	19%	(81)	26%	(115)	8%	(35)	436
Relig: Something Else	20%	(44)	23%	(52)	20%	(45)	29%	(66)	8%	(17)	225
Relig: Jewish	26%	(12)	29%	(13)	28%	(13)	17%	(8)	—	(0)	46
Relig: Evangelical	17%	(104)	24%	(143)	21%	(123)	30%	(180)	8%	(45)	595
Relig: Non-Evang. Catholics	24%	(141)	22%	(129)	19%	(113)	28%	(165)	7%	(43)	593
Relig: All Christian	21%	(245)	23%	(272)	20%	(236)	29%	(346)	7%	(89)	1188
Relig: All Non-Christian	20%	(44)	23%	(52)	20%	(45)	29%	(66)	8%	(17)	225
Community: Urban	28%	(156)	24%	(135)	15%	(84)	22%	(121)	11%	(59)	553
Community: Suburban	25%	(243)	22%	(213)	20%	(198)	27%	(261)	6%	(63)	978
Community: Rural	13%	(85)	23%	(151)	22%	(147)	33%	(220)	10%	(67)	670
Employ: Private Sector	29%	(183)	28%	(180)	15%	(96)	22%	(143)	5%	(34)	636
Employ: Government	26%	(38)	31%	(44)	19%	(27)	19%	(27)	5%	(7)	143
Employ: Self-Employed	30%	(60)	17%	(33)	27%	(54)	22%	(44)	4%	(7)	199
Employ: Homemaker	19%	(37)	19%	(38)	23%	(44)	26%	(51)	13%	(25)	194
Employ: Student	32%	(36)	25%	(28)	19%	(21)	16%	(17)	8%	(9)	112
Employ: Retired	9%	(39)	17%	(80)	23%	(108)	41%	(188)	10%	(44)	460
Employ: Unemployed	20%	(41)	24%	(48)	18%	(35)	26%	(53)	12%	(25)	202
Employ: Other	20%	(50)	18%	(46)	17%	(44)	31%	(78)	15%	(37)	255
Military HH: Yes	18%	(65)	19%	(69)	25%	(90)	31%	(114)	7%	(25)	363
Military HH: No	23%	(418)	23%	(429)	18%	(339)	27%	(488)	9%	(163)	1838
RD/WT: Right Direction	20%	(164)	21%	(172)	21%	(177)	30%	(248)	8%	(67)	829
RD/WT: Wrong Track	23%	(319)	24%	(326)	18%	(252)	26%	(354)	9%	(121)	1372

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Table BRD2_1: When thinking about transportation options, how likely are you to consider using each of the following:
Ride-hailing apps (i.e., Uber, Lyft)

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't know/No opinion	Total N
Adults	22% (483)	23% (498)	20% (429)	27% (602)	9% (188)	2201
Trump Job Approve	18% (163)	22% (193)	22% (196)	30% (268)	8% (68)	888
Trump Job Disapprove	26% (301)	23% (270)	18% (212)	25% (293)	7% (77)	1152
Trump Job Strongly Approve	18% (79)	17% (75)	19% (81)	37% (162)	8% (37)	434
Trump Job Somewhat Approve	18% (83)	26% (118)	25% (116)	23% (106)	7% (31)	454
Trump Job Somewhat Disapprove	28% (85)	23% (68)	20% (60)	20% (59)	9% (25)	297
Trump Job Strongly Disapprove	25% (216)	24% (202)	18% (152)	27% (234)	6% (52)	855
#1 Issue: Economy	25% (160)	24% (156)	21% (135)	23% (151)	7% (44)	646
#1 Issue: Security	20% (67)	22% (74)	19% (63)	31% (105)	9% (30)	340
#1 Issue: Health Care	22% (78)	25% (90)	18% (65)	25% (90)	9% (33)	357
#1 Issue: Medicare / Social Security	12% (42)	21% (76)	20% (71)	40% (141)	7% (26)	355
#1 Issue: Women's Issues	36% (47)	20% (26)	13% (17)	23% (30)	7% (9)	130
#1 Issue: Education	30% (49)	24% (39)	18% (30)	18% (30)	10% (16)	164
#1 Issue: Energy	29% (30)	23% (23)	19% (19)	20% (20)	9% (9)	102
#1 Issue: Other	10% (10)	12% (13)	27% (29)	33% (35)	19% (20)	108
2016 Vote: Hillary Clinton	26% (180)	26% (181)	18% (127)	24% (171)	6% (44)	703
2016 Vote: Donald Trump	17% (120)	21% (150)	22% (153)	33% (231)	7% (48)	701
2016 Vote: Someone else	32% (61)	19% (36)	21% (40)	22% (42)	7% (13)	191
2016 Vote: Didnt Vote	20% (118)	22% (130)	18% (109)	26% (156)	14% (83)	597
Voted in 2014: Yes	22% (302)	22% (303)	21% (289)	29% (393)	6% (88)	1375
Voted in 2014: No	22% (181)	24% (196)	17% (141)	25% (209)	12% (100)	826
2012 Vote: Barack Obama	25% (210)	24% (201)	20% (169)	26% (219)	6% (47)	847
2012 Vote: Mitt Romney	17% (83)	21% (108)	22% (112)	33% (168)	7% (33)	504
2012 Vote: Other	21% (21)	17% (17)	22% (22)	31% (31)	9% (9)	101
2012 Vote: Didn't Vote	22% (167)	23% (173)	17% (126)	24% (182)	13% (99)	746
4-Region: Northeast	22% (88)	28% (110)	19% (75)	21% (83)	10% (38)	394
4-Region: Midwest	16% (73)	21% (96)	20% (93)	34% (159)	9% (41)	462
4-Region: South	22% (179)	21% (176)	20% (165)	28% (230)	9% (74)	825
4-Region: West	28% (143)	22% (115)	19% (97)	25% (130)	7% (35)	520
Favorable of Trump	19% (168)	22% (190)	21% (187)	31% (269)	7% (62)	876
Unfavorable of Trump	26% (294)	25% (279)	19% (212)	25% (280)	6% (67)	1132

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Table BRD2_1: When thinking about transportation options, how likely are you to consider using each of the following:
Ride-hailing apps (i.e., Uber, Lyft)

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't know/No opinion	Total N
Adults	22% (483)	23% (498)	20% (429)	27% (602)	9% (188)	2201
Very Favorable of Trump	20% (96)	18% (86)	18% (85)	35% (166)	8% (40)	474
Somewhat Favorable of Trump	18% (71)	26% (104)	25% (102)	26% (103)	5% (22)	402
Somewhat Unfavorable of Trump	26% (59)	27% (60)	23% (52)	17% (39)	7% (15)	225
Very Unfavorable of Trump	26% (235)	24% (219)	18% (160)	27% (242)	6% (52)	908
Ride-hailing users	56% (253)	35% (158)	7% (33)	3% (12)	— (1)	456
Taxi users	11% (25)	20% (45)	35% (80)	27% (61)	7% (16)	228
Ride hailing and taxi users	51% (149)	35% (101)	9% (28)	3% (9)	1% (3)	290

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

Table BRD2_4: When thinking about transportation options, how likely are you to consider using each of the following:
Taxi cabs

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't know/No opinion	Total N
Adults	9% (209)	23% (509)	28% (621)	32% (708)	7% (155)	2201
Gender: Male	11% (113)	24% (255)	28% (303)	30% (322)	6% (69)	1062
Gender: Female	8% (96)	22% (253)	28% (318)	34% (385)	8% (87)	1139
Age: 18-29	7% (36)	15% (74)	28% (137)	35% (170)	14% (66)	482
Age: 30-44	9% (50)	24% (128)	30% (161)	31% (166)	5% (26)	531
Age: 45-54	11% (40)	26% (96)	28% (103)	30% (111)	5% (20)	369
Age: 55-64	10% (37)	27% (103)	27% (102)	31% (119)	6% (21)	382
Age: 65+	10% (45)	25% (108)	27% (118)	33% (143)	5% (22)	436
Generation Z: 18-21	7% (12)	9% (16)	26% (47)	39% (69)	19% (35)	179
Millennial: Age 22-37	8% (48)	21% (129)	31% (186)	32% (197)	8% (49)	608
Generation X: Age 38-53	12% (65)	25% (143)	29% (162)	30% (168)	5% (28)	568
Boomers: Age 54-72	9% (70)	27% (202)	28% (206)	31% (234)	5% (37)	750
PID: Dem (no lean)	11% (81)	23% (173)	29% (220)	31% (239)	7% (50)	764
PID: Ind (no lean)	8% (52)	25% (157)	32% (205)	28% (176)	7% (45)	635
PID: Rep (no lean)	9% (75)	22% (179)	24% (196)	36% (292)	8% (60)	802
PID/Gender: Dem Men	12% (42)	23% (82)	30% (107)	29% (102)	6% (22)	354
PID/Gender: Dem Women	10% (39)	22% (91)	28% (113)	34% (138)	7% (29)	410
PID/Gender: Ind Men	9% (28)	26% (88)	32% (108)	26% (85)	7% (24)	333
PID/Gender: Ind Women	8% (24)	23% (69)	32% (97)	30% (91)	7% (21)	302
PID/Gender: Rep Men	11% (43)	23% (86)	24% (88)	36% (136)	6% (23)	376
PID/Gender: Rep Women	8% (33)	22% (93)	25% (108)	37% (156)	9% (37)	427
Ideo: Liberal (1-3)	10% (73)	25% (174)	31% (214)	28% (194)	6% (40)	694
Ideo: Moderate (4)	9% (43)	24% (123)	32% (162)	29% (148)	6% (33)	508
Ideo: Conservative (5-7)	9% (66)	24% (168)	28% (198)	34% (240)	5% (33)	706
Educ: College	9% (134)	21% (319)	27% (409)	34% (514)	9% (137)	1513
Educ: Bachelors degree	10% (45)	25% (112)	31% (139)	30% (135)	3% (14)	444
Educ: Post-grad	12% (30)	32% (78)	30% (73)	24% (59)	2% (4)	244

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Table BRD2_4: When thinking about transportation options, how likely are you to consider using each of the following:
Taxi cabs

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't know/No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(209)	23%	(509)	28%	(621)	32%	(708)	7%	(155)	2201
Income: Under 50k	10%	(125)	21%	(272)	27%	(346)	33%	(428)	9%	(118)	1290
Income: 50k-100k	9%	(53)	25%	(148)	31%	(189)	32%	(196)	3%	(19)	605
Income: 100k+	10%	(31)	29%	(89)	28%	(86)	27%	(83)	6%	(18)	307
Ethnicity: White	8%	(143)	23%	(390)	29%	(498)	33%	(566)	7%	(125)	1723
Ethnicity: Hispanic	10%	(34)	19%	(65)	29%	(101)	33%	(114)	10%	(36)	350
Ethnicity: Afr. Am.	18%	(49)	22%	(61)	23%	(64)	30%	(81)	7%	(20)	274
Ethnicity: Other	9%	(18)	28%	(57)	29%	(59)	30%	(60)	5%	(10)	204
Relig: Protestant	10%	(50)	24%	(118)	30%	(146)	32%	(153)	4%	(18)	485
Relig: Roman Catholic	12%	(52)	27%	(119)	24%	(103)	31%	(135)	6%	(27)	436
Relig: Something Else	5%	(11)	20%	(46)	28%	(63)	40%	(91)	7%	(15)	225
Relig: Jewish	14%	(6)	29%	(13)	30%	(14)	27%	(13)	—	(0)	46
Relig: Evangelical	10%	(62)	27%	(160)	24%	(145)	33%	(196)	5%	(32)	595
Relig: Non-Evang. Catholics	11%	(66)	23%	(137)	29%	(172)	31%	(185)	5%	(31)	593
Relig: All Christian	11%	(129)	25%	(298)	27%	(317)	32%	(381)	5%	(63)	1188
Relig: All Non-Christian	5%	(11)	20%	(46)	28%	(63)	40%	(91)	7%	(15)	225
Community: Urban	11%	(62)	23%	(129)	26%	(144)	31%	(172)	8%	(46)	553
Community: Suburban	10%	(95)	22%	(219)	29%	(284)	33%	(320)	6%	(60)	978
Community: Rural	8%	(52)	24%	(160)	29%	(193)	32%	(216)	7%	(49)	670
Employ: Private Sector	9%	(55)	25%	(162)	31%	(195)	30%	(191)	5%	(34)	636
Employ: Government	20%	(28)	21%	(31)	32%	(46)	23%	(32)	4%	(5)	143
Employ: Self-Employed	10%	(20)	23%	(46)	31%	(62)	33%	(67)	2%	(4)	199
Employ: Homemaker	5%	(10)	22%	(42)	28%	(55)	34%	(66)	11%	(22)	194
Employ: Student	7%	(8)	16%	(18)	32%	(36)	35%	(39)	10%	(11)	112
Employ: Retired	10%	(47)	25%	(114)	23%	(105)	36%	(165)	6%	(29)	460
Employ: Unemployed	12%	(24)	21%	(42)	26%	(52)	33%	(66)	9%	(18)	202
Employ: Other	6%	(16)	21%	(55)	28%	(71)	32%	(82)	13%	(32)	255
Military HH: Yes	10%	(37)	23%	(85)	31%	(111)	30%	(109)	6%	(22)	363
Military HH: No	9%	(172)	23%	(424)	28%	(510)	33%	(599)	7%	(133)	1838
RD/WT: Right Direction	10%	(85)	25%	(208)	25%	(211)	33%	(274)	6%	(52)	829
RD/WT: Wrong Track	9%	(124)	22%	(301)	30%	(410)	32%	(434)	8%	(103)	1372

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Table BRD2_4: When thinking about transportation options, how likely are you to consider using each of the following:
Taxi cabs

Demographic	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't know/No opinion	Total N
Adults	9% (209)	23% (509)	28% (621)	32% (708)	7% (155)	2201
Trump Job Approve	10% (93)	24% (210)	27% (240)	33% (293)	6% (52)	888
Trump Job Disapprove	9% (109)	23% (261)	31% (354)	32% (365)	5% (63)	1152
Trump Job Strongly Approve	12% (52)	22% (94)	22% (97)	37% (163)	7% (28)	434
Trump Job Somewhat Approve	9% (41)	26% (116)	32% (144)	29% (130)	5% (23)	454
Trump Job Somewhat Disapprove	10% (30)	22% (66)	33% (98)	25% (75)	9% (28)	297
Trump Job Strongly Disapprove	9% (79)	23% (195)	30% (256)	34% (290)	4% (36)	855
#1 Issue: Economy	12% (76)	22% (144)	30% (192)	31% (202)	5% (33)	646
#1 Issue: Security	10% (33)	24% (83)	29% (97)	31% (105)	6% (22)	340
#1 Issue: Health Care	8% (30)	25% (88)	27% (98)	33% (117)	7% (25)	357
#1 Issue: Medicare / Social Security	8% (28)	25% (89)	24% (84)	38% (135)	6% (20)	355
#1 Issue: Women's Issues	8% (11)	24% (31)	28% (36)	34% (45)	6% (8)	130
#1 Issue: Education	11% (18)	20% (33)	31% (51)	26% (42)	12% (19)	164
#1 Issue: Energy	3% (3)	24% (24)	30% (31)	31% (32)	12% (12)	102
#1 Issue: Other	9% (9)	16% (17)	30% (33)	29% (31)	16% (18)	108
2016 Vote: Hillary Clinton	10% (72)	25% (178)	30% (213)	29% (204)	5% (35)	703
2016 Vote: Donald Trump	11% (78)	23% (159)	26% (185)	34% (240)	6% (39)	701
2016 Vote: Someone else	5% (9)	22% (41)	35% (66)	31% (59)	8% (16)	191
2016 Vote: Didnt Vote	8% (48)	21% (128)	26% (153)	34% (202)	11% (65)	597
Voted in 2014: Yes	11% (146)	25% (337)	29% (398)	31% (429)	5% (65)	1375
Voted in 2014: No	8% (63)	21% (171)	27% (223)	34% (278)	11% (91)	826
2012 Vote: Barack Obama	11% (92)	25% (210)	30% (258)	30% (254)	4% (33)	847
2012 Vote: Mitt Romney	10% (53)	24% (119)	29% (144)	32% (161)	5% (27)	504
2012 Vote: Other	8% (8)	33% (33)	25% (25)	29% (29)	5% (5)	101
2012 Vote: Didn't Vote	7% (56)	20% (147)	26% (193)	35% (260)	12% (91)	746
4-Region: Northeast	11% (45)	28% (110)	28% (109)	26% (101)	7% (29)	394
4-Region: Midwest	8% (38)	21% (96)	30% (136)	36% (164)	6% (28)	462
4-Region: South	10% (80)	22% (182)	27% (223)	33% (276)	8% (64)	825
4-Region: West	9% (46)	23% (121)	29% (153)	32% (166)	7% (34)	520
Favorable of Trump	11% (100)	23% (203)	27% (238)	33% (291)	5% (43)	876
Unfavorable of Trump	9% (101)	23% (263)	31% (351)	32% (364)	5% (53)	1132

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Table BRD2_4: When thinking about transportation options, how likely are you to consider using each of the following:
Taxi cabs

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't know/No opinion		Total N
Adults	9%	(209)	23%	(509)	28%	(621)	32%	(708)	7%	(155)	2201
Very Favorable of Trump	13%	(61)	22%	(104)	23%	(108)	36%	(172)	6%	(27)	474
Somewhat Favorable of Trump	10%	(39)	25%	(99)	32%	(130)	30%	(119)	4%	(16)	402
Somewhat Unfavorable of Trump	6%	(14)	23%	(52)	37%	(82)	26%	(59)	8%	(18)	225
Very Unfavorable of Trump	10%	(87)	23%	(211)	30%	(269)	34%	(305)	4%	(36)	908
Ride-hailing users	5%	(21)	18%	(80)	36%	(165)	38%	(175)	3%	(16)	456
Taxi users	32%	(73)	40%	(92)	17%	(39)	9%	(20)	2%	(4)	228
Ride hailing and taxi users	18%	(52)	44%	(128)	27%	(78)	9%	(27)	2%	(6)	290

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

Table BRD3: In the past year, have you used a ride-hailing app, taxi cab, or both?

Demographic	Ridehailing app		Taxi cab		Both a ridehailing app and taxi cab		Neither		Total N
Adults	21%	(456)	10%	(228)	13%	(290)	56%	(1227)	2201
Gender: Male	21%	(226)	12%	(128)	14%	(152)	52%	(557)	1062
Gender: Female	20%	(230)	9%	(99)	12%	(139)	59%	(670)	1139
Age: 18-29	37%	(177)	6%	(27)	13%	(64)	45%	(215)	482
Age: 30-44	24%	(125)	11%	(57)	18%	(98)	47%	(252)	531
Age: 45-54	15%	(56)	14%	(53)	16%	(57)	55%	(204)	369
Age: 55-64	14%	(53)	14%	(52)	10%	(38)	62%	(239)	382
Age: 65+	10%	(45)	9%	(39)	8%	(34)	73%	(318)	436
Generation Z: 18-21	36%	(64)	5%	(10)	13%	(24)	46%	(82)	179
Millennial: Age 22-37	31%	(190)	8%	(50)	16%	(95)	45%	(272)	608
Generation X: Age 38-53	17%	(97)	13%	(74)	17%	(94)	53%	(302)	568
Boomers: Age 54-72	13%	(99)	11%	(85)	10%	(74)	66%	(493)	750
PID: Dem (no lean)	23%	(179)	11%	(84)	15%	(111)	51%	(390)	764
PID: Ind (no lean)	19%	(120)	11%	(73)	14%	(91)	55%	(351)	635
PID: Rep (no lean)	20%	(157)	9%	(71)	11%	(88)	61%	(486)	802
PID/Gender: Dem Men	23%	(81)	12%	(41)	16%	(58)	49%	(173)	354
PID/Gender: Dem Women	24%	(97)	10%	(42)	13%	(53)	53%	(217)	410
PID/Gender: Ind Men	19%	(63)	13%	(44)	15%	(48)	53%	(177)	333
PID/Gender: Ind Women	19%	(57)	9%	(29)	14%	(43)	58%	(174)	302
PID/Gender: Rep Men	22%	(81)	11%	(43)	12%	(45)	55%	(206)	376
PID/Gender: Rep Women	18%	(76)	7%	(28)	10%	(42)	66%	(280)	427
Ideo: Liberal (1-3)	26%	(183)	11%	(76)	18%	(124)	45%	(310)	694
Ideo: Moderate (4)	18%	(94)	11%	(58)	16%	(79)	54%	(277)	508
Ideo: Conservative (5-7)	18%	(130)	10%	(69)	9%	(61)	63%	(446)	706
Educ: College	19%	(290)	10%	(144)	11%	(165)	60%	(915)	1513
Educ: Bachelors degree	25%	(113)	14%	(60)	16%	(70)	45%	(201)	444
Educ: Post-grad	22%	(54)	10%	(23)	23%	(56)	46%	(112)	244
Income: Under 50k	17%	(225)	11%	(140)	11%	(140)	61%	(784)	1290
Income: 50k-100k	23%	(140)	9%	(55)	13%	(80)	54%	(329)	605
Income: 100k+	30%	(91)	11%	(33)	23%	(70)	37%	(113)	307

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Table BRD3: *In the past year, have you used a ride-hailing app, taxi cab, or both?*

Demographic	Ridehailing app		Taxi cab		Both a ridehailing app and taxi cab		Neither		Total N
Adults	21%	(456)	10%	(228)	13%	(290)	56%	(1227)	2201
Ethnicity: White	19%	(334)	10%	(164)	11%	(195)	60%	(1029)	1723
Ethnicity: Hispanic	28%	(98)	11%	(38)	18%	(63)	43%	(150)	350
Ethnicity: Afr. Am.	26%	(71)	13%	(35)	17%	(46)	45%	(122)	274
Ethnicity: Other	25%	(51)	14%	(29)	24%	(49)	37%	(75)	204
Relig: Protestant	16%	(78)	11%	(51)	12%	(59)	61%	(297)	485
Relig: Roman Catholic	20%	(89)	12%	(54)	17%	(75)	50%	(219)	436
Relig: Something Else	24%	(55)	10%	(23)	9%	(20)	56%	(127)	225
Relig: Jewish	25%	(12)	9%	(4)	21%	(10)	44%	(20)	46
Relig: Evangelical	17%	(100)	13%	(76)	11%	(68)	59%	(351)	595
Relig: Non-Evang. Catholics	19%	(114)	11%	(65)	15%	(90)	55%	(323)	593
Relig: All Christian	18%	(214)	12%	(141)	13%	(158)	57%	(674)	1188
Relig: All Non-Christian	24%	(55)	10%	(23)	9%	(20)	56%	(127)	225
Community: Urban	24%	(135)	12%	(67)	20%	(109)	44%	(242)	553
Community: Suburban	23%	(224)	9%	(89)	13%	(126)	55%	(539)	978
Community: Rural	14%	(96)	11%	(72)	8%	(56)	67%	(446)	670
Employ: Private Sector	27%	(174)	11%	(67)	17%	(111)	45%	(284)	636
Employ: Government	27%	(38)	13%	(19)	22%	(31)	39%	(55)	143
Employ: Self-Employed	27%	(53)	9%	(18)	13%	(27)	51%	(102)	199
Employ: Homemaker	19%	(38)	10%	(20)	9%	(18)	61%	(119)	194
Employ: Student	40%	(45)	9%	(10)	13%	(15)	38%	(42)	112
Employ: Retired	8%	(36)	8%	(39)	8%	(36)	76%	(349)	460
Employ: Unemployed	13%	(25)	10%	(20)	18%	(37)	59%	(120)	202
Employ: Other	18%	(46)	14%	(37)	6%	(17)	61%	(156)	255
Military HH: Yes	18%	(67)	12%	(44)	10%	(35)	60%	(218)	363
Military HH: No	21%	(389)	10%	(184)	14%	(256)	55%	(1009)	1838
RD/WT: Right Direction	19%	(161)	10%	(86)	11%	(90)	59%	(492)	829
RD/WT: Wrong Track	22%	(295)	10%	(142)	15%	(200)	54%	(735)	1372
Trump Job Approve	18%	(157)	12%	(104)	11%	(95)	60%	(532)	888
Trump Job Disapprove	24%	(274)	10%	(113)	15%	(175)	51%	(591)	1152

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Table BRD3: *In the past year, have you used a ride-hailing app, taxi cab, or both?*

Demographic	Ridehailing app		Taxi cab		Both a ridehailing app and taxi cab		Neither		Total N
Adults	21%	(456)	10%	(228)	13%	(290)	56%	(1227)	2201
Trump Job Strongly Approve	14%	(62)	10%	(44)	10%	(43)	66%	(284)	434
Trump Job Somewhat Approve	21%	(95)	13%	(60)	11%	(52)	55%	(248)	454
Trump Job Somewhat Disapprove	24%	(71)	9%	(26)	16%	(48)	51%	(152)	297
Trump Job Strongly Disapprove	24%	(202)	10%	(87)	15%	(127)	51%	(438)	855
#1 Issue: Economy	21%	(139)	13%	(85)	13%	(86)	52%	(336)	646
#1 Issue: Security	21%	(70)	7%	(24)	13%	(43)	60%	(203)	340
#1 Issue: Health Care	23%	(82)	10%	(35)	13%	(48)	54%	(193)	357
#1 Issue: Medicare / Social Security	12%	(44)	12%	(41)	8%	(27)	69%	(243)	355
#1 Issue: Women's Issues	24%	(32)	5%	(6)	24%	(31)	47%	(61)	130
#1 Issue: Education	33%	(55)	13%	(22)	12%	(20)	41%	(67)	164
#1 Issue: Energy	23%	(23)	4%	(4)	23%	(23)	50%	(51)	102
#1 Issue: Other	11%	(12)	10%	(11)	12%	(13)	67%	(72)	108
2016 Vote: Hillary Clinton	24%	(168)	12%	(81)	16%	(115)	48%	(339)	703
2016 Vote: Donald Trump	16%	(112)	10%	(69)	11%	(77)	63%	(443)	701
2016 Vote: Someone else	30%	(58)	8%	(14)	13%	(26)	49%	(93)	191
2016 Vote: Didn't Vote	19%	(114)	10%	(62)	12%	(72)	58%	(349)	597
Voted in 2014: Yes	20%	(274)	12%	(159)	14%	(190)	55%	(752)	1375
Voted in 2014: No	22%	(182)	8%	(69)	12%	(100)	58%	(475)	826
2012 Vote: Barack Obama	22%	(188)	12%	(98)	17%	(140)	50%	(421)	847
2012 Vote: Mitt Romney	17%	(88)	10%	(51)	9%	(44)	64%	(322)	504
2012 Vote: Other	15%	(15)	14%	(14)	10%	(10)	61%	(62)	101
2012 Vote: Didn't Vote	22%	(164)	9%	(65)	13%	(95)	56%	(421)	746
4-Region: Northeast	21%	(82)	14%	(54)	16%	(62)	50%	(196)	394
4-Region: Midwest	17%	(80)	12%	(55)	11%	(52)	60%	(275)	462
4-Region: South	20%	(168)	9%	(74)	12%	(96)	59%	(487)	825
4-Region: West	24%	(126)	9%	(45)	15%	(80)	52%	(269)	520
Favorable of Trump	18%	(155)	11%	(97)	12%	(107)	59%	(517)	876
Unfavorable of Trump	25%	(281)	10%	(112)	14%	(158)	51%	(581)	1132

Continued on next page

Table BRD3: *In the past year, have you used a ride-hailing app, taxi cab, or both?*

Demographic	Ridehailing app		Taxi cab		Both a ridehailing app and taxi cab		Neither		Total N
Adults	21%	(456)	10%	(228)	13%	(290)	56%	(1227)	2201
Very Favorable of Trump	16%	(74)	10%	(49)	12%	(55)	62%	(296)	474
Somewhat Favorable of Trump	20%	(81)	12%	(48)	13%	(52)	55%	(221)	402
Somewhat Unfavorable of Trump	25%	(55)	8%	(18)	12%	(27)	56%	(125)	225
Very Unfavorable of Trump	25%	(226)	10%	(95)	14%	(131)	50%	(456)	908
Ride-hailing users	100%	(456)	—	(0)	—	(0)	—	(0)	456
Taxi users	—	(0)	100%	(228)	—	(0)	—	(0)	228
Ride hailing and taxi users	—	(0)	—	(0)	100%	(290)	—	(0)	290

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

Table BRD4: *In general, how often do you use ride-hailing apps?*

Demographic	Once a day		A few times a week		Once a week		Once or twice a month		A few times a year		Don't know/No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	2%	(17)	13%	(96)	6%	(43)	24%	(179)	51%	(383)	4%	(28)	746
Gender: Male	3%	(11)	14%	(54)	6%	(22)	24%	(91)	50%	(189)	3%	(10)	378
Gender: Female	2%	(6)	11%	(41)	6%	(22)	24%	(88)	53%	(194)	5%	(18)	369
Age: 18-29	4%	(10)	17%	(40)	7%	(16)	31%	(74)	39%	(95)	3%	(7)	241
Age: 30-44	2%	(4)	17%	(39)	9%	(20)	21%	(47)	48%	(106)	3%	(7)	223
Age: 45-54	—	(0)	8%	(9)	5%	(6)	24%	(27)	59%	(67)	4%	(4)	113
Age: 55-64	4%	(3)	5%	(4)	2%	(2)	21%	(19)	64%	(58)	5%	(5)	91
Age: 65+	—	(0)	5%	(4)	—	(0)	15%	(12)	73%	(57)	8%	(6)	79
Generation Z: 18-21	3%	(3)	19%	(17)	3%	(3)	31%	(27)	42%	(37)	2%	(2)	87
Millennial: Age 22-37	3%	(9)	16%	(46)	9%	(26)	24%	(68)	45%	(129)	3%	(8)	285
Generation X: Age 38-53	1%	(2)	12%	(24)	5%	(10)	27%	(51)	50%	(96)	4%	(8)	191
Boomers: Age 54-72	2%	(3)	6%	(10)	2%	(4)	17%	(30)	67%	(115)	6%	(10)	172
PID: Dem (no lean)	2%	(7)	15%	(44)	8%	(23)	23%	(66)	49%	(143)	2%	(7)	290
PID: Ind (no lean)	1%	(2)	11%	(24)	6%	(12)	28%	(59)	48%	(102)	6%	(13)	211
PID: Rep (no lean)	3%	(8)	11%	(28)	4%	(9)	22%	(54)	56%	(138)	4%	(9)	245
PID/Gender: Dem Men	3%	(4)	19%	(26)	10%	(14)	23%	(33)	43%	(60)	1%	(2)	139
PID/Gender: Dem Women	2%	(2)	12%	(18)	6%	(9)	22%	(34)	55%	(83)	3%	(5)	151
PID/Gender: Ind Men	2%	(2)	9%	(10)	5%	(5)	26%	(29)	53%	(59)	6%	(7)	111
PID/Gender: Ind Women	—	(0)	14%	(14)	7%	(7)	31%	(30)	43%	(43)	6%	(6)	100
PID/Gender: Rep Men	4%	(4)	14%	(18)	3%	(3)	23%	(30)	55%	(70)	1%	(2)	127
PID/Gender: Rep Women	3%	(3)	8%	(10)	5%	(6)	20%	(24)	58%	(69)	6%	(7)	118
Ideo: Liberal (1-3)	2%	(6)	17%	(52)	8%	(24)	24%	(75)	46%	(143)	3%	(8)	307
Ideo: Moderate (4)	3%	(6)	8%	(14)	7%	(11)	30%	(51)	49%	(84)	3%	(6)	173
Ideo: Conservative (5-7)	1%	(2)	10%	(18)	3%	(6)	19%	(37)	64%	(122)	3%	(6)	191
Educ: College	2%	(10)	14%	(62)	7%	(30)	26%	(118)	47%	(213)	5%	(22)	454
Educ: Bachelors degree	1%	(2)	11%	(21)	4%	(8)	22%	(41)	57%	(104)	4%	(6)	183
Educ: Post-grad	4%	(5)	12%	(13)	5%	(5)	18%	(20)	61%	(66)	—	(0)	109

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Table BRD4: In general, how often do you use ride-hailing apps?

Demographic	Once a day		A few times a week		Once a week		Once or twice a month		A few times a year		Don't know/No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	2%	(17)	13%	(96)	6%	(43)	24%	(179)	51%	(383)	4%	(28)	746
Income: Under 50k	3%	(12)	16%	(58)	8%	(29)	23%	(84)	45%	(164)	5%	(19)	365
Income: 50k-100k	—	(1)	9%	(20)	3%	(6)	27%	(60)	58%	(128)	3%	(6)	221
Income: 100k+	3%	(4)	11%	(18)	6%	(9)	22%	(35)	56%	(91)	2%	(3)	161
Ethnicity: White	3%	(14)	12%	(64)	4%	(22)	21%	(112)	56%	(296)	4%	(22)	529
Ethnicity: Hispanic	2%	(3)	21%	(34)	4%	(7)	24%	(38)	45%	(72)	4%	(6)	161
Ethnicity: Afr. Am.	2%	(2)	19%	(22)	12%	(14)	29%	(34)	34%	(40)	4%	(5)	117
Ethnicity: Other	1%	(1)	10%	(10)	8%	(8)	33%	(33)	46%	(46)	2%	(2)	100
Relig: Protestant	—	(0)	11%	(15)	6%	(8)	15%	(21)	65%	(89)	3%	(4)	137
Relig: Roman Catholic	3%	(5)	13%	(21)	4%	(7)	25%	(41)	55%	(90)	—	(1)	164
Relig: Something Else	3%	(2)	8%	(6)	9%	(6)	27%	(20)	54%	(41)	—	(0)	75
Relig: Jewish	4%	(1)	14%	(3)	—	(0)	13%	(3)	55%	(12)	14%	(3)	21
Relig: Evangelical	1%	(1)	15%	(26)	8%	(13)	19%	(32)	53%	(89)	5%	(8)	169
Relig: Non-Evang. Catholics	2%	(3)	9%	(19)	3%	(6)	25%	(50)	62%	(125)	—	(0)	204
Relig: All Christian	1%	(5)	12%	(45)	5%	(19)	22%	(82)	57%	(214)	2%	(8)	372
Relig: All Non-Christian	3%	(2)	8%	(6)	9%	(6)	27%	(20)	54%	(41)	—	(0)	75
Community: Urban	4%	(9)	17%	(40)	11%	(26)	27%	(66)	38%	(92)	4%	(11)	244
Community: Suburban	1%	(5)	12%	(41)	2%	(6)	25%	(87)	57%	(200)	3%	(11)	350
Community: Rural	2%	(4)	9%	(14)	7%	(11)	17%	(26)	60%	(91)	4%	(6)	152
Employ: Private Sector	1%	(3)	14%	(39)	7%	(19)	25%	(70)	53%	(152)	1%	(2)	285
Employ: Government	—	(0)	24%	(17)	10%	(7)	20%	(14)	45%	(31)	1%	(1)	69
Employ: Self-Employed	5%	(4)	14%	(12)	4%	(3)	24%	(19)	48%	(38)	6%	(4)	80
Employ: Homemaker	3%	(2)	21%	(12)	11%	(6)	24%	(13)	35%	(19)	6%	(4)	56
Employ: Student	3%	(2)	7%	(4)	3%	(2)	38%	(23)	47%	(28)	3%	(2)	60
Employ: Retired	4%	(3)	2%	(1)	—	(0)	14%	(10)	71%	(51)	9%	(7)	72
Employ: Unemployed	1%	(1)	7%	(4)	4%	(3)	27%	(17)	49%	(31)	11%	(7)	62
Employ: Other	5%	(3)	12%	(7)	7%	(4)	21%	(13)	52%	(33)	4%	(2)	63
Military HH: Yes	3%	(3)	15%	(15)	4%	(4)	21%	(22)	54%	(55)	2%	(2)	102
Military HH: No	2%	(14)	12%	(80)	6%	(39)	24%	(157)	51%	(328)	4%	(26)	645
RD/WT: Right Direction	4%	(11)	18%	(44)	6%	(15)	17%	(41)	54%	(135)	2%	(5)	251
RD/WT: Wrong Track	1%	(6)	10%	(51)	6%	(29)	28%	(138)	50%	(248)	5%	(24)	496

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Table BRD4: *In general, how often do you use ride-hailing apps?*

Demographic	Once a day		A few times a week		Once a week		Once or twice a month		A few times a year		Don't know/No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	2%	(17)	13%	(96)	6%	(43)	24%	(179)	51%	(383)	4%	(28)	746
Trump Job Approve	4%	(9)	11%	(27)	5%	(12)	21%	(53)	57%	(144)	3%	(7)	252
Trump Job Disapprove	1%	(5)	14%	(63)	6%	(27)	26%	(117)	49%	(222)	3%	(15)	449
Trump Job Strongly Approve	5%	(5)	13%	(13)	4%	(5)	18%	(19)	58%	(61)	3%	(3)	106
Trump Job Somewhat Approve	3%	(4)	9%	(14)	5%	(7)	23%	(34)	57%	(83)	3%	(4)	146
Trump Job Somewhat Disapprove	1%	(1)	19%	(22)	6%	(8)	23%	(27)	46%	(55)	5%	(6)	119
Trump Job Strongly Disapprove	1%	(3)	12%	(41)	6%	(19)	27%	(90)	51%	(166)	3%	(9)	329
#1 Issue: Economy	2%	(4)	12%	(28)	5%	(11)	27%	(60)	52%	(116)	3%	(6)	224
#1 Issue: Security	6%	(6)	10%	(11)	8%	(9)	17%	(20)	55%	(62)	3%	(4)	113
#1 Issue: Health Care	—	(1)	11%	(15)	6%	(7)	19%	(25)	61%	(80)	2%	(3)	130
#1 Issue: Medicare / Social Security	3%	(2)	9%	(6)	6%	(4)	22%	(16)	48%	(34)	13%	(9)	71
#1 Issue: Women's Issues	3%	(2)	14%	(8)	4%	(3)	31%	(19)	47%	(29)	2%	(1)	63
#1 Issue: Education	1%	(1)	27%	(20)	5%	(4)	32%	(24)	32%	(24)	3%	(2)	75
#1 Issue: Energy	3%	(1)	14%	(6)	10%	(5)	29%	(14)	44%	(21)	—	(0)	47
#1 Issue: Other	5%	(1)	3%	(1)	1%	(0)	9%	(2)	66%	(16)	16%	(4)	25
2016 Vote: Hillary Clinton	1%	(4)	15%	(41)	8%	(23)	23%	(65)	49%	(139)	4%	(12)	283
2016 Vote: Donald Trump	2%	(4)	12%	(22)	2%	(5)	20%	(37)	61%	(115)	3%	(6)	189
2016 Vote: Someone else	4%	(3)	13%	(11)	8%	(6)	25%	(21)	50%	(42)	1%	(1)	84
2016 Vote: Didnt Vote	4%	(7)	11%	(21)	5%	(9)	28%	(53)	47%	(88)	4%	(8)	186
Voted in 2014: Yes	2%	(9)	13%	(60)	6%	(26)	23%	(105)	53%	(248)	4%	(17)	464
Voted in 2014: No	3%	(9)	13%	(36)	6%	(18)	26%	(74)	48%	(135)	4%	(11)	282
2012 Vote: Barack Obama	1%	(3)	15%	(48)	6%	(19)	25%	(82)	50%	(163)	4%	(12)	328
2012 Vote: Mitt Romney	3%	(4)	10%	(14)	2%	(2)	16%	(21)	67%	(88)	2%	(3)	131
2012 Vote: Other	5%	(1)	—	(0)	11%	(3)	21%	(5)	61%	(15)	2%	(1)	25
2012 Vote: Didn't Vote	3%	(9)	13%	(34)	7%	(19)	27%	(70)	44%	(115)	5%	(13)	260
4-Region: Northeast	3%	(5)	17%	(24)	7%	(10)	18%	(26)	53%	(77)	1%	(2)	144
4-Region: Midwest	2%	(3)	7%	(9)	4%	(5)	28%	(36)	55%	(73)	5%	(6)	132
4-Region: South	3%	(7)	13%	(34)	6%	(15)	22%	(57)	51%	(135)	6%	(16)	264
4-Region: West	1%	(3)	14%	(29)	6%	(13)	29%	(59)	47%	(98)	2%	(5)	206
Favorable of Trump	5%	(13)	15%	(39)	6%	(15)	16%	(42)	55%	(144)	3%	(9)	262
Unfavorable of Trump	1%	(3)	12%	(51)	5%	(22)	28%	(122)	52%	(226)	3%	(15)	439

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Table BRD4: In general, how often do you use ride-hailing apps?

Demographic	Once a day		A few times a week		Once a week		Once or twice a month		A few times a year		Don't know/No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	2%	(17)	13%	(96)	6%	(43)	24%	(179)	51%	(383)	4%	(28)	746
Very Favorable of Trump	5%	(7)	19%	(24)	3%	(3)	19%	(24)	53%	(68)	2%	(3)	129
Somewhat Favorable of Trump	5%	(6)	11%	(15)	9%	(11)	14%	(18)	57%	(76)	5%	(6)	133
Somewhat Unfavorable of Trump	—	(0)	12%	(10)	4%	(4)	29%	(24)	53%	(44)	1%	(1)	82
Very Unfavorable of Trump	1%	(3)	11%	(41)	5%	(18)	27%	(98)	51%	(183)	4%	(14)	357
Ride-hailing users	3%	(13)	12%	(54)	5%	(22)	22%	(99)	56%	(256)	3%	(11)	456
Taxi users	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	0
Ride hailing and taxi users	2%	(4)	14%	(42)	7%	(21)	27%	(80)	44%	(127)	6%	(17)	290

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

Table BRD5: In general, how often do you use taxi cabs?

Demographic	Once a day		A few times a week		Once a week		Once or twice a month		A few times a year		Don't know/No opinion		Total N
	%	(n)	%	(n)	%	(n)	%	(n)	%	(n)	%	(n)	
Adults	1%	(6)	7%	(35)	6%	(29)	16%	(83)	61%	(317)	9%	(48)	518
Gender: Male	1%	(3)	7%	(19)	4%	(12)	16%	(44)	65%	(181)	7%	(21)	280
Gender: Female	1%	(2)	7%	(16)	7%	(17)	16%	(39)	57%	(136)	12%	(28)	238
Age: 18-29	2%	(2)	10%	(9)	11%	(10)	19%	(18)	50%	(46)	8%	(7)	91
Age: 30-44	1%	(2)	11%	(17)	10%	(16)	15%	(24)	56%	(87)	6%	(10)	155
Age: 45-54	1%	(1)	5%	(6)	3%	(3)	15%	(17)	69%	(75)	7%	(8)	110
Age: 55-64	—	(0)	2%	(2)	1%	(1)	18%	(16)	63%	(56)	17%	(15)	90
Age: 65+	2%	(2)	1%	(1)	—	(0)	12%	(9)	73%	(53)	11%	(8)	73
Generation Z: 18-21	4%	(2)	19%	(6)	13%	(4)	11%	(4)	40%	(13)	12%	(4)	34
Millennial: Age 22-37	—	(0)	8%	(12)	10%	(15)	19%	(28)	57%	(83)	5%	(7)	146
Generation X: Age 38-53	1%	(2)	8%	(13)	4%	(7)	15%	(26)	64%	(107)	8%	(14)	168
Boomers: Age 54-72	1%	(2)	2%	(3)	2%	(3)	16%	(25)	66%	(104)	14%	(22)	158
PID: Dem (no lean)	1%	(2)	7%	(13)	7%	(13)	18%	(35)	61%	(120)	6%	(11)	195
PID: Ind (no lean)	—	(0)	5%	(9)	7%	(11)	18%	(29)	62%	(101)	9%	(14)	164
PID: Rep (no lean)	2%	(3)	8%	(13)	3%	(5)	12%	(19)	61%	(96)	14%	(22)	159
PID/Gender: Dem Men	—	(0)	7%	(7)	5%	(5)	18%	(17)	66%	(65)	5%	(5)	99
PID/Gender: Dem Women	3%	(2)	7%	(6)	8%	(8)	19%	(18)	57%	(55)	7%	(7)	96
PID/Gender: Ind Men	—	(0)	4%	(4)	6%	(5)	18%	(17)	66%	(61)	6%	(5)	93
PID/Gender: Ind Women	—	(0)	6%	(5)	8%	(6)	17%	(12)	56%	(40)	13%	(9)	71
PID/Gender: Rep Men	4%	(3)	9%	(8)	2%	(2)	11%	(10)	62%	(54)	12%	(11)	88
PID/Gender: Rep Women	—	(0)	7%	(5)	5%	(4)	13%	(9)	59%	(42)	16%	(12)	71
Ideo: Liberal (1-3)	2%	(3)	13%	(26)	9%	(19)	14%	(28)	59%	(117)	3%	(7)	200
Ideo: Moderate (4)	1%	(1)	4%	(5)	7%	(10)	14%	(19)	65%	(90)	10%	(13)	138
Ideo: Conservative (5-7)	1%	(2)	2%	(2)	1%	(1)	18%	(23)	67%	(86)	11%	(15)	130
Educ: College	2%	(5)	7%	(21)	7%	(21)	18%	(55)	57%	(174)	11%	(33)	309
Educ: Bachelors degree	—	(0)	5%	(7)	4%	(6)	9%	(12)	72%	(94)	9%	(12)	131
Educ: Post-grad	1%	(1)	9%	(7)	3%	(2)	21%	(16)	62%	(49)	5%	(4)	79

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Table BRD5: *In general, how often do you use taxi cabs?*

Demographic	Once a day		A few times a week		Once a week		Once or twice a month		A few times a year		Don't know/No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	1%	(6)	7%	(35)	6%	(29)	16%	(83)	61%	(317)	9%	(48)	518
Income: Under 50k	2%	(5)	6%	(17)	7%	(21)	18%	(52)	54%	(153)	12%	(33)	281
Income: 50k-100k	—	(0)	8%	(11)	3%	(4)	14%	(19)	70%	(95)	5%	(6)	135
Income: 100k+	1%	(1)	6%	(6)	5%	(5)	13%	(13)	68%	(69)	8%	(8)	102
Ethnicity: White	2%	(5)	7%	(25)	3%	(12)	14%	(49)	64%	(230)	11%	(38)	359
Ethnicity: Hispanic	1%	(1)	9%	(9)	5%	(5)	17%	(17)	57%	(57)	12%	(12)	101
Ethnicity: Afr. Am.	—	(0)	9%	(8)	17%	(13)	26%	(21)	45%	(37)	2%	(2)	81
Ethnicity: Other	—	(0)	3%	(2)	5%	(4)	16%	(13)	65%	(50)	10%	(8)	78
Relig: Protestant	2%	(3)	7%	(8)	6%	(7)	9%	(10)	64%	(70)	11%	(12)	110
Relig: Roman Catholic	—	(0)	8%	(10)	3%	(4)	16%	(20)	63%	(81)	11%	(14)	129
Relig: Something Else	—	(0)	2%	(1)	—	(0)	29%	(13)	66%	(28)	3%	(1)	43
Relig: Jewish	—	(0)	11%	(1)	9%	(1)	6%	(1)	75%	(10)	—	(0)	14
Relig: Evangelical	3%	(4)	7%	(10)	5%	(7)	19%	(27)	55%	(79)	12%	(17)	144
Relig: Non-Evang. Catholics	—	(0)	5%	(8)	4%	(6)	12%	(19)	69%	(107)	10%	(15)	156
Relig: All Christian	1%	(4)	6%	(18)	4%	(12)	16%	(47)	62%	(186)	11%	(32)	299
Relig: All Non-Christian	—	(0)	2%	(1)	—	(0)	29%	(13)	66%	(28)	3%	(1)	43
Community: Urban	—	(1)	10%	(18)	8%	(13)	21%	(37)	54%	(94)	7%	(12)	176
Community: Suburban	2%	(3)	4%	(10)	4%	(8)	15%	(33)	65%	(140)	9%	(20)	214
Community: Rural	1%	(2)	5%	(7)	6%	(8)	10%	(13)	65%	(83)	12%	(16)	128
Employ: Private Sector	—	(1)	9%	(16)	8%	(15)	15%	(26)	64%	(114)	4%	(7)	178
Employ: Government	—	(0)	11%	(5)	15%	(7)	17%	(8)	47%	(23)	11%	(5)	50
Employ: Self-Employed	1%	(1)	6%	(3)	2%	(1)	12%	(5)	69%	(30)	10%	(4)	44
Employ: Homemaker	4%	(1)	11%	(4)	6%	(2)	10%	(4)	64%	(24)	6%	(2)	38
Employ: Student	6%	(2)	8%	(2)	—	(0)	19%	(5)	57%	(14)	9%	(2)	24
Employ: Retired	2%	(2)	2%	(1)	1%	(1)	13%	(10)	68%	(51)	13%	(10)	75
Employ: Unemployed	—	(0)	5%	(3)	7%	(4)	26%	(14)	46%	(26)	17%	(10)	57
Employ: Other	—	(0)	1%	(1)	—	(0)	19%	(10)	66%	(35)	13%	(7)	53
Military HH: Yes	—	(0)	6%	(5)	2%	(2)	24%	(19)	61%	(48)	7%	(6)	79
Military HH: No	1%	(6)	7%	(30)	6%	(28)	15%	(64)	61%	(269)	10%	(42)	439
RD/WT: Right Direction	1%	(3)	8%	(15)	4%	(7)	17%	(29)	60%	(105)	10%	(17)	176
RD/WT: Wrong Track	1%	(3)	6%	(20)	7%	(22)	16%	(54)	62%	(212)	9%	(31)	342

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Table BRD5: In general, how often do you use taxi cabs?

Demographic	Once a day		A few times a week		Once a week		Once or twice a month		A few times a year		Don't know/No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	1%	(6)	7%	(35)	6%	(29)	16%	(83)	61%	(317)	9%	(48)	518
Trump Job Approve	1%	(2)	7%	(13)	5%	(10)	16%	(31)	61%	(121)	10%	(20)	199
Trump Job Disapprove	1%	(4)	7%	(19)	6%	(16)	17%	(50)	62%	(179)	7%	(21)	288
Trump Job Strongly Approve	3%	(2)	9%	(8)	5%	(4)	11%	(10)	60%	(52)	12%	(10)	87
Trump Job Somewhat Approve	—	(0)	5%	(6)	5%	(6)	19%	(22)	62%	(69)	9%	(10)	112
Trump Job Somewhat Disapprove	3%	(2)	9%	(6)	9%	(6)	19%	(14)	55%	(41)	6%	(5)	74
Trump Job Strongly Disapprove	1%	(2)	6%	(13)	4%	(10)	17%	(36)	64%	(138)	8%	(16)	215
#1 Issue: Economy	—	(0)	7%	(12)	8%	(13)	16%	(27)	61%	(105)	8%	(14)	171
#1 Issue: Security	1%	(1)	11%	(7)	—	(0)	17%	(11)	62%	(41)	9%	(6)	67
#1 Issue: Health Care	—	(0)	6%	(5)	3%	(2)	15%	(12)	68%	(56)	8%	(7)	82
#1 Issue: Medicare / Social Security	2%	(2)	1%	(1)	6%	(4)	18%	(12)	60%	(41)	12%	(8)	68
#1 Issue: Women's Issues	—	(0)	12%	(4)	6%	(2)	11%	(4)	69%	(25)	2%	(1)	37
#1 Issue: Education	4%	(2)	4%	(2)	9%	(4)	23%	(10)	47%	(20)	12%	(5)	42
#1 Issue: Energy	6%	(2)	5%	(2)	8%	(2)	21%	(6)	54%	(15)	6%	(2)	27
#1 Issue: Other	—	(0)	8%	(2)	8%	(2)	2%	(0)	60%	(14)	23%	(5)	24
2016 Vote: Hillary Clinton	1%	(2)	5%	(10)	6%	(13)	16%	(32)	66%	(130)	5%	(10)	196
2016 Vote: Donald Trump	2%	(2)	6%	(9)	4%	(5)	13%	(19)	61%	(89)	14%	(21)	146
2016 Vote: Someone else	—	(0)	11%	(4)	2%	(1)	19%	(8)	61%	(24)	8%	(3)	40
2016 Vote: Didn't Vote	1%	(1)	8%	(11)	7%	(10)	18%	(24)	55%	(74)	11%	(14)	134
Voted in 2014: Yes	1%	(5)	6%	(21)	5%	(16)	17%	(59)	63%	(220)	8%	(29)	349
Voted in 2014: No	1%	(1)	8%	(14)	8%	(13)	14%	(24)	58%	(97)	11%	(19)	169
2012 Vote: Barack Obama	2%	(4)	5%	(11)	6%	(14)	18%	(42)	64%	(151)	7%	(16)	237
2012 Vote: Mitt Romney	1%	(1)	6%	(6)	2%	(2)	11%	(10)	69%	(65)	11%	(10)	95
2012 Vote: Other	—	(0)	4%	(1)	3%	(1)	15%	(4)	70%	(17)	7%	(2)	24
2012 Vote: Didn't Vote	1%	(1)	10%	(17)	8%	(13)	17%	(27)	51%	(82)	12%	(20)	160
4-Region: Northeast	—	(1)	11%	(12)	9%	(10)	11%	(13)	61%	(70)	8%	(10)	116
4-Region: Midwest	—	(0)	6%	(6)	3%	(3)	18%	(19)	67%	(72)	6%	(6)	107
4-Region: South	3%	(4)	6%	(10)	7%	(13)	20%	(33)	49%	(84)	15%	(25)	170
4-Region: West	1%	(1)	5%	(6)	3%	(4)	14%	(17)	73%	(91)	5%	(7)	126
Favorable of Trump	2%	(3)	8%	(17)	4%	(8)	12%	(25)	62%	(126)	12%	(24)	204
Unfavorable of Trump	1%	(2)	5%	(14)	6%	(15)	19%	(51)	64%	(173)	6%	(15)	270

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Table BRD5: *In general, how often do you use taxi cabs?*

Demographic	Once a day		A few times a week		Once a week		Once or twice a month		A few times a year		Don't know/No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	1%	(6)	7%	(35)	6%	(29)	16%	(83)	61%	(317)	9%	(48)	518
Very Favorable of Trump	3%	(3)	12%	(12)	2%	(2)	14%	(14)	60%	(62)	10%	(10)	104
Somewhat Favorable of Trump	—	(0)	5%	(5)	6%	(6)	11%	(11)	64%	(64)	14%	(14)	100
Somewhat Unfavorable of Trump	1%	(0)	10%	(4)	2%	(1)	18%	(8)	67%	(30)	2%	(1)	45
Very Unfavorable of Trump	1%	(2)	5%	(10)	6%	(14)	19%	(43)	63%	(143)	6%	(14)	226
Ride-hailing users	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	0
Taxi users	2%	(4)	4%	(8)	4%	(9)	16%	(36)	64%	(145)	11%	(26)	228
Ride hailing and taxi users	1%	(2)	9%	(26)	7%	(20)	16%	(47)	59%	(172)	8%	(22)	290

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

Table BRD6_1: How safe do you feel as a passenger when using a:
Ride-hailing app

Demographic	Very safe		Somewhat safe		Somewhat unsafe		Very unsafe		Don't know/No Opinion		Total N
Adults	14%	(306)	33%	(725)	13%	(297)	8%	(179)	32%	(695)	2201
Gender: Male	16%	(175)	35%	(370)	11%	(118)	8%	(80)	30%	(319)	1062
Gender: Female	11%	(130)	31%	(355)	16%	(179)	9%	(99)	33%	(375)	1139
Age: 18-29	17%	(80)	35%	(170)	15%	(71)	8%	(41)	25%	(121)	482
Age: 30-44	17%	(93)	36%	(190)	12%	(65)	8%	(44)	26%	(140)	531
Age: 45-54	12%	(43)	33%	(123)	14%	(52)	7%	(25)	34%	(126)	369
Age: 55-64	14%	(55)	29%	(111)	15%	(58)	8%	(32)	33%	(126)	382
Age: 65+	8%	(34)	30%	(132)	12%	(51)	9%	(38)	42%	(182)	436
Generation Z: 18-21	16%	(28)	32%	(57)	15%	(26)	8%	(15)	29%	(53)	179
Millennial: Age 22-37	19%	(113)	36%	(218)	13%	(78)	9%	(55)	24%	(143)	608
Generation X: Age 38-53	13%	(73)	34%	(191)	14%	(79)	7%	(39)	33%	(186)	568
Boomers: Age 54-72	12%	(88)	31%	(232)	13%	(100)	8%	(61)	36%	(269)	750
PID: Dem (no lean)	15%	(118)	36%	(278)	10%	(79)	8%	(58)	30%	(231)	764
PID: Ind (no lean)	12%	(74)	34%	(213)	16%	(103)	7%	(43)	32%	(201)	635
PID: Rep (no lean)	14%	(114)	29%	(233)	14%	(115)	10%	(78)	33%	(263)	802
PID/Gender: Dem Men	17%	(62)	38%	(133)	6%	(23)	9%	(33)	29%	(103)	354
PID/Gender: Dem Women	14%	(57)	35%	(145)	14%	(56)	6%	(24)	31%	(128)	410
PID/Gender: Ind Men	15%	(49)	36%	(119)	14%	(48)	5%	(16)	30%	(101)	333
PID/Gender: Ind Women	8%	(25)	31%	(94)	18%	(56)	9%	(27)	33%	(100)	302
PID/Gender: Rep Men	17%	(64)	31%	(118)	13%	(47)	8%	(31)	31%	(115)	376
PID/Gender: Rep Women	12%	(49)	27%	(115)	16%	(67)	11%	(48)	35%	(147)	427
Ideo: Liberal (1-3)	17%	(121)	38%	(267)	12%	(83)	7%	(50)	25%	(174)	694
Ideo: Moderate (4)	13%	(67)	35%	(177)	13%	(65)	8%	(41)	31%	(158)	508
Ideo: Conservative (5-7)	13%	(95)	31%	(216)	15%	(105)	9%	(66)	32%	(224)	706
Educ: College	12%	(184)	30%	(453)	14%	(211)	8%	(127)	36%	(538)	1513
Educ: Bachelors degree	18%	(80)	38%	(168)	13%	(60)	8%	(34)	23%	(101)	444
Educ: Post-grad	17%	(41)	42%	(103)	11%	(26)	7%	(18)	23%	(56)	244

Continued on next page

Table BRD6_1: How safe do you feel as a passenger when using a:
Ride-hailing app

Demographic	Very safe		Somewhat safe		Somewhat unsafe		Very unsafe		Don't know/No Opinion		Total N
Adults	14%	(306)	33%	(725)	13%	(297)	8%	(179)	32%	(695)	2201
Income: Under 50k	13%	(170)	27%	(354)	14%	(186)	10%	(124)	35%	(456)	1290
Income: 50k-100k	13%	(77)	38%	(233)	13%	(79)	7%	(42)	29%	(174)	605
Income: 100k+	19%	(59)	45%	(138)	10%	(32)	4%	(12)	21%	(65)	307
Ethnicity: White	13%	(220)	32%	(553)	14%	(244)	9%	(149)	32%	(557)	1723
Ethnicity: Hispanic	16%	(57)	39%	(135)	16%	(55)	6%	(22)	23%	(81)	350
Ethnicity: Afr. Am.	18%	(50)	34%	(94)	9%	(25)	8%	(21)	30%	(84)	274
Ethnicity: Other	17%	(35)	38%	(77)	14%	(28)	5%	(9)	27%	(55)	204
Relig: Protestant	12%	(60)	31%	(150)	16%	(77)	7%	(35)	34%	(163)	485
Relig: Roman Catholic	15%	(64)	41%	(179)	12%	(53)	8%	(35)	24%	(106)	436
Relig: Something Else	11%	(24)	31%	(70)	16%	(37)	8%	(19)	34%	(75)	225
Relig: Jewish	25%	(11)	50%	(23)	7%	(3)	4%	(2)	15%	(7)	46
Relig: Evangelical	16%	(93)	26%	(157)	15%	(89)	10%	(61)	33%	(194)	595
Relig: Non-Evang. Catholics	13%	(77)	40%	(234)	13%	(76)	7%	(39)	28%	(167)	593
Relig: All Christian	14%	(170)	33%	(392)	14%	(165)	8%	(100)	30%	(361)	1188
Relig: All Non-Christian	11%	(24)	31%	(70)	16%	(37)	8%	(19)	34%	(75)	225
Community: Urban	17%	(94)	36%	(199)	11%	(63)	6%	(36)	29%	(160)	553
Community: Suburban	15%	(149)	34%	(336)	14%	(136)	7%	(73)	29%	(284)	978
Community: Rural	9%	(62)	28%	(189)	15%	(98)	11%	(71)	37%	(251)	670
Employ: Private Sector	17%	(106)	42%	(267)	13%	(80)	6%	(40)	22%	(143)	636
Employ: Government	17%	(24)	39%	(55)	11%	(16)	9%	(13)	24%	(34)	143
Employ: Self-Employed	18%	(37)	36%	(71)	16%	(31)	8%	(15)	23%	(45)	199
Employ: Homemaker	10%	(19)	32%	(62)	12%	(23)	9%	(17)	37%	(72)	194
Employ: Student	14%	(16)	35%	(39)	16%	(18)	8%	(9)	26%	(29)	112
Employ: Retired	9%	(41)	25%	(117)	14%	(63)	10%	(46)	42%	(194)	460
Employ: Unemployed	11%	(22)	31%	(62)	11%	(21)	9%	(18)	39%	(78)	202
Employ: Other	16%	(41)	20%	(52)	17%	(44)	7%	(19)	39%	(99)	255
Military HH: Yes	13%	(49)	33%	(119)	12%	(42)	7%	(24)	35%	(129)	363
Military HH: No	14%	(257)	33%	(606)	14%	(254)	8%	(155)	31%	(566)	1838
RD/WT: Right Direction	15%	(123)	31%	(258)	12%	(96)	10%	(81)	33%	(271)	829
RD/WT: Wrong Track	13%	(183)	34%	(467)	15%	(201)	7%	(98)	31%	(424)	1372

Continued on next page

Table BRD6_1: How safe do you feel as a passenger when using a:
Ride-hailing app

Demographic	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't know/No Opinion	Total N
Adults	14% (306)	33% (725)	13% (297)	8% (179)	32% (695)	2201
Trump Job Approve	15% (129)	30% (263)	14% (127)	10% (87)	32% (281)	888
Trump Job Disapprove	14% (161)	37% (422)	13% (153)	7% (83)	29% (333)	1152
Trump Job Strongly Approve	15% (65)	26% (111)	12% (52)	12% (51)	36% (156)	434
Trump Job Somewhat Approve	14% (64)	34% (153)	17% (75)	8% (36)	28% (125)	454
Trump Job Somewhat Disapprove	14% (42)	41% (121)	15% (46)	7% (20)	23% (68)	297
Trump Job Strongly Disapprove	14% (120)	35% (301)	13% (107)	7% (62)	31% (265)	855
#1 Issue: Economy	13% (84)	36% (235)	13% (83)	6% (40)	32% (204)	646
#1 Issue: Security	17% (57)	28% (96)	15% (49)	9% (31)	31% (106)	340
#1 Issue: Health Care	12% (42)	36% (129)	14% (48)	10% (35)	29% (103)	357
#1 Issue: Medicare / Social Security	10% (35)	33% (116)	13% (47)	10% (36)	34% (121)	355
#1 Issue: Women's Issues	18% (23)	29% (38)	15% (20)	10% (13)	28% (37)	130
#1 Issue: Education	20% (32)	33% (55)	13% (21)	7% (12)	27% (44)	164
#1 Issue: Energy	25% (25)	31% (32)	13% (14)	4% (4)	27% (28)	102
#1 Issue: Other	7% (7)	23% (25)	14% (15)	8% (9)	48% (52)	108
2016 Vote: Hillary Clinton	15% (108)	39% (272)	11% (80)	6% (43)	28% (200)	703
2016 Vote: Donald Trump	15% (104)	28% (200)	15% (107)	10% (70)	31% (220)	701
2016 Vote: Someone else	19% (36)	33% (64)	13% (26)	5% (10)	29% (55)	191
2016 Vote: Didnt Vote	9% (56)	31% (186)	13% (80)	9% (56)	37% (219)	597
Voted in 2014: Yes	15% (206)	34% (474)	12% (171)	8% (108)	30% (416)	1375
Voted in 2014: No	12% (100)	30% (251)	15% (125)	9% (71)	34% (278)	826
2012 Vote: Barack Obama	15% (131)	36% (306)	13% (110)	7% (62)	28% (238)	847
2012 Vote: Mitt Romney	13% (65)	32% (161)	14% (69)	9% (44)	33% (164)	504
2012 Vote: Other	10% (10)	30% (31)	17% (17)	11% (11)	33% (33)	101
2012 Vote: Didn't Vote	13% (98)	30% (226)	13% (100)	8% (63)	35% (258)	746
4-Region: Northeast	19% (76)	33% (128)	12% (48)	4% (15)	32% (125)	394
4-Region: Midwest	10% (45)	32% (146)	14% (66)	13% (59)	32% (147)	462
4-Region: South	13% (106)	30% (250)	15% (124)	9% (76)	33% (269)	825
4-Region: West	15% (78)	39% (201)	11% (58)	5% (29)	30% (154)	520
Favorable of Trump	16% (139)	29% (257)	14% (126)	9% (81)	31% (273)	876
Unfavorable of Trump	13% (152)	38% (431)	14% (156)	7% (82)	27% (311)	1132

Continued on next page

Table BRD6_1: How safe do you feel as a passenger when using a:
Ride-hailing app

Demographic	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't know/No Opinion	Total N
Adults	14% (306)	33% (725)	13% (297)	8% (179)	32% (695)	2201
Very Favorable of Trump	16% (77)	25% (119)	13% (60)	11% (51)	35% (167)	474
Somewhat Favorable of Trump	15% (61)	34% (138)	17% (66)	7% (30)	26% (106)	402
Somewhat Unfavorable of Trump	10% (23)	44% (99)	15% (33)	7% (15)	25% (55)	225
Very Unfavorable of Trump	14% (129)	37% (333)	14% (123)	7% (67)	28% (256)	908
Ride-hailing users	32% (147)	57% (260)	9% (39)	1% (5)	1% (5)	456
Taxi users	9% (21)	25% (58)	16% (37)	8% (19)	41% (93)	228
Ride hailing and taxi users	32% (92)	56% (163)	7% (20)	3% (9)	2% (7)	290

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

Table BRD6_4: How safe do you feel as a passenger when using a:
Taxi cab

Demographic	Very safe		Somewhat safe		Somewhat unsafe		Very unsafe		Don't know/No Opinion		Total N
Adults	15%	(320)	40%	(890)	15%	(328)	6%	(142)	24%	(522)	2201
Gender: Male	18%	(192)	43%	(458)	13%	(143)	5%	(52)	20%	(217)	1062
Gender: Female	11%	(128)	38%	(432)	16%	(185)	8%	(90)	27%	(304)	1139
Age: 18-29	12%	(58)	27%	(131)	21%	(99)	10%	(49)	30%	(145)	482
Age: 30-44	15%	(80)	40%	(215)	16%	(87)	7%	(35)	22%	(115)	531
Age: 45-54	15%	(57)	46%	(168)	13%	(50)	7%	(24)	19%	(70)	369
Age: 55-64	16%	(62)	46%	(176)	11%	(42)	6%	(24)	20%	(78)	382
Age: 65+	14%	(63)	46%	(200)	11%	(50)	2%	(10)	26%	(114)	436
Generation Z: 18-21	13%	(24)	15%	(27)	22%	(39)	10%	(18)	40%	(71)	179
Millennial: Age 22-37	13%	(80)	36%	(220)	19%	(117)	8%	(51)	23%	(139)	608
Generation X: Age 38-53	16%	(90)	44%	(250)	13%	(75)	6%	(37)	21%	(116)	568
Boomers: Age 54-72	15%	(114)	47%	(355)	11%	(85)	5%	(35)	22%	(162)	750
PID: Dem (no lean)	17%	(133)	41%	(316)	14%	(105)	6%	(49)	21%	(161)	764
PID: Ind (no lean)	13%	(83)	43%	(273)	15%	(94)	6%	(39)	23%	(145)	635
PID: Rep (no lean)	13%	(104)	38%	(301)	16%	(129)	7%	(53)	27%	(216)	802
PID/Gender: Dem Men	21%	(74)	44%	(155)	11%	(40)	6%	(21)	18%	(64)	354
PID/Gender: Dem Women	14%	(59)	39%	(161)	16%	(65)	7%	(28)	24%	(97)	410
PID/Gender: Ind Men	16%	(54)	47%	(155)	12%	(40)	5%	(16)	20%	(67)	333
PID/Gender: Ind Women	9%	(29)	39%	(118)	18%	(54)	8%	(23)	26%	(79)	302
PID/Gender: Rep Men	17%	(64)	39%	(147)	17%	(63)	4%	(15)	23%	(87)	376
PID/Gender: Rep Women	9%	(40)	36%	(154)	16%	(66)	9%	(38)	30%	(129)	427
Ideo: Liberal (1-3)	18%	(123)	43%	(295)	16%	(111)	7%	(49)	17%	(116)	694
Ideo: Moderate (4)	13%	(66)	45%	(228)	13%	(65)	6%	(30)	24%	(120)	508
Ideo: Conservative (5-7)	15%	(104)	41%	(288)	16%	(115)	6%	(41)	22%	(156)	706
Educ: College	13%	(195)	36%	(551)	16%	(237)	7%	(113)	28%	(417)	1513
Educ: Bachelors degree	15%	(65)	51%	(226)	14%	(64)	4%	(16)	16%	(72)	444
Educ: Post-grad	25%	(60)	46%	(113)	11%	(27)	5%	(12)	13%	(32)	244

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Table BRD6_4: How safe do you feel as a passenger when using a:
Taxi cab

Demographic	Very safe		Somewhat safe		Somewhat unsafe		Very unsafe		Don't know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	15%	(320)	40%	(890)	15%	(328)	6%	(142)	24%	(522)	2201
Income: Under 50k	14%	(184)	36%	(467)	15%	(199)	8%	(100)	26%	(339)	1290
Income: 50k-100k	13%	(81)	46%	(279)	14%	(84)	5%	(31)	21%	(129)	605
Income: 100k+	18%	(54)	47%	(144)	15%	(45)	4%	(11)	17%	(54)	307
Ethnicity: White	13%	(231)	40%	(684)	16%	(271)	7%	(115)	25%	(422)	1723
Ethnicity: Hispanic	16%	(57)	38%	(134)	16%	(56)	8%	(27)	21%	(75)	350
Ethnicity: Afr. Am.	22%	(60)	41%	(112)	10%	(27)	6%	(17)	21%	(59)	274
Ethnicity: Other	14%	(29)	46%	(94)	15%	(30)	5%	(10)	20%	(41)	204
Relig: Protestant	13%	(65)	45%	(219)	15%	(72)	5%	(25)	21%	(104)	485
Relig: Roman Catholic	18%	(79)	48%	(211)	12%	(52)	5%	(23)	16%	(71)	436
Relig: Something Else	11%	(24)	35%	(79)	17%	(39)	7%	(16)	30%	(67)	225
Relig: Jewish	22%	(10)	49%	(22)	21%	(10)	—	(0)	9%	(4)	46
Relig: Evangelical	17%	(100)	41%	(242)	15%	(87)	7%	(42)	21%	(124)	595
Relig: Non-Evang. Catholics	15%	(86)	48%	(286)	13%	(76)	5%	(28)	19%	(116)	593
Relig: All Christian	16%	(186)	44%	(529)	14%	(163)	6%	(70)	20%	(240)	1188
Relig: All Non-Christian	11%	(24)	35%	(79)	17%	(39)	7%	(16)	30%	(67)	225
Community: Urban	18%	(98)	43%	(235)	13%	(70)	7%	(39)	20%	(110)	553
Community: Suburban	16%	(153)	41%	(397)	15%	(147)	6%	(60)	23%	(221)	978
Community: Rural	10%	(69)	38%	(258)	16%	(110)	6%	(43)	28%	(191)	670
Employ: Private Sector	17%	(105)	44%	(281)	15%	(96)	5%	(34)	19%	(121)	636
Employ: Government	22%	(32)	41%	(58)	14%	(20)	6%	(9)	17%	(24)	143
Employ: Self-Employed	15%	(30)	46%	(92)	16%	(33)	8%	(15)	15%	(29)	199
Employ: Homemaker	7%	(14)	39%	(76)	17%	(33)	4%	(9)	32%	(63)	194
Employ: Student	12%	(14)	26%	(29)	24%	(27)	6%	(6)	31%	(35)	112
Employ: Retired	12%	(55)	45%	(206)	11%	(50)	5%	(25)	27%	(124)	460
Employ: Unemployed	15%	(30)	29%	(58)	13%	(27)	12%	(23)	32%	(64)	202
Employ: Other	15%	(39)	35%	(90)	17%	(43)	8%	(21)	25%	(63)	255
Military HH: Yes	15%	(56)	43%	(155)	15%	(53)	5%	(20)	22%	(80)	363
Military HH: No	14%	(264)	40%	(736)	15%	(275)	7%	(122)	24%	(441)	1838
RD/WT: Right Direction	16%	(136)	38%	(318)	15%	(128)	6%	(52)	23%	(194)	829
RD/WT: Wrong Track	13%	(183)	42%	(572)	15%	(200)	7%	(90)	24%	(327)	1372

Continued on next page

Table BRD6_4: How safe do you feel as a passenger when using a:
Taxi cab

Demographic	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't know/No Opinion	Total N
Adults	15% (320)	40% (890)	15% (328)	6% (142)	24% (522)	2201
Trump Job Approve	16% (139)	39% (349)	16% (143)	7% (60)	22% (197)	888
Trump Job Disapprove	14% (165)	43% (494)	14% (164)	6% (72)	22% (257)	1152
Trump Job Strongly Approve	19% (84)	33% (145)	14% (62)	7% (32)	26% (112)	434
Trump Job Somewhat Approve	12% (55)	45% (204)	18% (81)	6% (28)	19% (85)	454
Trump Job Somewhat Disapprove	13% (39)	42% (124)	15% (45)	6% (19)	23% (70)	297
Trump Job Strongly Disapprove	15% (126)	43% (370)	14% (119)	6% (53)	22% (187)	855
#1 Issue: Economy	14% (92)	43% (276)	15% (97)	5% (34)	23% (148)	646
#1 Issue: Security	14% (49)	43% (146)	15% (50)	6% (21)	22% (74)	340
#1 Issue: Health Care	15% (55)	37% (131)	14% (49)	9% (31)	25% (91)	357
#1 Issue: Medicare / Social Security	15% (52)	47% (166)	12% (41)	8% (29)	19% (67)	355
#1 Issue: Women's Issues	13% (17)	32% (42)	15% (19)	10% (13)	30% (39)	130
#1 Issue: Education	22% (36)	36% (58)	16% (26)	5% (7)	23% (37)	164
#1 Issue: Energy	11% (11)	34% (35)	27% (27)	5% (5)	24% (24)	102
#1 Issue: Other	8% (9)	34% (37)	17% (19)	2% (2)	39% (42)	108
2016 Vote: Hillary Clinton	19% (131)	45% (316)	12% (81)	5% (38)	20% (137)	703
2016 Vote: Donald Trump	14% (100)	41% (290)	17% (118)	6% (39)	22% (154)	701
2016 Vote: Someone else	14% (27)	39% (75)	13% (25)	6% (11)	28% (54)	191
2016 Vote: Didnt Vote	10% (59)	35% (207)	17% (104)	9% (52)	29% (175)	597
Voted in 2014: Yes	17% (228)	43% (597)	14% (195)	5% (70)	21% (286)	1375
Voted in 2014: No	11% (92)	36% (293)	16% (133)	9% (72)	28% (235)	826
2012 Vote: Barack Obama	19% (162)	45% (383)	13% (109)	5% (44)	18% (150)	847
2012 Vote: Mitt Romney	13% (67)	43% (217)	17% (85)	4% (21)	23% (114)	504
2012 Vote: Other	8% (8)	49% (49)	9% (9)	9% (9)	25% (25)	101
2012 Vote: Didn't Vote	11% (83)	32% (240)	17% (124)	9% (67)	31% (231)	746
4-Region: Northeast	19% (73)	44% (172)	13% (51)	4% (14)	21% (83)	394
4-Region: Midwest	11% (53)	42% (194)	17% (79)	8% (36)	22% (101)	462
4-Region: South	13% (111)	37% (308)	16% (128)	8% (65)	26% (212)	825
4-Region: West	16% (83)	42% (216)	13% (69)	5% (26)	24% (126)	520
Favorable of Trump	15% (131)	40% (353)	16% (138)	6% (54)	23% (200)	876
Unfavorable of Trump	15% (175)	43% (485)	14% (161)	7% (78)	21% (233)	1132

Continued on next page

Table BRD6_4: How safe do you feel as a passenger when using a:
Taxi cab

Demographic	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't know/No Opinion	Total N
Adults	15% (320)	40% (890)	15% (328)	6% (142)	24% (522)	2201
Very Favorable of Trump	18% (85)	34% (160)	16% (74)	6% (30)	26% (125)	474
Somewhat Favorable of Trump	11% (46)	48% (193)	16% (64)	6% (24)	19% (75)	402
Somewhat Unfavorable of Trump	10% (23)	47% (105)	17% (38)	7% (16)	19% (43)	225
Very Unfavorable of Trump	17% (152)	42% (380)	14% (123)	7% (62)	21% (190)	908
Ride-hailing users	18% (81)	40% (183)	18% (80)	6% (27)	19% (84)	456
Taxi users	32% (73)	53% (121)	10% (23)	2% (4)	3% (7)	228
Ride hailing and taxi users	24% (70)	56% (164)	13% (38)	5% (15)	1% (4)	290

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

Table BRD7_12: *Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When ride-hailing apps are surge pricing, meaning prices are increased due to demand*

Demographic	Taxi cab	Ridehailing app (ie, Uber, Lyft)	Don't know/No Opinion	Total N
Adults	30% (655)	22% (483)	48% (1063)	2201
Gender: Male	31% (328)	24% (252)	45% (483)	1062
Gender: Female	29% (326)	20% (231)	51% (581)	1139
Age: 18-29	29% (139)	29% (138)	43% (205)	482
Age: 30-44	30% (161)	28% (148)	42% (222)	531
Age: 45-54	31% (115)	22% (83)	46% (171)	369
Age: 55-64	29% (109)	15% (59)	56% (214)	382
Age: 65+	30% (130)	13% (55)	58% (252)	436
Generation Z: 18-21	26% (46)	29% (52)	45% (81)	179
Millennial: Age 22-37	30% (182)	29% (179)	41% (246)	608
Generation X: Age 38-53	32% (182)	23% (130)	45% (255)	568
Boomers: Age 54-72	29% (220)	15% (114)	55% (416)	750
PID: Dem (no lean)	34% (257)	24% (185)	42% (322)	764
PID: Ind (no lean)	28% (179)	22% (140)	50% (316)	635
PID: Rep (no lean)	27% (219)	20% (158)	53% (425)	802
PID/Gender: Dem Men	34% (119)	27% (95)	40% (140)	354
PID/Gender: Dem Women	34% (138)	22% (90)	44% (182)	410
PID/Gender: Ind Men	30% (99)	21% (71)	49% (163)	333
PID/Gender: Ind Women	26% (79)	23% (70)	51% (153)	302
PID/Gender: Rep Men	29% (110)	23% (86)	48% (180)	376
PID/Gender: Rep Women	26% (109)	17% (72)	58% (246)	427
Ideo: Liberal (1-3)	34% (233)	30% (211)	36% (251)	694
Ideo: Moderate (4)	32% (164)	18% (94)	49% (250)	508
Ideo: Conservative (5-7)	30% (212)	18% (130)	52% (364)	706
Educ: College	26% (400)	21% (317)	53% (795)	1513
Educ: Bachelors degree	36% (158)	26% (115)	38% (171)	444
Educ: Post-grad	40% (96)	21% (51)	40% (97)	244

Continued on next page

Table BRD7_12: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When ride-hailing apps are surge pricing, meaning prices are increased due to demand

Demographic	Taxi cab	Ridehailing app (ie, Uber, Lyft)	Don't know/No Opinion	Total N
Adults	30% (655)	22% (483)	48% (1063)	2201
Income: Under 50k	26% (341)	21% (274)	52% (675)	1290
Income: 50k-100k	35% (213)	20% (121)	45% (270)	605
Income: 100k+	33% (101)	29% (88)	39% (118)	307
Ethnicity: White	30% (522)	19% (327)	51% (873)	1723
Ethnicity: Hispanic	24% (84)	28% (100)	47% (166)	350
Ethnicity: Afr. Am.	27% (75)	33% (91)	39% (108)	274
Ethnicity: Other	28% (57)	32% (64)	41% (83)	204
Relig: Protestant	34% (164)	18% (87)	48% (234)	485
Relig: Roman Catholic	32% (138)	24% (105)	44% (193)	436
Relig: Something Else	25% (56)	24% (54)	51% (114)	225
Relig: Jewish	29% (13)	23% (10)	49% (22)	46
Relig: Evangelical	30% (176)	19% (113)	51% (306)	595
Relig: Non-Evang. Catholics	34% (203)	22% (127)	44% (262)	593
Relig: All Christian	32% (379)	20% (241)	48% (568)	1188
Relig: All Non-Christian	25% (56)	24% (54)	51% (114)	225
Community: Urban	30% (168)	26% (143)	44% (242)	553
Community: Suburban	31% (307)	23% (225)	46% (446)	978
Community: Rural	27% (180)	17% (115)	56% (375)	670
Employ: Private Sector	32% (206)	29% (184)	39% (245)	636
Employ: Government	34% (49)	35% (50)	31% (44)	143
Employ: Self-Employed	37% (73)	20% (39)	43% (87)	199
Employ: Homemaker	25% (49)	22% (43)	53% (102)	194
Employ: Student	28% (32)	30% (34)	42% (46)	112
Employ: Retired	28% (129)	12% (55)	60% (276)	460
Employ: Unemployed	26% (52)	17% (34)	57% (115)	202
Employ: Other	25% (64)	17% (43)	58% (148)	255
Military HH: Yes	35% (126)	17% (62)	48% (175)	363
Military HH: No	29% (528)	23% (421)	48% (889)	1838
RD/WT: Right Direction	28% (232)	22% (181)	50% (416)	829
RD/WT: Wrong Track	31% (422)	22% (302)	47% (648)	1372

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Table BRD7_12: *Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When ride-hailing apps are surge pricing, meaning prices are increased due to demand*

Demographic	Taxi cab	Ridehailing app (ie, Uber, Lyft)	Don't know/No Opinion	Total N
Adults	30% (655)	22% (483)	48% (1063)	2201
Trump Job Approve	30% (263)	20% (176)	51% (449)	888
Trump Job Disapprove	31% (359)	25% (283)	44% (510)	1152
Trump Job Strongly Approve	28% (122)	20% (88)	51% (223)	434
Trump Job Somewhat Approve	31% (141)	19% (87)	50% (226)	454
Trump Job Somewhat Disapprove	26% (77)	27% (79)	48% (142)	297
Trump Job Strongly Disapprove	33% (282)	24% (204)	43% (369)	855
#1 Issue: Economy	31% (202)	22% (140)	47% (304)	646
#1 Issue: Security	30% (102)	26% (88)	44% (149)	340
#1 Issue: Health Care	32% (116)	22% (77)	46% (164)	357
#1 Issue: Medicare / Social Security	25% (88)	17% (61)	58% (206)	355
#1 Issue: Women's Issues	31% (40)	27% (35)	42% (55)	130
#1 Issue: Education	27% (45)	31% (51)	41% (67)	164
#1 Issue: Energy	29% (29)	23% (23)	49% (49)	102
#1 Issue: Other	30% (33)	7% (7)	63% (68)	108
2016 Vote: Hillary Clinton	33% (231)	25% (177)	42% (295)	703
2016 Vote: Donald Trump	28% (197)	20% (138)	52% (367)	701
2016 Vote: Someone else	28% (54)	25% (48)	47% (90)	191
2016 Vote: Didnt Vote	29% (170)	19% (116)	52% (311)	597
Voted in 2014: Yes	30% (417)	22% (307)	47% (652)	1375
Voted in 2014: No	29% (238)	21% (176)	50% (412)	826
2012 Vote: Barack Obama	32% (274)	24% (202)	44% (370)	847
2012 Vote: Mitt Romney	31% (156)	19% (93)	51% (255)	504
2012 Vote: Other	28% (28)	16% (16)	56% (56)	101
2012 Vote: Didn't Vote	26% (196)	23% (170)	51% (380)	746
4-Region: Northeast	31% (123)	23% (90)	46% (180)	394
4-Region: Midwest	29% (134)	16% (76)	55% (253)	462
4-Region: South	30% (250)	20% (166)	50% (409)	825
4-Region: West	28% (148)	29% (150)	43% (222)	520
Favorable of Trump	30% (264)	20% (178)	49% (433)	876
Unfavorable of Trump	32% (362)	25% (278)	43% (492)	1132

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Table BRD7_12: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When ride-hailing apps are surge pricing, meaning prices are increased due to demand

Demographic	Taxi cab		Ridehailing app (ie, Uber, Lyft)		Don't know/No Opinion		Total N
Adults	30%	(655)	22%	(483)	48%	(1063)	2201
Very Favorable of Trump	29%	(136)	22%	(103)	50%	(235)	474
Somewhat Favorable of Trump	32%	(129)	19%	(75)	49%	(198)	402
Somewhat Unfavorable of Trump	23%	(52)	26%	(59)	51%	(114)	225
Very Unfavorable of Trump	34%	(310)	24%	(219)	42%	(378)	908
Ride-hailing users	23%	(103)	50%	(228)	27%	(124)	456
Taxi users	47%	(107)	10%	(24)	42%	(96)	228
Ride hailing and taxi users	42%	(121)	34%	(99)	24%	(70)	290

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

Table BRD7_13: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
During peak traffic

Demographic	Taxi cab		Ridehailing app (ie, Uber, Lyft)		Don't know/No Opinion		Total N
Adults	24%	(538)	30%	(663)	45%	(999)	2201
Gender: Male	27%	(283)	31%	(329)	42%	(450)	1062
Gender: Female	22%	(255)	29%	(335)	48%	(549)	1139
Age: 18-29	17%	(82)	39%	(190)	43%	(209)	482
Age: 30-44	18%	(96)	39%	(207)	43%	(229)	531
Age: 45-54	28%	(104)	28%	(102)	44%	(163)	369
Age: 55-64	29%	(112)	24%	(92)	47%	(179)	382
Age: 65+	33%	(144)	17%	(73)	50%	(219)	436
Generation Z: 18-21	14%	(25)	41%	(73)	46%	(82)	179
Millennial: Age 22-37	19%	(113)	39%	(236)	43%	(259)	608
Generation X: Age 38-53	24%	(136)	32%	(183)	44%	(249)	568
Boomers: Age 54-72	31%	(235)	21%	(157)	48%	(358)	750
PID: Dem (no lean)	28%	(213)	34%	(259)	38%	(292)	764
PID: Ind (no lean)	24%	(151)	28%	(181)	48%	(303)	635
PID: Rep (no lean)	22%	(175)	28%	(223)	50%	(404)	802
PID/Gender: Dem Men	31%	(110)	31%	(109)	38%	(134)	354
PID/Gender: Dem Women	25%	(102)	37%	(150)	39%	(158)	410
PID/Gender: Ind Men	24%	(79)	31%	(104)	45%	(150)	333
PID/Gender: Ind Women	24%	(72)	25%	(77)	51%	(153)	302
PID/Gender: Rep Men	25%	(94)	31%	(115)	44%	(166)	376
PID/Gender: Rep Women	19%	(81)	25%	(108)	56%	(238)	427
Ideo: Liberal (1-3)	24%	(166)	39%	(273)	37%	(255)	694
Ideo: Moderate (4)	23%	(118)	29%	(148)	48%	(242)	508
Ideo: Conservative (5-7)	30%	(209)	25%	(174)	46%	(323)	706
Educ: College	23%	(346)	29%	(441)	48%	(726)	1513
Educ: Bachelors degree	29%	(127)	33%	(147)	38%	(170)	444
Educ: Post-grad	27%	(65)	31%	(76)	42%	(103)	244

Continued on next page

Table BRD7_13: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
During peak traffic

Demographic	Taxi cab	Ridehailing app (ie, Uber, Lyft)	Don't know/No Opinion	Total N
Adults	24% (538)	30% (663)	45% (999)	2201
Income: Under 50k	22% (286)	29% (368)	49% (636)	1290
Income: 50k-100k	31% (185)	30% (181)	39% (238)	605
Income: 100k+	22% (68)	37% (114)	41% (125)	307
Ethnicity: White	25% (438)	27% (464)	48% (820)	1723
Ethnicity: Hispanic	19% (67)	42% (146)	39% (137)	350
Ethnicity: Afr. Am.	25% (67)	37% (102)	38% (105)	274
Ethnicity: Other	16% (32)	48% (97)	36% (74)	204
Relig: Protestant	29% (143)	27% (129)	44% (214)	485
Relig: Roman Catholic	28% (122)	32% (138)	40% (176)	436
Relig: Something Else	23% (52)	28% (62)	49% (111)	225
Relig: Jewish	25% (11)	36% (16)	40% (18)	46
Relig: Evangelical	27% (161)	29% (170)	44% (264)	595
Relig: Non-Evang. Catholics	27% (162)	30% (179)	43% (252)	593
Relig: All Christian	27% (322)	29% (349)	43% (517)	1188
Relig: All Non-Christian	23% (52)	28% (62)	49% (111)	225
Community: Urban	23% (125)	39% (217)	38% (211)	553
Community: Suburban	25% (245)	30% (291)	45% (442)	978
Community: Rural	25% (169)	23% (155)	52% (347)	670
Employ: Private Sector	22% (141)	39% (249)	39% (247)	636
Employ: Government	25% (36)	40% (57)	35% (49)	143
Employ: Self-Employed	28% (55)	31% (61)	42% (83)	199
Employ: Homemaker	23% (44)	29% (57)	48% (93)	194
Employ: Student	12% (13)	41% (46)	47% (52)	112
Employ: Retired	34% (157)	16% (72)	50% (231)	460
Employ: Unemployed	19% (38)	30% (60)	52% (104)	202
Employ: Other	21% (54)	24% (62)	54% (139)	255
Military HH: Yes	29% (104)	27% (96)	45% (162)	363
Military HH: No	24% (434)	31% (567)	46% (837)	1838
RD/WT: Right Direction	26% (216)	28% (232)	46% (380)	829
RD/WT: Wrong Track	23% (322)	31% (431)	45% (619)	1372

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Table BRD7_13: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
During peak traffic

Demographic	Taxi cab	Ridehailing app (ie, Uber, Lyft)	Don't know/No Opinion	Total N
Adults	24% (538)	30% (663)	45% (999)	2201
Trump Job Approve	27% (240)	27% (236)	46% (412)	888
Trump Job Disapprove	24% (276)	34% (391)	42% (486)	1152
Trump Job Strongly Approve	28% (122)	27% (116)	45% (196)	434
Trump Job Somewhat Approve	26% (118)	26% (120)	48% (216)	454
Trump Job Somewhat Disapprove	24% (71)	33% (98)	43% (128)	297
Trump Job Strongly Disapprove	24% (205)	34% (293)	42% (357)	855
#1 Issue: Economy	24% (157)	34% (216)	42% (273)	646
#1 Issue: Security	24% (82)	30% (100)	46% (157)	340
#1 Issue: Health Care	26% (92)	30% (108)	44% (158)	357
#1 Issue: Medicare / Social Security	30% (106)	22% (79)	48% (170)	355
#1 Issue: Women's Issues	19% (24)	34% (45)	47% (61)	130
#1 Issue: Education	21% (34)	39% (63)	41% (67)	164
#1 Issue: Energy	17% (17)	34% (35)	49% (50)	102
#1 Issue: Other	25% (27)	15% (16)	60% (64)	108
2016 Vote: Hillary Clinton	26% (181)	33% (234)	41% (288)	703
2016 Vote: Donald Trump	30% (208)	25% (177)	45% (316)	701
2016 Vote: Someone else	22% (41)	33% (63)	46% (87)	191
2016 Vote: Didnt Vote	18% (108)	31% (183)	51% (306)	597
Voted in 2014: Yes	28% (379)	29% (404)	43% (591)	1375
Voted in 2014: No	19% (159)	31% (259)	49% (408)	826
2012 Vote: Barack Obama	27% (229)	32% (269)	41% (349)	847
2012 Vote: Mitt Romney	29% (149)	24% (122)	46% (234)	504
2012 Vote: Other	24% (24)	22% (22)	54% (55)	101
2012 Vote: Didn't Vote	18% (137)	33% (249)	48% (359)	746
4-Region: Northeast	27% (105)	26% (102)	47% (187)	394
4-Region: Midwest	26% (122)	24% (112)	49% (229)	462
4-Region: South	23% (187)	32% (261)	46% (376)	825
4-Region: West	24% (125)	36% (188)	40% (208)	520
Favorable of Trump	28% (242)	28% (249)	44% (384)	876
Unfavorable of Trump	24% (267)	34% (383)	43% (483)	1132

Continued on next page

Table BRD7_13: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
During peak traffic

Demographic	Taxi cab		Ridehailing app (ie, Uber, Lyft)		Don't know/No Opinion		Total N
Adults	24%	(538)	30%	(663)	45%	(999)	2201
Very Favorable of Trump	29%	(138)	27%	(130)	43%	(206)	474
Somewhat Favorable of Trump	26%	(104)	30%	(119)	44%	(179)	402
Somewhat Unfavorable of Trump	22%	(50)	33%	(74)	45%	(100)	225
Very Unfavorable of Trump	24%	(217)	34%	(308)	42%	(382)	908
Ride-hailing users	11%	(50)	61%	(276)	29%	(130)	456
Taxi users	46%	(105)	16%	(37)	37%	(85)	228
Ride hailing and taxi users	23%	(68)	55%	(159)	22%	(64)	290

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

Table BRD7_14: *Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When I am at the airport*

Demographic	Taxi cab	Ridehailing app (ie, Uber, Lyft)	Don't know/No Opinion	Total N
Adults	39% (862)	31% (693)	29% (646)	2201
Gender: Male	42% (448)	31% (330)	27% (284)	1062
Gender: Female	36% (414)	32% (363)	32% (361)	1139
Age: 18-29	28% (136)	42% (202)	30% (144)	482
Age: 30-44	34% (179)	39% (205)	28% (147)	531
Age: 45-54	43% (157)	29% (108)	28% (103)	369
Age: 55-64	47% (178)	23% (88)	30% (115)	382
Age: 65+	49% (212)	20% (89)	31% (135)	436
Generation Z: 18-21	28% (49)	41% (74)	31% (56)	179
Millennial: Age 22-37	31% (187)	41% (248)	28% (173)	608
Generation X: Age 38-53	40% (229)	32% (181)	28% (158)	568
Boomers: Age 54-72	47% (351)	23% (176)	30% (223)	750
PID: Dem (no lean)	41% (311)	35% (270)	24% (183)	764
PID: Ind (no lean)	40% (256)	29% (186)	30% (192)	635
PID: Rep (no lean)	37% (295)	29% (237)	34% (271)	802
PID/Gender: Dem Men	45% (160)	32% (113)	23% (81)	354
PID/Gender: Dem Women	37% (151)	38% (157)	25% (102)	410
PID/Gender: Ind Men	43% (143)	32% (107)	25% (83)	333
PID/Gender: Ind Women	38% (114)	26% (80)	36% (109)	302
PID/Gender: Rep Men	39% (145)	29% (111)	32% (120)	376
PID/Gender: Rep Women	35% (150)	30% (126)	35% (151)	427
Ideo: Liberal (1-3)	37% (258)	40% (278)	23% (158)	694
Ideo: Moderate (4)	40% (204)	30% (153)	30% (151)	508
Ideo: Conservative (5-7)	45% (318)	27% (191)	28% (196)	706
Educ: College	36% (542)	30% (453)	34% (518)	1513
Educ: Bachelors degree	49% (220)	34% (153)	16% (72)	444
Educ: Post-grad	41% (101)	36% (87)	23% (56)	244

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Table BRD7_14: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
 When I am at the airport

Demographic	Taxi cab	Ridehailing app (ie, Uber, Lyft)	Don't know/No Opinion	Total N
Adults	39% (862)	31% (693)	29% (646)	2201
Income: Under 50k	36% (459)	29% (378)	35% (452)	1290
Income: 50k-100k	47% (286)	32% (191)	21% (127)	605
Income: 100k+	38% (117)	40% (124)	22% (66)	307
Ethnicity: White	41% (701)	28% (486)	31% (535)	1723
Ethnicity: Hispanic	34% (119)	38% (132)	28% (99)	350
Ethnicity: Afr. Am.	33% (92)	44% (120)	23% (62)	274
Ethnicity: Other	34% (69)	42% (86)	24% (48)	204
Relig: Protestant	47% (226)	26% (128)	27% (131)	485
Relig: Roman Catholic	46% (202)	31% (135)	23% (99)	436
Relig: Something Else	38% (86)	29% (66)	32% (72)	225
Relig: Jewish	41% (19)	34% (16)	25% (11)	46
Relig: Evangelical	43% (258)	27% (162)	29% (175)	595
Relig: Non-Evang. Catholics	46% (271)	30% (180)	24% (142)	593
Relig: All Christian	45% (529)	29% (342)	27% (316)	1188
Relig: All Non-Christian	38% (86)	29% (66)	32% (72)	225
Community: Urban	35% (194)	38% (208)	27% (152)	553
Community: Suburban	41% (402)	33% (322)	26% (254)	978
Community: Rural	40% (267)	24% (164)	36% (240)	670
Employ: Private Sector	40% (256)	38% (240)	22% (141)	636
Employ: Government	36% (51)	43% (61)	21% (31)	143
Employ: Self-Employed	45% (89)	34% (69)	21% (41)	199
Employ: Homemaker	30% (59)	32% (62)	38% (74)	194
Employ: Student	28% (31)	44% (49)	29% (32)	112
Employ: Retired	51% (235)	18% (82)	31% (143)	460
Employ: Unemployed	24% (49)	30% (61)	46% (92)	202
Employ: Other	36% (92)	28% (71)	36% (92)	255
Military HH: Yes	42% (154)	28% (102)	29% (107)	363
Military HH: No	39% (708)	32% (591)	29% (539)	1838
RD/WT: Right Direction	39% (320)	30% (245)	32% (264)	829
RD/WT: Wrong Track	40% (542)	33% (448)	28% (382)	1372

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Table BRD7_14: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When I am at the airport

Demographic	Taxi cab	Ridehailing app (ie, Uber, Lyft)	Don't know/No Opinion	Total N
Adults	39% (862)	31% (693)	29% (646)	2201
Trump Job Approve	42% (370)	28% (251)	30% (267)	888
Trump Job Disapprove	39% (453)	35% (405)	25% (294)	1152
Trump Job Strongly Approve	40% (174)	29% (125)	31% (135)	434
Trump Job Somewhat Approve	43% (196)	28% (126)	29% (132)	454
Trump Job Somewhat Disapprove	35% (105)	35% (105)	30% (88)	297
Trump Job Strongly Disapprove	41% (349)	35% (300)	24% (206)	855
#1 Issue: Economy	40% (258)	33% (215)	27% (173)	646
#1 Issue: Security	43% (146)	29% (100)	27% (93)	340
#1 Issue: Health Care	40% (143)	33% (119)	27% (96)	357
#1 Issue: Medicare / Social Security	44% (155)	26% (92)	30% (108)	355
#1 Issue: Women's Issues	29% (37)	41% (54)	30% (39)	130
#1 Issue: Education	35% (57)	35% (58)	30% (49)	164
#1 Issue: Energy	34% (34)	35% (35)	32% (32)	102
#1 Issue: Other	30% (32)	19% (21)	51% (55)	108
2016 Vote: Hillary Clinton	42% (292)	36% (252)	23% (159)	703
2016 Vote: Donald Trump	44% (307)	25% (177)	31% (217)	701
2016 Vote: Someone else	33% (63)	37% (70)	31% (59)	191
2016 Vote: Didnt Vote	33% (199)	32% (189)	35% (209)	597
Voted in 2014: Yes	42% (576)	31% (427)	27% (373)	1375
Voted in 2014: No	35% (287)	32% (266)	33% (273)	826
2012 Vote: Barack Obama	41% (350)	34% (287)	25% (210)	847
2012 Vote: Mitt Romney	44% (224)	27% (134)	29% (146)	504
2012 Vote: Other	41% (41)	25% (25)	34% (34)	101
2012 Vote: Didn't Vote	33% (248)	33% (246)	34% (253)	746
4-Region: Northeast	44% (173)	29% (116)	27% (106)	394
4-Region: Midwest	39% (182)	28% (128)	33% (152)	462
4-Region: South	38% (313)	32% (265)	30% (246)	825
4-Region: West	37% (195)	35% (184)	27% (141)	520
Favorable of Trump	42% (368)	29% (253)	29% (255)	876
Unfavorable of Trump	40% (449)	36% (407)	24% (276)	1132

Continued on next page

Table BRD7_14: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When I am at the airport

Demographic	Taxi cab		Ridehailing app (ie, Uber, Lyft)		Don't know/No Opinion		Total N
Adults	39%	(862)	31%	(693)	29%	(646)	2201
Very Favorable of Trump	41%	(193)	28%	(134)	31%	(146)	474
Somewhat Favorable of Trump	44%	(175)	29%	(119)	27%	(108)	402
Somewhat Unfavorable of Trump	34%	(77)	37%	(83)	29%	(65)	225
Very Unfavorable of Trump	41%	(372)	36%	(325)	23%	(211)	908
Ride-hailing users	20%	(92)	70%	(318)	10%	(47)	456
Taxi users	70%	(158)	8%	(19)	22%	(50)	228
Ride hailing and taxi users	41%	(119)	49%	(142)	10%	(30)	290

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

Table BRD7_15: *Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When I am going to the airport*

Demographic	Taxi cab	Ridehailing app (ie, Uber, Lyft)	Don't know/No Opinion	Total N
Adults	33% (716)	37% (807)	31% (678)	2201
Gender: Male	35% (376)	35% (375)	29% (312)	1062
Gender: Female	30% (340)	38% (432)	32% (366)	1139
Age: 18-29	26% (127)	45% (219)	28% (136)	482
Age: 30-44	30% (161)	41% (216)	29% (154)	531
Age: 45-54	35% (128)	35% (130)	30% (111)	369
Age: 55-64	35% (132)	33% (127)	32% (123)	382
Age: 65+	38% (168)	26% (116)	35% (153)	436
Generation Z: 18-21	27% (47)	39% (70)	34% (61)	179
Millennial: Age 22-37	29% (173)	45% (273)	26% (161)	608
Generation X: Age 38-53	33% (190)	36% (205)	30% (172)	568
Boomers: Age 54-72	35% (266)	32% (240)	33% (244)	750
PID: Dem (no lean)	35% (269)	40% (307)	25% (188)	764
PID: Ind (no lean)	33% (212)	33% (212)	33% (210)	635
PID: Rep (no lean)	29% (235)	36% (288)	35% (280)	802
PID/Gender: Dem Men	42% (147)	34% (120)	24% (87)	354
PID/Gender: Dem Women	30% (122)	46% (187)	25% (101)	410
PID/Gender: Ind Men	35% (116)	37% (122)	29% (95)	333
PID/Gender: Ind Women	32% (97)	30% (91)	38% (115)	302
PID/Gender: Rep Men	30% (113)	35% (133)	35% (130)	376
PID/Gender: Rep Women	29% (122)	36% (155)	35% (150)	427
Ideo: Liberal (1-3)	29% (205)	46% (322)	24% (167)	694
Ideo: Moderate (4)	34% (172)	34% (175)	32% (161)	508
Ideo: Conservative (5-7)	38% (265)	33% (231)	30% (210)	706
Educ: College	32% (489)	32% (490)	35% (535)	1513
Educ: Bachelors degree	35% (156)	45% (201)	19% (87)	444
Educ: Post-grad	29% (72)	48% (116)	23% (56)	244

Continued on next page

Table BRD7_15: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
 When I am going to the airport

Demographic	Taxi cab		Ridehailing app (ie, Uber, Lyft)		Don't know/No Opinion		Total N
Adults	33%	(716)	37%	(807)	31%	(678)	2201
Income: Under 50k	33%	(428)	31%	(401)	36%	(461)	1290
Income: 50k-100k	35%	(213)	42%	(255)	23%	(137)	605
Income: 100k+	25%	(75)	49%	(151)	26%	(80)	307
Ethnicity: White	32%	(554)	35%	(601)	33%	(568)	1723
Ethnicity: Hispanic	34%	(119)	41%	(145)	24%	(86)	350
Ethnicity: Afr. Am.	35%	(97)	40%	(109)	25%	(68)	274
Ethnicity: Other	32%	(66)	48%	(97)	20%	(41)	204
Relig: Protestant	36%	(176)	34%	(165)	30%	(145)	485
Relig: Roman Catholic	36%	(158)	37%	(163)	26%	(115)	436
Relig: Something Else	33%	(75)	35%	(79)	32%	(72)	225
Relig: Jewish	33%	(15)	46%	(21)	21%	(9)	46
Relig: Evangelical	37%	(222)	31%	(187)	31%	(186)	595
Relig: Non-Evang. Catholics	35%	(206)	38%	(226)	27%	(160)	593
Relig: All Christian	36%	(428)	35%	(413)	29%	(347)	1188
Relig: All Non-Christian	33%	(75)	35%	(79)	32%	(72)	225
Community: Urban	31%	(173)	42%	(231)	27%	(149)	553
Community: Suburban	32%	(310)	40%	(387)	29%	(280)	978
Community: Rural	35%	(233)	28%	(189)	37%	(248)	670
Employ: Private Sector	31%	(198)	45%	(289)	23%	(149)	636
Employ: Government	34%	(49)	43%	(62)	23%	(33)	143
Employ: Self-Employed	35%	(69)	40%	(80)	25%	(50)	199
Employ: Homemaker	33%	(65)	33%	(65)	33%	(64)	194
Employ: Student	20%	(22)	48%	(54)	31%	(35)	112
Employ: Retired	40%	(185)	25%	(113)	35%	(163)	460
Employ: Unemployed	21%	(43)	36%	(72)	43%	(86)	202
Employ: Other	34%	(86)	28%	(73)	38%	(97)	255
Military HH: Yes	37%	(133)	33%	(122)	30%	(109)	363
Military HH: No	32%	(584)	37%	(685)	31%	(569)	1838
RD/WT: Right Direction	33%	(277)	33%	(273)	34%	(278)	829
RD/WT: Wrong Track	32%	(439)	39%	(534)	29%	(399)	1372

Continued on next page

Table BRD7_15: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When I am going to the airport

Demographic	Taxi cab	Ridehailing app (ie, Uber, Lyft)	Don't know/No Opinion	Total N
Adults	33% (716)	37% (807)	31% (678)	2201
Trump Job Approve	33% (294)	35% (309)	32% (284)	888
Trump Job Disapprove	33% (379)	40% (464)	27% (309)	1152
Trump Job Strongly Approve	33% (142)	33% (144)	34% (148)	434
Trump Job Somewhat Approve	34% (153)	36% (165)	30% (136)	454
Trump Job Somewhat Disapprove	34% (102)	37% (110)	29% (85)	297
Trump Job Strongly Disapprove	32% (277)	41% (354)	26% (224)	855
#1 Issue: Economy	33% (213)	38% (245)	29% (189)	646
#1 Issue: Security	37% (126)	33% (113)	30% (101)	340
#1 Issue: Health Care	31% (111)	41% (146)	28% (101)	357
#1 Issue: Medicare / Social Security	35% (124)	31% (111)	34% (120)	355
#1 Issue: Women's Issues	21% (28)	51% (66)	28% (36)	130
#1 Issue: Education	35% (58)	35% (58)	29% (48)	164
#1 Issue: Energy	22% (23)	47% (48)	31% (31)	102
#1 Issue: Other	33% (35)	19% (21)	48% (52)	108
2016 Vote: Hillary Clinton	34% (239)	40% (284)	25% (179)	703
2016 Vote: Donald Trump	34% (238)	33% (234)	33% (229)	701
2016 Vote: Someone else	24% (46)	46% (88)	30% (57)	191
2016 Vote: Didnt Vote	32% (190)	33% (195)	35% (211)	597
Voted in 2014: Yes	33% (460)	37% (515)	29% (400)	1375
Voted in 2014: No	31% (257)	35% (292)	34% (277)	826
2012 Vote: Barack Obama	35% (292)	38% (320)	28% (235)	847
2012 Vote: Mitt Romney	33% (169)	34% (172)	32% (163)	504
2012 Vote: Other	35% (35)	34% (34)	31% (31)	101
2012 Vote: Didn't Vote	30% (220)	37% (278)	33% (247)	746
4-Region: Northeast	33% (131)	37% (148)	29% (115)	394
4-Region: Midwest	33% (151)	31% (141)	37% (170)	462
4-Region: South	32% (265)	37% (306)	31% (253)	825
4-Region: West	33% (169)	41% (212)	27% (139)	520
Favorable of Trump	35% (308)	34% (297)	31% (270)	876
Unfavorable of Trump	32% (358)	42% (478)	26% (296)	1132

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Table BRD7_15: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When I am going to the airport

Demographic	Taxi cab		Ridehailing app (ie, Uber, Lyft)		Don't know/No Opinion		Total N
Adults	33%	(716)	37%	(807)	31%	(678)	2201
Very Favorable of Trump	34%	(161)	33%	(156)	33%	(157)	474
Somewhat Favorable of Trump	37%	(147)	35%	(141)	28%	(114)	402
Somewhat Unfavorable of Trump	27%	(60)	46%	(104)	27%	(60)	225
Very Unfavorable of Trump	33%	(298)	41%	(374)	26%	(236)	908
Ride-hailing users	17%	(77)	72%	(328)	11%	(51)	456
Taxi users	66%	(150)	13%	(29)	21%	(49)	228
Ride hailing and taxi users	27%	(77)	60%	(174)	14%	(40)	290

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

Table BRD7_16: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
During inclement weather

Demographic	Taxi cab		Ridehailing app (ie, Uber, Lyft)		Don't know/No Opinion		Total N
Adults	26%	(579)	28%	(624)	45%	(998)	2201
Gender: Male	29%	(309)	29%	(311)	42%	(442)	1062
Gender: Female	24%	(270)	27%	(312)	49%	(556)	1139
Age: 18-29	18%	(88)	34%	(166)	47%	(228)	482
Age: 30-44	18%	(94)	36%	(190)	47%	(247)	531
Age: 45-54	33%	(122)	25%	(93)	42%	(154)	369
Age: 55-64	31%	(118)	25%	(94)	45%	(170)	382
Age: 65+	36%	(157)	19%	(81)	46%	(199)	436
Generation Z: 18-21	15%	(27)	35%	(63)	49%	(88)	179
Millennial: Age 22-37	18%	(107)	35%	(214)	47%	(286)	608
Generation X: Age 38-53	28%	(160)	29%	(165)	43%	(243)	568
Boomers: Age 54-72	33%	(246)	23%	(171)	44%	(333)	750
PID: Dem (no lean)	31%	(237)	31%	(238)	38%	(289)	764
PID: Ind (no lean)	25%	(158)	28%	(179)	47%	(298)	635
PID: Rep (no lean)	23%	(185)	26%	(206)	51%	(412)	802
PID/Gender: Dem Men	33%	(115)	31%	(110)	37%	(129)	354
PID/Gender: Dem Women	30%	(122)	31%	(129)	39%	(160)	410
PID/Gender: Ind Men	27%	(91)	29%	(96)	44%	(145)	333
PID/Gender: Ind Women	22%	(67)	27%	(83)	50%	(152)	302
PID/Gender: Rep Men	27%	(103)	28%	(106)	44%	(167)	376
PID/Gender: Rep Women	19%	(82)	24%	(101)	57%	(244)	427
Ideo: Liberal (1-3)	30%	(206)	36%	(248)	35%	(240)	694
Ideo: Moderate (4)	24%	(124)	29%	(148)	46%	(236)	508
Ideo: Conservative (5-7)	30%	(209)	23%	(165)	47%	(331)	706
Educ: College	25%	(377)	26%	(399)	49%	(737)	1513
Educ: Bachelors degree	30%	(135)	32%	(140)	38%	(169)	444
Educ: Post-grad	27%	(67)	35%	(85)	38%	(92)	244

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Table BRD7_16: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
 During inclement weather

Demographic	Taxi cab	Ridehailing app (ie, Uber, Lyft)	Don't know/No Opinion	Total N
Adults	26% (579)	28% (624)	45% (998)	2201
Income: Under 50k	25% (324)	26% (333)	49% (632)	1290
Income: 50k-100k	30% (182)	30% (182)	40% (240)	605
Income: 100k+	24% (72)	35% (109)	41% (126)	307
Ethnicity: White	27% (463)	26% (443)	47% (817)	1723
Ethnicity: Hispanic	21% (75)	31% (109)	47% (166)	350
Ethnicity: Afr. Am.	28% (78)	36% (100)	35% (96)	274
Ethnicity: Other	19% (38)	40% (81)	42% (85)	204
Relig: Protestant	30% (145)	27% (131)	43% (209)	485
Relig: Roman Catholic	31% (136)	29% (128)	39% (172)	436
Relig: Something Else	23% (52)	26% (58)	51% (114)	225
Relig: Jewish	38% (18)	30% (14)	32% (15)	46
Relig: Evangelical	30% (180)	26% (153)	44% (262)	595
Relig: Non-Evang. Catholics	29% (170)	30% (178)	41% (244)	593
Relig: All Christian	29% (350)	28% (331)	43% (507)	1188
Relig: All Non-Christian	23% (52)	26% (58)	51% (114)	225
Community: Urban	26% (142)	34% (190)	40% (221)	553
Community: Suburban	28% (278)	28% (276)	43% (423)	978
Community: Rural	24% (159)	23% (157)	53% (354)	670
Employ: Private Sector	27% (169)	34% (215)	40% (252)	636
Employ: Government	24% (35)	35% (50)	41% (58)	143
Employ: Self-Employed	29% (57)	32% (64)	39% (78)	199
Employ: Homemaker	18% (34)	28% (53)	55% (106)	194
Employ: Student	14% (16)	36% (41)	50% (55)	112
Employ: Retired	37% (169)	19% (85)	45% (205)	460
Employ: Unemployed	24% (49)	27% (55)	49% (98)	202
Employ: Other	19% (49)	24% (61)	57% (145)	255
Military HH: Yes	29% (106)	25% (91)	46% (166)	363
Military HH: No	26% (473)	29% (533)	45% (832)	1838
RD/WT: Right Direction	25% (208)	25% (205)	50% (415)	829
RD/WT: Wrong Track	27% (371)	31% (419)	42% (583)	1372

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Table BRD7_16: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
During inclement weather

Demographic	Taxi cab		Ridehailing app (ie, Uber, Lyft)		Don't know/No Opinion		Total N
Adults	26%	(579)	28%	(624)	45%	(998)	2201
Trump Job Approve	28%	(247)	26%	(227)	47%	(414)	888
Trump Job Disapprove	27%	(308)	31%	(361)	42%	(484)	1152
Trump Job Strongly Approve	30%	(128)	24%	(103)	47%	(202)	434
Trump Job Somewhat Approve	26%	(119)	27%	(124)	47%	(212)	454
Trump Job Somewhat Disapprove	19%	(57)	32%	(94)	49%	(146)	297
Trump Job Strongly Disapprove	29%	(250)	31%	(267)	40%	(338)	855
#1 Issue: Economy	26%	(171)	29%	(188)	44%	(287)	646
#1 Issue: Security	26%	(89)	27%	(92)	47%	(159)	340
#1 Issue: Health Care	28%	(98)	30%	(107)	43%	(152)	357
#1 Issue: Medicare / Social Security	32%	(114)	25%	(89)	43%	(152)	355
#1 Issue: Women's Issues	20%	(25)	36%	(47)	44%	(57)	130
#1 Issue: Education	19%	(31)	34%	(55)	48%	(78)	164
#1 Issue: Energy	26%	(27)	28%	(28)	46%	(47)	102
#1 Issue: Other	23%	(25)	16%	(17)	61%	(66)	108
2016 Vote: Hillary Clinton	30%	(210)	34%	(237)	36%	(256)	703
2016 Vote: Donald Trump	29%	(202)	23%	(160)	48%	(339)	701
2016 Vote: Someone else	18%	(34)	32%	(61)	50%	(96)	191
2016 Vote: Didnt Vote	22%	(129)	27%	(162)	51%	(306)	597
Voted in 2014: Yes	30%	(407)	28%	(384)	42%	(583)	1375
Voted in 2014: No	21%	(172)	29%	(240)	50%	(415)	826
2012 Vote: Barack Obama	30%	(253)	31%	(261)	39%	(333)	847
2012 Vote: Mitt Romney	29%	(146)	22%	(109)	49%	(249)	504
2012 Vote: Other	22%	(22)	26%	(26)	52%	(53)	101
2012 Vote: Didn't Vote	21%	(159)	30%	(225)	49%	(362)	746
4-Region: Northeast	28%	(112)	31%	(124)	40%	(158)	394
4-Region: Midwest	26%	(122)	24%	(112)	49%	(228)	462
4-Region: South	26%	(214)	27%	(225)	47%	(386)	825
4-Region: West	25%	(132)	31%	(163)	43%	(225)	520
Favorable of Trump	27%	(235)	27%	(233)	47%	(408)	876
Unfavorable of Trump	28%	(317)	31%	(353)	41%	(462)	1132

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Table BRD7_16: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
 During inclement weather

Demographic	Taxi cab		Ridehailing app (ie, Uber, Lyft)		Don't know/No Opinion		Total N
Adults	26%	(579)	28%	(624)	45%	(998)	2201
Very Favorable of Trump	28%	(132)	24%	(113)	48%	(228)	474
Somewhat Favorable of Trump	26%	(103)	30%	(120)	45%	(180)	402
Somewhat Unfavorable of Trump	19%	(43)	32%	(71)	49%	(110)	225
Very Unfavorable of Trump	30%	(274)	31%	(282)	39%	(352)	908
Ride-hailing users	10%	(46)	60%	(272)	30%	(137)	456
Taxi users	56%	(127)	9%	(20)	35%	(81)	228
Ride hailing and taxi users	27%	(79)	50%	(145)	23%	(67)	290

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

Table BRD7_17: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When I am in or traveling to a rural area

Demographic	Taxi cab		Ridehailing app (ie, Uber, Lyft)		Don't know/No Opinion		Total N
Adults	21%	(455)	32%	(712)	47%	(1034)	2201
Gender: Male	21%	(224)	34%	(360)	45%	(478)	1062
Gender: Female	20%	(231)	31%	(352)	49%	(556)	1139
Age: 18-29	14%	(69)	44%	(211)	42%	(202)	482
Age: 30-44	21%	(110)	38%	(204)	41%	(218)	531
Age: 45-54	23%	(86)	32%	(118)	45%	(165)	369
Age: 55-64	22%	(83)	26%	(100)	52%	(200)	382
Age: 65+	25%	(108)	18%	(80)	57%	(249)	436
Generation Z: 18-21	11%	(20)	47%	(84)	42%	(75)	179
Millennial: Age 22-37	18%	(109)	41%	(249)	41%	(249)	608
Generation X: Age 38-53	23%	(131)	34%	(190)	43%	(246)	568
Boomers: Age 54-72	22%	(168)	24%	(177)	54%	(404)	750
PID: Dem (no lean)	24%	(180)	35%	(265)	42%	(319)	764
PID: Ind (no lean)	20%	(127)	33%	(207)	47%	(301)	635
PID: Rep (no lean)	18%	(148)	30%	(240)	52%	(414)	802
PID/Gender: Dem Men	25%	(90)	33%	(117)	41%	(147)	354
PID/Gender: Dem Women	22%	(90)	36%	(148)	42%	(172)	410
PID/Gender: Ind Men	19%	(64)	38%	(125)	43%	(144)	333
PID/Gender: Ind Women	21%	(63)	27%	(82)	52%	(157)	302
PID/Gender: Rep Men	19%	(70)	31%	(118)	50%	(188)	376
PID/Gender: Rep Women	18%	(78)	29%	(122)	53%	(226)	427
Ideo: Liberal (1-3)	22%	(154)	38%	(263)	40%	(277)	694
Ideo: Moderate (4)	21%	(106)	33%	(169)	46%	(234)	508
Ideo: Conservative (5-7)	21%	(149)	29%	(202)	50%	(355)	706
Educ: College	20%	(303)	31%	(467)	49%	(743)	1513
Educ: Bachelors degree	23%	(100)	37%	(164)	41%	(180)	444
Educ: Post-grad	21%	(52)	33%	(81)	46%	(111)	244

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Table BRD7_17: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
 When I am in or traveling to a rural area

Demographic	Taxi cab	Ridehailing app (ie, Uber, Lyft)	Don't know/No Opinion	Total N
Adults	21% (455)	32% (712)	47% (1034)	2201
Income: Under 50k	20% (262)	29% (380)	50% (648)	1290
Income: 50k-100k	23% (139)	35% (210)	42% (256)	605
Income: 100k+	18% (55)	40% (122)	43% (130)	307
Ethnicity: White	20% (348)	30% (517)	50% (857)	1723
Ethnicity: Hispanic	19% (67)	39% (138)	41% (144)	350
Ethnicity: Afr. Am.	22% (61)	43% (118)	35% (95)	274
Ethnicity: Other	22% (46)	38% (77)	40% (81)	204
Relig: Protestant	20% (99)	30% (144)	50% (243)	485
Relig: Roman Catholic	26% (115)	31% (136)	42% (185)	436
Relig: Something Else	23% (51)	28% (62)	50% (111)	225
Relig: Jewish	22% (10)	31% (14)	48% (22)	46
Relig: Evangelical	20% (118)	32% (191)	48% (286)	595
Relig: Non-Evang. Catholics	24% (143)	30% (180)	45% (270)	593
Relig: All Christian	22% (261)	31% (371)	47% (556)	1188
Relig: All Non-Christian	23% (51)	28% (62)	50% (111)	225
Community: Urban	22% (124)	36% (200)	42% (230)	553
Community: Suburban	21% (209)	34% (334)	45% (435)	978
Community: Rural	18% (123)	27% (179)	55% (369)	670
Employ: Private Sector	20% (128)	40% (253)	40% (255)	636
Employ: Government	20% (29)	37% (52)	43% (62)	143
Employ: Self-Employed	24% (49)	32% (63)	44% (88)	199
Employ: Homemaker	15% (29)	35% (69)	50% (97)	194
Employ: Student	15% (17)	53% (59)	32% (36)	112
Employ: Retired	27% (123)	19% (85)	55% (252)	460
Employ: Unemployed	17% (35)	31% (63)	52% (104)	202
Employ: Other	18% (46)	27% (68)	55% (141)	255
Military HH: Yes	25% (89)	28% (101)	48% (172)	363
Military HH: No	20% (366)	33% (611)	47% (861)	1838
RD/WT: Right Direction	20% (162)	31% (253)	50% (414)	829
RD/WT: Wrong Track	21% (294)	33% (459)	45% (620)	1372

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Table BRD7_17: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When I am in or traveling to a rural area

Demographic	Taxi cab	Ridehailing app (ie, Uber, Lyft)	Don't know/No Opinion	Total N
Adults	21% (455)	32% (712)	47% (1034)	2201
Trump Job Approve	20% (181)	30% (269)	49% (438)	888
Trump Job Disapprove	21% (247)	36% (415)	43% (490)	1152
Trump Job Strongly Approve	20% (88)	28% (123)	51% (222)	434
Trump Job Somewhat Approve	20% (92)	32% (146)	48% (216)	454
Trump Job Somewhat Disapprove	19% (58)	38% (112)	43% (128)	297
Trump Job Strongly Disapprove	22% (189)	35% (303)	42% (362)	855
#1 Issue: Economy	20% (130)	36% (235)	44% (281)	646
#1 Issue: Security	22% (73)	32% (109)	46% (158)	340
#1 Issue: Health Care	21% (76)	34% (120)	45% (161)	357
#1 Issue: Medicare / Social Security	23% (82)	23% (80)	54% (192)	355
#1 Issue: Women's Issues	23% (30)	33% (43)	44% (57)	130
#1 Issue: Education	21% (34)	42% (68)	38% (62)	164
#1 Issue: Energy	14% (14)	42% (43)	44% (45)	102
#1 Issue: Other	15% (16)	12% (13)	73% (79)	108
2016 Vote: Hillary Clinton	25% (174)	34% (239)	41% (289)	703
2016 Vote: Donald Trump	21% (147)	28% (196)	51% (359)	701
2016 Vote: Someone else	14% (28)	38% (73)	48% (91)	191
2016 Vote: Didnt Vote	18% (106)	33% (199)	49% (291)	597
Voted in 2014: Yes	23% (312)	30% (418)	47% (645)	1375
Voted in 2014: No	17% (144)	36% (294)	47% (388)	826
2012 Vote: Barack Obama	23% (197)	33% (278)	44% (372)	847
2012 Vote: Mitt Romney	20% (102)	29% (148)	50% (254)	504
2012 Vote: Other	19% (19)	31% (31)	50% (50)	101
2012 Vote: Didn't Vote	18% (137)	34% (254)	48% (355)	746
4-Region: Northeast	23% (89)	35% (136)	43% (169)	394
4-Region: Midwest	21% (95)	26% (122)	53% (246)	462
4-Region: South	19% (156)	34% (282)	47% (386)	825
4-Region: West	22% (115)	33% (172)	45% (233)	520
Favorable of Trump	20% (175)	31% (274)	49% (427)	876
Unfavorable of Trump	22% (252)	35% (401)	42% (479)	1132

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Table BRD7_17: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
 When I am in or traveling to a rural area

Demographic	Taxi cab		Ridehailing app (ie, Uber, Lyft)		Don't know/No Opinion		Total N
Adults	21%	(455)	32%	(712)	47%	(1034)	2201
Very Favorable of Trump	21%	(97)	30%	(143)	49%	(233)	474
Somewhat Favorable of Trump	19%	(77)	33%	(131)	48%	(194)	402
Somewhat Unfavorable of Trump	20%	(44)	36%	(80)	45%	(101)	225
Very Unfavorable of Trump	23%	(209)	35%	(321)	42%	(378)	908
Ride-hailing users	13%	(59)	60%	(275)	27%	(122)	456
Taxi users	43%	(97)	17%	(40)	40%	(91)	228
Ride hailing and taxi users	24%	(71)	55%	(160)	21%	(60)	290

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

Table BRD7_18: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When I am in a large city

Demographic	Taxi cab	Ridehailing app (ie, Uber, Lyft)	Don't know/No Opinion	Total N
Adults	40% (871)	32% (714)	28% (617)	2201
Gender: Male	41% (438)	34% (357)	25% (268)	1062
Gender: Female	38% (433)	31% (357)	31% (349)	1139
Age: 18-29	29% (140)	45% (217)	26% (126)	482
Age: 30-44	33% (174)	39% (205)	29% (151)	531
Age: 45-54	41% (149)	33% (120)	27% (100)	369
Age: 55-64	47% (180)	24% (93)	29% (110)	382
Age: 65+	52% (228)	18% (79)	30% (130)	436
Generation Z: 18-21	23% (41)	45% (80)	32% (57)	179
Millennial: Age 22-37	32% (195)	43% (262)	25% (150)	608
Generation X: Age 38-53	38% (215)	33% (189)	29% (164)	568
Boomers: Age 54-72	49% (365)	23% (173)	28% (212)	750
PID: Dem (no lean)	39% (298)	37% (286)	24% (180)	764
PID: Ind (no lean)	42% (264)	30% (190)	29% (181)	635
PID: Rep (no lean)	39% (309)	30% (238)	32% (255)	802
PID/Gender: Dem Men	43% (151)	35% (122)	23% (80)	354
PID/Gender: Dem Women	36% (147)	40% (163)	24% (100)	410
PID/Gender: Ind Men	43% (141)	32% (106)	25% (85)	333
PID/Gender: Ind Women	40% (122)	28% (83)	32% (97)	302
PID/Gender: Rep Men	39% (145)	34% (128)	27% (103)	376
PID/Gender: Rep Women	39% (164)	26% (110)	36% (152)	427
Ideo: Liberal (1-3)	37% (254)	41% (287)	22% (153)	694
Ideo: Moderate (4)	40% (202)	32% (160)	29% (146)	508
Ideo: Conservative (5-7)	47% (331)	27% (187)	27% (187)	706
Educ: College	37% (561)	31% (472)	32% (480)	1513
Educ: Bachelors degree	47% (211)	35% (156)	17% (77)	444
Educ: Post-grad	41% (99)	35% (85)	24% (60)	244

Continued on next page

Table BRD7_18: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When I am in a large city

Demographic	Taxi cab		Ridehailing app (ie, Uber, Lyft)		Don't know/No Opinion		Total N
Adults	40%	(871)	32%	(714)	28%	(617)	2201
Income: Under 50k	36%	(470)	30%	(382)	34%	(438)	1290
Income: 50k-100k	47%	(286)	34%	(203)	19%	(115)	605
Income: 100k+	37%	(114)	42%	(128)	21%	(64)	307
Ethnicity: White	43%	(733)	29%	(494)	29%	(495)	1723
Ethnicity: Hispanic	32%	(111)	42%	(146)	27%	(93)	350
Ethnicity: Afr. Am.	31%	(86)	42%	(115)	27%	(74)	274
Ethnicity: Other	26%	(52)	51%	(104)	23%	(48)	204
Relig: Protestant	46%	(225)	30%	(145)	24%	(116)	485
Relig: Roman Catholic	44%	(191)	32%	(139)	25%	(107)	436
Relig: Something Else	36%	(82)	31%	(70)	32%	(73)	225
Relig: Jewish	58%	(27)	21%	(10)	21%	(9)	46
Relig: Evangelical	43%	(254)	30%	(177)	28%	(164)	595
Relig: Non-Evang. Catholics	44%	(261)	33%	(195)	23%	(137)	593
Relig: All Christian	43%	(515)	31%	(372)	25%	(301)	1188
Relig: All Non-Christian	36%	(82)	31%	(70)	32%	(73)	225
Community: Urban	33%	(183)	41%	(227)	26%	(143)	553
Community: Suburban	42%	(409)	32%	(310)	26%	(258)	978
Community: Rural	42%	(279)	26%	(176)	32%	(215)	670
Employ: Private Sector	40%	(256)	40%	(252)	20%	(128)	636
Employ: Government	33%	(47)	45%	(64)	22%	(31)	143
Employ: Self-Employed	42%	(83)	37%	(74)	21%	(42)	199
Employ: Homemaker	36%	(71)	28%	(55)	35%	(69)	194
Employ: Student	27%	(30)	45%	(51)	28%	(31)	112
Employ: Retired	52%	(240)	18%	(81)	30%	(139)	460
Employ: Unemployed	27%	(54)	33%	(67)	40%	(80)	202
Employ: Other	35%	(89)	27%	(69)	38%	(97)	255
Military HH: Yes	47%	(171)	25%	(90)	28%	(102)	363
Military HH: No	38%	(699)	34%	(624)	28%	(515)	1838
RD/WT: Right Direction	42%	(349)	28%	(230)	30%	(250)	829
RD/WT: Wrong Track	38%	(522)	35%	(484)	27%	(367)	1372

Continued on next page

Table BRD7_18: *Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When I am in a large city*

Demographic	Taxi cab		Ridehailing app (ie, Uber, Lyft)		Don't know/No Opinion		Total N
Adults	40%	(871)	32%	(714)	28%	(617)	2201
Trump Job Approve	44%	(391)	28%	(248)	28%	(248)	888
Trump Job Disapprove	38%	(433)	37%	(432)	25%	(288)	1152
Trump Job Strongly Approve	45%	(196)	24%	(103)	31%	(134)	434
Trump Job Somewhat Approve	43%	(195)	32%	(145)	25%	(114)	454
Trump Job Somewhat Disapprove	33%	(97)	38%	(114)	29%	(86)	297
Trump Job Strongly Disapprove	39%	(336)	37%	(318)	24%	(202)	855
#1 Issue: Economy	41%	(263)	36%	(232)	23%	(151)	646
#1 Issue: Security	42%	(142)	29%	(99)	29%	(98)	340
#1 Issue: Health Care	38%	(134)	34%	(122)	28%	(101)	357
#1 Issue: Medicare / Social Security	45%	(161)	24%	(87)	30%	(107)	355
#1 Issue: Women's Issues	31%	(40)	43%	(56)	27%	(35)	130
#1 Issue: Education	34%	(56)	38%	(61)	28%	(46)	164
#1 Issue: Energy	38%	(39)	37%	(38)	25%	(25)	102
#1 Issue: Other	33%	(36)	18%	(20)	49%	(52)	108
2016 Vote: Hillary Clinton	40%	(282)	38%	(265)	22%	(155)	703
2016 Vote: Donald Trump	47%	(331)	25%	(179)	27%	(192)	701
2016 Vote: Someone else	37%	(71)	34%	(66)	28%	(54)	191
2016 Vote: Didnt Vote	31%	(185)	33%	(198)	36%	(214)	597
Voted in 2014: Yes	44%	(611)	30%	(411)	26%	(353)	1375
Voted in 2014: No	31%	(260)	37%	(303)	32%	(263)	826
2012 Vote: Barack Obama	41%	(351)	35%	(295)	24%	(201)	847
2012 Vote: Mitt Romney	48%	(243)	25%	(124)	27%	(137)	504
2012 Vote: Other	40%	(40)	28%	(29)	32%	(32)	101
2012 Vote: Didn't Vote	32%	(236)	35%	(264)	33%	(245)	746
4-Region: Northeast	44%	(172)	31%	(123)	25%	(98)	394
4-Region: Midwest	41%	(190)	29%	(135)	30%	(138)	462
4-Region: South	39%	(318)	32%	(266)	29%	(241)	825
4-Region: West	37%	(191)	37%	(190)	27%	(139)	520
Favorable of Trump	44%	(388)	29%	(253)	27%	(235)	876
Unfavorable of Trump	39%	(442)	37%	(423)	24%	(267)	1132

Continued on next page

Table BRD7_18: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When I am in a large city

Demographic	Taxi cab		Ridehailing app (ie, Uber, Lyft)		Don't know/No Opinion		Total N
Adults	40%	(871)	32%	(714)	28%	(617)	2201
Very Favorable of Trump	45%	(213)	25%	(120)	30%	(142)	474
Somewhat Favorable of Trump	44%	(176)	33%	(133)	23%	(93)	402
Somewhat Unfavorable of Trump	36%	(80)	37%	(83)	27%	(61)	225
Very Unfavorable of Trump	40%	(362)	37%	(340)	23%	(206)	908
Ride-hailing users	22%	(102)	68%	(311)	9%	(43)	456
Taxi users	69%	(157)	14%	(32)	17%	(39)	228
Ride hailing and taxi users	32%	(92)	58%	(168)	11%	(31)	290

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

Table BRD7_19: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When I am on vacation

Demographic	Taxi cab		Ridehailing app (ie, Uber, Lyft)		Don't know/No Opinion		Total N
Adults	29%	(638)	36%	(798)	35%	(766)	2201
Gender: Male	29%	(312)	37%	(393)	34%	(357)	1062
Gender: Female	29%	(325)	36%	(404)	36%	(409)	1139
Age: 18-29	20%	(95)	51%	(246)	29%	(142)	482
Age: 30-44	26%	(138)	42%	(224)	32%	(170)	531
Age: 45-54	31%	(115)	35%	(128)	34%	(125)	369
Age: 55-64	35%	(135)	26%	(99)	39%	(149)	382
Age: 65+	36%	(155)	23%	(101)	41%	(180)	436
Generation Z: 18-21	16%	(28)	49%	(88)	35%	(63)	179
Millennial: Age 22-37	24%	(144)	48%	(292)	28%	(171)	608
Generation X: Age 38-53	29%	(167)	36%	(205)	34%	(196)	568
Boomers: Age 54-72	36%	(267)	26%	(194)	39%	(289)	750
PID: Dem (no lean)	30%	(232)	40%	(307)	29%	(225)	764
PID: Ind (no lean)	29%	(184)	35%	(223)	36%	(228)	635
PID: Rep (no lean)	28%	(222)	33%	(268)	39%	(313)	802
PID/Gender: Dem Men	29%	(103)	40%	(141)	31%	(110)	354
PID/Gender: Dem Women	32%	(129)	41%	(166)	28%	(115)	410
PID/Gender: Ind Men	32%	(108)	36%	(119)	32%	(106)	333
PID/Gender: Ind Women	25%	(76)	35%	(104)	40%	(122)	302
PID/Gender: Rep Men	27%	(102)	36%	(133)	37%	(141)	376
PID/Gender: Rep Women	28%	(120)	31%	(134)	40%	(172)	427
Ideo: Liberal (1-3)	28%	(194)	45%	(313)	27%	(186)	694
Ideo: Moderate (4)	29%	(148)	36%	(181)	35%	(179)	508
Ideo: Conservative (5-7)	33%	(234)	32%	(223)	35%	(248)	706
Educ: College	27%	(409)	34%	(519)	39%	(585)	1513
Educ: Bachelors degree	34%	(153)	40%	(179)	25%	(112)	444
Educ: Post-grad	31%	(76)	41%	(100)	28%	(69)	244

Continued on next page

Table BRD7_19: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When I am on vacation

Demographic	Taxi cab	Ridehailing app (ie, Uber, Lyft)	Don't know/No Opinion	Total N
Adults	29% (638)	36% (798)	35% (766)	2201
Income: Under 50k	27% (342)	33% (422)	41% (526)	1290
Income: 50k-100k	34% (207)	39% (234)	27% (164)	605
Income: 100k+	29% (88)	46% (142)	25% (76)	307
Ethnicity: White	30% (525)	33% (573)	36% (624)	1723
Ethnicity: Hispanic	26% (91)	45% (157)	29% (102)	350
Ethnicity: Afr. Am.	25% (70)	45% (122)	30% (82)	274
Ethnicity: Other	21% (42)	50% (102)	29% (60)	204
Relig: Protestant	34% (163)	33% (161)	33% (161)	485
Relig: Roman Catholic	34% (148)	35% (151)	31% (137)	436
Relig: Something Else	24% (55)	36% (81)	39% (88)	225
Relig: Jewish	50% (23)	31% (14)	18% (8)	46
Relig: Evangelical	32% (191)	33% (199)	34% (205)	595
Relig: Non-Evang. Catholics	33% (196)	35% (206)	32% (191)	593
Relig: All Christian	33% (387)	34% (405)	33% (396)	1188
Relig: All Non-Christian	24% (55)	36% (81)	39% (88)	225
Community: Urban	24% (131)	42% (232)	34% (190)	553
Community: Suburban	31% (299)	38% (374)	31% (305)	978
Community: Rural	31% (208)	29% (192)	40% (271)	670
Employ: Private Sector	29% (186)	46% (292)	25% (158)	636
Employ: Government	29% (41)	44% (63)	27% (38)	143
Employ: Self-Employed	33% (65)	37% (73)	31% (61)	199
Employ: Homemaker	28% (55)	34% (67)	37% (72)	194
Employ: Student	17% (18)	50% (56)	33% (37)	112
Employ: Retired	37% (170)	22% (100)	41% (190)	460
Employ: Unemployed	21% (43)	34% (69)	45% (91)	202
Employ: Other	23% (60)	31% (78)	46% (118)	255
Military HH: Yes	35% (127)	32% (117)	33% (119)	363
Military HH: No	28% (511)	37% (681)	35% (647)	1838
RD/WT: Right Direction	32% (263)	33% (273)	35% (293)	829
RD/WT: Wrong Track	27% (375)	38% (525)	34% (473)	1372

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Table BRD7_19: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When I am on vacation

Demographic	Taxi cab	Ridehailing app (ie, Uber, Lyft)	Don't know/No Opinion	Total N
Adults	29% (638)	36% (798)	35% (766)	2201
Trump Job Approve	32% (281)	33% (293)	35% (314)	888
Trump Job Disapprove	29% (331)	40% (458)	32% (363)	1152
Trump Job Strongly Approve	32% (139)	31% (135)	37% (160)	434
Trump Job Somewhat Approve	31% (142)	35% (158)	34% (154)	454
Trump Job Somewhat Disapprove	28% (82)	40% (119)	32% (96)	297
Trump Job Strongly Disapprove	29% (249)	40% (339)	31% (267)	855
#1 Issue: Economy	28% (183)	40% (258)	32% (205)	646
#1 Issue: Security	29% (98)	36% (124)	35% (118)	340
#1 Issue: Health Care	30% (108)	38% (136)	32% (113)	357
#1 Issue: Medicare / Social Security	33% (118)	26% (91)	41% (146)	355
#1 Issue: Women's Issues	24% (31)	47% (61)	29% (37)	130
#1 Issue: Education	27% (44)	38% (62)	35% (57)	164
#1 Issue: Energy	28% (28)	44% (44)	29% (29)	102
#1 Issue: Other	25% (27)	19% (20)	56% (61)	108
2016 Vote: Hillary Clinton	32% (224)	41% (288)	27% (190)	703
2016 Vote: Donald Trump	33% (230)	31% (214)	37% (257)	701
2016 Vote: Someone else	23% (44)	43% (83)	34% (65)	191
2016 Vote: Didnt Vote	23% (138)	35% (206)	42% (253)	597
Voted in 2014: Yes	33% (448)	35% (485)	32% (442)	1375
Voted in 2014: No	23% (190)	38% (313)	39% (324)	826
2012 Vote: Barack Obama	31% (264)	38% (325)	30% (257)	847
2012 Vote: Mitt Romney	34% (170)	30% (153)	36% (181)	504
2012 Vote: Other	32% (33)	31% (31)	36% (37)	101
2012 Vote: Didn't Vote	23% (170)	38% (286)	39% (290)	746
4-Region: Northeast	35% (136)	34% (135)	31% (122)	394
4-Region: Midwest	29% (134)	31% (143)	40% (185)	462
4-Region: South	28% (233)	37% (302)	35% (290)	825
4-Region: West	26% (134)	42% (217)	32% (169)	520
Favorable of Trump	32% (285)	33% (291)	34% (300)	876
Unfavorable of Trump	28% (322)	41% (459)	31% (351)	1132

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Table BRD7_19: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
 When I am on vacation

Demographic	Taxi cab		Ridehailing app (ie, Uber, Lyft)		Don't know/No Opinion		Total N
Adults	29%	(638)	36%	(798)	35%	(766)	2201
Very Favorable of Trump	33%	(156)	31%	(146)	36%	(172)	474
Somewhat Favorable of Trump	32%	(128)	36%	(146)	32%	(128)	402
Somewhat Unfavorable of Trump	26%	(58)	36%	(82)	38%	(85)	225
Very Unfavorable of Trump	29%	(265)	42%	(377)	29%	(266)	908
Ride-hailing users	16%	(72)	72%	(326)	13%	(58)	456
Taxi users	59%	(134)	14%	(32)	27%	(61)	228
Ride hailing and taxi users	22%	(63)	64%	(184)	15%	(43)	290

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

Table BRD7_20: *Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When it is late at night*

Demographic	Taxi cab	Ridehailing app (ie, Uber, Lyft)	Don't know/No Opinion	Total N
Adults	30% (668)	34% (753)	35% (780)	2201
Gender: Male	32% (336)	36% (381)	32% (345)	1062
Gender: Female	29% (331)	33% (372)	38% (435)	1139
Age: 18-29	16% (78)	50% (240)	34% (164)	482
Age: 30-44	24% (126)	42% (221)	35% (184)	531
Age: 45-54	36% (132)	30% (112)	34% (125)	369
Age: 55-64	37% (143)	27% (103)	36% (137)	382
Age: 65+	43% (189)	18% (78)	39% (169)	436
Generation Z: 18-21	14% (25)	51% (91)	35% (63)	179
Millennial: Age 22-37	21% (130)	45% (276)	33% (202)	608
Generation X: Age 38-53	30% (171)	35% (196)	35% (200)	568
Boomers: Age 54-72	39% (295)	24% (177)	37% (277)	750
PID: Dem (no lean)	32% (242)	39% (296)	29% (225)	764
PID: Ind (no lean)	30% (193)	34% (217)	35% (225)	635
PID: Rep (no lean)	29% (232)	30% (240)	41% (330)	802
PID/Gender: Dem Men	35% (124)	39% (137)	26% (93)	354
PID/Gender: Dem Women	29% (119)	39% (159)	32% (132)	410
PID/Gender: Ind Men	29% (98)	36% (121)	34% (114)	333
PID/Gender: Ind Women	31% (95)	32% (96)	37% (111)	302
PID/Gender: Rep Men	31% (115)	33% (123)	37% (138)	376
PID/Gender: Rep Women	28% (117)	27% (117)	45% (192)	427
Ideo: Liberal (1-3)	29% (201)	42% (290)	29% (204)	694
Ideo: Moderate (4)	29% (148)	36% (182)	35% (178)	508
Ideo: Conservative (5-7)	37% (260)	28% (196)	35% (250)	706
Educ: College	29% (438)	32% (489)	39% (585)	1513
Educ: Bachelors degree	34% (152)	39% (174)	27% (118)	444
Educ: Post-grad	32% (77)	37% (90)	31% (77)	244

Continued on next page

Table BRD7_20: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
 When it is late at night

Demographic	Taxi cab	Ridehailing app (ie, Uber, Lyft)	Don't know/No Opinion	Total N
Adults	30% (668)	34% (753)	35% (780)	2201
Income: Under 50k	30% (387)	31% (404)	39% (500)	1290
Income: 50k-100k	32% (192)	37% (223)	31% (190)	605
Income: 100k+	29% (89)	41% (127)	29% (90)	307
Ethnicity: White	31% (536)	31% (533)	38% (654)	1723
Ethnicity: Hispanic	25% (88)	44% (155)	30% (106)	350
Ethnicity: Afr. Am.	29% (81)	45% (123)	26% (70)	274
Ethnicity: Other	25% (51)	48% (98)	27% (55)	204
Relig: Protestant	35% (170)	31% (150)	34% (165)	485
Relig: Roman Catholic	36% (156)	34% (148)	30% (132)	436
Relig: Something Else	30% (68)	32% (73)	37% (84)	225
Relig: Jewish	37% (17)	38% (17)	24% (11)	46
Relig: Evangelical	32% (188)	31% (186)	37% (221)	595
Relig: Non-Evang. Catholics	34% (200)	35% (205)	32% (187)	593
Relig: All Christian	33% (389)	33% (391)	34% (408)	1188
Relig: All Non-Christian	30% (68)	32% (73)	37% (84)	225
Community: Urban	28% (157)	41% (226)	31% (170)	553
Community: Suburban	32% (316)	35% (344)	32% (317)	978
Community: Rural	29% (195)	27% (183)	44% (292)	670
Employ: Private Sector	26% (169)	44% (283)	29% (185)	636
Employ: Government	26% (38)	45% (65)	28% (40)	143
Employ: Self-Employed	30% (60)	36% (72)	34% (67)	199
Employ: Homemaker	32% (63)	27% (52)	41% (80)	194
Employ: Student	13% (15)	52% (58)	34% (38)	112
Employ: Retired	44% (205)	17% (80)	38% (176)	460
Employ: Unemployed	24% (48)	35% (70)	42% (84)	202
Employ: Other	28% (71)	29% (74)	43% (110)	255
Military HH: Yes	36% (132)	28% (102)	36% (129)	363
Military HH: No	29% (536)	35% (651)	35% (651)	1838
RD/WT: Right Direction	33% (272)	30% (248)	37% (309)	829
RD/WT: Wrong Track	29% (396)	37% (506)	34% (471)	1372

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Table BRD7_20: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When it is late at night

Demographic	Taxi cab	Ridehailing app (ie, Uber, Lyft)	Don't know/No Opinion	Total N
Adults	30% (668)	34% (753)	35% (780)	2201
Trump Job Approve	34% (301)	29% (259)	37% (328)	888
Trump Job Disapprove	29% (333)	39% (454)	32% (365)	1152
Trump Job Strongly Approve	35% (152)	28% (120)	37% (162)	434
Trump Job Somewhat Approve	33% (149)	31% (139)	37% (167)	454
Trump Job Somewhat Disapprove	22% (67)	40% (120)	37% (110)	297
Trump Job Strongly Disapprove	31% (267)	39% (333)	30% (255)	855
#1 Issue: Economy	30% (193)	37% (236)	34% (217)	646
#1 Issue: Security	34% (116)	32% (109)	34% (114)	340
#1 Issue: Health Care	31% (111)	36% (129)	33% (117)	357
#1 Issue: Medicare / Social Security	36% (126)	26% (91)	39% (138)	355
#1 Issue: Women's Issues	20% (25)	46% (60)	34% (44)	130
#1 Issue: Education	27% (44)	42% (69)	31% (51)	164
#1 Issue: Energy	22% (22)	41% (42)	37% (38)	102
#1 Issue: Other	27% (29)	16% (17)	57% (61)	108
2016 Vote: Hillary Clinton	32% (226)	39% (271)	29% (206)	703
2016 Vote: Donald Trump	35% (248)	27% (189)	38% (264)	701
2016 Vote: Someone else	23% (45)	43% (82)	34% (65)	191
2016 Vote: Didnt Vote	25% (148)	34% (205)	41% (243)	597
Voted in 2014: Yes	34% (464)	32% (442)	34% (469)	1375
Voted in 2014: No	25% (204)	38% (311)	38% (311)	826
2012 Vote: Barack Obama	32% (273)	35% (300)	32% (274)	847
2012 Vote: Mitt Romney	36% (184)	28% (141)	36% (179)	504
2012 Vote: Other	28% (28)	30% (30)	42% (43)	101
2012 Vote: Didn't Vote	25% (183)	38% (280)	38% (282)	746
4-Region: Northeast	31% (121)	37% (147)	32% (125)	394
4-Region: Midwest	30% (141)	27% (125)	43% (197)	462
4-Region: South	31% (257)	34% (280)	35% (288)	825
4-Region: West	28% (148)	39% (202)	33% (170)	520
Favorable of Trump	34% (300)	30% (263)	36% (313)	876
Unfavorable of Trump	29% (331)	40% (450)	31% (352)	1132

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Table BRD7_20: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
 When it is late at night

Demographic	Taxi cab		Ridehailing app (ie, Uber, Lyft)		Don't know/No Opinion		Total N
Adults	30%	(668)	34%	(753)	35%	(780)	2201
Very Favorable of Trump	36%	(171)	28%	(130)	36%	(172)	474
Somewhat Favorable of Trump	32%	(129)	33%	(132)	35%	(141)	402
Somewhat Unfavorable of Trump	24%	(54)	37%	(83)	39%	(87)	225
Very Unfavorable of Trump	30%	(276)	40%	(367)	29%	(265)	908
Ride-hailing users	12%	(53)	73%	(334)	15%	(69)	456
Taxi users	60%	(137)	15%	(35)	25%	(56)	228
Ride hailing and taxi users	25%	(74)	61%	(176)	14%	(41)	290

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

Table BRD7_21: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When I am going on a trip that will take less than 30 minutes

Demographic	Taxi cab		Ridehailing app (ie, Uber, Lyft)		Don't know/No Opinion		Total N
Adults	22%	(479)	39%	(851)	40%	(871)	2201
Gender: Male	23%	(246)	40%	(420)	37%	(396)	1062
Gender: Female	20%	(233)	38%	(431)	42%	(475)	1139
Age: 18-29	14%	(67)	51%	(246)	35%	(169)	482
Age: 30-44	18%	(95)	45%	(237)	38%	(200)	531
Age: 45-54	25%	(92)	36%	(133)	39%	(144)	369
Age: 55-64	24%	(92)	33%	(126)	43%	(164)	382
Age: 65+	31%	(133)	25%	(109)	45%	(194)	436
Generation Z: 18-21	8%	(14)	53%	(95)	39%	(70)	179
Millennial: Age 22-37	18%	(110)	47%	(283)	35%	(214)	608
Generation X: Age 38-53	22%	(126)	40%	(224)	38%	(217)	568
Boomers: Age 54-72	26%	(193)	31%	(232)	43%	(325)	750
PID: Dem (no lean)	24%	(183)	42%	(318)	34%	(263)	764
PID: Ind (no lean)	19%	(122)	40%	(255)	41%	(257)	635
PID: Rep (no lean)	22%	(174)	35%	(278)	44%	(351)	802
PID/Gender: Dem Men	25%	(89)	39%	(139)	36%	(126)	354
PID/Gender: Dem Women	23%	(94)	44%	(179)	33%	(137)	410
PID/Gender: Ind Men	22%	(72)	42%	(140)	36%	(121)	333
PID/Gender: Ind Women	17%	(50)	38%	(115)	45%	(137)	302
PID/Gender: Rep Men	23%	(85)	38%	(141)	40%	(149)	376
PID/Gender: Rep Women	21%	(89)	32%	(136)	47%	(202)	427
Ideo: Liberal (1-3)	21%	(143)	48%	(335)	31%	(216)	694
Ideo: Moderate (4)	23%	(119)	37%	(186)	40%	(203)	508
Ideo: Conservative (5-7)	25%	(175)	33%	(234)	42%	(296)	706
Educ: College	22%	(328)	36%	(538)	43%	(647)	1513
Educ: Bachelors degree	22%	(99)	45%	(201)	32%	(144)	444
Educ: Post-grad	21%	(52)	46%	(112)	33%	(80)	244

Continued on next page

Table BRD7_21: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When I am going on a trip that will take less than 30 minutes

Demographic	Taxi cab	Ridehailing app (ie, Uber, Lyft)	Don't know/No Opinion	Total N
Adults	22% (479)	39% (851)	40% (871)	2201
Income: Under 50k	22% (277)	35% (452)	43% (561)	1290
Income: 50k-100k	24% (146)	41% (251)	34% (208)	605
Income: 100k+	18% (56)	49% (149)	33% (102)	307
Ethnicity: White	22% (381)	36% (617)	42% (725)	1723
Ethnicity: Hispanic	17% (59)	48% (167)	36% (124)	350
Ethnicity: Afr. Am.	23% (63)	48% (131)	29% (81)	274
Ethnicity: Other	18% (36)	50% (103)	32% (66)	204
Relig: Protestant	25% (123)	36% (175)	39% (187)	485
Relig: Roman Catholic	24% (103)	41% (178)	36% (156)	436
Relig: Something Else	20% (46)	35% (78)	45% (101)	225
Relig: Jewish	22% (10)	37% (17)	41% (19)	46
Relig: Evangelical	26% (156)	35% (211)	38% (229)	595
Relig: Non-Evang. Catholics	23% (136)	41% (242)	36% (215)	593
Relig: All Christian	25% (292)	38% (452)	37% (443)	1188
Relig: All Non-Christian	20% (46)	35% (78)	45% (101)	225
Community: Urban	22% (123)	44% (244)	34% (186)	553
Community: Suburban	21% (201)	42% (408)	38% (369)	978
Community: Rural	23% (156)	30% (198)	47% (316)	670
Employ: Private Sector	18% (117)	47% (300)	34% (219)	636
Employ: Government	18% (25)	52% (75)	30% (43)	143
Employ: Self-Employed	27% (53)	43% (86)	30% (60)	199
Employ: Homemaker	20% (39)	37% (71)	43% (84)	194
Employ: Student	10% (11)	51% (57)	39% (43)	112
Employ: Retired	33% (151)	24% (109)	43% (199)	460
Employ: Unemployed	14% (29)	39% (79)	47% (94)	202
Employ: Other	21% (54)	29% (74)	50% (128)	255
Military HH: Yes	23% (84)	36% (130)	41% (149)	363
Military HH: No	21% (395)	39% (721)	39% (722)	1838
RD/WT: Right Direction	22% (186)	34% (285)	43% (358)	829
RD/WT: Wrong Track	21% (294)	41% (566)	37% (513)	1372

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Table BRD7_21: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When I am going on a trip that will take less than 30 minutes

Demographic	Taxi cab	Ridehailing app (ie, Uber, Lyft)	Don't know/No Opinion	Total N
Adults	22% (479)	39% (851)	40% (871)	2201
Trump Job Approve	23% (208)	35% (310)	42% (369)	888
Trump Job Disapprove	21% (244)	43% (501)	35% (407)	1152
Trump Job Strongly Approve	24% (104)	32% (137)	45% (193)	434
Trump Job Somewhat Approve	23% (105)	38% (174)	39% (176)	454
Trump Job Somewhat Disapprove	18% (55)	44% (132)	37% (110)	297
Trump Job Strongly Disapprove	22% (190)	43% (369)	35% (297)	855
#1 Issue: Economy	22% (141)	40% (258)	38% (247)	646
#1 Issue: Security	25% (85)	36% (123)	39% (132)	340
#1 Issue: Health Care	22% (79)	40% (142)	38% (137)	357
#1 Issue: Medicare / Social Security	25% (89)	32% (114)	43% (151)	355
#1 Issue: Women's Issues	20% (26)	46% (59)	34% (44)	130
#1 Issue: Education	16% (26)	48% (78)	36% (60)	164
#1 Issue: Energy	12% (12)	54% (55)	34% (34)	102
#1 Issue: Other	20% (21)	20% (21)	61% (65)	108
2016 Vote: Hillary Clinton	23% (159)	44% (306)	34% (237)	703
2016 Vote: Donald Trump	25% (174)	32% (224)	43% (304)	701
2016 Vote: Someone else	12% (22)	50% (96)	38% (73)	191
2016 Vote: Didnt Vote	20% (121)	37% (220)	43% (255)	597
Voted in 2014: Yes	23% (313)	39% (530)	39% (533)	1375
Voted in 2014: No	20% (167)	39% (321)	41% (338)	826
2012 Vote: Barack Obama	22% (187)	42% (357)	36% (304)	847
2012 Vote: Mitt Romney	25% (126)	33% (165)	42% (213)	504
2012 Vote: Other	24% (25)	32% (33)	43% (43)	101
2012 Vote: Didn't Vote	19% (142)	40% (295)	41% (309)	746
4-Region: Northeast	23% (92)	37% (145)	40% (157)	394
4-Region: Midwest	23% (104)	32% (149)	45% (209)	462
4-Region: South	22% (182)	39% (325)	38% (317)	825
4-Region: West	19% (100)	45% (232)	36% (188)	520
Favorable of Trump	25% (217)	35% (305)	40% (353)	876
Unfavorable of Trump	20% (230)	45% (507)	35% (395)	1132

Continued on next page

Table BRD7_21: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When I am going on a trip that will take less than 30 minutes

Demographic	Taxi cab	Ridehailing app (ie, Uber, Lyft)	Don't know/No Opinion	Total N
Adults	22% (479)	39% (851)	40% (871)	2201
Very Favorable of Trump	26% (122)	32% (149)	43% (202)	474
Somewhat Favorable of Trump	24% (95)	39% (156)	37% (151)	402
Somewhat Unfavorable of Trump	15% (35)	47% (105)	38% (85)	225
Very Unfavorable of Trump	21% (195)	44% (402)	34% (310)	908
Ride-hailing users	8% (35)	78% (357)	14% (65)	456
Taxi users	49% (113)	18% (40)	33% (75)	228
Ride hailing and taxi users	20% (57)	64% (186)	16% (48)	290

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

Table BRD7_22: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When I am on a business trip

Demographic	Taxi cab		Ridehailing app (ie, Uber, Lyft)		Don't know/No Opinion		Total N
Adults	29%	(629)	31%	(689)	40%	(884)	2201
Gender: Male	31%	(331)	33%	(352)	36%	(379)	1062
Gender: Female	26%	(298)	30%	(337)	44%	(504)	1139
Age: 18-29	18%	(85)	47%	(226)	35%	(170)	482
Age: 30-44	26%	(139)	39%	(205)	35%	(187)	531
Age: 45-54	34%	(125)	28%	(102)	38%	(142)	369
Age: 55-64	34%	(128)	23%	(87)	44%	(167)	382
Age: 65+	35%	(151)	16%	(69)	50%	(217)	436
Generation Z: 18-21	9%	(16)	48%	(87)	42%	(76)	179
Millennial: Age 22-37	25%	(150)	43%	(259)	33%	(199)	608
Generation X: Age 38-53	31%	(177)	31%	(177)	38%	(214)	568
Boomers: Age 54-72	33%	(245)	21%	(160)	46%	(344)	750
PID: Dem (no lean)	30%	(229)	34%	(256)	36%	(279)	764
PID: Ind (no lean)	30%	(189)	31%	(199)	39%	(246)	635
PID: Rep (no lean)	26%	(211)	29%	(233)	45%	(358)	802
PID/Gender: Dem Men	35%	(125)	34%	(119)	31%	(109)	354
PID/Gender: Dem Women	25%	(104)	33%	(137)	41%	(169)	410
PID/Gender: Ind Men	30%	(99)	35%	(115)	36%	(119)	333
PID/Gender: Ind Women	30%	(90)	28%	(85)	42%	(128)	302
PID/Gender: Rep Men	28%	(107)	31%	(118)	40%	(151)	376
PID/Gender: Rep Women	24%	(104)	27%	(115)	49%	(207)	427
Ideo: Liberal (1-3)	27%	(190)	39%	(274)	33%	(231)	694
Ideo: Moderate (4)	30%	(151)	30%	(154)	40%	(203)	508
Ideo: Conservative (5-7)	31%	(221)	27%	(190)	42%	(295)	706
Educ: College	26%	(393)	30%	(461)	44%	(658)	1513
Educ: Bachelors degree	36%	(158)	33%	(146)	31%	(139)	444
Educ: Post-grad	32%	(77)	33%	(81)	35%	(86)	244

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Table BRD7_22: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
 When I am on a business trip

Demographic	Taxi cab	Ridehailing app (ie, Uber, Lyft)	Don't know/No Opinion	Total N
Adults	29% (629)	31% (689)	40% (884)	2201
Income: Under 50k	27% (353)	28% (355)	45% (582)	1290
Income: 50k-100k	31% (187)	34% (208)	35% (210)	605
Income: 100k+	29% (89)	41% (125)	30% (92)	307
Ethnicity: White	29% (505)	28% (483)	43% (735)	1723
Ethnicity: Hispanic	25% (88)	41% (144)	34% (118)	350
Ethnicity: Afr. Am.	25% (69)	44% (121)	30% (84)	274
Ethnicity: Other	27% (54)	41% (85)	32% (65)	204
Relig: Protestant	32% (153)	27% (130)	42% (202)	485
Relig: Roman Catholic	34% (148)	29% (126)	37% (162)	436
Relig: Something Else	26% (57)	32% (73)	42% (94)	225
Relig: Jewish	30% (14)	37% (17)	33% (15)	46
Relig: Evangelical	30% (176)	29% (174)	41% (245)	595
Relig: Non-Evang. Catholics	33% (197)	28% (163)	39% (232)	593
Relig: All Christian	31% (373)	28% (338)	40% (477)	1188
Relig: All Non-Christian	26% (57)	32% (73)	42% (94)	225
Community: Urban	27% (150)	38% (208)	35% (195)	553
Community: Suburban	29% (285)	32% (314)	39% (378)	978
Community: Rural	29% (194)	25% (166)	46% (310)	670
Employ: Private Sector	32% (206)	39% (250)	28% (180)	636
Employ: Government	27% (38)	45% (64)	29% (41)	143
Employ: Self-Employed	36% (72)	37% (74)	27% (53)	199
Employ: Homemaker	24% (47)	29% (55)	47% (92)	194
Employ: Student	11% (12)	47% (52)	42% (47)	112
Employ: Retired	33% (153)	14% (65)	52% (241)	460
Employ: Unemployed	17% (34)	30% (61)	53% (107)	202
Employ: Other	26% (66)	26% (67)	48% (123)	255
Military HH: Yes	33% (121)	25% (89)	42% (153)	363
Military HH: No	28% (508)	33% (600)	40% (731)	1838
RD/WT: Right Direction	30% (245)	28% (228)	43% (356)	829
RD/WT: Wrong Track	28% (384)	34% (461)	38% (528)	1372

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Table BRD7_22: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When I am on a business trip

Demographic	Taxi cab	Ridehailing app (ie, Uber, Lyft)	Don't know/No Opinion	Total N
Adults	29% (629)	31% (689)	40% (884)	2201
Trump Job Approve	31% (273)	29% (260)	40% (355)	888
Trump Job Disapprove	29% (329)	34% (393)	37% (431)	1152
Trump Job Strongly Approve	31% (133)	26% (112)	44% (189)	434
Trump Job Somewhat Approve	31% (140)	33% (148)	37% (166)	454
Trump Job Somewhat Disapprove	24% (71)	34% (102)	42% (124)	297
Trump Job Strongly Disapprove	30% (257)	34% (291)	36% (307)	855
#1 Issue: Economy	29% (186)	34% (221)	37% (239)	646
#1 Issue: Security	30% (103)	29% (98)	41% (139)	340
#1 Issue: Health Care	31% (111)	33% (117)	36% (129)	357
#1 Issue: Medicare / Social Security	29% (101)	22% (77)	50% (177)	355
#1 Issue: Women's Issues	21% (28)	44% (57)	35% (45)	130
#1 Issue: Education	27% (44)	35% (58)	38% (62)	164
#1 Issue: Energy	25% (26)	42% (42)	33% (34)	102
#1 Issue: Other	27% (29)	17% (19)	56% (60)	108
2016 Vote: Hillary Clinton	32% (226)	34% (238)	34% (238)	703
2016 Vote: Donald Trump	32% (224)	26% (184)	42% (294)	701
2016 Vote: Someone else	21% (41)	37% (70)	42% (81)	191
2016 Vote: Didnt Vote	23% (136)	32% (192)	45% (269)	597
Voted in 2014: Yes	33% (450)	29% (401)	38% (524)	1375
Voted in 2014: No	22% (179)	35% (288)	44% (359)	826
2012 Vote: Barack Obama	31% (266)	32% (271)	37% (309)	847
2012 Vote: Mitt Romney	35% (175)	23% (118)	42% (211)	504
2012 Vote: Other	36% (37)	22% (22)	42% (42)	101
2012 Vote: Didn't Vote	20% (151)	37% (276)	43% (319)	746
4-Region: Northeast	27% (107)	32% (126)	41% (161)	394
4-Region: Midwest	30% (139)	25% (115)	45% (208)	462
4-Region: South	27% (226)	33% (270)	40% (328)	825
4-Region: West	30% (157)	34% (178)	36% (186)	520
Favorable of Trump	30% (259)	29% (255)	41% (362)	876
Unfavorable of Trump	30% (336)	35% (392)	36% (404)	1132

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Table BRD7_22: *Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
 When I am on a business trip*

Demographic	Taxi cab		Ridehailing app (ie, Uber, Lyft)		Don't know/No Opinion		Total N
Adults	29%	(629)	31%	(689)	40%	(884)	2201
Very Favorable of Trump	30%	(140)	26%	(124)	44%	(210)	474
Somewhat Favorable of Trump	29%	(118)	33%	(131)	38%	(152)	402
Somewhat Unfavorable of Trump	26%	(57)	36%	(80)	39%	(87)	225
Very Unfavorable of Trump	31%	(279)	34%	(312)	35%	(317)	908
Ride-hailing users	13%	(58)	66%	(303)	21%	(95)	456
Taxi users	52%	(119)	14%	(32)	34%	(77)	228
Ride hailing and taxi users	25%	(72)	55%	(160)	20%	(58)	290

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

Table BRD7_23: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When I am in a rush

Demographic	Taxi cab		Ridehailing app (ie, Uber, Lyft)		Don't know/No Opinion		Total N
Adults	29%	(646)	32%	(708)	38%	(847)	2201
Gender: Male	32%	(340)	32%	(343)	36%	(380)	1062
Gender: Female	27%	(306)	32%	(365)	41%	(468)	1139
Age: 18-29	19%	(91)	46%	(219)	36%	(172)	482
Age: 30-44	22%	(118)	40%	(212)	38%	(201)	531
Age: 45-54	33%	(122)	29%	(106)	38%	(141)	369
Age: 55-64	37%	(140)	24%	(90)	40%	(152)	382
Age: 65+	40%	(175)	19%	(81)	41%	(181)	436
Generation Z: 18-21	15%	(27)	47%	(83)	39%	(69)	179
Millennial: Age 22-37	22%	(131)	42%	(256)	36%	(220)	608
Generation X: Age 38-53	29%	(165)	33%	(186)	38%	(217)	568
Boomers: Age 54-72	38%	(282)	23%	(171)	40%	(297)	750
PID: Dem (no lean)	31%	(239)	36%	(274)	33%	(251)	764
PID: Ind (no lean)	28%	(177)	33%	(209)	39%	(249)	635
PID: Rep (no lean)	29%	(230)	28%	(225)	43%	(347)	802
PID/Gender: Dem Men	35%	(122)	32%	(114)	33%	(118)	354
PID/Gender: Dem Women	28%	(116)	39%	(160)	33%	(133)	410
PID/Gender: Ind Men	29%	(96)	35%	(117)	36%	(120)	333
PID/Gender: Ind Women	27%	(80)	31%	(92)	43%	(129)	302
PID/Gender: Rep Men	32%	(121)	30%	(113)	38%	(142)	376
PID/Gender: Rep Women	26%	(109)	26%	(112)	48%	(205)	427
Ideo: Liberal (1-3)	28%	(193)	40%	(281)	32%	(220)	694
Ideo: Moderate (4)	28%	(143)	34%	(172)	38%	(193)	508
Ideo: Conservative (5-7)	37%	(263)	25%	(175)	38%	(268)	706
Educ: College	26%	(397)	31%	(467)	43%	(649)	1513
Educ: Bachelors degree	38%	(169)	35%	(154)	27%	(121)	444
Educ: Post-grad	33%	(80)	36%	(87)	32%	(77)	244

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Table BRD7_23: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When I am in a rush

Demographic	Taxi cab	Ridehailing app (ie, Uber, Lyft)	Don't know/No Opinion	Total N
Adults	29% (646)	32% (708)	38% (847)	2201
Income: Under 50k	27% (344)	30% (389)	43% (557)	1290
Income: 50k-100k	34% (207)	33% (197)	33% (201)	605
Income: 100k+	31% (95)	40% (122)	29% (90)	307
Ethnicity: White	30% (519)	29% (496)	41% (708)	1723
Ethnicity: Hispanic	24% (83)	44% (152)	33% (115)	350
Ethnicity: Afr. Am.	28% (78)	43% (117)	29% (79)	274
Ethnicity: Other	24% (49)	46% (95)	29% (60)	204
Relig: Protestant	35% (169)	28% (136)	37% (180)	485
Relig: Roman Catholic	34% (150)	34% (148)	32% (139)	436
Relig: Something Else	24% (53)	31% (70)	45% (102)	225
Relig: Jewish	52% (24)	18% (8)	30% (14)	46
Relig: Evangelical	34% (200)	28% (169)	38% (226)	595
Relig: Non-Evang. Catholics	33% (194)	33% (193)	35% (205)	593
Relig: All Christian	33% (395)	30% (362)	36% (431)	1188
Relig: All Non-Christian	24% (53)	31% (70)	45% (102)	225
Community: Urban	25% (138)	42% (232)	33% (183)	553
Community: Suburban	32% (316)	32% (312)	36% (350)	978
Community: Rural	29% (192)	24% (163)	47% (315)	670
Employ: Private Sector	30% (188)	39% (251)	31% (198)	636
Employ: Government	32% (45)	37% (52)	32% (45)	143
Employ: Self-Employed	30% (59)	38% (75)	33% (65)	199
Employ: Homemaker	25% (48)	32% (61)	44% (84)	194
Employ: Student	14% (16)	47% (53)	39% (43)	112
Employ: Retired	41% (187)	19% (85)	41% (188)	460
Employ: Unemployed	21% (42)	33% (67)	46% (93)	202
Employ: Other	24% (61)	25% (64)	51% (130)	255
Military HH: Yes	33% (120)	26% (96)	40% (147)	363
Military HH: No	29% (526)	33% (612)	38% (700)	1838
RD/WT: Right Direction	33% (272)	26% (219)	41% (337)	829
RD/WT: Wrong Track	27% (374)	36% (489)	37% (510)	1372

Continued on next page

Table BRD7_23: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
When I am in a rush

Demographic	Taxi cab	Ridehailing app (ie, Uber, Lyft)	Don't know/No Opinion	Total N
Adults	29% (646)	32% (708)	38% (847)	2201
Trump Job Approve	34% (301)	26% (227)	41% (360)	888
Trump Job Disapprove	28% (321)	38% (432)	35% (399)	1152
Trump Job Strongly Approve	38% (164)	23% (100)	39% (169)	434
Trump Job Somewhat Approve	30% (137)	28% (126)	42% (191)	454
Trump Job Somewhat Disapprove	24% (73)	37% (109)	39% (115)	297
Trump Job Strongly Disapprove	29% (249)	38% (323)	33% (283)	855
#1 Issue: Economy	29% (185)	35% (224)	37% (237)	646
#1 Issue: Security	34% (114)	30% (101)	37% (125)	340
#1 Issue: Health Care	30% (109)	32% (116)	37% (133)	357
#1 Issue: Medicare / Social Security	34% (122)	25% (89)	41% (144)	355
#1 Issue: Women's Issues	17% (22)	41% (54)	42% (54)	130
#1 Issue: Education	24% (39)	42% (69)	34% (56)	164
#1 Issue: Energy	28% (29)	38% (39)	34% (34)	102
#1 Issue: Other	24% (26)	16% (17)	60% (64)	108
2016 Vote: Hillary Clinton	30% (208)	37% (262)	33% (232)	703
2016 Vote: Donald Trump	36% (251)	24% (172)	40% (279)	701
2016 Vote: Someone else	22% (42)	40% (77)	38% (73)	191
2016 Vote: Didnt Vote	24% (144)	32% (191)	44% (262)	597
Voted in 2014: Yes	32% (441)	31% (423)	37% (511)	1375
Voted in 2014: No	25% (205)	35% (285)	41% (336)	826
2012 Vote: Barack Obama	31% (263)	33% (284)	35% (300)	847
2012 Vote: Mitt Romney	37% (184)	24% (119)	40% (201)	504
2012 Vote: Other	29% (30)	26% (26)	45% (45)	101
2012 Vote: Didn't Vote	23% (169)	37% (277)	40% (301)	746
4-Region: Northeast	35% (138)	30% (117)	35% (138)	394
4-Region: Midwest	29% (134)	26% (122)	45% (206)	462
4-Region: South	28% (234)	33% (271)	39% (319)	825
4-Region: West	27% (139)	38% (197)	35% (184)	520
Favorable of Trump	34% (301)	27% (235)	39% (339)	876
Unfavorable of Trump	28% (313)	38% (426)	35% (393)	1132

Continued on next page

Table BRD7_23: Considering the following scenarios, would you take a taxi cab or use a ride-hailing app like Uber or Lyft?
 When I am in a rush

Demographic	Taxi cab		Ridehailing app (ie, Uber, Lyft)		Don't know/No Opinion		Total N
Adults	29%	(646)	32%	(708)	38%	(847)	2201
Very Favorable of Trump	36%	(172)	25%	(118)	39%	(184)	474
Somewhat Favorable of Trump	32%	(129)	29%	(117)	39%	(156)	402
Somewhat Unfavorable of Trump	25%	(56)	37%	(83)	38%	(86)	225
Very Unfavorable of Trump	28%	(258)	38%	(343)	34%	(307)	908
Ride-hailing users	14%	(64)	70%	(317)	16%	(74)	456
Taxi users	59%	(135)	12%	(27)	29%	(66)	228
Ride hailing and taxi users	28%	(83)	57%	(166)	14%	(41)	290

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

Table BRD9: Ride-hailing apps have begun implementing enhanced safety features, including steps such as bolstering the driver screening process and an emergency button on the mobile app that allows passengers to dial 911. How do these new safety features impact your likelihood to use ride-hailing apps?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact on my likelihood	Don't know/No Opinion	Total N
Adults	23% (504)	33% (724)	4% (88)	2% (42)	26% (576)	12% (266)	2201
Gender: Male	21% (220)	33% (349)	4% (45)	2% (18)	30% (318)	11% (113)	1062
Gender: Female	25% (284)	33% (375)	4% (43)	2% (24)	23% (258)	13% (153)	1139
Age: 18-29	35% (169)	30% (145)	5% (25)	4% (18)	13% (61)	13% (63)	482
Age: 30-44	27% (143)	32% (171)	3% (18)	1% (3)	23% (123)	14% (73)	531
Age: 45-54	21% (78)	34% (125)	7% (26)	2% (7)	25% (92)	11% (41)	369
Age: 55-64	15% (59)	35% (134)	3% (10)	3% (12)	35% (135)	9% (33)	382
Age: 65+	13% (56)	34% (148)	2% (9)	1% (3)	38% (166)	13% (55)	436
Generation Z: 18-21	33% (60)	32% (56)	6% (11)	2% (4)	11% (20)	15% (28)	179
Millennial: Age 22-37	33% (199)	31% (186)	4% (23)	2% (14)	18% (110)	12% (75)	608
Generation X: Age 38-53	21% (121)	34% (195)	5% (30)	2% (9)	25% (141)	13% (72)	568
Boomers: Age 54-72	16% (120)	33% (251)	3% (24)	2% (15)	36% (268)	10% (73)	750
PID: Dem (no lean)	24% (186)	34% (258)	5% (37)	2% (16)	25% (190)	10% (77)	764
PID: Ind (no lean)	22% (141)	34% (217)	4% (25)	2% (13)	26% (167)	11% (72)	635
PID: Rep (no lean)	22% (177)	31% (249)	3% (26)	2% (14)	27% (219)	15% (117)	802
PID/Gender: Dem Men	22% (77)	34% (119)	5% (19)	2% (6)	27% (95)	11% (37)	354
PID/Gender: Dem Women	27% (110)	34% (139)	4% (18)	2% (9)	23% (95)	10% (40)	410
PID/Gender: Ind Men	21% (69)	34% (112)	3% (11)	1% (4)	32% (106)	9% (30)	333
PID/Gender: Ind Women	24% (72)	35% (105)	5% (14)	3% (9)	20% (61)	14% (41)	302
PID/Gender: Rep Men	20% (75)	31% (118)	4% (14)	2% (7)	31% (117)	12% (45)	376
PID/Gender: Rep Women	24% (102)	31% (131)	3% (12)	1% (6)	24% (102)	17% (72)	427
Ideo: Liberal (1-3)	28% (194)	36% (250)	4% (30)	2% (13)	21% (143)	9% (64)	694
Ideo: Moderate (4)	21% (106)	36% (182)	4% (21)	2% (10)	26% (132)	11% (57)	508
Ideo: Conservative (5-7)	19% (136)	32% (228)	3% (22)	2% (11)	34% (240)	10% (69)	706

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Table BRD9: Ride-hailing apps have begun implementing enhanced safety features, including steps such as bolstering the driver screening process and an emergency button on the mobile app that allows passengers to dial 911. How do these new safety features impact your likelihood to use ride-hailing apps?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact on my likelihood	Don't know/No Opinion	Total N
Adults	23% (504)	33% (724)	4% (88)	2% (42)	26% (576)	12% (266)	2201
Educ: College	23% (345)	30% (453)	5% (76)	3% (39)	25% (379)	15% (221)	1513
Educ: Bachelors degree	25% (110)	37% (166)	2% (11)	— (0)	29% (128)	7% (29)	444
Educ: Post-grad	20% (49)	43% (105)	1% (2)	1% (3)	29% (70)	7% (16)	244
Income: Under 50k	22% (289)	28% (358)	5% (69)	3% (34)	27% (348)	15% (191)	1290
Income: 50k-100k	23% (138)	41% (248)	2% (15)	— (2)	24% (148)	9% (54)	605
Income: 100k+	25% (77)	39% (119)	2% (5)	2% (6)	26% (80)	7% (21)	307
Ethnicity: White	21% (355)	34% (579)	3% (47)	2% (33)	29% (500)	12% (208)	1723
Ethnicity: Hispanic	36% (125)	26% (91)	8% (28)	2% (8)	18% (64)	10% (34)	350
Ethnicity: Afr. Am.	29% (78)	31% (84)	9% (25)	3% (8)	14% (39)	14% (39)	274
Ethnicity: Other	34% (70)	30% (61)	8% (16)	1% (1)	18% (37)	9% (19)	204
Relig: Protestant	19% (92)	36% (175)	3% (15)	1% (5)	31% (151)	10% (48)	485
Relig: Roman Catholic	28% (122)	35% (154)	3% (14)	1% (3)	26% (114)	7% (30)	436
Relig: Something Else	24% (54)	33% (73)	4% (9)	4% (10)	24% (54)	11% (24)	225
Relig: Jewish	18% (8)	52% (24)	7% (3)	— (0)	21% (10)	2% (1)	46
Relig: Evangelical	23% (135)	31% (183)	5% (31)	1% (5)	28% (164)	13% (77)	595
Relig: Non-Evang. Catholics	24% (144)	37% (218)	2% (12)	1% (4)	28% (166)	8% (48)	593
Relig: All Christian	23% (279)	34% (401)	4% (44)	1% (9)	28% (330)	11% (125)	1188
Relig: All Non-Christian	24% (54)	33% (73)	4% (9)	4% (10)	24% (54)	11% (24)	225
Community: Urban	27% (149)	32% (179)	5% (27)	2% (10)	21% (116)	13% (72)	553
Community: Suburban	24% (233)	34% (328)	3% (33)	2% (18)	28% (269)	10% (96)	978
Community: Rural	18% (122)	32% (217)	4% (29)	2% (15)	28% (191)	15% (97)	670

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Table BRD9: Ride-hailing apps have begun implementing enhanced safety features, including steps such as bolstering the driver screening process and an emergency button on the mobile app that allows passengers to dial 911. How do these new safety features impact your likelihood to use ride-hailing apps?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact on my likelihood	Don't know/No Opinion	Total N
Adults	23% (504)	33% (724)	4% (88)	2% (42)	26% (576)	12% (266)	2201
Employ: Private Sector	25% (160)	38% (242)	3% (19)	1% (4)	25% (160)	8% (52)	636
Employ: Government	29% (42)	34% (49)	6% (9)	1% (2)	23% (33)	6% (9)	143
Employ: Self-Employed	27% (53)	32% (63)	5% (10)	2% (3)	25% (49)	10% (20)	199
Employ: Homemaker	24% (46)	28% (54)	5% (10)	4% (7)	25% (48)	15% (29)	194
Employ: Student	38% (43)	37% (41)	3% (4)	2% (2)	10% (11)	10% (11)	112
Employ: Retired	13% (59)	34% (154)	2% (8)	2% (9)	36% (168)	14% (62)	460
Employ: Unemployed	19% (39)	26% (53)	6% (11)	3% (6)	24% (48)	22% (44)	202
Employ: Other	25% (63)	27% (68)	7% (18)	3% (8)	23% (60)	15% (39)	255
Military HH: Yes	20% (71)	32% (115)	6% (22)	2% (6)	29% (107)	12% (42)	363
Military HH: No	24% (433)	33% (609)	4% (66)	2% (37)	26% (469)	12% (224)	1838
RD/WT: Right Direction	22% (178)	32% (266)	3% (28)	2% (19)	28% (236)	12% (101)	829
RD/WT: Wrong Track	24% (326)	33% (458)	4% (60)	2% (23)	25% (340)	12% (165)	1372
Trump Job Approve	21% (183)	32% (283)	4% (33)	2% (16)	30% (267)	12% (106)	888
Trump Job Disapprove	25% (289)	36% (409)	4% (49)	2% (20)	25% (283)	9% (101)	1152
Trump Job Strongly Approve	23% (99)	30% (131)	3% (12)	1% (6)	32% (138)	11% (46)	434
Trump Job Somewhat Approve	19% (84)	33% (152)	4% (20)	2% (10)	28% (129)	13% (59)	454
Trump Job Somewhat Disapprove	25% (75)	41% (121)	4% (12)	1% (4)	21% (62)	8% (25)	297
Trump Job Strongly Disapprove	25% (214)	34% (289)	4% (37)	2% (16)	26% (222)	9% (77)	855
#1 Issue: Economy	26% (168)	32% (206)	3% (22)	2% (12)	25% (161)	12% (77)	646
#1 Issue: Security	23% (79)	31% (105)	3% (11)	1% (4)	30% (102)	11% (38)	340
#1 Issue: Health Care	21% (76)	36% (129)	3% (11)	3% (12)	24% (85)	13% (45)	357
#1 Issue: Medicare / Social Security	17% (60)	30% (107)	5% (17)	2% (7)	35% (124)	11% (39)	355
#1 Issue: Women's Issues	34% (44)	37% (48)	4% (6)	— (1)	19% (25)	5% (7)	130
#1 Issue: Education	30% (50)	38% (62)	6% (10)	2% (3)	11% (18)	13% (21)	164
#1 Issue: Energy	19% (19)	33% (33)	9% (9)	3% (3)	19% (20)	17% (17)	102
#1 Issue: Other	7% (8)	31% (33)	2% (2)	1% (1)	39% (42)	20% (22)	108

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Table BRD9: Ride-hailing apps have begun implementing enhanced safety features, including steps such as bolstering the driver screening process and an emergency button on the mobile app that allows passengers to dial 911. How do these new safety features impact your likelihood to use ride-hailing apps?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact on my likelihood	Don't know/No Opinion	Total N
Adults	23% (504)	33% (724)	4% (88)	2% (42)	26% (576)	12% (266)	2201
2016 Vote: Hillary Clinton	25% (179)	35% (248)	4% (25)	1% (9)	26% (184)	8% (57)	703
2016 Vote: Donald Trump	19% (136)	32% (227)	3% (18)	1% (9)	33% (230)	12% (81)	701
2016 Vote: Someone else	26% (50)	34% (64)	3% (6)	— (0)	25% (47)	12% (24)	191
2016 Vote: Didn't Vote	23% (136)	30% (179)	7% (39)	4% (23)	19% (115)	17% (103)	597
Voted in 2014: Yes	22% (303)	34% (473)	3% (39)	1% (17)	30% (412)	10% (132)	1375
Voted in 2014: No	24% (201)	30% (252)	6% (49)	3% (25)	20% (165)	16% (134)	826
2012 Vote: Barack Obama	23% (197)	36% (306)	3% (29)	2% (14)	27% (230)	8% (71)	847
2012 Vote: Mitt Romney	17% (87)	34% (174)	2% (11)	1% (6)	34% (170)	11% (56)	504
2012 Vote: Other	18% (18)	33% (33)	3% (3)	1% (1)	34% (34)	12% (12)	101
2012 Vote: Didn't Vote	27% (201)	28% (210)	6% (44)	3% (23)	19% (142)	17% (126)	746
4-Region: Northeast	26% (101)	33% (130)	3% (11)	1% (5)	27% (106)	10% (41)	394
4-Region: Midwest	18% (83)	34% (159)	2% (11)	1% (4)	31% (144)	13% (61)	462
4-Region: South	22% (184)	32% (264)	6% (46)	2% (19)	26% (213)	12% (99)	825
4-Region: West	26% (135)	33% (172)	4% (21)	3% (15)	22% (113)	12% (65)	520
Favorable of Trump	22% (193)	32% (277)	3% (27)	2% (13)	30% (262)	12% (103)	876
Unfavorable of Trump	25% (281)	36% (413)	4% (46)	2% (21)	25% (281)	8% (89)	1132
Very Favorable of Trump	25% (116)	29% (138)	2% (11)	2% (11)	29% (137)	12% (59)	474
Somewhat Favorable of Trump	19% (77)	34% (138)	4% (16)	— (2)	31% (124)	11% (44)	402
Somewhat Unfavorable of Trump	21% (46)	39% (87)	6% (14)	3% (6)	24% (54)	8% (17)	225
Very Unfavorable of Trump	26% (235)	36% (326)	4% (33)	2% (15)	25% (227)	8% (72)	908
Ride-hailing users	41% (186)	39% (176)	3% (13)	2% (8)	14% (65)	2% (8)	456
Taxi users	19% (42)	32% (72)	6% (13)	2% (5)	32% (73)	9% (22)	228
Ride hailing and taxi users	38% (111)	40% (115)	6% (16)	1% (3)	13% (39)	2% (7)	290

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1139	52%
	N	2201	
age5	Age: 18-29	482	22%
	Age: 30-44	531	24%
	Age: 45-54	369	17%
	Age: 55-64	382	17%
	Age: 65+	436	20%
	N	2201	
demAgeGeneration	Generation Z: 18-21	179	8%
	Millennial: Age 22-37	608	28%
	Generation X: Age 38-53	568	26%
	Boomers: Age 54-72	750	34%
	N	2104	
xpid3	PID: Dem (no lean)	764	35%
	PID: Ind (no lean)	635	29%
	PID: Rep (no lean)	802	36%
	N	2201	
xpidGender	PID/Gender: Dem Men	354	16%
	PID/Gender: Dem Women	410	19%
	PID/Gender: Ind Men	333	15%
	PID/Gender: Ind Women	302	14%
	PID/Gender: Rep Men	376	17%
	PID/Gender: Rep Women	427	19%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	694	32%
	Ideo: Moderate (4)	508	23%
	Ideo: Conservative (5-7)	706	32%
	N	1908	
xeduc3	Educ: College	1513	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1290	59%
	Income: 50k-100k	605	27%
	Income: 100k+	307	14%
	N	2201	
xdemWhite	Ethnicity: White	1723	78%
xdemHispBin	Ethnicity: Hispanic	350	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xrelNet	Relig: Protestant	485	22%
	Relig: Roman Catholic	436	20%
	Relig: Something Else	225	10%
	N	1146	
xreligion1	Relig: Jewish	46	2%
xreligion2	Relig: Evangelical	595	27%
	Relig: Non-Evang. Catholics	593	27%
	N	1188	
xreligion3	Relig: All Christian	1188	54%
	Relig: All Non-Christian	225	10%
	N	1413	
xdemUsr	Community: Urban	553	25%
	Community: Suburban	978	44%
	Community: Rural	670	30%
	N	2201	
xdemEmploy	Employ: Private Sector	636	29%
	Employ: Government	143	6%
	Employ: Self-Employed	199	9%
	Employ: Homemaker	194	9%
	Employ: Student	112	5%
	Employ: Retired	460	21%
	Employ: Unemployed	202	9%
	Employ: Other	255	12%
	N	2201	
xdemMilHH1	Military HH: Yes	363	16%
	Military HH: No	1838	84%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	829	38%
	RD/WT: Wrong Track	1372	62%
	N	2201	
Trump_Approve	Trump Job Approve	888	40%
	Trump Job Disapprove	1152	52%
	N	2040	
Trump_Approve2	Trump Job Strongly Approve	434	20%
	Trump Job Somewhat Approve	454	21%
	Trump Job Somewhat Disapprove	297	14%
	Trump Job Strongly Disapprove	855	39%
	N	2040	
xnr3	#1 Issue: Economy	646	29%
	#1 Issue: Security	340	15%
	#1 Issue: Health Care	357	16%
	#1 Issue: Medicare / Social Security	355	16%
	#1 Issue: Women's Issues	130	6%
	#1 Issue: Education	164	7%
	#1 Issue: Energy	102	5%
	#1 Issue: Other	108	5%
	N	2201	
xsubVote16O	2016 Vote: Hillary Clinton	703	32%
	2016 Vote: Donald Trump	701	32%
	2016 Vote: Someone else	191	9%
	2016 Vote: Didnt Vote	597	27%
	N	2192	
xsubVote14O	Voted in 2014: Yes	1375	62%
	Voted in 2014: No	826	38%
	N	2201	
xsubVote12O	2012 Vote: Barack Obama	847	38%
	2012 Vote: Mitt Romney	504	23%
	2012 Vote: Other	101	5%
	2012 Vote: Didn't Vote	746	34%
	N	2197	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	825	37%
	4-Region: West	520	24%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Fav	Favorable of Trump	876	40%
	Unfavorable of Trump	1132	51%
	N	2008	
Trump_Fav_FULL	Very Favorable of Trump	474	22%
	Somewhat Favorable of Trump	402	18%
	Somewhat Unfavorable of Trump	225	10%
	Very Unfavorable of Trump	908	41%
	N	2008	
BRDdem1	Ride-hailing users	456	21%
BRDdem2	Taxi users	228	10%
BRDdem3	Ride hailing and taxi users	290	13%

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

