



National Tracking Poll #181114
November 08-11, 2018

Crosstabulation Results

Methodology:

This poll was conducted from November 08-11, 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: Do you currently own a cellphone?

Demographic	Yes, I have a cellphone				Total N
	Yes, I have a smartphone	that is not a smartphone	I do not have a cellphone		
Adults	86% (1894)	10% (220)	4% (80)		2195
Gender: Male	87% (919)	9% (95)	4% (45)		1058
Gender: Female	86% (976)	11% (125)	3% (36)		1136
Age: 18-29	91% (431)	6% (28)	4% (17)		476
Age: 30-44	92% (492)	4% (20)	4% (21)		533
Age: 45-54	89% (347)	9% (35)	2% (9)		391
Age: 55-64	86% (309)	10% (35)	4% (14)		358
Age: 65+	72% (315)	23% (101)	4% (19)		435
Generation Z: 18-21	89% (145)	10% (16)	1% (2)		162
Millennial: Age 22-37	92% (566)	4% (24)	4% (25)		614
Generation X: Age 38-53	90% (535)	7% (40)	3% (21)		596
Boomers: Age 54-72	82% (582)	15% (107)	3% (25)		713
PID: Dem (no lean)	86% (656)	10% (79)	4% (28)		764
PID: Ind (no lean)	88% (505)	9% (51)	3% (20)		577
PID: Rep (no lean)	86% (733)	10% (89)	4% (32)		854
PID/Gender: Dem Men	87% (307)	9% (31)	4% (15)		353
PID/Gender: Dem Women	85% (349)	12% (49)	3% (13)		411
PID/Gender: Ind Men	86% (244)	10% (28)	4% (12)		284
PID/Gender: Ind Women	89% (262)	8% (23)	3% (8)		293
PID/Gender: Rep Men	87% (368)	9% (36)	4% (17)		421
PID/Gender: Rep Women	84% (365)	12% (53)	4% (15)		433
Ideo: Liberal (1-3)	87% (622)	9% (66)	4% (27)		715
Ideo: Moderate (4)	86% (431)	11% (56)	3% (15)		502
Ideo: Conservative (5-7)	87% (582)	10% (71)	3% (20)		672
Educ: College	85% (1277)	11% (170)	4% (62)		1510
Educ: Bachelors degree	91% (400)	7% (31)	2% (10)		442
Educ: Post-grad	89% (217)	7% (18)	3% (8)		243

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Table BRD1: Do you currently own a cellphone?

Demographic	Yes, I have a cellphone						Total N
	Yes, I have a smartphone		that is not a smartphone		I do not have a cellphone		
Adults	86%	(1894)	10%	(220)	4%	(80)	2195
Income: Under 50k	82%	(1094)	13%	(168)	5%	(64)	1327
Income: 50k-100k	91%	(564)	7%	(43)	2%	(10)	617
Income: 100k+	94%	(236)	3%	(8)	2%	(6)	251
Ethnicity: White	86%	(1483)	10%	(174)	4%	(61)	1719
Ethnicity: Hispanic	86%	(301)	11%	(39)	2%	(9)	349
Ethnicity: Afr. Am.	87%	(238)	9%	(25)	4%	(10)	273
Ethnicity: Other	85%	(173)	10%	(21)	5%	(9)	203
Relig: Protestant	86%	(410)	13%	(61)	2%	(8)	479
Relig: Roman Catholic	85%	(367)	10%	(43)	5%	(21)	431
Relig: Something Else	88%	(210)	9%	(22)	3%	(6)	238
Relig: Evangelical	86%	(706)	11%	(87)	3%	(26)	819
Relig: Non-Evang. Catholics	85%	(281)	12%	(39)	3%	(9)	329
Relig: All Christian	86%	(987)	11%	(125)	3%	(35)	1148
Relig: All Non-Christian	89%	(270)	9%	(27)	2%	(7)	305
Community: Urban	88%	(476)	9%	(49)	3%	(17)	542
Community: Suburban	88%	(874)	8%	(81)	4%	(35)	990
Community: Rural	82%	(544)	14%	(90)	4%	(28)	662
Employ: Private Sector	92%	(618)	5%	(36)	2%	(16)	671
Employ: Government	86%	(122)	12%	(17)	2%	(3)	142
Employ: Self-Employed	87%	(168)	10%	(20)	3%	(6)	194
Employ: Homemaker	89%	(154)	6%	(10)	5%	(8)	172
Employ: Student	96%	(97)	1%	(1)	3%	(3)	101
Employ: Retired	77%	(351)	20%	(90)	3%	(16)	457
Employ: Unemployed	83%	(185)	11%	(24)	6%	(13)	222
Employ: Other	84%	(200)	9%	(21)	7%	(16)	238
Military HH: Yes	85%	(380)	12%	(51)	3%	(14)	445
Military HH: No	87%	(1515)	10%	(168)	4%	(66)	1750
RD/WT: Right Direction	86%	(747)	10%	(91)	4%	(34)	872
RD/WT: Wrong Track	87%	(1147)	10%	(129)	3%	(46)	1322

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Table BRD1: Do you currently own a cellphone?

Demographic	Yes, I have a cellphone						Total N
	Yes, I have a smartphone		that is not a smartphone		I do not have a cellphone		
Adults	86%	(1894)	10%	(220)	4%	(80)	2195
Trump Job Approve	86%	(834)	11%	(103)	3%	(30)	966
Trump Job Disapprove	87%	(946)	10%	(104)	4%	(42)	1092
Trump Job Strongly Approve	84%	(419)	12%	(62)	4%	(19)	500
Trump Job Somewhat Approve	89%	(414)	9%	(41)	2%	(11)	466
Trump Job Somewhat Disapprove	90%	(261)	7%	(21)	2%	(7)	289
Trump Job Strongly Disapprove	85%	(685)	10%	(83)	4%	(35)	804
#1 Issue: Economy	91%	(512)	7%	(38)	2%	(10)	560
#1 Issue: Security	85%	(336)	12%	(47)	3%	(12)	395
#1 Issue: Health Care	87%	(354)	10%	(41)	3%	(12)	407
#1 Issue: Medicare / Social Security	78%	(265)	16%	(54)	7%	(22)	342
#1 Issue: Women's Issues	86%	(108)	7%	(9)	7%	(9)	126
#1 Issue: Education	86%	(134)	11%	(17)	3%	(4)	156
#1 Issue: Energy	93%	(79)	2%	(2)	5%	(4)	85
#1 Issue: Other	85%	(105)	10%	(13)	5%	(6)	124
2016 Vote: Hillary Clinton	86%	(572)	10%	(69)	4%	(26)	668
2016 Vote: Donald Trump	86%	(629)	11%	(78)	3%	(23)	729
2016 Vote: Someone else	84%	(164)	11%	(21)	5%	(10)	195
2016 Vote: Didnt Vote	88%	(521)	8%	(49)	4%	(21)	592
Voted in 2014: Yes	85%	(1163)	11%	(152)	4%	(53)	1368
Voted in 2014: No	89%	(732)	8%	(67)	3%	(27)	826
2012 Vote: Barack Obama	86%	(723)	10%	(82)	4%	(31)	836
2012 Vote: Mitt Romney	85%	(465)	12%	(66)	3%	(18)	549
2012 Vote: Other	86%	(64)	10%	(8)	3%	(3)	74
2012 Vote: Didn't Vote	87%	(642)	9%	(64)	4%	(29)	735
4-Region: Northeast	84%	(332)	13%	(50)	3%	(12)	393
4-Region: Midwest	86%	(397)	9%	(44)	4%	(19)	460
4-Region: South	86%	(711)	10%	(86)	3%	(26)	823
4-Region: West	88%	(455)	8%	(41)	5%	(24)	519
Favorable of Trump	86%	(807)	11%	(102)	3%	(33)	942
Unfavorable of Trump	87%	(975)	9%	(104)	3%	(37)	1115

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Table BRD1: *Do you currently own a cellphone?*

Demographic	Yes, I have a cellphone			Total N
	Yes, I have a smartphone	that is not a smartphone	I do not have a cellphone	
Adults	86% (1894)	10% (220)	4% (80)	2195
Very Favorable of Trump	83% (442)	13% (68)	4% (21)	531
Somewhat Favorable of Trump	89% (365)	8% (35)	3% (11)	411
Somewhat Unfavorable of Trump	86% (214)	11% (27)	4% (9)	250
Very Unfavorable of Trump	88% (760)	9% (77)	3% (28)	865

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

Table BRD2: Which type of smartphone do you have?

Demographic	Apple	Samsung	Google	LG	Motorola	ZTE	Nokia	Huawei	Lenovo	BlackBerry	Windows	A different type of smart-phone
Adults	39% (734)	30% (572)	2% (34)	14% (271)	5% (90)	4% (81)	— (2)	1% (12)	— (2)	— (2)	— (3)	4% (75)
Gender: Male	34% (309)	30% (277)	2% (17)	17% (160)	4% (41)	5% (50)	— (1)	1% (7)	— (1)	— (2)	— (2)	5% (46)
Gender: Female	44% (426)	30% (295)	2% (17)	11% (111)	5% (49)	3% (31)	— (1)	1% (5)	— (1)	— (0)	— (1)	3% (29)
Age: 18-29	50% (214)	25% (108)	3% (12)	12% (52)	3% (11)	3% (13)	— (0)	— (0)	— (1)	— (2)	— (0)	4% (16)
Age: 30-44	31% (154)	37% (183)	1% (6)	17% (84)	5% (22)	3% (14)	— (1)	2% (8)	— (0)	— (1)	— (0)	4% (17)
Age: 45-54	36% (125)	30% (105)	1% (2)	16% (56)	6% (19)	6% (22)	— (0)	— (1)	— (0)	— (0)	— (1)	3% (11)
Age: 55-64	38% (118)	28% (85)	3% (10)	14% (42)	5% (17)	7% (21)	— (1)	— (1)	— (0)	— (0)	— (0)	3% (10)
Age: 65+	39% (124)	29% (90)	1% (4)	12% (37)	6% (20)	4% (11)	— (0)	1% (3)	— (1)	— (0)	1% (2)	6% (20)
Generation Z: 18-21	55% (79)	28% (41)	3% (5)	8% (11)	1% (1)	1% (2)	— (0)	— (0)	— (0)	— (0)	— (0)	4% (6)
Millennial: Age 22-37	40% (228)	29% (163)	2% (10)	16% (88)	4% (21)	4% (20)	— (0)	1% (7)	— (1)	— (2)	— (0)	4% (21)
Generation X: Age 38-53	33% (176)	34% (183)	1% (5)	17% (89)	6% (32)	5% (27)	— (1)	— (2)	— (0)	— (0)	— (0)	3% (15)
Boomers: Age 54-72	38% (220)	29% (168)	2% (13)	13% (77)	5% (31)	5% (29)	— (1)	1% (3)	— (1)	— (0)	— (3)	5% (29)
PID: Dem (no lean)	40% (263)	27% (179)	1% (9)	16% (103)	4% (28)	4% (25)	— (0)	1% (8)	— (1)	— (0)	— (1)	5% (35)
PID: Ind (no lean)	37% (187)	33% (167)	2% (8)	16% (81)	3% (18)	4% (23)	— (1)	— (0)	— (1)	— (0)	— (0)	3% (17)
PID: Rep (no lean)	39% (284)	31% (226)	2% (17)	12% (88)	6% (44)	5% (33)	— (1)	— (4)	— (0)	— (2)	— (2)	3% (24)
PID/Gender: Dem Men	34% (104)	28% (87)	1% (3)	18% (56)	4% (13)	3% (10)	— (0)	2% (5)	— (1)	— (0)	— (0)	8% (25)
PID/Gender: Dem Women	46% (159)	26% (92)	2% (7)	13% (47)	4% (16)	4% (15)	— (0)	1% (3)	— (0)	— (0)	— (1)	3% (9)
PID/Gender: Ind Men	33% (79)	29% (71)	2% (5)	21% (52)	4% (9)	6% (14)	1% (1)	— (0)	— (0)	— (0)	— (0)	4% (9)
PID/Gender: Ind Women	41% (108)	37% (96)	1% (3)	11% (29)	3% (8)	3% (9)	— (0)	— (0)	— (1)	— (0)	— (0)	3% (8)
PID/Gender: Rep Men	34% (125)	32% (118)	3% (10)	14% (53)	5% (19)	7% (25)	— (0)	— (2)	— (0)	1% (2)	1% (2)	3% (11)
PID/Gender: Rep Women	43% (158)	29% (108)	2% (7)	10% (35)	7% (25)	2% (8)	— (1)	— (2)	— (0)	— (0)	— (0)	3% (13)
Ideo: Liberal (1-3)	44% (274)	26% (159)	2% (13)	15% (92)	5% (29)	3% (17)	— (0)	1% (7)	— (0)	— (0)	— (1)	4% (28)
Ideo: Moderate (4)	35% (152)	31% (135)	1% (3)	15% (65)	4% (19)	7% (31)	— (1)	— (1)	— (1)	— (2)	— (2)	4% (16)
Ideo: Conservative (5-7)	41% (238)	32% (188)	2% (12)	12% (69)	5% (29)	4% (21)	— (1)	1% (4)	— (0)	— (1)	— (0)	2% (14)
Educ: College	32% (412)	32% (403)	2% (23)	17% (220)	5% (65)	6% (73)	— (0)	1% (9)	— (1)	— (0)	— (2)	4% (54)
Educ: Bachelors degree	50% (199)	28% (111)	2% (10)	9% (35)	3% (13)	1% (5)	1% (2)	1% (3)	— (0)	— (2)	— (0)	5% (18)
Educ: Post-grad	57% (124)	27% (58)	1% (1)	7% (16)	5% (11)	1% (2)	— (0)	— (0)	— (1)	— (1)	— (1)	1% (3)
Income: Under 50k	31% (337)	31% (338)	1% (15)	18% (195)	5% (57)	7% (73)	— (0)	1% (8)	— (1)	— (1)	— (1)	5% (59)
Income: 50k-100k	46% (259)	31% (174)	2% (10)	10% (57)	5% (27)	1% (8)	— (2)	1% (5)	— (0)	— (0)	— (2)	3% (15)
Income: 100k+	59% (138)	25% (60)	4% (9)	8% (19)	3% (6)	— (0)	— (0)	— (0)	— (0)	1% (2)	— (0)	— (1)
Ethnicity: White	40% (597)	31% (454)	2% (30)	14% (202)	5% (73)	3% (51)	— (0)	— (6)	— (2)	— (2)	— (3)	3% (51)
Ethnicity: Hispanic	36% (110)	31% (93)	2% (5)	17% (51)	2% (7)	4% (13)	— (0)	2% (5)	— (0)	1% (2)	— (0)	4% (11)
Ethnicity: Afr. Am.	34% (82)	23% (55)	— (1)	20% (49)	4% (9)	6% (14)	1% (1)	3% (6)	— (0)	— (0)	— (0)	7% (17)
Ethnicity: Other	32% (55)	36% (63)	2% (3)	12% (21)	4% (8)	9% (15)	— (1)	— (0)	— (0)	— (0)	— (0)	4% (8)
Relig: Protestant	46% (190)	26% (105)	2% (7)	13% (52)	4% (17)	4% (15)	— (1)	1% (4)	— (0)	— (1)	— (0)	3% (14)
Relig: Roman Catholic	47% (171)	28% (102)	2% (6)	12% (45)	3% (11)	3% (11)	— (0)	— (0)	— (0)	— (0)	— (1)	4% (17)
Relig: Something Else	32% (67)	36% (75)	2% (5)	16% (34)	5% (10)	2% (5)	— (0)	— (0)	— (0)	1% (2)	— (0)	6% (12)
Relig: Evangelical	44% (310)	30% (209)	2% (13)	13% (89)	3% (24)	3% (21)	— (0)	— (1)	— (0)	— (2)	— (1)	5% (34)
Relig: Non-Evang. Catholics	42% (117)	26% (74)	2% (5)	15% (41)	5% (15)	4% (11)	— (1)	1% (3)	— (0)	— (1)	— (0)	3% (8)
Relig: All Christian	43% (427)	29% (283)	2% (18)	13% (130)	4% (38)	3% (31)	— (1)	— (4)	— (0)	— (2)	— (1)	4% (42)
Relig: All Non-Christian	30% (82)	31% (85)	2% (5)	17% (45)	5% (15)	8% (21)	— (1)	— (0)	— (0)	— (0)	— (0)	4% (12)

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Table BRD2: Which type of smartphone do you have?

Demographic	Apple	Samsung	Google	LG	Motorola	ZTE	Nokia	Huawei	Lenovo	BlackBerry	Windows	A different type of smartphone
Adults	39% (734)	30% (572)	2% (34)	14% (271)	5% (90)	4% (81)	— (2)	1% (12)	— (2)	— (2)	— (3)	4% (75)
Community: Urban	38% (181)	25% (119)	1% (6)	16% (76)	6% (29)	6% (31)	— (1)	1% (6)	— (0)	— (2)	— (0)	4% (20)
Community: Suburban	43% (379)	30% (264)	2% (15)	14% (121)	3% (24)	4% (31)	— (0)	— (1)	— (1)	— (0)	— (3)	3% (27)
Community: Rural	32% (174)	35% (189)	2% (13)	14% (74)	7% (37)	4% (19)	— (1)	1% (5)	— (1)	— (1)	— (0)	5% (28)
Employ: Private Sector	43% (266)	33% (205)	2% (14)	11% (65)	5% (30)	3% (16)	— (0)	— (2)	— (1)	— (1)	— (0)	3% (16)
Employ: Government	50% (61)	30% (36)	1% (1)	8% (9)	4% (5)	1% (1)	1% (1)	4% (5)	— (0)	— (0)	— (0)	1% (1)
Employ: Self-Employed	28% (48)	28% (47)	3% (5)	24% (40)	8% (13)	5% (9)	— (0)	— (0)	— (1)	— (0)	— (0)	2% (4)
Employ: Homemaker	34% (53)	37% (57)	1% (1)	13% (21)	3% (4)	2% (3)	— (1)	2% (2)	— (0)	1% (2)	— (0)	5% (7)
Employ: Student	65% (63)	20% (20)	3% (3)	9% (9)	— (0)	1% (1)	— (0)	— (0)	— (0)	— (0)	— (0)	2% (2)
Employ: Retired	36% (126)	28% (97)	2% (6)	14% (50)	6% (22)	5% (17)	— (0)	1% (3)	— (0)	— (0)	1% (2)	6% (20)
Employ: Unemployed	29% (53)	24% (45)	1% (2)	23% (42)	4% (7)	9% (17)	— (0)	— (0)	— (0)	— (0)	— (1)	9% (17)
Employ: Other	33% (65)	32% (64)	1% (2)	17% (35)	4% (9)	8% (17)	— (0)	— (0)	— (0)	— (0)	— (0)	4% (8)
Military HH: Yes	39% (150)	29% (111)	2% (7)	12% (45)	6% (22)	4% (16)	— (1)	— (1)	— (1)	— (0)	— (0)	6% (23)
Military HH: No	39% (585)	30% (461)	2% (27)	15% (226)	4% (68)	4% (64)	— (1)	1% (11)	— (1)	— (2)	— (3)	3% (52)
RD/WT: Right Direction	38% (281)	29% (219)	2% (16)	15% (113)	6% (42)	6% (45)	— (0)	— (4)	— (1)	— (2)	— (2)	2% (17)
RD/WT: Wrong Track	40% (453)	31% (352)	2% (18)	14% (159)	4% (48)	3% (36)	— (2)	1% (8)	— (1)	— (1)	— (1)	5% (58)
Trump Job Approve	35% (294)	34% (280)	2% (19)	13% (112)	6% (52)	5% (40)	— (1)	— (4)	— (1)	— (2)	— (2)	3% (23)
Trump Job Disapprove	43% (407)	27% (258)	1% (14)	15% (138)	4% (36)	3% (31)	— (1)	1% (8)	— (1)	— (0)	— (1)	5% (45)
Trump Job Strongly Approve	37% (154)	33% (138)	3% (12)	12% (52)	6% (25)	5% (20)	— (0)	1% (4)	— (0)	— (2)	— (0)	2% (10)
Trump Job Somewhat Approve	34% (139)	34% (142)	2% (7)	15% (60)	6% (26)	5% (20)	— (1)	— (0)	— (1)	— (1)	— (2)	3% (13)
Trump Job Somewhat Disapprove	47% (123)	25% (66)	1% (2)	16% (42)	3% (7)	4% (10)	— (0)	— (0)	— (0)	— (0)	— (0)	4% (10)
Trump Job Strongly Disapprove	41% (283)	28% (192)	2% (12)	14% (96)	4% (30)	3% (21)	— (1)	1% (8)	— (1)	— (0)	— (1)	5% (35)
#1 Issue: Economy	36% (184)	31% (158)	1% (4)	17% (89)	6% (28)	4% (20)	— (0)	1% (5)	— (1)	— (0)	— (0)	3% (17)
#1 Issue: Security	40% (133)	33% (110)	4% (12)	12% (39)	4% (14)	4% (14)	— (0)	1% (2)	— (0)	— (0)	— (0)	2% (7)
#1 Issue: Health Care	41% (145)	28% (101)	2% (7)	14% (48)	6% (23)	2% (8)	1% (2)	1% (2)	— (0)	— (0)	— (0)	4% (15)
#1 Issue: Medicare / Social Security	36% (95)	27% (71)	1% (3)	15% (39)	7% (17)	7% (19)	— (0)	1% (3)	— (0)	1% (2)	1% (2)	6% (15)
#1 Issue: Women's Issues	55% (60)	30% (32)	2% (2)	4% (5)	2% (2)	5% (5)	— (0)	— (0)	1% (1)	— (0)	1% (1)	1% (1)
#1 Issue: Education	35% (47)	35% (46)	1% (2)	13% (18)	— (0)	7% (9)	— (0)	— (0)	— (0)	— (0)	— (0)	7% (10)
#1 Issue: Energy	42% (33)	28% (22)	3% (2)	19% (15)	2% (2)	3% (3)	— (0)	— (0)	— (0)	— (0)	— (0)	3% (2)
#1 Issue: Other	35% (37)	30% (32)	1% (2)	17% (18)	3% (3)	3% (3)	— (0)	— (0)	— (0)	1% (1)	— (0)	8% (8)
2016 Vote: Hillary Clinton	44% (250)	26% (151)	1% (8)	14% (78)	5% (30)	3% (19)	— (1)	1% (8)	— (1)	— (0)	— (1)	4% (23)
2016 Vote: Donald Trump	40% (249)	34% (215)	3% (17)	11% (68)	5% (34)	3% (18)	— (0)	1% (4)	— (0)	— (2)	— (0)	2% (15)
2016 Vote: Someone else	36% (59)	32% (53)	1% (1)	19% (32)	1% (2)	5% (7)	— (1)	— (0)	— (0)	— (0)	— (0)	5% (9)
2016 Vote: Didn't Vote	34% (175)	29% (151)	2% (8)	18% (92)	4% (20)	7% (36)	— (0)	— (0)	— (1)	— (0)	— (2)	5% (27)
Voted in 2014: Yes	40% (468)	31% (357)	2% (21)	14% (159)	5% (55)	4% (43)	— (2)	— (5)	— (1)	— (2)	— (0)	4% (44)
Voted in 2014: No	36% (266)	29% (215)	2% (13)	15% (112)	5% (34)	5% (38)	— (0)	1% (7)	— (1)	— (0)	— (3)	4% (31)
2012 Vote: Barack Obama	40% (287)	29% (213)	1% (10)	16% (112)	5% (34)	3% (25)	— (1)	— (3)	— (1)	— (0)	— (1)	5% (33)
2012 Vote: Mitt Romney	43% (200)	31% (146)	3% (13)	10% (48)	6% (27)	3% (15)	— (1)	— (2)	— (0)	— (2)	— (2)	1% (6)
2012 Vote: Other	25% (16)	29% (19)	3% (2)	24% (15)	5% (3)	3% (2)	— (0)	— (0)	1% (1)	— (0)	— (0)	8% (5)
2012 Vote: Didn't Vote	36% (231)	30% (194)	2% (10)	15% (96)	4% (25)	6% (39)	— (0)	1% (7)	— (0)	— (0)	— (0)	5% (32)
4-Region: Northeast	40% (134)	33% (110)	2% (8)	9% (30)	4% (13)	5% (16)	— (0)	— (0)	— (1)	— (0)	1% (2)	3% (11)
4-Region: Midwest	39% (156)	30% (119)	1% (6)	16% (64)	5% (18)	2% (6)	— (1)	— (1)	— (0)	1% (2)	— (1)	4% (17)
4-Region: South	38% (272)	31% (221)	1% (9)	15% (110)	5% (35)	5% (34)	— (0)	1% (4)	— (1)	— (0)	— (0)	3% (21)
4-Region: West	38% (172)	27% (122)	2% (11)	15% (67)	5% (23)	6% (25)	— (1)	2% (7)	— (0)	— (0)	— (0)	6% (25)

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Table BRD2: Which type of smartphone do you have?

Demographic	Apple	Samsung	Google	LG	Motorola	ZTE	Nokia	Huawei	Lenovo	BlackBerry	Windows	A different type of smart-phone	K
Adults	39% (734)	30% (572)	2% (34)	14% (271)	5% (90)	4% (81)	— (2)	1% (12)	— (2)	— (2)	— (3)	4% (75)	C
Favorable of Trump	36% (293)	34% (273)	2% (20)	14% (113)	6% (46)	4% (32)	— (0)	— (4)	— (1)	— (1)	— (2)	2% (19)	
Unfavorable of Trump	42% (409)	27% (267)	1% (14)	14% (134)	4% (42)	4% (39)	— (2)	1% (8)	— (1)	— (0)	— (1)	5% (46)	
Very Favorable of Trump	37% (166)	32% (142)	3% (12)	13% (58)	7% (31)	4% (17)	— (0)	1% (4)	— (0)	— (0)	— (0)	2% (9)	
Somewhat Favorable of Trump	35% (127)	36% (130)	2% (8)	15% (54)	4% (15)	4% (15)	— (0)	— (0)	— (1)	— (1)	1% (2)	3% (10)	
Somewhat Unfavorable of Trump	41% (87)	27% (58)	1% (3)	14% (30)	4% (10)	8% (16)	— (1)	— (0)	— (0)	— (0)	— (0)	4% (8)	
Very Unfavorable of Trump	42% (322)	28% (210)	1% (11)	14% (104)	4% (32)	3% (23)	— (1)	1% (8)	— (1)	— (0)	— (1)	5% (38)	

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

Table BRD3: *And, how likely are you to purchase a new smartphone in the next year?*

Demographic	Very likely		Somewhat likely		Not at all likely		Not likely at all		Don't know/No opinion		Total N
Adults	25%	(471)	27%	(510)	20%	(380)	22%	(423)	6%	(112)	1894
Gender: Male	29%	(263)	27%	(245)	19%	(172)	20%	(186)	6%	(52)	919
Gender: Female	21%	(207)	27%	(265)	21%	(208)	24%	(237)	6%	(59)	976
Age: 18-29	33%	(142)	26%	(113)	19%	(83)	16%	(68)	6%	(25)	431
Age: 30-44	31%	(153)	31%	(154)	14%	(69)	17%	(86)	6%	(31)	492
Age: 45-54	27%	(94)	28%	(98)	20%	(70)	17%	(60)	7%	(26)	347
Age: 55-64	16%	(49)	24%	(75)	25%	(78)	31%	(94)	4%	(12)	309
Age: 65+	10%	(33)	22%	(70)	26%	(80)	36%	(114)	5%	(17)	315
Generation Z: 18-21	31%	(44)	32%	(46)	19%	(27)	14%	(20)	5%	(7)	145
Millennial: Age 22-37	34%	(192)	27%	(154)	17%	(96)	16%	(92)	6%	(31)	566
Generation X: Age 38-53	27%	(145)	29%	(156)	17%	(93)	19%	(100)	8%	(41)	535
Boomers: Age 54-72	15%	(86)	24%	(138)	25%	(147)	31%	(182)	5%	(29)	582
PID: Dem (no lean)	26%	(173)	27%	(179)	17%	(112)	24%	(160)	5%	(32)	656
PID: Ind (no lean)	22%	(114)	33%	(165)	20%	(100)	17%	(88)	8%	(39)	505
PID: Rep (no lean)	25%	(184)	23%	(166)	23%	(168)	24%	(174)	6%	(41)	733
PID/Gender: Dem Men	29%	(90)	27%	(82)	16%	(48)	24%	(72)	5%	(14)	307
PID/Gender: Dem Women	24%	(83)	28%	(96)	18%	(64)	25%	(88)	5%	(18)	349
PID/Gender: Ind Men	25%	(60)	34%	(83)	21%	(51)	12%	(30)	8%	(20)	244
PID/Gender: Ind Women	21%	(54)	32%	(82)	19%	(49)	22%	(57)	7%	(19)	262
PID/Gender: Rep Men	31%	(114)	22%	(80)	20%	(73)	23%	(83)	5%	(18)	368
PID/Gender: Rep Women	19%	(70)	24%	(86)	26%	(95)	25%	(91)	6%	(23)	365
Ideo: Liberal (1-3)	28%	(174)	26%	(161)	19%	(117)	22%	(137)	5%	(33)	622
Ideo: Moderate (4)	26%	(113)	34%	(148)	16%	(70)	19%	(81)	4%	(18)	431
Ideo: Conservative (5-7)	22%	(126)	24%	(141)	24%	(142)	24%	(141)	5%	(31)	582
Educ: College	27%	(342)	27%	(345)	18%	(233)	21%	(269)	7%	(89)	1277
Educ: Bachelors degree	22%	(87)	26%	(104)	22%	(89)	26%	(103)	4%	(17)	400
Educ: Post-grad	19%	(41)	28%	(62)	27%	(58)	23%	(51)	3%	(6)	217
Income: Under 50k	27%	(298)	25%	(275)	19%	(204)	21%	(235)	8%	(83)	1094
Income: 50k-100k	20%	(112)	32%	(181)	21%	(117)	24%	(134)	3%	(19)	564
Income: 100k+	26%	(61)	23%	(54)	24%	(58)	23%	(54)	4%	(10)	236

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Table BRD3: *And, how likely are you to purchase a new smartphone in the next year?*

Demographic	Somewhat								Total N
	Very likely	likely	Not at all likely	Not likely at all	Don't know/No opinion				
Adults	25% (471)	27% (510)	20% (380)	22% (423)	6% (112)	1894			
Ethnicity: White	22% (324)	27% (404)	21% (317)	23% (345)	6% (92)	1483			
Ethnicity: Hispanic	37% (112)	24% (72)	17% (51)	18% (53)	4% (13)	301			
Ethnicity: Afr. Am.	38% (90)	27% (64)	14% (33)	19% (44)	3% (7)	238			
Ethnicity: Other	33% (57)	24% (42)	17% (29)	19% (33)	7% (13)	173			
Relig: Protestant	20% (82)	29% (120)	24% (97)	22% (91)	5% (20)	410			
Relig: Roman Catholic	26% (94)	23% (83)	21% (77)	25% (91)	6% (22)	367			
Relig: Something Else	27% (56)	24% (50)	22% (46)	21% (45)	6% (13)	210			
Relig: Evangelical	23% (164)	25% (180)	23% (161)	24% (167)	5% (35)	706			
Relig: Non-Evang. Catholics	24% (68)	26% (74)	21% (60)	21% (60)	7% (20)	281			
Relig: All Christian	23% (232)	26% (254)	22% (221)	23% (227)	6% (55)	987			
Relig: All Non-Christian	29% (80)	27% (73)	18% (50)	18% (49)	7% (19)	270			
Community: Urban	27% (130)	27% (129)	19% (91)	21% (98)	6% (28)	476			
Community: Suburban	24% (214)	27% (233)	20% (171)	24% (211)	5% (46)	874			
Community: Rural	23% (126)	27% (148)	22% (118)	21% (114)	7% (37)	544			
Employ: Private Sector	25% (153)	32% (196)	20% (121)	19% (116)	5% (32)	618			
Employ: Government	27% (33)	24% (29)	20% (24)	22% (26)	7% (9)	122			
Employ: Self-Employed	29% (49)	28% (46)	16% (26)	19% (32)	8% (14)	168			
Employ: Homemaker	29% (44)	30% (46)	13% (21)	21% (33)	6% (10)	154			
Employ: Student	32% (31)	24% (24)	27% (26)	15% (14)	2% (2)	97			
Employ: Retired	11% (39)	20% (70)	26% (91)	38% (132)	5% (18)	351			
Employ: Unemployed	34% (62)	23% (42)	19% (34)	18% (33)	7% (13)	185			
Employ: Other	29% (59)	28% (56)	18% (36)	18% (35)	7% (14)	200			
Military HH: Yes	25% (94)	26% (99)	19% (72)	25% (94)	5% (20)	380			
Military HH: No	25% (376)	27% (411)	20% (307)	22% (329)	6% (91)	1515			
RD/WT: Right Direction	28% (207)	25% (184)	21% (157)	21% (155)	6% (43)	747			
RD/WT: Wrong Track	23% (263)	28% (326)	19% (222)	23% (267)	6% (69)	1147			
Trump Job Approve	26% (219)	26% (215)	22% (185)	21% (172)	5% (43)	834			
Trump Job Disapprove	24% (228)	28% (267)	19% (178)	24% (229)	5% (45)	946			

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Table BRD3: *And, how likely are you to purchase a new smartphone in the next year?*

Demographic	Likelihood						Don't know/No opinion	Total N
	Very likely	Somewhat likely	Not at all likely	Not likely at all				
Adults	25% (471)	27% (510)	20% (380)	22% (423)	6% (112)		1894	
Trump Job Strongly Approve	28% (116)	21% (86)	22% (93)	23% (97)	7% (27)		419	
Trump Job Somewhat Approve	25% (103)	31% (128)	22% (93)	18% (75)	4% (15)		414	
Trump Job Somewhat Disapprove	23% (61)	32% (85)	19% (50)	21% (55)	4% (11)		261	
Trump Job Strongly Disapprove	24% (167)	27% (182)	19% (128)	25% (174)	5% (34)		685	
#1 Issue: Economy	30% (153)	28% (142)	20% (105)	17% (89)	4% (23)		512	
#1 Issue: Security	26% (89)	26% (89)	20% (68)	19% (63)	8% (27)		336	
#1 Issue: Health Care	21% (73)	29% (103)	19% (69)	28% (99)	3% (10)		354	
#1 Issue: Medicare / Social Security	18% (48)	23% (60)	21% (55)	31% (83)	7% (18)		265	
#1 Issue: Women's Issues	26% (28)	25% (27)	18% (20)	25% (27)	6% (7)		108	
#1 Issue: Education	23% (30)	28% (37)	22% (29)	22% (29)	6% (9)		134	
#1 Issue: Energy	27% (22)	29% (23)	18% (14)	17% (14)	8% (6)		79	
#1 Issue: Other	26% (27)	27% (28)	18% (19)	18% (19)	11% (11)		105	
2016 Vote: Hillary Clinton	25% (143)	28% (159)	20% (113)	22% (124)	6% (33)		572	
2016 Vote: Donald Trump	24% (152)	25% (156)	23% (144)	23% (144)	5% (33)		629	
2016 Vote: Someone else	22% (36)	29% (48)	19% (32)	25% (42)	4% (7)		164	
2016 Vote: Didn't Vote	27% (138)	28% (144)	17% (89)	21% (111)	7% (39)		521	
Voted in 2014: Yes	24% (273)	26% (307)	22% (261)	22% (261)	5% (60)		1163	
Voted in 2014: No	27% (197)	28% (203)	16% (119)	22% (161)	7% (51)		732	
2012 Vote: Barack Obama	24% (176)	29% (207)	20% (146)	21% (151)	6% (43)		723	
2012 Vote: Mitt Romney	23% (106)	23% (105)	25% (118)	25% (115)	5% (22)		465	
2012 Vote: Other	22% (14)	35% (23)	16% (10)	24% (15)	3% (2)		64	
2012 Vote: Didn't Vote	27% (174)	27% (176)	16% (105)	22% (141)	7% (45)		642	
4-Region: Northeast	25% (83)	29% (95)	18% (59)	24% (79)	5% (17)		332	
4-Region: Midwest	24% (97)	27% (107)	21% (85)	20% (79)	7% (29)		397	
4-Region: South	26% (182)	26% (186)	21% (152)	21% (148)	6% (43)		711	
4-Region: West	24% (109)	27% (122)	19% (84)	26% (116)	5% (23)		455	
Favorable of Trump	26% (208)	26% (212)	22% (174)	21% (173)	5% (41)		807	
Unfavorable of Trump	24% (237)	28% (273)	19% (187)	23% (226)	5% (52)		975	

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Table BRD3: *And, how likely are you to purchase a new smartphone in the next year?*

Demographic	Very likely		Somewhat likely		Not at all likely		Not likely at all		Don't know/No opinion		Total N
Adults	25%	(471)	27%	(510)	20%	(380)	22%	(423)	6%	(112)	1894
Very Favorable of Trump	29%	(130)	23%	(100)	20%	(87)	22%	(99)	6%	(26)	442
Somewhat Favorable of Trump	22%	(78)	31%	(111)	24%	(86)	20%	(74)	4%	(15)	365
Somewhat Unfavorable of Trump	26%	(55)	29%	(62)	19%	(41)	20%	(43)	6%	(13)	214
Very Unfavorable of Trump	24%	(182)	28%	(211)	19%	(146)	24%	(183)	5%	(39)	760

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

Table BRD4: Thinking about your next smartphone, which type of smartphone are you most likely to purchase?

Demographic	Apple	Samsung	Google	LG	Motorola	ZTE	Nokia	Huawei	Lenovo	BlackBerry	Windows	A different type of smartphone
Adults	38% (714)	31% (580)	3% (53)	8% (159)	3% (53)	2% (32)	— (1)	— (4)	— (4)	— (4)	— (2)	2% (32)
Gender: Male	34% (310)	31% (280)	3% (30)	11% (97)	2% (22)	3% (24)	— (0)	— (3)	— (4)	— (2)	— (2)	2% (18)
Gender: Female	41% (404)	31% (300)	2% (23)	6% (62)	3% (32)	1% (8)	— (1)	— (2)	— (0)	— (2)	— (0)	1% (15)
Age: 18-29	49% (210)	28% (121)	6% (24)	8% (35)	1% (5)	2% (8)	— (0)	— (0)	— (1)	— (0)	— (0)	1% (4)
Age: 30-44	31% (153)	39% (193)	3% (17)	10% (50)	3% (12)	2% (12)	— (0)	1% (4)	1% (3)	— (2)	— (0)	1% (6)
Age: 45-54	38% (133)	33% (114)	2% (8)	8% (28)	5% (18)	— (1)	— (1)	— (0)	— (0)	1% (2)	— (1)	2% (7)
Age: 55-64	35% (108)	25% (77)	1% (4)	8% (25)	3% (9)	3% (9)	— (0)	— (1)	— (0)	— (1)	— (0)	2% (8)
Age: 65+	35% (109)	24% (76)	— (0)	7% (22)	3% (10)	— (2)	— (0)	— (0)	— (0)	— (0)	— (1)	2% (7)
Generation Z: 18-21	54% (79)	24% (34)	6% (9)	8% (11)	1% (1)	1% (2)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)
Millennial: Age 22-37	39% (223)	33% (185)	5% (27)	9% (53)	2% (9)	3% (15)	— (0)	1% (3)	1% (4)	— (2)	— (0)	1% (7)
Generation X: Age 38-53	35% (185)	37% (200)	2% (13)	9% (47)	4% (24)	1% (3)	— (0)	— (0)	— (0)	— (2)	— (0)	2% (9)
Boomers: Age 54-72	34% (199)	26% (149)	1% (4)	8% (44)	3% (19)	2% (10)	— (1)	— (1)	— (0)	— (1)	— (2)	2% (14)
PID: Dem (no lean)	41% (267)	30% (197)	2% (15)	9% (59)	2% (16)	2% (15)	— (1)	— (1)	— (0)	— (1)	— (1)	2% (16)
PID: Ind (no lean)	36% (180)	32% (162)	4% (21)	10% (48)	2% (11)	1% (6)	— (0)	— (1)	— (1)	— (1)	— (1)	1% (7)
PID: Rep (no lean)	36% (267)	30% (222)	2% (17)	7% (53)	4% (27)	1% (10)	— (0)	— (3)	— (3)	— (2)	— (0)	1% (9)
PID/Gender: Dem Men	38% (117)	28% (86)	2% (6)	12% (36)	3% (9)	4% (11)	— (0)	— (0)	— (0)	— (0)	— (1)	3% (9)
PID/Gender: Dem Women	43% (150)	32% (111)	3% (9)	7% (23)	2% (7)	1% (4)	— (1)	— (1)	— (0)	— (1)	— (0)	2% (7)
PID/Gender: Ind Men	30% (74)	30% (74)	7% (16)	12% (29)	2% (4)	2% (4)	— (0)	— (0)	— (1)	— (1)	— (1)	1% (3)
PID/Gender: Ind Women	40% (106)	34% (88)	2% (5)	7% (19)	3% (7)	1% (2)	— (0)	— (1)	— (0)	— (0)	— (0)	2% (4)
PID/Gender: Rep Men	32% (118)	33% (121)	2% (8)	9% (33)	2% (9)	2% (9)	— (0)	1% (3)	1% (3)	— (2)	— (0)	1% (5)
PID/Gender: Rep Women	41% (148)	28% (101)	3% (9)	5% (20)	5% (18)	— (1)	— (0)	— (0)	— (0)	— (1)	— (0)	1% (4)
Ideo: Liberal (1-3)	43% (267)	27% (169)	3% (19)	8% (52)	2% (12)	3% (18)	— (1)	1% (3)	— (0)	— (2)	— (1)	2% (15)
Ideo: Moderate (4)	36% (154)	33% (142)	3% (13)	10% (43)	3% (15)	1% (5)	— (0)	— (0)	1% (4)	— (1)	— (0)	1% (6)
Ideo: Conservative (5-7)	39% (224)	32% (185)	2% (14)	5% (27)	3% (15)	1% (9)	— (0)	— (1)	— (0)	— (1)	— (1)	1% (8)
Educ: College	32% (409)	33% (425)	3% (37)	10% (124)	4% (46)	2% (27)	— (0)	— (2)	— (3)	— (2)	— (2)	1% (19)
Educ: Bachelors degree	48% (192)	26% (103)	3% (13)	6% (23)	1% (4)	1% (4)	— (0)	1% (2)	— (1)	— (1)	— (0)	3% (11)
Educ: Post-grad	52% (114)	24% (52)	2% (4)	6% (12)	1% (3)	— (1)	— (1)	— (0)	— (0)	1% (2)	— (0)	1% (3)
Income: Under 50k	31% (336)	33% (357)	3% (28)	10% (110)	3% (33)	2% (27)	— (1)	— (3)	— (4)	— (2)	— (1)	2% (24)
Income: 50k-100k	43% (243)	31% (172)	3% (15)	7% (39)	3% (16)	1% (3)	— (0)	— (2)	— (0)	— (1)	— (1)	1% (6)
Income: 100k+	57% (135)	21% (51)	4% (10)	4% (10)	2% (4)	— (1)	— (0)	— (0)	— (0)	— (1)	— (0)	1% (2)
Ethnicity: White	38% (558)	30% (446)	3% (47)	8% (120)	3% (44)	1% (18)	— (1)	— (3)	— (4)	— (4)	— (0)	2% (23)
Ethnicity: Hispanic	41% (122)	36% (107)	3% (8)	10% (29)	2% (6)	3% (8)	— (0)	1% (3)	1% (3)	— (0)	— (0)	1% (2)
Ethnicity: Afr. Am.	39% (92)	29% (69)	1% (3)	11% (25)	1% (3)	5% (12)	— (0)	— (0)	— (0)	— (0)	1% (2)	3% (7)
Ethnicity: Other	37% (64)	38% (66)	2% (3)	8% (14)	4% (7)	1% (1)	— (0)	1% (1)	— (0)	— (0)	— (0)	1% (2)
Relig: Protestant	45% (183)	25% (102)	3% (11)	7% (28)	2% (6)	2% (7)	— (0)	— (0)	— (0)	— (1)	— (1)	2% (7)
Relig: Roman Catholic	46% (168)	24% (89)	2% (9)	7% (27)	3% (12)	1% (4)	— (1)	— (1)	— (0)	1% (2)	— (0)	2% (6)
Relig: Something Else	33% (70)	37% (78)	3% (6)	11% (23)	3% (6)	— (1)	— (0)	— (0)	— (0)	— (0)	— (0)	3% (6)
Relig: Evangelical	42% (299)	28% (200)	3% (19)	8% (58)	2% (14)	1% (6)	— (1)	— (1)	— (0)	— (1)	— (0)	2% (12)
Relig: Non-Evang. Catholics	43% (122)	24% (69)	2% (6)	7% (20)	4% (10)	2% (6)	— (0)	— (0)	— (0)	1% (2)	— (1)	3% (8)
Relig: All Christian	43% (421)	27% (269)	3% (26)	8% (79)	2% (24)	1% (12)	— (1)	— (1)	— (0)	— (3)	— (1)	2% (20)
Relig: All Non-Christian	32% (85)	36% (98)	3% (7)	10% (27)	3% (7)	2% (5)	— (0)	— (0)	— (0)	— (1)	— (0)	2% (5)

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Table BRD4: Thinking about your next smartphone, which type of smartphone are you most likely to purchase?

Demographic	Apple	Samsung	Google	LG	Motorola	ZTE	Nokia	Huawei	Lenovo	BlackBerry	Windows	A different type of smartphone
Adults	38% (714)	31% (580)	3% (53)	8% (159)	3% (53)	2% (32)	— (1)	— (4)	— (4)	— (4)	— (2)	2% (32)
Community: Urban	37% (174)	30% (142)	2% (8)	10% (49)	2% (12)	2% (9)	— (0)	— (1)	— (1)	1% (3)	— (1)	2% (8)
Community: Suburban	43% (378)	28% (245)	3% (29)	7% (62)	2% (20)	2% (14)	— (1)	— (3)	— (3)	— (1)	— (0)	2% (13)
Community: Rural	30% (162)	36% (194)	3% (17)	9% (48)	4% (22)	2% (8)	— (0)	— (1)	— (0)	— (1)	— (1)	2% (11)
Employ: Private Sector	43% (264)	34% (207)	4% (26)	7% (43)	4% (22)	1% (4)	— (0)	— (0)	— (0)	— (2)	— (0)	1% (7)
Employ: Government	47% (57)	32% (39)	1% (2)	3% (4)	4% (5)	5% (6)	— (0)	— (0)	— (0)	— (0)	— (0)	1% (1)
Employ: Self-Employed	27% (45)	32% (54)	5% (9)	10% (18)	3% (6)	3% (4)	— (0)	1% (1)	2% (3)	1% (1)	— (0)	1% (2)
Employ: Homemaker	33% (51)	39% (60)	1% (2)	5% (8)	4% (6)	— (0)	— (0)	— (1)	1% (1)	1% (1)	— (0)	3% (5)
Employ: Student	63% (61)	19% (18)	5% (5)	8% (8)	— (0)	1% (1)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)
Employ: Retired	32% (114)	25% (87)	— (1)	9% (32)	3% (11)	1% (5)	— (0)	— (0)	— (0)	— (0)	1% (2)	3% (10)
Employ: Unemployed	27% (50)	29% (54)	4% (8)	16% (30)	2% (3)	4% (8)	— (1)	1% (2)	— (0)	— (0)	— (0)	1% (2)
Employ: Other	37% (73)	31% (62)	1% (1)	9% (18)	1% (1)	2% (4)	— (0)	— (0)	— (0)	— (1)	— (0)	2% (5)
Military HH: Yes	37% (140)	30% (112)	3% (13)	7% (27)	4% (14)	2% (7)	— (0)	— (0)	— (0)	— (1)	— (1)	2% (8)
Military HH: No	38% (574)	31% (468)	3% (41)	9% (132)	3% (40)	2% (25)	— (1)	— (4)	— (4)	— (4)	— (1)	2% (24)
RD/WT: Right Direction	37% (277)	31% (228)	3% (25)	9% (66)	3% (22)	2% (16)	— (0)	— (3)	— (0)	— (1)	— (0)	1% (6)
RD/WT: Wrong Track	38% (437)	31% (352)	2% (28)	8% (93)	3% (31)	1% (16)	— (1)	— (2)	— (4)	— (3)	— (2)	2% (27)
Trump Job Approve	34% (286)	34% (280)	4% (30)	7% (62)	3% (28)	1% (12)	— (0)	— (3)	— (0)	— (3)	— (1)	1% (7)
Trump Job Disapprove	41% (390)	28% (268)	2% (20)	9% (87)	2% (22)	2% (19)	— (1)	— (2)	— (3)	— (1)	— (1)	2% (23)
Trump Job Strongly Approve	37% (154)	31% (130)	2% (10)	8% (33)	4% (16)	2% (7)	— (0)	— (0)	— (0)	— (1)	— (0)	1% (3)
Trump Job Somewhat Approve	32% (132)	36% (150)	5% (20)	7% (29)	3% (11)	1% (5)	— (0)	1% (3)	— (0)	— (2)	— (1)	1% (4)
Trump Job Somewhat Disapprove	43% (113)	26% (67)	2% (5)	13% (34)	2% (6)	1% (3)	— (0)	— (0)	1% (3)	— (0)	— (0)	2% (4)
Trump Job Strongly Disapprove	40% (276)	29% (201)	2% (15)	8% (53)	2% (15)	2% (17)	— (1)	— (2)	— (0)	— (1)	— (1)	3% (18)
#1 Issue: Economy	37% (187)	32% (166)	2% (12)	11% (55)	2% (11)	3% (13)	— (0)	1% (3)	— (0)	— (2)	— (0)	2% (8)
#1 Issue: Security	40% (133)	30% (100)	2% (8)	7% (23)	4% (13)	1% (4)	— (0)	— (0)	— (0)	— (1)	— (1)	— (2)
#1 Issue: Health Care	40% (140)	32% (113)	2% (7)	8% (28)	4% (13)	1% (5)	— (0)	— (1)	— (0)	— (0)	— (0)	1% (3)
#1 Issue: Medicare / Social Security	33% (87)	25% (67)	1% (2)	10% (26)	4% (9)	2% (4)	— (0)	— (0)	— (0)	— (0)	— (1)	4% (11)
#1 Issue: Women's Issues	52% (57)	27% (30)	6% (7)	2% (2)	1% (1)	— (0)	1% (1)	— (0)	— (0)	— (0)	— (0)	— (0)
#1 Issue: Education	38% (51)	33% (44)	5% (6)	8% (10)	— (0)	3% (3)	— (0)	— (0)	2% (3)	— (0)	— (0)	4% (5)
#1 Issue: Energy	40% (31)	33% (26)	6% (5)	6% (5)	2% (1)	1% (1)	— (0)	— (0)	— (0)	2% (1)	— (0)	1% (1)
#1 Issue: Other	26% (27)	33% (34)	5% (6)	10% (11)	5% (5)	1% (1)	— (0)	— (0)	1% (1)	1% (1)	— (0)	2% (2)
2016 Vote: Hillary Clinton	43% (247)	26% (152)	2% (13)	8% (43)	3% (16)	2% (12)	— (1)	— (1)	— (1)	— (1)	— (1)	3% (18)
2016 Vote: Donald Trump	38% (239)	31% (197)	3% (20)	6% (37)	3% (19)	1% (6)	— (0)	— (3)	— (0)	— (2)	— (1)	1% (6)
2016 Vote: Someone else	33% (54)	29% (48)	3% (5)	11% (19)	2% (3)	2% (3)	— (0)	— (0)	2% (3)	1% (1)	— (0)	2% (3)
2016 Vote: Didn't Vote	33% (170)	34% (180)	3% (15)	11% (59)	3% (16)	2% (11)	— (0)	— (1)	— (0)	— (0)	— (0)	1% (5)
Voted in 2014: Yes	39% (456)	29% (336)	2% (26)	8% (95)	3% (31)	1% (15)	— (0)	— (2)	— (4)	— (3)	— (2)	2% (24)
Voted in 2014: No	35% (258)	33% (244)	4% (27)	9% (64)	3% (22)	2% (16)	— (1)	— (3)	— (0)	— (1)	— (0)	1% (8)
2012 Vote: Barack Obama	39% (281)	31% (225)	3% (18)	8% (57)	2% (15)	2% (12)	— (1)	1% (4)	1% (4)	— (0)	— (1)	3% (22)
2012 Vote: Mitt Romney	41% (189)	26% (121)	3% (13)	7% (33)	3% (14)	1% (3)	— (0)	— (0)	— (0)	— (2)	— (1)	— (2)
2012 Vote: Other	25% (16)	32% (20)	4% (2)	15% (9)	8% (5)	2% (1)	— (0)	— (0)	— (0)	1% (1)	— (0)	1% (1)
2012 Vote: Didn't Vote	35% (228)	33% (214)	3% (20)	9% (60)	3% (20)	2% (15)	— (0)	— (0)	— (0)	— (1)	— (0)	1% (8)
4-Region: Northeast	38% (127)	30% (101)	3% (9)	4% (14)	5% (17)	1% (4)	— (0)	— (0)	— (1)	— (1)	1% (2)	2% (7)
4-Region: Midwest	39% (155)	30% (118)	3% (12)	11% (42)	3% (14)	1% (5)	— (1)	— (1)	1% (3)	1% (2)	— (0)	1% (5)
4-Region: South	37% (263)	33% (236)	3% (18)	8% (58)	2% (13)	2% (12)	— (0)	— (0)	— (0)	— (1)	— (0)	1% (9)
4-Region: West	37% (169)	27% (125)	3% (15)	10% (44)	2% (9)	2% (10)	— (0)	1% (3)	— (0)	— (0)	— (0)	2% (11)

Continued on next page

Table BRD4: Thinking about your next smartphone, which type of smartphone are you most likely to purchase?

Demographic	Apple	Samsung	Google	LG	Motorola	ZTE	Nokia	Huawei	Lenovo	BlackBerry	Windows	A different type of smart-phone
Adults	38% (714)	31% (580)	3% (53)	8% (159)	3% (53)	2% (32)	— (1)	— (4)	— (4)	— (4)	— (2)	2% (32)
Favorable of Trump	36% (287)	33% (268)	3% (24)	8% (65)	3% (24)	1% (9)	— (0)	— (4)	— (3)	— (3)	— (1)	1% (6)
Unfavorable of Trump	40% (391)	29% (285)	3% (29)	8% (75)	3% (28)	2% (19)	— (1)	— (1)	— (1)	— (1)	— (1)	2% (24)
Very Favorable of Trump	37% (162)	31% (139)	2% (10)	8% (34)	4% (16)	1% (7)	— (0)	1% (3)	— (0)	— (1)	— (0)	1% (3)
Somewhat Favorable of Trump	34% (126)	35% (129)	4% (14)	9% (31)	2% (8)	1% (2)	— (0)	— (0)	1% (3)	— (2)	— (1)	1% (2)
Somewhat Unfavorable of Trump	37% (79)	30% (65)	4% (9)	10% (22)	3% (6)	3% (6)	— (0)	— (0)	— (1)	— (0)	— (0)	1% (3)
Very Unfavorable of Trump	41% (312)	29% (220)	3% (20)	7% (53)	3% (22)	2% (13)	— (1)	— (1)	— (0)	— (1)	— (1)	3% (21)

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

Table BRD5_1: How often do you check your phone for each of the following reasons throughout the day?
 Update social media

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	33% (619)	25% (480)	13% (241)	7% (134)	16% (310)	6% (111)	1894
Gender: Male	34% (310)	24% (218)	12% (108)	8% (70)	17% (158)	6% (55)	919
Gender: Female	32% (309)	27% (262)	14% (133)	7% (64)	16% (152)	6% (56)	976
Age: 18-29	24% (104)	22% (95)	15% (66)	9% (39)	26% (112)	4% (16)	431
Age: 30-44	28% (136)	30% (147)	11% (54)	9% (46)	18% (88)	4% (21)	492
Age: 45-54	30% (105)	25% (88)	14% (50)	7% (25)	17% (59)	6% (20)	347
Age: 55-64	39% (122)	25% (77)	13% (40)	5% (14)	8% (24)	10% (32)	309
Age: 65+	48% (153)	23% (73)	10% (31)	3% (10)	8% (26)	7% (22)	315
Generation Z: 18-21	22% (32)	26% (37)	10% (15)	9% (13)	31% (46)	2% (2)	145
Millennial: Age 22-37	28% (158)	25% (141)	14% (80)	8% (47)	21% (117)	4% (23)	566
Generation X: Age 38-53	28% (147)	27% (144)	13% (70)	9% (50)	17% (93)	6% (30)	535
Boomers: Age 54-72	43% (252)	25% (143)	12% (69)	4% (22)	8% (49)	8% (47)	582
PID: Dem (no lean)	29% (189)	28% (184)	12% (80)	6% (39)	20% (130)	5% (34)	656
PID: Ind (no lean)	34% (170)	24% (120)	16% (80)	7% (35)	16% (79)	4% (22)	505
PID: Rep (no lean)	35% (260)	24% (177)	11% (81)	8% (60)	14% (101)	7% (55)	733
PID/Gender: Dem Men	28% (86)	27% (83)	13% (39)	6% (18)	22% (68)	4% (13)	307
PID/Gender: Dem Women	30% (104)	29% (101)	12% (41)	6% (21)	18% (62)	6% (21)	349
PID/Gender: Ind Men	37% (90)	23% (57)	14% (34)	7% (18)	13% (32)	5% (12)	244
PID/Gender: Ind Women	31% (80)	24% (63)	17% (46)	6% (16)	18% (47)	4% (10)	262
PID/Gender: Rep Men	36% (134)	21% (78)	10% (35)	9% (33)	16% (57)	8% (30)	368
PID/Gender: Rep Women	34% (125)	27% (99)	13% (46)	7% (26)	12% (44)	7% (25)	365
Ideo: Liberal (1-3)	27% (171)	27% (170)	12% (75)	8% (52)	22% (135)	3% (19)	622
Ideo: Moderate (4)	38% (162)	26% (113)	11% (47)	7% (29)	13% (55)	6% (25)	431
Ideo: Conservative (5-7)	39% (226)	24% (142)	11% (64)	6% (33)	13% (78)	6% (38)	582
Educ: College	29% (365)	26% (326)	14% (182)	8% (102)	17% (217)	7% (85)	1277
Educ: Bachelors degree	39% (156)	24% (96)	9% (35)	7% (27)	17% (67)	5% (20)	400
Educ: Post-grad	45% (98)	27% (58)	11% (25)	2% (5)	12% (26)	2% (5)	217

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Table BRD5_1: How often do you check your phone for each of the following reasons throughout the day?

Update social media

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	33% (619)	25% (480)	13% (241)	7% (134)	16% (310)	6% (111)	1894
Income: Under 50k	30% (326)	26% (286)	13% (141)	8% (82)	17% (190)	6% (70)	1094
Income: 50k-100k	34% (192)	24% (135)	14% (77)	7% (42)	15% (84)	6% (33)	564
Income: 100k+	43% (101)	25% (59)	10% (23)	4% (10)	15% (36)	4% (8)	236
Ethnicity: White	34% (511)	25% (370)	12% (185)	7% (105)	15% (225)	6% (87)	1483
Ethnicity: Hispanic	28% (85)	21% (63)	21% (64)	8% (25)	18% (55)	3% (9)	301
Ethnicity: Afr. Am.	28% (66)	29% (69)	12% (29)	5% (13)	20% (47)	6% (14)	238
Ethnicity: Other	24% (42)	24% (42)	15% (27)	9% (16)	22% (38)	5% (10)	173
Relig: Protestant	42% (171)	27% (110)	10% (42)	6% (26)	10% (41)	5% (20)	410
Relig: Roman Catholic	32% (119)	22% (83)	17% (62)	7% (27)	16% (60)	4% (16)	367
Relig: Something Else	28% (60)	31% (64)	14% (30)	7% (14)	14% (30)	6% (13)	210
Relig: Evangelical	34% (240)	27% (189)	13% (95)	7% (46)	14% (99)	5% (37)	706
Relig: Non-Evang. Catholics	39% (110)	24% (68)	14% (40)	7% (20)	11% (31)	4% (12)	281
Relig: All Christian	35% (350)	26% (257)	14% (134)	7% (66)	13% (131)	5% (49)	987
Relig: All Non-Christian	24% (65)	27% (72)	13% (34)	10% (28)	18% (48)	9% (24)	270
Community: Urban	34% (161)	24% (114)	12% (56)	6% (30)	19% (89)	6% (26)	476
Community: Suburban	34% (295)	25% (215)	13% (116)	7% (63)	16% (137)	5% (48)	874
Community: Rural	30% (163)	28% (150)	13% (69)	7% (41)	15% (84)	7% (37)	544
Employ: Private Sector	33% (204)	27% (167)	11% (69)	8% (49)	18% (110)	3% (19)	618
Employ: Government	36% (44)	22% (27)	12% (15)	3% (4)	18% (22)	7% (9)	122
Employ: Self-Employed	36% (61)	25% (42)	14% (24)	7% (11)	13% (22)	5% (8)	168
Employ: Homemaker	27% (41)	21% (32)	19% (30)	9% (13)	19% (30)	5% (8)	154
Employ: Student	25% (24)	26% (25)	8% (8)	10% (10)	30% (29)	2% (2)	97
Employ: Retired	43% (151)	25% (86)	11% (39)	5% (16)	6% (22)	10% (36)	351
Employ: Unemployed	22% (41)	25% (46)	15% (28)	10% (19)	20% (37)	7% (14)	185
Employ: Other	26% (52)	27% (55)	15% (30)	6% (12)	18% (37)	7% (15)	200
Military HH: Yes	35% (131)	25% (94)	10% (36)	8% (31)	17% (65)	6% (22)	380
Military HH: No	32% (488)	25% (386)	14% (205)	7% (103)	16% (244)	6% (89)	1515
RD/WT: Right Direction	31% (232)	26% (197)	13% (97)	8% (59)	14% (108)	7% (54)	747
RD/WT: Wrong Track	34% (387)	25% (283)	13% (144)	7% (75)	18% (202)	5% (57)	1147

Continued on next page

Table BRD5_1: How often do you check your phone for each of the following reasons throughout the day?
 Update social media

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	33% (619)	25% (480)	13% (241)	7% (134)	16% (310)	6% (111)	1894
Trump Job Approve	31% (262)	27% (224)	13% (107)	8% (65)	15% (124)	6% (52)	834
Trump Job Disapprove	35% (331)	26% (243)	12% (113)	6% (53)	17% (160)	5% (45)	946
Trump Job Strongly Approve	32% (135)	27% (113)	12% (51)	9% (36)	14% (58)	6% (27)	419
Trump Job Somewhat Approve	31% (127)	27% (111)	14% (56)	7% (29)	16% (67)	6% (25)	414
Trump Job Somewhat Disapprove	30% (79)	26% (69)	16% (42)	6% (14)	17% (43)	5% (14)	261
Trump Job Strongly Disapprove	37% (252)	25% (174)	10% (71)	6% (39)	17% (117)	5% (31)	685
#1 Issue: Economy	29% (148)	28% (144)	12% (59)	7% (36)	18% (93)	6% (32)	512
#1 Issue: Security	31% (105)	20% (67)	14% (48)	8% (26)	20% (66)	7% (23)	336
#1 Issue: Health Care	33% (115)	27% (94)	15% (53)	6% (22)	14% (50)	5% (19)	354
#1 Issue: Medicare / Social Security	42% (111)	27% (71)	11% (30)	5% (14)	10% (27)	5% (13)	265
#1 Issue: Women's Issues	32% (35)	19% (21)	21% (23)	6% (7)	20% (22)	1% (1)	108
#1 Issue: Education	31% (42)	28% (38)	9% (12)	11% (15)	17% (23)	3% (4)	134
#1 Issue: Energy	36% (29)	32% (25)	8% (6)	8% (6)	12% (10)	4% (3)	79
#1 Issue: Other	32% (34)	18% (19)	10% (10)	7% (7)	18% (19)	15% (16)	105
2016 Vote: Hillary Clinton	34% (196)	27% (157)	11% (63)	5% (30)	17% (97)	5% (28)	572
2016 Vote: Donald Trump	36% (225)	27% (167)	13% (81)	7% (45)	12% (76)	5% (34)	629
2016 Vote: Someone else	32% (52)	21% (34)	18% (30)	6% (10)	16% (26)	8% (13)	164
2016 Vote: Didnt Vote	27% (143)	23% (121)	13% (65)	9% (47)	21% (109)	7% (35)	521
Voted in 2014: Yes	35% (411)	27% (317)	12% (144)	6% (70)	14% (159)	5% (62)	1163
Voted in 2014: No	28% (208)	22% (163)	13% (97)	9% (64)	21% (151)	7% (49)	732
2012 Vote: Barack Obama	33% (241)	26% (186)	14% (98)	6% (42)	17% (123)	5% (33)	723
2012 Vote: Mitt Romney	39% (183)	27% (126)	11% (52)	6% (29)	10% (47)	6% (29)	465
2012 Vote: Other	28% (18)	25% (16)	17% (11)	6% (4)	16% (10)	8% (5)	64
2012 Vote: Didn't Vote	27% (176)	24% (153)	13% (81)	9% (58)	20% (130)	7% (44)	642
4-Region: Northeast	34% (112)	24% (79)	13% (43)	6% (20)	18% (58)	6% (20)	332
4-Region: Midwest	31% (125)	28% (111)	14% (55)	8% (33)	15% (60)	3% (13)	397
4-Region: South	30% (213)	28% (198)	11% (76)	7% (50)	19% (134)	6% (40)	711
4-Region: West	37% (170)	20% (92)	15% (67)	7% (31)	13% (57)	8% (38)	455

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Table BRD5_1: How often do you check your phone for each of the following reasons throughout the day?
Update social media

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	33% (619)	25% (480)	13% (241)	7% (134)	16% (310)	6% (111)	1894
Favorable of Trump	32% (258)	27% (220)	13% (103)	8% (67)	14% (114)	6% (45)	807
Unfavorable of Trump	34% (335)	24% (236)	13% (123)	5% (49)	18% (179)	5% (52)	975
Very Favorable of Trump	30% (133)	26% (113)	14% (62)	9% (40)	15% (68)	6% (26)	442
Somewhat Favorable of Trump	34% (125)	29% (107)	11% (41)	7% (27)	13% (47)	5% (19)	365
Somewhat Unfavorable of Trump	32% (69)	20% (43)	15% (33)	3% (7)	22% (47)	7% (16)	214
Very Unfavorable of Trump	35% (266)	25% (193)	12% (90)	6% (42)	17% (133)	5% (36)	760

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

Table BRD5_2: How often do you check your phone for each of the following reasons throughout the day?
Make phone calls

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	21% (392)	44% (830)	20% (378)	7% (130)	7% (133)	2% (32)	1894
Gender: Male	19% (170)	40% (363)	23% (211)	8% (74)	9% (81)	2% (19)	919
Gender: Female	23% (222)	48% (467)	17% (167)	6% (56)	5% (52)	1% (13)	976
Age: 18-29	23% (97)	46% (198)	15% (67)	6% (25)	8% (33)	3% (11)	431
Age: 30-44	17% (86)	41% (199)	23% (114)	8% (37)	10% (47)	2% (9)	492
Age: 45-54	20% (71)	41% (144)	22% (75)	7% (25)	8% (27)	1% (5)	347
Age: 55-64	19% (57)	44% (137)	23% (70)	8% (25)	5% (15)	2% (5)	309
Age: 65+	26% (81)	48% (151)	17% (52)	6% (17)	3% (11)	1% (2)	315
Generation Z: 18-21	33% (48)	45% (66)	13% (19)	5% (7)	2% (3)	1% (2)	145
Millennial: Age 22-37	20% (112)	43% (243)	20% (111)	7% (40)	8% (47)	2% (13)	566
Generation X: Age 38-53	16% (87)	42% (222)	23% (122)	7% (38)	10% (56)	2% (10)	535
Boomers: Age 54-72	21% (122)	46% (270)	20% (114)	7% (42)	5% (27)	1% (7)	582
PID: Dem (no lean)	22% (147)	41% (268)	19% (126)	8% (55)	8% (53)	1% (7)	656
PID: Ind (no lean)	21% (104)	45% (229)	17% (86)	8% (39)	7% (36)	2% (11)	505
PID: Rep (no lean)	19% (141)	45% (332)	23% (166)	5% (36)	6% (44)	2% (14)	733
PID/Gender: Dem Men	20% (62)	36% (112)	21% (65)	11% (33)	11% (33)	1% (2)	307
PID/Gender: Dem Women	24% (85)	45% (156)	17% (61)	6% (22)	6% (21)	1% (4)	349
PID/Gender: Ind Men	20% (49)	39% (95)	21% (52)	8% (18)	9% (21)	4% (9)	244
PID/Gender: Ind Women	21% (55)	51% (135)	13% (34)	8% (21)	5% (14)	1% (3)	262
PID/Gender: Rep Men	16% (59)	43% (156)	26% (94)	6% (23)	7% (27)	2% (8)	368
PID/Gender: Rep Women	23% (82)	48% (176)	20% (71)	4% (13)	5% (17)	2% (6)	365
Ideo: Liberal (1-3)	22% (139)	42% (259)	19% (119)	9% (55)	7% (45)	1% (5)	622
Ideo: Moderate (4)	21% (89)	46% (199)	19% (83)	6% (27)	7% (29)	1% (4)	431
Ideo: Conservative (5-7)	18% (105)	47% (273)	21% (122)	7% (39)	6% (37)	1% (5)	582
Educ: College	21% (265)	43% (550)	21% (262)	6% (82)	7% (91)	2% (28)	1277
Educ: Bachelors degree	21% (83)	46% (184)	20% (78)	7% (28)	6% (23)	1% (4)	400
Educ: Post-grad	21% (45)	44% (96)	17% (38)	9% (20)	9% (19)	— (1)	217

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Table BRD5_2: How often do you check your phone for each of the following reasons throughout the day?
Make phone calls

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	21% (392)	44% (830)	20% (378)	7% (130)	7% (133)	2% (32)	1894
Income: Under 50k	21% (229)	43% (473)	21% (227)	6% (65)	7% (76)	2% (24)	1094
Income: 50k-100k	20% (114)	45% (254)	19% (109)	8% (45)	6% (35)	1% (7)	564
Income: 100k+	21% (50)	43% (102)	18% (41)	8% (20)	9% (22)	1% (1)	236
Ethnicity: White	22% (324)	45% (674)	19% (282)	6% (92)	6% (88)	2% (23)	1483
Ethnicity: Hispanic	18% (56)	38% (114)	27% (80)	8% (24)	8% (24)	1% (3)	301
Ethnicity: Afr. Am.	11% (26)	35% (83)	30% (71)	12% (28)	12% (28)	1% (3)	238
Ethnicity: Other	24% (42)	42% (73)	15% (26)	6% (10)	10% (17)	3% (6)	173
Relig: Protestant	22% (90)	46% (190)	20% (80)	8% (32)	4% (17)	— (1)	410
Relig: Roman Catholic	18% (68)	44% (160)	21% (78)	9% (34)	7% (26)	— (1)	367
Relig: Something Else	16% (34)	50% (104)	21% (45)	5% (11)	3% (7)	4% (9)	210
Relig: Evangelical	19% (137)	47% (330)	21% (146)	7% (51)	4% (31)	2% (11)	706
Relig: Non-Evang. Catholics	20% (55)	44% (124)	20% (57)	9% (26)	7% (19)	— (0)	281
Relig: All Christian	19% (192)	46% (454)	21% (203)	8% (77)	5% (50)	1% (11)	987
Relig: All Non-Christian	14% (38)	38% (102)	28% (74)	8% (21)	12% (32)	1% (3)	270
Community: Urban	19% (91)	42% (201)	20% (95)	8% (39)	9% (43)	2% (8)	476
Community: Suburban	22% (188)	46% (404)	20% (174)	6% (50)	5% (47)	1% (10)	874
Community: Rural	21% (113)	41% (225)	20% (109)	7% (41)	8% (43)	3% (14)	544
Employ: Private Sector	20% (121)	45% (279)	20% (123)	8% (47)	7% (44)	1% (5)	618
Employ: Government	19% (23)	46% (55)	20% (24)	5% (6)	10% (12)	1% (1)	122
Employ: Self-Employed	9% (15)	33% (55)	27% (45)	12% (21)	16% (28)	2% (4)	168
Employ: Homemaker	23% (36)	41% (64)	26% (39)	5% (8)	4% (6)	— (0)	154
Employ: Student	26% (26)	50% (48)	9% (9)	7% (7)	4% (4)	4% (4)	97
Employ: Retired	25% (88)	47% (165)	17% (59)	7% (24)	3% (10)	2% (6)	351
Employ: Unemployed	21% (39)	46% (85)	17% (31)	4% (7)	8% (16)	4% (7)	185
Employ: Other	22% (44)	39% (79)	24% (48)	5% (10)	7% (13)	3% (6)	200
Military HH: Yes	22% (84)	41% (157)	21% (82)	6% (21)	8% (31)	2% (6)	380
Military HH: No	20% (309)	44% (673)	20% (297)	7% (108)	7% (102)	2% (26)	1515
RD/WT: Right Direction	18% (134)	45% (337)	22% (163)	6% (48)	7% (53)	2% (13)	747
RD/WT: Wrong Track	23% (259)	43% (492)	19% (215)	7% (82)	7% (80)	2% (19)	1147

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Table BRD5_2: How often do you check your phone for each of the following reasons throughout the day?
 Make phone calls

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	21% (392)	44% (830)	20% (378)	7% (130)	7% (133)	2% (32)	1894
Trump Job Approve	18% (153)	43% (357)	22% (185)	7% (55)	8% (68)	2% (15)	834
Trump Job Disapprove	23% (215)	46% (431)	18% (168)	7% (67)	6% (56)	1% (9)	946
Trump Job Strongly Approve	20% (85)	40% (168)	23% (95)	8% (31)	8% (35)	1% (5)	419
Trump Job Somewhat Approve	17% (69)	46% (190)	22% (90)	6% (24)	8% (33)	2% (10)	414
Trump Job Somewhat Disapprove	20% (52)	49% (128)	18% (48)	6% (17)	5% (13)	1% (2)	261
Trump Job Strongly Disapprove	24% (163)	44% (303)	17% (120)	7% (51)	6% (43)	1% (6)	685
#1 Issue: Economy	18% (93)	45% (232)	20% (104)	5% (26)	9% (48)	2% (9)	512
#1 Issue: Security	16% (53)	42% (141)	24% (82)	6% (22)	10% (33)	2% (5)	336
#1 Issue: Health Care	24% (84)	42% (148)	22% (77)	8% (27)	5% (17)	— (1)	354
#1 Issue: Medicare / Social Security	21% (55)	42% (112)	20% (53)	10% (26)	5% (13)	2% (6)	265
#1 Issue: Women's Issues	26% (28)	50% (55)	13% (14)	7% (8)	3% (4)	— (0)	108
#1 Issue: Education	24% (33)	43% (58)	18% (24)	7% (10)	4% (5)	3% (4)	134
#1 Issue: Energy	26% (21)	44% (35)	15% (12)	7% (5)	7% (6)	1% (1)	79
#1 Issue: Other	25% (26)	46% (48)	11% (12)	7% (7)	6% (7)	5% (6)	105
2016 Vote: Hillary Clinton	25% (141)	41% (237)	18% (102)	8% (44)	7% (40)	1% (8)	572
2016 Vote: Donald Trump	16% (101)	45% (286)	24% (150)	7% (44)	6% (41)	1% (8)	629
2016 Vote: Someone else	24% (40)	42% (69)	18% (29)	6% (10)	9% (14)	1% (2)	164
2016 Vote: Didnt Vote	21% (111)	44% (230)	18% (96)	6% (32)	7% (38)	3% (14)	521
Voted in 2014: Yes	20% (235)	42% (494)	21% (242)	8% (91)	8% (91)	1% (11)	1163
Voted in 2014: No	22% (157)	46% (336)	19% (136)	5% (39)	6% (42)	3% (21)	732
2012 Vote: Barack Obama	20% (146)	43% (311)	19% (141)	9% (65)	7% (53)	1% (7)	723
2012 Vote: Mitt Romney	22% (100)	43% (199)	23% (106)	7% (31)	5% (25)	1% (4)	465
2012 Vote: Other	17% (11)	45% (29)	23% (14)	1% (1)	14% (9)	— (0)	64
2012 Vote: Didn't Vote	21% (135)	45% (291)	18% (117)	5% (32)	7% (46)	3% (20)	642
4-Region: Northeast	22% (74)	47% (156)	16% (53)	5% (16)	9% (31)	1% (2)	332
4-Region: Midwest	23% (93)	42% (166)	21% (82)	7% (29)	5% (20)	2% (7)	397
4-Region: South	17% (118)	44% (314)	21% (147)	8% (59)	8% (60)	2% (14)	711
4-Region: West	24% (109)	43% (193)	21% (96)	6% (26)	5% (22)	2% (9)	455

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Table BRD5_2: How often do you check your phone for each of the following reasons throughout the day?
Make phone calls

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	21% (392)	44% (830)	20% (378)	7% (130)	7% (133)	2% (32)	1894
Favorable of Trump	17% (140)	43% (351)	23% (186)	7% (54)	8% (63)	2% (13)	807
Unfavorable of Trump	24% (229)	44% (431)	18% (174)	7% (67)	7% (63)	1% (10)	975
Very Favorable of Trump	18% (78)	42% (184)	23% (100)	8% (36)	9% (39)	1% (5)	442
Somewhat Favorable of Trump	17% (63)	46% (167)	24% (86)	5% (18)	7% (24)	2% (8)	365
Somewhat Unfavorable of Trump	22% (48)	48% (102)	18% (39)	6% (13)	4% (9)	1% (3)	214
Very Unfavorable of Trump	24% (181)	43% (328)	18% (135)	7% (54)	7% (54)	1% (8)	760

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

Table BRD5_3: How often do you check your phone for each of the following reasons throughout the day?
 Respond to text messages

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	8% (152)	26% (495)	22% (419)	18% (335)	24% (464)	2% (30)	1894
Gender: Male	9% (84)	25% (227)	22% (206)	17% (158)	24% (225)	2% (17)	919
Gender: Female	7% (68)	27% (267)	22% (213)	18% (177)	24% (239)	1% (13)	976
Age: 18-29	3% (15)	17% (74)	17% (71)	21% (89)	39% (169)	3% (13)	431
Age: 30-44	5% (24)	21% (104)	19% (91)	22% (109)	32% (157)	1% (7)	492
Age: 45-54	5% (16)	26% (92)	25% (87)	17% (60)	26% (90)	1% (3)	347
Age: 55-64	11% (35)	33% (102)	30% (92)	14% (43)	11% (33)	1% (3)	309
Age: 65+	20% (63)	39% (122)	24% (76)	11% (34)	5% (14)	1% (5)	315
Generation Z: 18-21	5% (7)	21% (31)	17% (24)	16% (24)	39% (57)	2% (2)	145
Millennial: Age 22-37	4% (23)	19% (109)	18% (100)	21% (121)	35% (199)	2% (13)	566
Generation X: Age 38-53	4% (23)	23% (122)	22% (118)	20% (109)	29% (156)	1% (7)	535
Boomers: Age 54-72	14% (79)	36% (211)	28% (160)	13% (75)	9% (51)	1% (6)	582
PID: Dem (no lean)	7% (46)	26% (171)	21% (140)	18% (121)	26% (170)	1% (8)	656
PID: Ind (no lean)	7% (37)	24% (124)	23% (114)	17% (86)	26% (133)	2% (10)	505
PID: Rep (no lean)	9% (69)	27% (200)	22% (164)	17% (128)	22% (160)	2% (12)	733
PID/Gender: Dem Men	9% (26)	26% (80)	22% (67)	18% (56)	24% (74)	1% (4)	307
PID/Gender: Dem Women	5% (19)	26% (91)	21% (74)	19% (65)	28% (96)	1% (4)	349
PID/Gender: Ind Men	8% (20)	24% (59)	24% (58)	15% (38)	25% (62)	3% (7)	244
PID/Gender: Ind Women	7% (18)	25% (64)	21% (56)	19% (48)	27% (72)	1% (3)	262
PID/Gender: Rep Men	10% (38)	24% (88)	22% (81)	18% (65)	24% (89)	2% (6)	368
PID/Gender: Rep Women	9% (31)	31% (112)	23% (83)	17% (63)	19% (70)	2% (6)	365
Ideo: Liberal (1-3)	8% (48)	25% (153)	21% (131)	19% (120)	26% (163)	1% (6)	622
Ideo: Moderate (4)	10% (44)	28% (119)	20% (85)	16% (70)	26% (111)	1% (2)	431
Ideo: Conservative (5-7)	8% (48)	28% (165)	24% (141)	17% (100)	20% (119)	1% (8)	582
Educ: College	8% (100)	25% (326)	21% (268)	19% (243)	25% (317)	2% (24)	1277
Educ: Bachelors degree	8% (32)	26% (105)	23% (91)	15% (60)	27% (107)	1% (6)	400
Educ: Post-grad	9% (20)	30% (64)	28% (61)	15% (32)	18% (39)	— (1)	217

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Table BRD5_3: How often do you check your phone for each of the following reasons throughout the day?
Respond to text messages

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	8% (152)	26% (495)	22% (419)	18% (335)	24% (464)	2% (30)	1894
Income: Under 50k	8% (90)	27% (298)	23% (248)	17% (190)	22% (246)	2% (23)	1094
Income: 50k-100k	9% (49)	24% (137)	19% (107)	21% (116)	27% (149)	1% (5)	564
Income: 100k+	6% (14)	25% (59)	27% (64)	12% (29)	29% (68)	1% (3)	236
Ethnicity: White	8% (118)	26% (388)	22% (332)	19% (279)	23% (341)	2% (24)	1483
Ethnicity: Hispanic	10% (30)	24% (72)	16% (49)	21% (63)	28% (84)	1% (4)	301
Ethnicity: Afr. Am.	7% (17)	25% (60)	23% (55)	16% (38)	28% (67)	— (1)	238
Ethnicity: Other	9% (16)	27% (46)	18% (32)	10% (18)	32% (56)	3% (5)	173
Relig: Protestant	8% (32)	31% (128)	26% (108)	18% (75)	16% (66)	— (2)	410
Relig: Roman Catholic	12% (45)	24% (87)	20% (73)	18% (65)	26% (95)	1% (3)	367
Relig: Something Else	4% (8)	27% (58)	26% (54)	16% (34)	25% (53)	2% (4)	210
Relig: Evangelical	10% (67)	26% (187)	23% (166)	17% (121)	23% (160)	1% (5)	706
Relig: Non-Evang. Catholics	6% (18)	30% (85)	24% (69)	19% (53)	19% (54)	1% (3)	281
Relig: All Christian	9% (85)	28% (272)	24% (234)	18% (174)	22% (214)	1% (8)	987
Relig: All Non-Christian	4% (11)	25% (69)	24% (65)	17% (47)	28% (77)	1% (2)	270
Community: Urban	9% (40)	25% (119)	23% (110)	16% (74)	26% (125)	2% (8)	476
Community: Suburban	8% (69)	28% (245)	21% (187)	19% (164)	23% (199)	1% (10)	874
Community: Rural	8% (43)	24% (131)	22% (122)	18% (97)	26% (139)	2% (12)	544
Employ: Private Sector	6% (40)	23% (139)	22% (138)	20% (122)	28% (175)	1% (4)	618
Employ: Government	4% (5)	28% (34)	22% (27)	16% (20)	29% (35)	1% (1)	122
Employ: Self-Employed	3% (5)	28% (47)	20% (34)	17% (29)	29% (49)	2% (4)	168
Employ: Homemaker	7% (11)	21% (32)	21% (32)	26% (40)	24% (37)	1% (1)	154
Employ: Student	1% (1)	16% (15)	20% (20)	17% (16)	44% (43)	2% (2)	97
Employ: Retired	20% (70)	36% (127)	23% (80)	12% (42)	7% (25)	2% (7)	351
Employ: Unemployed	7% (13)	29% (54)	21% (38)	19% (36)	21% (38)	4% (7)	185
Employ: Other	4% (7)	23% (46)	25% (50)	15% (30)	31% (62)	2% (5)	200
Military HH: Yes	11% (40)	29% (111)	22% (84)	18% (69)	19% (72)	1% (3)	380
Military HH: No	7% (112)	25% (383)	22% (335)	18% (266)	26% (391)	2% (27)	1515
RD/WT: Right Direction	8% (62)	29% (214)	22% (167)	18% (132)	22% (162)	1% (10)	747
RD/WT: Wrong Track	8% (90)	24% (281)	22% (252)	18% (203)	26% (302)	2% (21)	1147

Continued on next page

Table BRD5_3: How often do you check your phone for each of the following reasons throughout the day?
 Respond to text messages

Demographic	Less than once a day		1-3 times per day		4-7 times per day		8-10 times per day		More than 10 times per day		Don't know/No opinion	Total N	
Adults	8%	(152)	26%	(495)	22%	(419)	18%	(335)	24%	(464)	2%	(30)	1894
Trump Job Approve	8%	(68)	27%	(229)	23%	(191)	18%	(153)	22%	(183)	1%	(10)	834
Trump Job Disapprove	8%	(78)	26%	(243)	22%	(209)	17%	(161)	26%	(244)	1%	(11)	946
Trump Job Strongly Approve	10%	(43)	30%	(126)	22%	(93)	16%	(66)	20%	(85)	1%	(6)	419
Trump Job Somewhat Approve	6%	(25)	25%	(103)	24%	(98)	21%	(87)	23%	(97)	1%	(4)	414
Trump Job Somewhat Disapprove	6%	(15)	24%	(63)	24%	(61)	18%	(48)	27%	(70)	1%	(3)	261
Trump Job Strongly Disapprove	9%	(63)	26%	(180)	22%	(148)	16%	(112)	25%	(174)	1%	(8)	685
#1 Issue: Economy	6%	(32)	22%	(110)	22%	(115)	20%	(104)	28%	(143)	1%	(7)	512
#1 Issue: Security	8%	(26)	27%	(92)	21%	(72)	18%	(62)	23%	(78)	2%	(6)	336
#1 Issue: Health Care	10%	(37)	29%	(101)	21%	(73)	15%	(52)	25%	(88)	1%	(3)	354
#1 Issue: Medicare / Social Security	13%	(34)	33%	(88)	28%	(75)	14%	(37)	10%	(28)	1%	(4)	265
#1 Issue: Women's Issues	2%	(2)	18%	(19)	19%	(20)	19%	(21)	40%	(43)	2%	(2)	108
#1 Issue: Education	5%	(6)	25%	(34)	18%	(24)	24%	(32)	25%	(34)	3%	(4)	134
#1 Issue: Energy	5%	(4)	25%	(20)	20%	(16)	20%	(16)	30%	(24)	—	(0)	79
#1 Issue: Other	10%	(10)	28%	(30)	23%	(24)	10%	(10)	24%	(25)	5%	(6)	105
2016 Vote: Hillary Clinton	8%	(47)	29%	(167)	21%	(119)	17%	(100)	23%	(130)	2%	(10)	572
2016 Vote: Donald Trump	9%	(55)	28%	(173)	26%	(162)	18%	(116)	19%	(117)	1%	(6)	629
2016 Vote: Someone else	10%	(17)	23%	(37)	20%	(32)	17%	(28)	27%	(45)	3%	(4)	164
2016 Vote: Didnt Vote	6%	(33)	22%	(112)	20%	(105)	17%	(90)	33%	(171)	2%	(10)	521
Voted in 2014: Yes	9%	(109)	27%	(317)	24%	(275)	18%	(206)	21%	(244)	1%	(11)	1163
Voted in 2014: No	6%	(43)	24%	(177)	20%	(144)	18%	(129)	30%	(220)	3%	(19)	732
2012 Vote: Barack Obama	8%	(55)	25%	(180)	25%	(178)	20%	(142)	22%	(159)	1%	(8)	723
2012 Vote: Mitt Romney	11%	(52)	31%	(144)	24%	(110)	16%	(74)	17%	(80)	1%	(5)	465
2012 Vote: Other	8%	(5)	25%	(16)	29%	(19)	19%	(12)	20%	(13)	—	(0)	64
2012 Vote: Didn't Vote	6%	(39)	24%	(154)	17%	(112)	17%	(106)	33%	(212)	3%	(18)	642
4-Region: Northeast	10%	(32)	26%	(87)	19%	(63)	16%	(52)	29%	(96)	—	(1)	332
4-Region: Midwest	8%	(30)	26%	(101)	23%	(92)	15%	(61)	27%	(107)	1%	(5)	397
4-Region: South	5%	(35)	28%	(197)	23%	(164)	19%	(132)	23%	(166)	2%	(16)	711
4-Region: West	12%	(55)	24%	(109)	22%	(100)	20%	(89)	21%	(94)	2%	(8)	455

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Table BRD5_3: How often do you check your phone for each of the following reasons throughout the day?
Respond to text messages

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	8% (152)	26% (495)	22% (419)	18% (335)	24% (464)	2% (30)	1894
Favorable of Trump	7% (60)	27% (216)	24% (191)	20% (161)	21% (171)	1% (8)	807
Unfavorable of Trump	8% (81)	25% (246)	22% (212)	16% (158)	27% (264)	1% (14)	975
Very Favorable of Trump	9% (40)	30% (132)	23% (102)	17% (74)	20% (88)	1% (6)	442
Somewhat Favorable of Trump	5% (19)	23% (84)	24% (89)	24% (87)	23% (83)	1% (2)	365
Somewhat Unfavorable of Trump	7% (14)	29% (63)	22% (48)	12% (25)	29% (61)	1% (3)	214
Very Unfavorable of Trump	9% (67)	24% (183)	22% (164)	17% (132)	27% (203)	1% (11)	760

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

Table BRD5_4: How often do you check your phone for each of the following reasons throughout the day?
 Take photos or record videos

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	44% (831)	33% (618)	11% (217)	4% (85)	4% (83)	3% (61)	1894
Gender: Male	46% (420)	32% (291)	10% (91)	4% (35)	5% (43)	4% (39)	919
Gender: Female	42% (411)	34% (327)	13% (126)	5% (49)	4% (40)	2% (22)	976
Age: 18-29	25% (107)	41% (177)	15% (67)	7% (31)	8% (35)	3% (15)	431
Age: 30-44	33% (161)	34% (169)	15% (74)	8% (41)	6% (31)	3% (16)	492
Age: 45-54	41% (141)	37% (127)	14% (48)	3% (9)	4% (13)	2% (9)	347
Age: 55-64	64% (196)	26% (82)	5% (16)	1% (3)	1% (3)	3% (9)	309
Age: 65+	72% (225)	20% (62)	4% (13)	— (1)	— (1)	4% (13)	315
Generation Z: 18-21	20% (28)	47% (68)	18% (25)	7% (10)	5% (8)	3% (5)	145
Millennial: Age 22-37	28% (159)	37% (212)	16% (89)	8% (46)	7% (41)	3% (18)	566
Generation X: Age 38-53	39% (207)	34% (184)	13% (72)	5% (25)	6% (30)	3% (17)	535
Boomers: Age 54-72	67% (387)	24% (142)	5% (27)	1% (4)	1% (4)	3% (18)	582
PID: Dem (no lean)	43% (280)	33% (214)	12% (77)	5% (33)	5% (36)	3% (16)	656
PID: Ind (no lean)	45% (225)	34% (170)	10% (53)	5% (23)	4% (18)	3% (16)	505
PID: Rep (no lean)	44% (326)	32% (234)	12% (88)	4% (29)	4% (29)	4% (28)	733
PID/Gender: Dem Men	46% (141)	29% (89)	10% (30)	6% (19)	6% (19)	3% (9)	307
PID/Gender: Dem Women	40% (139)	36% (125)	14% (47)	4% (14)	5% (17)	2% (8)	349
PID/Gender: Ind Men	47% (115)	32% (78)	9% (21)	3% (8)	3% (8)	6% (13)	244
PID/Gender: Ind Women	42% (111)	35% (91)	12% (32)	6% (15)	4% (10)	1% (3)	262
PID/Gender: Rep Men	45% (164)	34% (123)	11% (40)	2% (8)	4% (16)	5% (17)	368
PID/Gender: Rep Women	44% (161)	30% (111)	13% (47)	6% (21)	4% (13)	3% (11)	365
Ideo: Liberal (1-3)	42% (258)	34% (214)	12% (74)	6% (34)	5% (33)	1% (8)	622
Ideo: Moderate (4)	45% (192)	32% (138)	11% (47)	5% (22)	4% (17)	3% (14)	431
Ideo: Conservative (5-7)	49% (283)	33% (194)	9% (53)	3% (16)	3% (19)	3% (18)	582
Educ: College	42% (535)	32% (412)	12% (155)	5% (62)	5% (63)	4% (49)	1277
Educ: Bachelors degree	46% (185)	34% (135)	10% (41)	4% (15)	3% (14)	2% (10)	400
Educ: Post-grad	51% (110)	32% (70)	10% (21)	3% (7)	3% (6)	1% (2)	217

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Table BRD5_4: How often do you check your phone for each of the following reasons throughout the day?
Take photos or record videos

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	44% (831)	33% (618)	11% (217)	4% (85)	4% (83)	3% (61)	1894
Income: Under 50k	43% (473)	32% (347)	11% (122)	4% (49)	6% (62)	4% (43)	1094
Income: 50k-100k	45% (256)	32% (180)	13% (71)	5% (27)	3% (15)	3% (15)	564
Income: 100k+	43% (102)	39% (91)	10% (25)	4% (9)	3% (6)	1% (3)	236
Ethnicity: White	44% (659)	34% (501)	11% (163)	4% (60)	4% (57)	3% (43)	1483
Ethnicity: Hispanic	36% (109)	30% (91)	17% (51)	8% (26)	6% (18)	2% (7)	301
Ethnicity: Afr. Am.	42% (101)	32% (76)	12% (28)	4% (10)	6% (14)	4% (10)	238
Ethnicity: Other	41% (71)	24% (41)	16% (27)	8% (14)	7% (12)	4% (8)	173
Relig: Protestant	51% (211)	32% (132)	10% (39)	3% (11)	2% (10)	2% (7)	410
Relig: Roman Catholic	44% (160)	30% (109)	15% (56)	6% (23)	4% (15)	1% (5)	367
Relig: Something Else	43% (90)	33% (70)	13% (28)	2% (5)	5% (10)	4% (8)	210
Relig: Evangelical	46% (325)	31% (219)	13% (91)	4% (30)	4% (25)	2% (15)	706
Relig: Non-Evang. Catholics	48% (135)	32% (91)	11% (32)	3% (9)	3% (9)	2% (5)	281
Relig: All Christian	47% (460)	31% (311)	12% (123)	4% (39)	4% (35)	2% (19)	987
Relig: All Non-Christian	39% (107)	34% (92)	13% (36)	4% (11)	4% (12)	4% (12)	270
Community: Urban	46% (221)	31% (148)	11% (52)	4% (19)	5% (24)	3% (13)	476
Community: Suburban	42% (366)	34% (300)	12% (102)	6% (49)	4% (31)	3% (25)	874
Community: Rural	45% (244)	31% (170)	12% (63)	3% (17)	5% (28)	4% (23)	544
Employ: Private Sector	39% (241)	38% (232)	13% (80)	5% (29)	4% (23)	2% (12)	618
Employ: Government	41% (49)	44% (53)	6% (7)	3% (3)	7% (8)	— (0)	122
Employ: Self-Employed	40% (68)	30% (50)	13% (21)	6% (9)	9% (15)	3% (5)	168
Employ: Homemaker	33% (51)	30% (46)	18% (28)	12% (18)	7% (10)	— (0)	154
Employ: Student	19% (18)	43% (42)	16% (15)	9% (9)	6% (5)	7% (7)	97
Employ: Retired	68% (238)	22% (76)	4% (15)	1% (2)	1% (2)	5% (17)	351
Employ: Unemployed	37% (68)	33% (61)	14% (25)	5% (10)	4% (7)	7% (13)	185
Employ: Other	48% (96)	28% (57)	13% (26)	2% (4)	5% (11)	3% (6)	200
Military HH: Yes	49% (184)	33% (124)	9% (33)	4% (14)	4% (17)	2% (7)	380
Military HH: No	43% (647)	33% (493)	12% (184)	5% (71)	4% (66)	4% (54)	1515
RD/WT: Right Direction	44% (328)	34% (251)	11% (83)	3% (25)	4% (27)	4% (32)	747
RD/WT: Wrong Track	44% (503)	32% (366)	12% (134)	5% (60)	5% (56)	3% (29)	1147

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Table BRD5_4: How often do you check your phone for each of the following reasons throughout the day?

Take photos or record videos

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	44% (831)	33% (618)	11% (217)	4% (85)	4% (83)	3% (61)	1894
Trump Job Approve	43% (362)	35% (294)	11% (92)	4% (36)	3% (25)	3% (24)	834
Trump Job Disapprove	45% (430)	31% (296)	12% (113)	5% (43)	4% (42)	2% (22)	946
Trump Job Strongly Approve	46% (192)	33% (138)	13% (53)	4% (18)	2% (7)	3% (12)	419
Trump Job Somewhat Approve	41% (170)	38% (157)	10% (40)	5% (19)	4% (18)	3% (12)	414
Trump Job Somewhat Disapprove	45% (116)	30% (77)	17% (44)	4% (10)	4% (10)	2% (4)	261
Trump Job Strongly Disapprove	46% (314)	32% (218)	10% (69)	5% (34)	5% (33)	3% (18)	685
#1 Issue: Economy	39% (198)	37% (187)	10% (53)	6% (30)	5% (27)	3% (16)	512
#1 Issue: Security	42% (142)	27% (92)	16% (52)	6% (20)	6% (19)	3% (11)	336
#1 Issue: Health Care	50% (178)	33% (117)	10% (35)	3% (11)	2% (8)	2% (6)	354
#1 Issue: Medicare / Social Security	62% (163)	23% (62)	7% (19)	1% (3)	2% (5)	5% (13)	265
#1 Issue: Women's Issues	34% (37)	43% (47)	11% (12)	4% (4)	7% (8)	1% (1)	108
#1 Issue: Education	25% (34)	40% (54)	21% (28)	5% (6)	5% (7)	4% (5)	134
#1 Issue: Energy	44% (35)	33% (27)	9% (7)	10% (8)	4% (3)	— (0)	79
#1 Issue: Other	42% (44)	31% (32)	10% (11)	3% (3)	6% (6)	8% (8)	105
2016 Vote: Hillary Clinton	47% (271)	31% (175)	11% (62)	4% (24)	5% (28)	2% (11)	572
2016 Vote: Donald Trump	47% (294)	34% (214)	11% (71)	3% (21)	2% (13)	3% (16)	629
2016 Vote: Someone else	40% (66)	35% (58)	13% (22)	3% (4)	6% (10)	2% (4)	164
2016 Vote: Didnt Vote	38% (197)	32% (165)	12% (63)	7% (35)	6% (32)	6% (29)	521
Voted in 2014: Yes	48% (563)	32% (369)	12% (134)	3% (38)	4% (41)	2% (18)	1163
Voted in 2014: No	37% (268)	34% (248)	11% (84)	6% (47)	6% (42)	6% (43)	732
2012 Vote: Barack Obama	49% (351)	29% (212)	12% (87)	4% (29)	5% (35)	1% (9)	723
2012 Vote: Mitt Romney	50% (235)	33% (153)	10% (46)	3% (13)	1% (5)	3% (13)	465
2012 Vote: Other	39% (25)	43% (28)	9% (6)	2% (2)	6% (4)	— (0)	64
2012 Vote: Didn't Vote	34% (220)	35% (225)	12% (79)	6% (41)	6% (39)	6% (38)	642
4-Region: Northeast	47% (156)	30% (99)	10% (34)	4% (14)	6% (19)	3% (10)	332
4-Region: Midwest	43% (172)	33% (130)	13% (52)	4% (16)	5% (20)	2% (8)	397
4-Region: South	44% (313)	34% (240)	10% (74)	5% (34)	4% (29)	3% (21)	711
4-Region: West	42% (190)	33% (149)	13% (58)	5% (21)	3% (15)	5% (22)	455

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Table BRD5_4: How often do you check your phone for each of the following reasons throughout the day?
Take photos or record videos

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	44% (831)	33% (618)	11% (217)	4% (85)	4% (83)	3% (61)	1894
Favorable of Trump	44% (352)	34% (277)	11% (93)	5% (37)	3% (24)	3% (24)	807
Unfavorable of Trump	45% (434)	32% (315)	11% (108)	5% (45)	5% (50)	2% (22)	975
Very Favorable of Trump	45% (200)	33% (148)	11% (51)	4% (18)	2% (11)	3% (15)	442
Somewhat Favorable of Trump	42% (153)	35% (129)	11% (42)	5% (18)	4% (14)	2% (9)	365
Somewhat Unfavorable of Trump	46% (99)	33% (70)	13% (27)	3% (6)	5% (10)	1% (3)	214
Very Unfavorable of Trump	44% (335)	32% (245)	11% (81)	5% (39)	5% (39)	3% (20)	760

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

Table BRD5_5: How often do you check your phone for each of the following reasons throughout the day?
 Listen to music/audiobooks or podcasts

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	42% (792)	25% (471)	11% (208)	6% (110)	8% (157)	8% (156)	1894
Gender: Male	38% (345)	25% (229)	12% (115)	6% (59)	11% (98)	8% (73)	919
Gender: Female	46% (447)	25% (242)	10% (94)	5% (51)	6% (59)	9% (84)	976
Age: 18-29	22% (96)	26% (112)	15% (67)	12% (51)	20% (88)	4% (18)	431
Age: 30-44	26% (130)	36% (179)	15% (76)	8% (39)	9% (42)	5% (27)	492
Age: 45-54	49% (170)	26% (91)	10% (36)	3% (11)	6% (22)	5% (17)	347
Age: 55-64	54% (166)	19% (59)	8% (26)	2% (6)	1% (3)	16% (48)	309
Age: 65+	73% (230)	9% (30)	1% (4)	1% (2)	1% (2)	15% (46)	315
Generation Z: 18-21	19% (28)	24% (34)	18% (26)	11% (16)	27% (38)	1% (2)	145
Millennial: Age 22-37	23% (130)	32% (180)	15% (86)	11% (64)	14% (77)	5% (29)	566
Generation X: Age 38-53	42% (224)	30% (159)	12% (64)	4% (22)	7% (37)	5% (29)	535
Boomers: Age 54-72	62% (363)	16% (95)	6% (32)	1% (8)	1% (4)	14% (79)	582
PID: Dem (no lean)	40% (261)	28% (183)	11% (71)	7% (46)	8% (53)	6% (42)	656
PID: Ind (no lean)	43% (219)	22% (112)	10% (53)	7% (36)	10% (48)	7% (38)	505
PID: Rep (no lean)	43% (312)	24% (177)	12% (85)	4% (28)	8% (56)	10% (76)	733
PID/Gender: Dem Men	39% (119)	25% (77)	13% (41)	8% (25)	9% (27)	6% (18)	307
PID/Gender: Dem Women	41% (143)	30% (106)	9% (30)	6% (21)	7% (26)	7% (24)	349
PID/Gender: Ind Men	37% (91)	22% (55)	10% (25)	8% (20)	14% (33)	8% (20)	244
PID/Gender: Ind Women	49% (128)	22% (57)	11% (28)	6% (16)	6% (15)	7% (17)	262
PID/Gender: Rep Men	37% (136)	27% (98)	13% (49)	4% (14)	10% (38)	9% (34)	368
PID/Gender: Rep Women	48% (176)	22% (79)	10% (36)	4% (14)	5% (18)	12% (42)	365
Ideo: Liberal (1-3)	37% (228)	28% (176)	14% (84)	6% (40)	9% (54)	6% (39)	622
Ideo: Moderate (4)	44% (190)	27% (117)	9% (37)	6% (27)	7% (31)	7% (28)	431
Ideo: Conservative (5-7)	51% (294)	21% (123)	10% (56)	2% (15)	8% (44)	9% (50)	582
Educ: College	37% (479)	25% (319)	12% (152)	6% (79)	10% (127)	10% (122)	1277
Educ: Bachelors degree	49% (197)	24% (96)	10% (41)	5% (20)	5% (20)	6% (25)	400
Educ: Post-grad	53% (116)	26% (56)	7% (15)	5% (10)	5% (10)	4% (9)	217

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Table BRD5_5: How often do you check your phone for each of the following reasons throughout the day?
Listen to music/audiobooks or podcasts

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	42% (792)	25% (471)	11% (208)	6% (110)	8% (157)	8% (156)	1894
Income: Under 50k	38% (415)	25% (271)	12% (129)	7% (71)	10% (109)	9% (98)	1094
Income: 50k-100k	46% (261)	24% (135)	10% (57)	5% (29)	7% (37)	8% (45)	564
Income: 100k+	49% (115)	27% (65)	10% (23)	4% (10)	5% (11)	5% (13)	236
Ethnicity: White	45% (669)	24% (359)	10% (147)	5% (75)	7% (107)	8% (126)	1483
Ethnicity: Hispanic	29% (88)	34% (101)	13% (39)	8% (23)	13% (38)	4% (12)	301
Ethnicity: Afr. Am.	31% (74)	27% (64)	16% (39)	7% (18)	10% (24)	8% (19)	238
Ethnicity: Other	28% (49)	28% (48)	13% (22)	10% (17)	15% (26)	7% (11)	173
Relig: Protestant	56% (228)	24% (97)	7% (30)	2% (10)	3% (13)	7% (31)	410
Relig: Roman Catholic	45% (164)	23% (86)	10% (36)	7% (24)	9% (34)	6% (24)	367
Relig: Something Else	41% (86)	23% (49)	13% (28)	7% (14)	9% (18)	7% (15)	210
Relig: Evangelical	47% (330)	23% (162)	10% (74)	5% (37)	7% (50)	8% (54)	706
Relig: Non-Evang. Catholics	53% (148)	25% (70)	7% (21)	4% (12)	5% (15)	6% (16)	281
Relig: All Christian	48% (478)	23% (232)	10% (94)	5% (48)	7% (65)	7% (70)	987
Relig: All Non-Christian	31% (84)	33% (90)	9% (25)	6% (16)	9% (23)	12% (31)	270
Community: Urban	39% (184)	25% (117)	11% (53)	6% (28)	13% (60)	7% (33)	476
Community: Suburban	42% (370)	25% (223)	12% (109)	4% (38)	8% (67)	8% (67)	874
Community: Rural	44% (238)	24% (131)	8% (46)	8% (43)	5% (30)	10% (56)	544
Employ: Private Sector	37% (228)	31% (190)	15% (93)	6% (38)	7% (41)	5% (28)	618
Employ: Government	38% (47)	34% (41)	12% (15)	6% (7)	6% (8)	3% (4)	122
Employ: Self-Employed	43% (72)	19% (31)	11% (18)	10% (17)	11% (18)	7% (11)	168
Employ: Homemaker	43% (66)	33% (51)	7% (10)	1% (2)	8% (12)	8% (12)	154
Employ: Student	19% (18)	20% (20)	12% (12)	11% (11)	32% (31)	5% (5)	97
Employ: Retired	67% (234)	10% (35)	5% (18)	1% (4)	1% (3)	16% (57)	351
Employ: Unemployed	33% (61)	22% (40)	12% (22)	10% (19)	9% (16)	14% (26)	185
Employ: Other	33% (66)	31% (63)	10% (20)	6% (12)	14% (28)	6% (12)	200
Military HH: Yes	45% (169)	26% (99)	9% (32)	6% (23)	5% (21)	9% (36)	380
Military HH: No	41% (623)	25% (372)	12% (176)	6% (87)	9% (137)	8% (120)	1515
RD/WT: Right Direction	43% (321)	23% (176)	11% (82)	5% (40)	7% (56)	10% (74)	747
RD/WT: Wrong Track	41% (471)	26% (295)	11% (127)	6% (70)	9% (101)	7% (82)	1147

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Table BRD5_5: How often do you check your phone for each of the following reasons throughout the day?
 Listen to music/audiobooks or podcasts

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	42% (792)	25% (471)	11% (208)	6% (110)	8% (157)	8% (156)	1894
Trump Job Approve	45% (377)	24% (202)	11% (88)	5% (40)	7% (56)	8% (70)	834
Trump Job Disapprove	40% (383)	27% (253)	12% (109)	6% (61)	8% (73)	7% (66)	946
Trump Job Strongly Approve	50% (212)	22% (93)	9% (36)	4% (16)	5% (20)	10% (43)	419
Trump Job Somewhat Approve	40% (165)	26% (109)	13% (53)	6% (24)	9% (36)	7% (27)	414
Trump Job Somewhat Disapprove	42% (109)	24% (62)	11% (29)	9% (24)	8% (20)	6% (16)	261
Trump Job Strongly Disapprove	40% (274)	28% (191)	12% (80)	6% (38)	8% (53)	7% (50)	685
#1 Issue: Economy	33% (168)	30% (151)	15% (77)	6% (31)	11% (56)	6% (29)	512
#1 Issue: Security	48% (160)	21% (70)	9% (30)	7% (24)	8% (27)	7% (24)	336
#1 Issue: Health Care	47% (165)	24% (84)	10% (36)	5% (17)	4% (15)	10% (37)	354
#1 Issue: Medicare / Social Security	63% (167)	15% (41)	3% (8)	2% (5)	4% (9)	13% (34)	265
#1 Issue: Women's Issues	28% (30)	31% (34)	14% (16)	9% (10)	16% (18)	2% (2)	108
#1 Issue: Education	27% (36)	34% (45)	13% (18)	7% (10)	15% (20)	3% (5)	134
#1 Issue: Energy	37% (30)	29% (23)	17% (13)	8% (6)	7% (5)	3% (2)	79
#1 Issue: Other	34% (35)	21% (22)	11% (11)	7% (7)	6% (6)	22% (23)	105
2016 Vote: Hillary Clinton	41% (234)	27% (157)	12% (66)	7% (38)	6% (33)	8% (45)	572
2016 Vote: Donald Trump	49% (309)	23% (148)	9% (58)	3% (20)	5% (34)	10% (61)	629
2016 Vote: Someone else	41% (67)	27% (44)	13% (22)	3% (4)	11% (18)	6% (9)	164
2016 Vote: Didnt Vote	34% (179)	23% (120)	12% (61)	9% (47)	14% (72)	8% (41)	521
Voted in 2014: Yes	47% (545)	25% (295)	10% (120)	4% (44)	5% (60)	9% (100)	1163
Voted in 2014: No	34% (247)	24% (176)	12% (89)	9% (66)	13% (97)	8% (57)	732
2012 Vote: Barack Obama	45% (325)	26% (185)	11% (81)	5% (39)	6% (46)	6% (46)	723
2012 Vote: Mitt Romney	53% (247)	22% (104)	8% (38)	2% (8)	3% (12)	12% (56)	465
2012 Vote: Other	46% (29)	20% (13)	12% (8)	3% (2)	14% (9)	5% (3)	64
2012 Vote: Didn't Vote	30% (190)	26% (169)	13% (82)	9% (60)	14% (90)	8% (50)	642
4-Region: Northeast	42% (138)	26% (86)	7% (24)	6% (18)	10% (34)	9% (31)	332
4-Region: Midwest	48% (189)	24% (94)	8% (33)	7% (27)	7% (28)	7% (26)	397
4-Region: South	40% (287)	25% (179)	12% (84)	6% (43)	8% (57)	9% (61)	711
4-Region: West	39% (178)	25% (112)	15% (66)	5% (21)	8% (38)	8% (38)	455

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Table BRD5_5: How often do you check your phone for each of the following reasons throughout the day?
Listen to music/audiobooks or podcasts

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	42% (792)	25% (471)	11% (208)	6% (110)	8% (157)	8% (156)	1894
Favorable of Trump	46% (369)	24% (194)	11% (87)	5% (39)	6% (48)	9% (71)	807
Unfavorable of Trump	40% (391)	26% (251)	11% (112)	7% (64)	10% (94)	6% (62)	975
Very Favorable of Trump	48% (214)	22% (99)	9% (38)	4% (17)	6% (28)	11% (47)	442
Somewhat Favorable of Trump	42% (154)	26% (95)	13% (49)	6% (22)	6% (21)	6% (24)	365
Somewhat Unfavorable of Trump	39% (84)	21% (45)	11% (24)	12% (25)	9% (20)	8% (16)	214
Very Unfavorable of Trump	41% (308)	27% (206)	12% (88)	5% (38)	10% (74)	6% (46)	760

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

Table BRD5_6: How often do you check your phone for each of the following reasons throughout the day?
 Watch television, movies or other video content

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	45% (860)	25% (470)	11% (213)	5% (89)	6% (117)	8% (146)	1894
Gender: Male	39% (362)	27% (248)	13% (123)	7% (60)	7% (64)	7% (62)	919
Gender: Female	51% (498)	23% (222)	9% (90)	3% (29)	5% (53)	9% (84)	976
Age: 18-29	25% (108)	28% (120)	17% (74)	11% (49)	15% (67)	3% (14)	431
Age: 30-44	37% (180)	34% (166)	14% (67)	5% (24)	8% (37)	4% (18)	492
Age: 45-54	53% (183)	26% (89)	11% (38)	3% (9)	2% (8)	6% (19)	347
Age: 55-64	57% (176)	18% (54)	8% (24)	1% (3)	1% (3)	16% (49)	309
Age: 65+	67% (212)	13% (42)	3% (10)	1% (3)	1% (2)	15% (46)	315
Generation Z: 18-21	22% (32)	28% (40)	16% (23)	11% (16)	21% (30)	3% (4)	145
Millennial: Age 22-37	29% (167)	31% (176)	17% (97)	9% (49)	10% (59)	3% (19)	566
Generation X: Age 38-53	48% (257)	29% (153)	11% (56)	3% (18)	4% (23)	5% (28)	535
Boomers: Age 54-72	62% (362)	16% (93)	6% (35)	1% (6)	1% (5)	14% (81)	582
PID: Dem (no lean)	39% (254)	26% (173)	15% (95)	6% (40)	6% (42)	8% (52)	656
PID: Ind (no lean)	50% (251)	22% (111)	11% (56)	4% (21)	7% (34)	6% (32)	505
PID: Rep (no lean)	49% (356)	25% (185)	8% (61)	4% (28)	6% (42)	8% (61)	733
PID/Gender: Dem Men	31% (94)	30% (91)	19% (59)	7% (21)	7% (21)	7% (20)	307
PID/Gender: Dem Women	46% (160)	23% (82)	10% (37)	5% (19)	6% (20)	9% (32)	349
PID/Gender: Ind Men	43% (104)	23% (57)	13% (31)	6% (15)	8% (19)	7% (17)	244
PID/Gender: Ind Women	56% (146)	21% (55)	9% (25)	2% (6)	6% (15)	6% (15)	262
PID/Gender: Rep Men	45% (164)	27% (100)	9% (33)	6% (23)	7% (24)	7% (24)	368
PID/Gender: Rep Women	52% (192)	23% (86)	8% (29)	1% (4)	5% (18)	10% (37)	365
Ideo: Liberal (1-3)	45% (278)	24% (152)	12% (76)	8% (49)	6% (36)	5% (31)	622
Ideo: Moderate (4)	42% (181)	29% (125)	11% (47)	3% (11)	7% (32)	8% (35)	431
Ideo: Conservative (5-7)	53% (307)	24% (137)	9% (50)	3% (17)	4% (22)	8% (48)	582
Educ: College	41% (530)	25% (315)	12% (159)	5% (69)	7% (95)	9% (109)	1277
Educ: Bachelors degree	49% (197)	28% (111)	9% (36)	3% (11)	4% (18)	7% (27)	400
Educ: Post-grad	61% (133)	20% (43)	8% (18)	4% (8)	2% (4)	5% (10)	217

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Table BRD5_6: How often do you check your phone for each of the following reasons throughout the day?

Watch television, movies or other video content

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	45% (860)	25% (470)	11% (213)	5% (89)	6% (117)	8% (146)	1894
Income: Under 50k	39% (424)	26% (284)	12% (135)	6% (64)	8% (90)	9% (98)	1094
Income: 50k-100k	55% (313)	22% (125)	9% (53)	3% (18)	3% (20)	6% (35)	564
Income: 100k+	52% (123)	26% (61)	10% (24)	3% (7)	3% (8)	5% (13)	236
Ethnicity: White	49% (734)	25% (365)	9% (134)	4% (58)	5% (74)	8% (119)	1483
Ethnicity: Hispanic	34% (101)	31% (93)	17% (51)	6% (17)	10% (31)	3% (8)	301
Ethnicity: Afr. Am.	33% (78)	22% (52)	25% (60)	7% (16)	7% (18)	6% (15)	238
Ethnicity: Other	28% (48)	30% (53)	11% (19)	9% (16)	15% (26)	7% (11)	173
Relig: Protestant	58% (237)	23% (96)	8% (32)	2% (7)	2% (9)	7% (29)	410
Relig: Roman Catholic	47% (174)	24% (86)	11% (40)	5% (20)	5% (19)	7% (27)	367
Relig: Something Else	42% (88)	29% (60)	10% (21)	7% (16)	5% (11)	7% (15)	210
Relig: Evangelical	49% (345)	25% (176)	10% (69)	4% (32)	5% (32)	7% (53)	706
Relig: Non-Evang. Catholics	55% (154)	24% (67)	8% (24)	4% (11)	2% (7)	7% (19)	281
Relig: All Christian	51% (499)	25% (243)	9% (93)	4% (42)	4% (39)	7% (71)	987
Relig: All Non-Christian	38% (102)	28% (75)	14% (37)	4% (12)	6% (15)	11% (30)	270
Community: Urban	41% (197)	25% (120)	13% (64)	4% (17)	9% (44)	7% (34)	476
Community: Suburban	47% (409)	26% (223)	11% (93)	5% (45)	5% (43)	7% (60)	874
Community: Rural	47% (254)	23% (127)	10% (56)	5% (27)	6% (30)	9% (51)	544
Employ: Private Sector	46% (286)	28% (170)	13% (78)	3% (19)	6% (35)	5% (30)	618
Employ: Government	43% (53)	31% (37)	12% (14)	4% (5)	6% (8)	4% (4)	122
Employ: Self-Employed	41% (69)	25% (42)	16% (27)	3% (6)	8% (13)	7% (11)	168
Employ: Homemaker	40% (62)	31% (48)	9% (14)	7% (11)	6% (9)	7% (10)	154
Employ: Student	19% (18)	29% (28)	19% (19)	11% (10)	16% (16)	6% (6)	97
Employ: Retired	64% (225)	14% (49)	5% (17)	1% (4)	1% (2)	15% (54)	351
Employ: Unemployed	34% (63)	25% (46)	10% (18)	11% (20)	12% (21)	9% (16)	185
Employ: Other	41% (82)	25% (50)	12% (24)	7% (14)	7% (14)	7% (14)	200
Military HH: Yes	48% (182)	25% (95)	11% (43)	4% (14)	4% (16)	8% (30)	380
Military HH: No	45% (678)	25% (375)	11% (170)	5% (75)	7% (101)	8% (116)	1515
RD/WT: Right Direction	46% (346)	26% (191)	11% (79)	4% (27)	5% (38)	9% (66)	747
RD/WT: Wrong Track	45% (514)	24% (279)	12% (133)	5% (62)	7% (79)	7% (80)	1147

Continued on next page

Table BRD5_6: How often do you check your phone for each of the following reasons throughout the day?
 Watch television, movies or other video content

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	45% (860)	25% (470)	11% (213)	5% (89)	6% (117)	8% (146)	1894
Trump Job Approve	50% (415)	25% (207)	10% (81)	4% (30)	4% (36)	8% (65)	834
Trump Job Disapprove	43% (408)	25% (240)	12% (114)	6% (53)	7% (64)	7% (67)	946
Trump Job Strongly Approve	52% (218)	24% (102)	7% (29)	4% (15)	3% (13)	10% (42)	419
Trump Job Somewhat Approve	48% (197)	25% (105)	13% (52)	4% (15)	5% (22)	5% (23)	414
Trump Job Somewhat Disapprove	43% (112)	25% (66)	13% (33)	6% (15)	7% (19)	6% (15)	261
Trump Job Strongly Disapprove	43% (296)	25% (174)	12% (81)	5% (38)	6% (44)	8% (52)	685
#1 Issue: Economy	41% (208)	28% (143)	12% (63)	5% (27)	8% (39)	6% (31)	512
#1 Issue: Security	49% (165)	22% (74)	13% (43)	3% (11)	5% (18)	8% (26)	336
#1 Issue: Health Care	47% (166)	24% (85)	9% (33)	5% (17)	5% (17)	10% (35)	354
#1 Issue: Medicare / Social Security	62% (165)	16% (43)	6% (15)	1% (3)	4% (9)	11% (29)	265
#1 Issue: Women's Issues	35% (38)	37% (40)	13% (14)	3% (3)	10% (11)	2% (2)	108
#1 Issue: Education	34% (45)	29% (39)	15% (20)	10% (13)	9% (12)	4% (5)	134
#1 Issue: Energy	40% (32)	27% (21)	15% (12)	7% (6)	7% (6)	4% (3)	79
#1 Issue: Other	38% (40)	23% (25)	11% (11)	9% (9)	5% (5)	14% (14)	105
2016 Vote: Hillary Clinton	44% (254)	26% (149)	11% (64)	4% (22)	6% (33)	9% (49)	572
2016 Vote: Donald Trump	54% (337)	24% (149)	9% (58)	3% (18)	3% (18)	8% (49)	629
2016 Vote: Someone else	51% (83)	21% (35)	10% (16)	4% (7)	8% (13)	6% (9)	164
2016 Vote: Didnt Vote	35% (182)	26% (137)	14% (72)	8% (40)	10% (53)	7% (38)	521
Voted in 2014: Yes	51% (596)	24% (275)	10% (118)	3% (39)	3% (40)	8% (95)	1163
Voted in 2014: No	36% (264)	27% (195)	13% (95)	7% (50)	11% (77)	7% (51)	732
2012 Vote: Barack Obama	47% (342)	26% (186)	11% (81)	4% (27)	5% (35)	7% (52)	723
2012 Vote: Mitt Romney	58% (270)	22% (100)	7% (35)	2% (9)	2% (7)	9% (43)	465
2012 Vote: Other	60% (39)	20% (13)	15% (10)	1% (1)	— (0)	4% (2)	64
2012 Vote: Didn't Vote	33% (209)	27% (171)	14% (88)	8% (52)	12% (75)	7% (47)	642
4-Region: Northeast	48% (160)	23% (75)	9% (31)	5% (17)	7% (22)	8% (26)	332
4-Region: Midwest	49% (195)	23% (91)	12% (48)	4% (18)	5% (20)	7% (26)	397
4-Region: South	43% (303)	27% (194)	11% (80)	4% (31)	7% (48)	8% (56)	711
4-Region: West	44% (202)	24% (111)	12% (54)	5% (23)	6% (27)	8% (38)	455

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Table BRD5_6: How often do you check your phone for each of the following reasons throughout the day?
Watch television, movies or other video content

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	45% (860)	25% (470)	11% (213)	5% (89)	6% (117)	8% (146)	1894
Favorable of Trump	50% (405)	24% (196)	10% (81)	4% (29)	4% (36)	8% (61)	807
Unfavorable of Trump	42% (414)	26% (252)	12% (117)	5% (50)	8% (73)	7% (69)	975
Very Favorable of Trump	52% (232)	23% (103)	9% (41)	2% (11)	3% (15)	9% (41)	442
Somewhat Favorable of Trump	47% (173)	25% (93)	11% (40)	5% (18)	6% (20)	6% (20)	365
Somewhat Unfavorable of Trump	42% (90)	27% (58)	12% (25)	4% (8)	8% (18)	7% (16)	214
Very Unfavorable of Trump	43% (324)	25% (194)	12% (92)	6% (42)	7% (55)	7% (53)	760

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

Table BRD5_7: How often do you check your phone for each of the following reasons throughout the day?
 Use GPS navigation or call a ride through a ride hailing app

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	57% (1089)	23% (443)	7% (135)	2% (41)	2% (33)	8% (153)	1894
Gender: Male	54% (495)	24% (217)	10% (90)	3% (25)	3% (24)	7% (68)	919
Gender: Female	61% (594)	23% (226)	5% (45)	2% (16)	1% (9)	9% (86)	976
Age: 18-29	46% (200)	31% (135)	10% (45)	4% (18)	3% (12)	5% (21)	431
Age: 30-44	52% (257)	28% (139)	9% (44)	3% (13)	3% (13)	5% (26)	492
Age: 45-54	59% (204)	22% (75)	8% (29)	2% (8)	2% (6)	7% (25)	347
Age: 55-64	68% (210)	16% (50)	3% (10)	— (1)	— (0)	12% (38)	309
Age: 65+	69% (218)	14% (44)	2% (7)	— (1)	1% (2)	14% (43)	315
Generation Z: 18-21	45% (64)	35% (51)	10% (15)	6% (8)	2% (2)	3% (4)	145
Millennial: Age 22-37	48% (272)	29% (164)	11% (63)	3% (20)	3% (15)	6% (32)	566
Generation X: Age 38-53	58% (308)	24% (129)	7% (39)	2% (11)	3% (13)	6% (34)	535
Boomers: Age 54-72	68% (398)	16% (92)	3% (17)	— (3)	— (2)	12% (69)	582
PID: Dem (no lean)	52% (339)	25% (161)	9% (56)	3% (19)	3% (22)	9% (60)	656
PID: Ind (no lean)	62% (312)	23% (116)	6% (33)	1% (6)	1% (6)	7% (33)	505
PID: Rep (no lean)	60% (438)	23% (166)	6% (47)	2% (17)	1% (5)	8% (60)	733
PID/Gender: Dem Men	47% (146)	23% (71)	13% (40)	4% (11)	5% (16)	7% (22)	307
PID/Gender: Dem Women	55% (193)	26% (90)	4% (15)	2% (8)	1% (5)	11% (37)	349
PID/Gender: Ind Men	59% (143)	22% (54)	9% (21)	1% (3)	1% (3)	8% (19)	244
PID/Gender: Ind Women	65% (169)	24% (62)	5% (12)	1% (3)	1% (3)	5% (14)	262
PID/Gender: Rep Men	56% (206)	25% (92)	8% (29)	3% (11)	1% (4)	7% (26)	368
PID/Gender: Rep Women	64% (232)	20% (74)	5% (18)	2% (6)	— (1)	9% (34)	365
Ideo: Liberal (1-3)	51% (317)	29% (177)	8% (47)	3% (19)	3% (19)	7% (43)	622
Ideo: Moderate (4)	58% (248)	24% (104)	8% (32)	2% (8)	1% (6)	7% (32)	431
Ideo: Conservative (5-7)	63% (369)	22% (128)	5% (32)	1% (6)	1% (5)	7% (41)	582
Educ: College	57% (723)	22% (281)	8% (100)	2% (28)	2% (25)	9% (121)	1277
Educ: Bachelors degree	61% (244)	25% (102)	6% (23)	2% (6)	1% (5)	5% (21)	400
Educ: Post-grad	56% (122)	28% (60)	6% (13)	3% (7)	1% (3)	5% (12)	217

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Table BRD5_7: How often do you check your phone for each of the following reasons throughout the day?
Use GPS navigation or call a ride through a ride hailing app

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	57% (1089)	23% (443)	7% (135)	2% (41)	2% (33)	8% (153)	1894
Income: Under 50k	58% (633)	20% (215)	8% (87)	2% (25)	2% (23)	10% (112)	1094
Income: 50k-100k	57% (319)	28% (159)	6% (34)	2% (10)	1% (8)	6% (33)	564
Income: 100k+	58% (137)	29% (70)	6% (14)	2% (6)	1% (2)	3% (8)	236
Ethnicity: White	61% (898)	23% (344)	5% (72)	2% (31)	1% (17)	8% (121)	1483
Ethnicity: Hispanic	47% (143)	29% (87)	15% (44)	2% (5)	3% (9)	4% (13)	301
Ethnicity: Afr. Am.	47% (113)	23% (55)	15% (35)	2% (6)	4% (10)	8% (19)	238
Ethnicity: Other	45% (78)	25% (43)	17% (29)	3% (5)	3% (6)	7% (12)	173
Relig: Protestant	65% (265)	22% (90)	7% (27)	1% (5)	— (0)	6% (23)	410
Relig: Roman Catholic	55% (200)	24% (87)	9% (34)	2% (7)	3% (13)	7% (26)	367
Relig: Something Else	63% (132)	18% (38)	4% (9)	5% (11)	— (0)	10% (21)	210
Relig: Evangelical	62% (436)	20% (139)	7% (47)	3% (21)	1% (9)	8% (55)	706
Relig: Non-Evang. Catholics	57% (161)	27% (76)	8% (23)	1% (3)	1% (4)	5% (15)	281
Relig: All Christian	60% (597)	22% (215)	7% (70)	2% (23)	1% (13)	7% (70)	987
Relig: All Non-Christian	52% (140)	21% (58)	8% (22)	3% (8)	3% (7)	13% (36)	270
Community: Urban	56% (266)	22% (103)	9% (42)	3% (12)	3% (14)	8% (38)	476
Community: Suburban	55% (482)	27% (236)	8% (68)	2% (15)	1% (12)	7% (62)	874
Community: Rural	63% (341)	19% (104)	5% (26)	3% (14)	1% (6)	10% (53)	544
Employ: Private Sector	56% (345)	29% (179)	6% (36)	3% (17)	1% (9)	5% (32)	618
Employ: Government	56% (68)	26% (32)	11% (13)	2% (2)	2% (2)	3% (4)	122
Employ: Self-Employed	46% (77)	23% (38)	17% (28)	3% (5)	6% (10)	6% (10)	168
Employ: Homemaker	58% (90)	24% (37)	5% (7)	1% (1)	1% (1)	11% (16)	154
Employ: Student	43% (42)	34% (33)	11% (11)	4% (4)	2% (2)	6% (6)	97
Employ: Retired	70% (246)	13% (47)	2% (6)	— (0)	1% (3)	14% (49)	351
Employ: Unemployed	56% (104)	17% (32)	5% (10)	5% (10)	3% (5)	13% (24)	185
Employ: Other	59% (117)	22% (44)	12% (24)	1% (2)	1% (1)	6% (11)	200
Military HH: Yes	58% (221)	22% (85)	7% (28)	2% (8)	2% (8)	8% (30)	380
Military HH: No	57% (868)	24% (358)	7% (107)	2% (34)	2% (24)	8% (123)	1515
RD/WT: Right Direction	58% (430)	22% (162)	7% (49)	2% (17)	2% (17)	10% (72)	747
RD/WT: Wrong Track	57% (659)	24% (281)	8% (86)	2% (24)	1% (16)	7% (81)	1147

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Table BRD5_7: How often do you check your phone for each of the following reasons throughout the day?
Use GPS navigation or call a ride through a ride hailing app

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	57% (1089)	23% (443)	7% (135)	2% (41)	2% (33)	8% (153)	1894
Trump Job Approve	59% (496)	23% (193)	7% (54)	2% (14)	1% (10)	8% (67)	834
Trump Job Disapprove	58% (545)	24% (223)	7% (67)	3% (24)	2% (19)	7% (68)	946
Trump Job Strongly Approve	59% (248)	23% (98)	6% (25)	2% (8)	1% (4)	9% (37)	419
Trump Job Somewhat Approve	60% (248)	23% (96)	7% (30)	1% (6)	1% (6)	7% (29)	414
Trump Job Somewhat Disapprove	57% (148)	24% (64)	8% (21)	3% (8)	2% (6)	6% (15)	261
Trump Job Strongly Disapprove	58% (397)	23% (159)	7% (46)	2% (16)	2% (13)	8% (53)	685
#1 Issue: Economy	51% (260)	29% (150)	8% (42)	3% (13)	3% (14)	6% (33)	512
#1 Issue: Security	60% (202)	20% (68)	9% (29)	3% (10)	1% (3)	7% (23)	336
#1 Issue: Health Care	60% (214)	21% (73)	7% (25)	2% (6)	1% (4)	9% (31)	354
#1 Issue: Medicare / Social Security	63% (167)	18% (47)	4% (12)	— (0)	1% (2)	14% (38)	265
#1 Issue: Women's Issues	54% (59)	35% (38)	— (1)	3% (3)	4% (5)	3% (3)	108
#1 Issue: Education	58% (78)	21% (28)	14% (19)	1% (2)	2% (3)	4% (5)	134
#1 Issue: Energy	56% (45)	23% (19)	10% (8)	4% (4)	1% (1)	5% (4)	79
#1 Issue: Other	62% (65)	19% (20)	— (0)	3% (3)	2% (2)	14% (15)	105
2016 Vote: Hillary Clinton	54% (310)	25% (145)	7% (39)	2% (14)	3% (18)	8% (47)	572
2016 Vote: Donald Trump	61% (382)	23% (144)	6% (38)	2% (11)	1% (5)	8% (48)	629
2016 Vote: Someone else	59% (97)	23% (37)	9% (14)	2% (3)	1% (1)	7% (11)	164
2016 Vote: Didn't Vote	57% (297)	21% (111)	8% (44)	3% (13)	2% (9)	9% (48)	521
Voted in 2014: Yes	59% (688)	24% (283)	6% (68)	2% (22)	2% (17)	7% (84)	1163
Voted in 2014: No	55% (401)	22% (160)	9% (67)	3% (20)	2% (15)	9% (69)	732
2012 Vote: Barack Obama	56% (406)	26% (188)	7% (49)	1% (11)	3% (18)	7% (52)	723
2012 Vote: Mitt Romney	64% (300)	20% (95)	5% (24)	2% (7)	— (2)	8% (38)	465
2012 Vote: Other	65% (41)	26% (17)	7% (4)	— (0)	— (0)	2% (2)	64
2012 Vote: Didn't Vote	53% (342)	22% (144)	9% (58)	4% (23)	2% (13)	10% (62)	642
4-Region: Northeast	59% (197)	21% (69)	8% (27)	2% (8)	— (1)	9% (29)	332
4-Region: Midwest	63% (251)	21% (83)	7% (26)	2% (7)	1% (4)	6% (26)	397
4-Region: South	57% (408)	25% (177)	6% (43)	2% (15)	3% (18)	7% (50)	711
4-Region: West	51% (234)	25% (114)	9% (39)	2% (11)	2% (10)	11% (48)	455

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Table BRD5_7: How often do you check your phone for each of the following reasons throughout the day?
Use GPS navigation or call a ride through a ride hailing app

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	57% (1089)	23% (443)	7% (135)	2% (41)	2% (33)	8% (153)	1894
Favorable of Trump	60% (481)	23% (186)	7% (56)	2% (18)	1% (6)	7% (59)	807
Unfavorable of Trump	56% (546)	25% (239)	7% (70)	2% (22)	3% (26)	7% (71)	975
Very Favorable of Trump	60% (266)	23% (102)	6% (26)	2% (7)	1% (4)	8% (37)	442
Somewhat Favorable of Trump	59% (215)	23% (84)	8% (30)	3% (11)	1% (2)	6% (22)	365
Somewhat Unfavorable of Trump	57% (123)	27% (58)	5% (10)	2% (5)	2% (4)	7% (14)	214
Very Unfavorable of Trump	56% (423)	24% (181)	8% (61)	2% (17)	3% (22)	8% (57)	760

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

Table BRD5_8: How often do you check your phone for each of the following reasons throughout the day?
 Respond to emails

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	29% (543)	34% (648)	17% (322)	8% (161)	7% (139)	4% (81)	1894
Gender: Male	26% (235)	32% (290)	19% (172)	10% (90)	10% (90)	4% (41)	919
Gender: Female	32% (308)	37% (358)	15% (150)	7% (71)	5% (50)	4% (40)	976
Age: 18-29	32% (139)	33% (143)	15% (66)	9% (38)	7% (29)	4% (17)	431
Age: 30-44	22% (110)	36% (175)	19% (93)	12% (61)	8% (41)	2% (11)	492
Age: 45-54	23% (80)	36% (125)	21% (71)	7% (26)	9% (32)	4% (13)	347
Age: 55-64	34% (106)	29% (88)	16% (50)	8% (24)	6% (18)	7% (23)	309
Age: 65+	35% (109)	37% (117)	13% (41)	4% (12)	6% (19)	6% (18)	315
Generation Z: 18-21	35% (50)	40% (58)	16% (23)	5% (8)	2% (3)	2% (3)	145
Millennial: Age 22-37	28% (156)	33% (187)	16% (91)	11% (65)	8% (48)	3% (19)	566
Generation X: Age 38-53	21% (112)	36% (191)	21% (112)	9% (51)	9% (51)	3% (18)	535
Boomers: Age 54-72	34% (201)	32% (187)	15% (86)	6% (36)	6% (35)	6% (37)	582
PID: Dem (no lean)	24% (160)	34% (224)	19% (122)	9% (62)	10% (63)	4% (25)	656
PID: Ind (no lean)	31% (158)	35% (176)	16% (81)	8% (40)	6% (29)	4% (21)	505
PID: Rep (no lean)	31% (224)	34% (248)	16% (119)	8% (59)	7% (48)	5% (35)	733
PID/Gender: Dem Men	22% (68)	30% (91)	22% (68)	12% (37)	11% (35)	3% (8)	307
PID/Gender: Dem Women	26% (92)	38% (133)	15% (54)	7% (25)	8% (28)	5% (17)	349
PID/Gender: Ind Men	29% (71)	35% (85)	17% (42)	7% (17)	8% (19)	4% (11)	244
PID/Gender: Ind Women	34% (88)	35% (91)	15% (39)	9% (23)	4% (10)	4% (10)	262
PID/Gender: Rep Men	26% (96)	31% (114)	17% (62)	10% (37)	10% (36)	6% (22)	368
PID/Gender: Rep Women	35% (128)	37% (133)	16% (57)	6% (22)	3% (12)	4% (13)	365
Ideo: Liberal (1-3)	25% (153)	34% (209)	19% (117)	11% (70)	9% (55)	3% (16)	622
Ideo: Moderate (4)	31% (133)	33% (141)	16% (68)	9% (39)	7% (31)	4% (18)	431
Ideo: Conservative (5-7)	29% (170)	36% (212)	18% (105)	6% (32)	7% (41)	4% (22)	582
Educ: College	31% (392)	35% (442)	14% (185)	9% (110)	6% (76)	6% (72)	1277
Educ: Bachelors degree	25% (99)	32% (127)	24% (95)	7% (27)	11% (45)	2% (8)	400
Educ: Post-grad	24% (52)	36% (79)	19% (42)	11% (24)	8% (18)	1% (2)	217

Continued on next page

Table BRD5_8: How often do you check your phone for each of the following reasons throughout the day?

Respond to emails

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	29% (543)	34% (648)	17% (322)	8% (161)	7% (139)	4% (81)	1894
Income: Under 50k	32% (349)	33% (365)	14% (156)	8% (92)	6% (69)	6% (64)	1094
Income: 50k-100k	24% (135)	37% (207)	21% (118)	8% (43)	8% (45)	3% (16)	564
Income: 100k+	25% (59)	32% (76)	21% (49)	11% (26)	11% (25)	1% (1)	236
Ethnicity: White	30% (441)	35% (524)	16% (239)	9% (126)	6% (91)	4% (63)	1483
Ethnicity: Hispanic	31% (92)	28% (84)	17% (52)	11% (33)	10% (30)	4% (11)	301
Ethnicity: Afr. Am.	20% (48)	32% (76)	24% (56)	9% (21)	12% (29)	3% (8)	238
Ethnicity: Other	31% (54)	28% (49)	16% (27)	8% (14)	11% (19)	6% (10)	173
Relig: Protestant	31% (128)	38% (154)	18% (74)	6% (25)	5% (19)	3% (10)	410
Relig: Roman Catholic	27% (100)	30% (112)	20% (72)	10% (36)	10% (35)	3% (12)	367
Relig: Something Else	30% (64)	37% (77)	15% (33)	7% (15)	5% (11)	5% (10)	210
Relig: Evangelical	31% (216)	35% (245)	18% (126)	8% (55)	6% (43)	3% (21)	706
Relig: Non-Evang. Catholics	27% (75)	35% (99)	18% (52)	8% (22)	8% (22)	4% (12)	281
Relig: All Christian	29% (291)	35% (343)	18% (178)	8% (76)	7% (66)	3% (33)	987
Relig: All Non-Christian	25% (68)	35% (95)	16% (44)	11% (28)	7% (20)	5% (14)	270
Community: Urban	28% (136)	32% (154)	19% (90)	7% (35)	9% (41)	4% (21)	476
Community: Suburban	26% (229)	36% (316)	18% (157)	9% (75)	8% (69)	3% (29)	874
Community: Rural	33% (179)	33% (178)	14% (75)	10% (52)	5% (30)	6% (31)	544
Employ: Private Sector	24% (148)	37% (232)	19% (120)	10% (64)	7% (46)	1% (9)	618
Employ: Government	24% (29)	31% (37)	20% (25)	11% (13)	10% (12)	4% (5)	122
Employ: Self-Employed	24% (41)	29% (49)	16% (28)	12% (20)	13% (22)	5% (9)	168
Employ: Homemaker	36% (56)	33% (50)	15% (22)	7% (10)	5% (8)	4% (7)	154
Employ: Student	21% (21)	45% (43)	17% (17)	7% (7)	5% (4)	5% (5)	97
Employ: Retired	34% (118)	37% (129)	11% (40)	6% (20)	5% (17)	8% (27)	351
Employ: Unemployed	38% (70)	23% (42)	17% (31)	6% (10)	9% (17)	7% (13)	185
Employ: Other	30% (61)	32% (64)	20% (39)	8% (15)	7% (14)	3% (6)	200
Military HH: Yes	34% (131)	31% (119)	13% (49)	8% (29)	10% (37)	4% (15)	380
Military HH: No	27% (412)	35% (529)	18% (273)	9% (132)	7% (103)	4% (66)	1515
RD/WT: Right Direction	28% (210)	36% (268)	16% (120)	8% (58)	7% (51)	5% (41)	747
RD/WT: Wrong Track	29% (333)	33% (380)	18% (202)	9% (103)	8% (89)	3% (40)	1147

Continued on next page

Table BRD5_8: How often do you check your phone for each of the following reasons throughout the day?
 Respond to emails

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	29% (543)	34% (648)	17% (322)	8% (161)	7% (139)	4% (81)	1894
Trump Job Approve	29% (239)	36% (302)	16% (136)	9% (79)	6% (49)	3% (29)	834
Trump Job Disapprove	29% (275)	33% (308)	18% (173)	8% (74)	9% (82)	4% (35)	946
Trump Job Strongly Approve	34% (142)	34% (143)	14% (59)	8% (34)	6% (26)	4% (15)	419
Trump Job Somewhat Approve	23% (97)	38% (159)	19% (77)	11% (44)	6% (23)	3% (14)	414
Trump Job Somewhat Disapprove	28% (72)	34% (88)	17% (45)	10% (26)	9% (22)	3% (8)	261
Trump Job Strongly Disapprove	30% (203)	32% (220)	19% (128)	7% (48)	9% (59)	4% (27)	685
#1 Issue: Economy	23% (120)	34% (173)	19% (97)	10% (50)	10% (50)	4% (21)	512
#1 Issue: Security	30% (101)	33% (110)	16% (55)	11% (37)	7% (23)	3% (10)	336
#1 Issue: Health Care	32% (112)	36% (128)	14% (50)	7% (25)	7% (23)	4% (15)	354
#1 Issue: Medicare / Social Security	29% (78)	35% (92)	17% (46)	4% (12)	7% (19)	7% (19)	265
#1 Issue: Women's Issues	30% (33)	38% (41)	15% (16)	9% (9)	7% (7)	2% (2)	108
#1 Issue: Education	30% (40)	31% (42)	19% (26)	12% (16)	6% (8)	2% (3)	134
#1 Issue: Energy	27% (22)	34% (27)	22% (18)	13% (10)	4% (3)	— (0)	79
#1 Issue: Other	35% (37)	33% (35)	13% (14)	2% (2)	6% (6)	10% (11)	105
2016 Vote: Hillary Clinton	24% (139)	33% (187)	21% (119)	9% (50)	9% (53)	4% (24)	572
2016 Vote: Donald Trump	29% (185)	36% (223)	16% (102)	10% (60)	6% (38)	3% (20)	629
2016 Vote: Someone else	31% (52)	34% (56)	13% (21)	8% (14)	10% (16)	3% (5)	164
2016 Vote: Didnt Vote	31% (161)	35% (180)	15% (77)	7% (37)	6% (33)	6% (32)	521
Voted in 2014: Yes	27% (310)	34% (401)	19% (218)	8% (96)	9% (103)	3% (35)	1163
Voted in 2014: No	32% (233)	34% (247)	14% (104)	9% (65)	5% (36)	6% (46)	732
2012 Vote: Barack Obama	26% (186)	33% (242)	20% (143)	8% (56)	10% (72)	3% (25)	723
2012 Vote: Mitt Romney	31% (146)	35% (161)	17% (79)	7% (35)	6% (28)	4% (17)	465
2012 Vote: Other	21% (14)	44% (28)	13% (8)	12% (8)	9% (6)	— (0)	64
2012 Vote: Didn't Vote	31% (197)	34% (217)	14% (92)	10% (62)	5% (34)	6% (39)	642
4-Region: Northeast	24% (81)	34% (113)	19% (63)	9% (29)	10% (32)	4% (14)	332
4-Region: Midwest	33% (131)	35% (140)	15% (59)	8% (33)	6% (23)	3% (11)	397
4-Region: South	26% (188)	36% (255)	19% (132)	7% (50)	8% (56)	4% (30)	711
4-Region: West	32% (144)	31% (140)	15% (67)	11% (50)	6% (28)	6% (27)	455

Continued on next page

Table BRD5_8: How often do you check your phone for each of the following reasons throughout the day?
Respond to emails

Demographic	Less than once a day	1-3 times per day	4-7 times per day	8-10 times per day	More than 10 times per day	Don't know/No opinion	Total N
Adults	29% (543)	34% (648)	17% (322)	8% (161)	7% (139)	4% (81)	1894
Favorable of Trump	29% (230)	35% (280)	17% (133)	10% (79)	7% (54)	4% (30)	807
Unfavorable of Trump	29% (279)	33% (321)	19% (182)	8% (79)	8% (77)	4% (37)	975
Very Favorable of Trump	32% (141)	34% (152)	15% (67)	8% (37)	6% (28)	4% (17)	442
Somewhat Favorable of Trump	25% (90)	35% (128)	18% (66)	12% (42)	7% (26)	3% (13)	365
Somewhat Unfavorable of Trump	33% (71)	34% (74)	14% (30)	7% (15)	7% (14)	5% (10)	214
Very Unfavorable of Trump	27% (208)	33% (247)	20% (151)	8% (63)	8% (63)	4% (27)	760

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

Table BRD6: *And, thinking about your average day, which of the following do you spend the most time on your smartphone doing?*

Demographic	Updating social media	Making phone calls	Responding to text messages	Taking photos or recording videos	Listening to music/audiobooks or podcasts	Watching television, movies or video content	Using GPS navigation or call a ride through a hailing app	Responding to email	Don't know/No opinion	Total N
Adults	17% (324)	13% (243)	31% (584)	1% (27)	10% (186)	10% (189)	2% (32)	11% (216)	5% (94)	1894
Gender: Male	13% (117)	16% (148)	26% (238)	1% (12)	12% (114)	12% (110)	2% (20)	13% (115)	5% (44)	919
Gender: Female	21% (207)	10% (96)	35% (346)	2% (15)	7% (72)	8% (79)	1% (12)	10% (100)	5% (49)	976
Age: 18-29	23% (99)	4% (16)	26% (111)	1% (5)	17% (72)	17% (74)	3% (12)	4% (16)	6% (26)	431
Age: 30-44	19% (95)	9% (46)	27% (131)	3% (14)	14% (70)	12% (60)	2% (8)	9% (46)	4% (21)	492
Age: 45-54	18% (63)	12% (40)	36% (124)	— (1)	9% (32)	6% (22)	1% (3)	14% (48)	4% (13)	347
Age: 55-64	10% (31)	22% (69)	36% (111)	1% (4)	4% (12)	5% (15)	1% (3)	16% (49)	4% (14)	309
Age: 65+	11% (35)	23% (73)	34% (106)	1% (2)	— (1)	6% (18)	2% (5)	18% (56)	6% (19)	315
Generation Z: 18-21	30% (43)	3% (4)	19% (27)	2% (3)	17% (24)	19% (28)	6% (8)	1% (1)	4% (6)	145
Millennial: Age 22-37	19% (108)	6% (32)	27% (151)	2% (12)	16% (92)	16% (88)	2% (10)	7% (42)	5% (31)	566
Generation X: Age 38-53	19% (101)	12% (63)	34% (181)	1% (5)	10% (53)	8% (41)	1% (5)	12% (64)	4% (23)	535
Boomers: Age 54-72	11% (63)	22% (130)	36% (207)	1% (7)	3% (17)	5% (31)	1% (7)	16% (94)	5% (26)	582
PID: Dem (no lean)	18% (119)	13% (83)	29% (187)	1% (10)	9% (58)	14% (90)	1% (10)	12% (76)	4% (24)	656
PID: Ind (no lean)	16% (81)	14% (70)	31% (158)	2% (9)	11% (55)	9% (43)	1% (7)	9% (47)	7% (35)	505
PID: Rep (no lean)	17% (123)	12% (91)	32% (238)	1% (9)	10% (73)	8% (57)	2% (15)	13% (92)	5% (35)	733
PID/Gender: Dem Men	14% (42)	16% (49)	23% (71)	1% (3)	10% (30)	18% (56)	2% (6)	12% (38)	4% (12)	307
PID/Gender: Dem Women	22% (77)	10% (34)	33% (116)	2% (6)	8% (29)	10% (33)	1% (4)	11% (38)	3% (12)	349
PID/Gender: Ind Men	11% (27)	18% (43)	28% (67)	2% (5)	15% (36)	9% (22)	2% (4)	10% (23)	6% (15)	244
PID/Gender: Ind Women	21% (54)	10% (26)	35% (91)	1% (4)	7% (19)	8% (21)	1% (3)	9% (24)	7% (19)	262
PID/Gender: Rep Men	13% (48)	15% (55)	27% (99)	1% (4)	13% (49)	9% (32)	3% (10)	15% (54)	5% (17)	368
PID/Gender: Rep Women	21% (75)	10% (36)	38% (139)	1% (5)	7% (24)	7% (25)	1% (5)	11% (39)	5% (18)	365
Ideo: Liberal (1-3)	20% (124)	11% (67)	27% (170)	3% (16)	11% (66)	13% (79)	3% (17)	10% (63)	3% (20)	622
Ideo: Moderate (4)	16% (70)	13% (56)	31% (135)	1% (6)	8% (36)	10% (45)	2% (9)	12% (52)	5% (22)	431
Ideo: Conservative (5-7)	14% (83)	16% (93)	36% (209)	1% (4)	9% (55)	6% (34)	1% (5)	13% (75)	4% (24)	582

Continued on next page

Table BRD6: And, thinking about your average day, which of the following do you spend the most time on your smartphone doing?

Demographic	Updating social media	Making phone calls	Responding to text messages	Taking photos or recording videos	Listening to music/audiobooks or podcasts	Watching television, movies or video content	Using GPS navigation or call a ride through a hailing app	Responding to email	Don't know/No opinion	Total N
Adults	17% (324)	13% (243)	31% (584)	1% (27)	10% (186)	10% (189)	2% (32)	11% (216)	5% (94)	1894
Educ: College	20% (250)	12% (159)	28% (363)	1% (18)	12% (149)	11% (138)	2% (23)	8% (106)	6% (72)	1277
Educ: Bachelors degree	13% (52)	14% (55)	37% (148)	2% (6)	6% (26)	9% (36)	2% (7)	15% (61)	2% (8)	400
Educ: Post-grad	10% (22)	13% (29)	33% (72)	1% (3)	5% (12)	7% (16)	1% (2)	22% (48)	6% (14)	217
Income: Under 50k	18% (192)	13% (138)	28% (306)	2% (18)	10% (114)	12% (135)	2% (19)	9% (102)	6% (71)	1094
Income: 50k-100k	19% (105)	13% (73)	34% (192)	1% (6)	9% (53)	7% (37)	1% (8)	13% (72)	3% (18)	564
Income: 100k+	11% (27)	14% (33)	36% (86)	2% (4)	8% (18)	7% (17)	2% (5)	18% (42)	2% (4)	236
Ethnicity: White	18% (260)	13% (192)	33% (494)	1% (22)	9% (132)	8% (117)	2% (24)	11% (169)	5% (73)	1483
Ethnicity: Hispanic	18% (54)	13% (40)	25% (75)	2% (5)	13% (39)	14% (43)	3% (8)	8% (23)	4% (13)	301
Ethnicity: Afr. Am.	16% (38)	16% (37)	20% (48)	1% (3)	8% (19)	19% (45)	2% (5)	13% (32)	5% (11)	238
Ethnicity: Other	15% (26)	8% (14)	24% (42)	2% (3)	20% (35)	16% (27)	2% (3)	8% (15)	5% (9)	173
Relig: Protestant	16% (66)	15% (60)	34% (141)	2% (9)	6% (26)	8% (31)	1% (5)	13% (51)	5% (20)	410
Relig: Roman Catholic	17% (64)	16% (57)	33% (120)	1% (3)	7% (24)	8% (29)	1% (2)	15% (54)	4% (14)	367
Relig: Something Else	20% (42)	14% (30)	26% (55)	3% (7)	7% (14)	11% (24)	3% (7)	10% (20)	5% (11)	210
Relig: Evangelical	16% (116)	15% (104)	33% (231)	2% (12)	7% (49)	8% (59)	1% (10)	13% (90)	5% (34)	706
Relig: Non-Evang. Catholics	20% (55)	15% (43)	30% (85)	2% (7)	6% (16)	9% (24)	1% (4)	13% (36)	4% (11)	281
Relig: All Christian	17% (172)	15% (147)	32% (316)	2% (19)	7% (65)	8% (83)	1% (14)	13% (126)	5% (46)	987
Relig: All Non-Christian	19% (51)	16% (43)	31% (85)	— (1)	9% (24)	10% (28)	2% (4)	9% (23)	4% (12)	270
Community: Urban	16% (76)	13% (64)	28% (132)	1% (5)	11% (55)	12% (58)	2% (8)	10% (49)	6% (31)	476
Community: Suburban	16% (142)	12% (107)	32% (282)	2% (15)	8% (72)	9% (82)	2% (21)	13% (115)	4% (37)	874
Community: Rural	19% (106)	13% (73)	31% (170)	1% (7)	11% (59)	9% (49)	1% (4)	9% (51)	5% (25)	544

Continued on next page

Table BRD6: And, thinking about your average day, which of the following do you spend the most time on your smartphone doing?

Demographic	Updating social media	Making phone calls	Responding to text messages	Taking photos or recording videos	Listening to music/audiobooks or podcasts	Watching television, movies or video content	Using GPS navigation or call a ride through a hailing app	Responding to email	Don't know/No opinion	Total N
Adults	17% (324)	13% (243)	31% (584)	1% (27)	10% (186)	10% (189)	2% (32)	11% (216)	5% (94)	1894
Employ: Private Sector	20% (122)	10% (63)	32% (200)	2% (13)	14% (87)	8% (47)	1% (6)	11% (69)	2% (10)	618
Employ: Government	7% (9)	9% (11)	40% (49)	1% (1)	10% (13)	15% (19)	2% (2)	10% (12)	5% (7)	122
Employ: Self-Employed	13% (22)	20% (34)	28% (47)	— (0)	9% (16)	9% (15)	5% (9)	14% (23)	1% (2)	168
Employ: Homemaker	28% (43)	9% (14)	27% (41)	2% (4)	5% (7)	11% (18)	3% (5)	10% (15)	5% (8)	154
Employ: Student	21% (20)	4% (4)	22% (22)	3% (3)	19% (19)	19% (18)	— (0)	6% (6)	6% (6)	97
Employ: Retired	10% (34)	24% (86)	32% (113)	1% (3)	2% (6)	7% (23)	1% (5)	16% (55)	7% (25)	351
Employ: Unemployed	23% (43)	9% (16)	20% (38)	— (0)	11% (20)	18% (34)	2% (3)	8% (16)	8% (15)	185
Employ: Other	15% (31)	8% (15)	37% (73)	2% (4)	9% (18)	8% (15)	1% (2)	10% (20)	10% (21)	200
Military HH: Yes	13% (48)	14% (55)	31% (119)	2% (7)	10% (39)	10% (38)	2% (8)	13% (50)	4% (16)	380
Military HH: No	18% (276)	12% (189)	31% (465)	1% (21)	10% (147)	10% (151)	2% (24)	11% (166)	5% (78)	1515
RD/WT: Right Direction	17% (128)	14% (106)	31% (233)	1% (7)	9% (67)	8% (60)	2% (13)	13% (94)	5% (39)	747
RD/WT: Wrong Track	17% (196)	12% (137)	31% (351)	2% (20)	10% (118)	11% (130)	2% (19)	11% (121)	5% (54)	1147
Trump Job Approve	17% (144)	14% (118)	33% (275)	1% (10)	9% (76)	7% (60)	2% (13)	12% (102)	4% (36)	834
Trump Job Disapprove	17% (162)	12% (116)	30% (279)	2% (15)	10% (98)	12% (116)	2% (15)	11% (107)	4% (39)	946
Trump Job Strongly Approve	18% (77)	14% (60)	32% (133)	1% (3)	9% (36)	6% (26)	2% (8)	14% (57)	5% (19)	419
Trump Job Somewhat Approve	16% (67)	14% (58)	34% (142)	2% (7)	10% (40)	8% (34)	1% (5)	11% (45)	4% (16)	414
Trump Job Somewhat Disapprove	18% (46)	8% (22)	33% (85)	3% (7)	7% (19)	11% (30)	3% (7)	13% (34)	4% (10)	261
Trump Job Strongly Disapprove	17% (116)	14% (95)	28% (194)	1% (8)	11% (78)	13% (86)	1% (8)	11% (72)	4% (28)	685

Continued on next page

Table BRD6: And, thinking about your average day, which of the following do you spend the most time on your smartphone doing?

Demographic	Updating social media	Making phone calls	Responding to text messages	Taking photos or recording videos	Listening to music/audiobooks or podcasts	Watching television, movies or video content	Using GPS navigation or call a ride through a hailing app	Responding to email	Don't know/No opinion	Total N
Adults	17% (324)	13% (243)	31% (584)	1% (27)	10% (186)	10% (189)	2% (32)	11% (216)	5% (94)	1894
#1 Issue: Economy	17% (85)	11% (55)	28% (143)	1% (8)	16% (80)	10% (50)	2% (13)	11% (55)	5% (24)	512
#1 Issue: Security	21% (70)	13% (45)	30% (101)	1% (3)	7% (25)	10% (32)	— (1)	13% (44)	4% (15)	336
#1 Issue: Health Care	20% (70)	14% (50)	33% (117)	1% (3)	7% (26)	8% (28)	1% (3)	12% (44)	4% (13)	354
#1 Issue: Medicare / Social Security	11% (29)	21% (56)	34% (89)	2% (5)	4% (11)	5% (12)	3% (9)	15% (41)	5% (13)	265
#1 Issue: Women's Issues	21% (22)	4% (4)	33% (36)	1% (1)	10% (11)	20% (21)	1% (1)	7% (7)	4% (4)	108
#1 Issue: Education	16% (22)	10% (13)	26% (35)	3% (4)	11% (15)	18% (24)	5% (6)	9% (13)	2% (2)	134
#1 Issue: Energy	17% (14)	9% (7)	41% (32)	1% (1)	8% (6)	8% (7)	— (0)	9% (7)	7% (5)	79
#1 Issue: Other	11% (12)	12% (13)	27% (29)	2% (2)	12% (12)	14% (15)	— (0)	5% (5)	16% (17)	105
2016 Vote: Hillary Clinton	16% (92)	15% (85)	30% (172)	1% (8)	9% (53)	11% (65)	1% (5)	13% (75)	3% (17)	572
2016 Vote: Donald Trump	17% (105)	15% (92)	34% (217)	1% (6)	7% (47)	6% (41)	2% (10)	13% (83)	5% (30)	629
2016 Vote: Someone else	15% (25)	12% (19)	24% (40)	4% (7)	13% (22)	12% (20)	5% (8)	11% (18)	4% (7)	164
2016 Vote: Didnt Vote	19% (100)	9% (47)	30% (156)	1% (7)	12% (64)	12% (62)	2% (8)	8% (40)	7% (37)	521
Voted in 2014: Yes	15% (175)	15% (172)	33% (379)	1% (13)	8% (91)	9% (104)	2% (20)	14% (167)	4% (42)	1163
Voted in 2014: No	20% (149)	10% (72)	28% (205)	2% (14)	13% (95)	12% (85)	2% (12)	7% (48)	7% (52)	732
2012 Vote: Barack Obama	17% (120)	13% (96)	31% (225)	1% (11)	9% (62)	11% (77)	2% (13)	13% (94)	4% (27)	723
2012 Vote: Mitt Romney	16% (73)	17% (77)	34% (156)	1% (4)	6% (28)	7% (32)	1% (6)	14% (67)	5% (22)	465
2012 Vote: Other	11% (7)	14% (9)	32% (21)	2% (1)	10% (6)	6% (4)	3% (2)	17% (11)	5% (3)	64
2012 Vote: Didn't Vote	19% (123)	10% (62)	28% (182)	2% (11)	14% (90)	12% (77)	2% (12)	7% (44)	6% (41)	642
4-Region: Northeast	18% (60)	11% (36)	34% (114)	1% (2)	11% (38)	8% (26)	1% (3)	12% (39)	5% (15)	332
4-Region: Midwest	19% (76)	11% (42)	30% (118)	2% (8)	10% (39)	11% (44)	3% (11)	11% (43)	4% (15)	397
4-Region: South	18% (131)	15% (107)	29% (206)	1% (10)	8% (55)	10% (68)	2% (14)	11% (80)	6% (40)	711
4-Region: West	12% (56)	13% (59)	32% (146)	2% (7)	12% (54)	11% (52)	1% (4)	12% (54)	5% (23)	455
Favorable of Trump	18% (145)	13% (108)	33% (265)	1% (11)	9% (72)	8% (62)	2% (16)	12% (94)	4% (34)	807
Unfavorable of Trump	17% (165)	12% (119)	30% (290)	2% (15)	10% (101)	12% (118)	1% (12)	11% (112)	4% (42)	975

Continued on next page

Table BRD6: And, thinking about your average day, which of the following do you spend the most time on your smartphone doing?

Demographic	Updating social media	Making phone calls	Responding to text messages	Taking photos or recording videos	Listening to music/audiobooks or podcasts	Watching television, movies or other video content	Using GPS navigation or call a ride through a hailing app	Responding to email	Don't know/No opinion	Total N
Adults	17% (324)	13% (243)	31% (584)	1% (27)	10% (186)	10% (189)	2% (32)	11% (216)	5% (94)	1894
Very Favorable of Trump	20% (89)	15% (66)	32% (143)	1% (3)	7% (31)	6% (25)	2% (7)	12% (55)	5% (24)	442
Somewhat Favorable of Trump	16% (57)	11% (42)	33% (122)	2% (9)	11% (41)	10% (37)	2% (9)	11% (39)	3% (10)	365
Somewhat Unfavorable of Trump	17% (36)	9% (19)	35% (74)	2% (4)	9% (19)	9% (20)	2% (4)	13% (28)	5% (10)	214
Very Unfavorable of Trump	17% (129)	13% (100)	28% (216)	1% (11)	11% (82)	13% (98)	1% (8)	11% (84)	4% (32)	760

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

Table BRD7: In general, how important is it for you to have the newest technology products?

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know/No opinion	Total N
Adults	14% (274)	34% (641)	34% (644)	15% (291)	2% (44)	1894
Gender: Male	20% (184)	32% (295)	32% (295)	13% (118)	3% (27)	919
Gender: Female	9% (90)	35% (345)	36% (349)	18% (174)	2% (18)	976
Age: 18-29	19% (80)	32% (139)	31% (135)	14% (60)	4% (19)	431
Age: 30-44	20% (97)	36% (175)	29% (141)	14% (69)	2% (11)	492
Age: 45-54	16% (56)	33% (115)	37% (130)	11% (37)	3% (10)	347
Age: 55-64	10% (31)	31% (96)	38% (118)	19% (58)	2% (5)	309
Age: 65+	3% (11)	37% (115)	38% (120)	22% (68)	— (0)	315
Generation Z: 18-21	20% (29)	30% (44)	35% (51)	10% (15)	5% (7)	145
Millennial: Age 22-37	20% (112)	34% (190)	28% (160)	15% (85)	3% (18)	566
Generation X: Age 38-53	17% (90)	34% (183)	34% (183)	12% (65)	3% (14)	535
Boomers: Age 54-72	7% (41)	34% (200)	39% (229)	18% (106)	1% (5)	582
PID: Dem (no lean)	19% (125)	36% (239)	30% (200)	13% (84)	1% (8)	656
PID: Ind (no lean)	10% (52)	33% (168)	36% (184)	17% (85)	3% (17)	505
PID: Rep (no lean)	13% (97)	32% (234)	35% (260)	17% (122)	3% (20)	733
PID/Gender: Dem Men	26% (80)	37% (112)	26% (79)	10% (29)	2% (6)	307
PID/Gender: Dem Women	13% (45)	36% (127)	35% (121)	16% (55)	1% (2)	349
PID/Gender: Ind Men	14% (34)	32% (78)	38% (93)	12% (30)	3% (8)	244
PID/Gender: Ind Women	7% (17)	34% (89)	35% (91)	21% (55)	3% (9)	262
PID/Gender: Rep Men	19% (69)	28% (105)	33% (122)	16% (58)	4% (13)	368
PID/Gender: Rep Women	8% (28)	35% (129)	38% (137)	17% (64)	2% (7)	365
Ideo: Liberal (1-3)	17% (104)	35% (220)	35% (216)	11% (70)	2% (12)	622
Ideo: Moderate (4)	16% (71)	33% (143)	34% (147)	15% (67)	1% (4)	431
Ideo: Conservative (5-7)	11% (66)	37% (214)	34% (201)	16% (94)	1% (7)	582
Educ: College	15% (190)	32% (415)	34% (433)	16% (202)	3% (38)	1277
Educ: Bachelors degree	13% (53)	40% (158)	34% (136)	12% (50)	1% (4)	400
Educ: Post-grad	15% (32)	31% (68)	35% (76)	18% (40)	1% (2)	217
Income: Under 50k	15% (167)	30% (329)	34% (371)	17% (187)	4% (39)	1094
Income: 50k-100k	12% (66)	40% (224)	35% (198)	13% (74)	— (2)	564
Income: 100k+	17% (41)	37% (87)	32% (75)	13% (31)	1% (2)	236

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Table BRD7: *In general, how important is it for you to have the newest technology products?*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know/No opinion	Total N
Adults	14% (274)	34% (641)	34% (644)	15% (291)	2% (44)	1894
Ethnicity: White	11% (170)	34% (511)	35% (522)	16% (244)	2% (36)	1483
Ethnicity: Hispanic	27% (82)	35% (105)	24% (71)	11% (33)	3% (9)	301
Ethnicity: Afr. Am.	24% (56)	36% (85)	28% (67)	12% (28)	1% (3)	238
Ethnicity: Other	28% (48)	26% (44)	32% (56)	12% (20)	3% (5)	173
Relig: Protestant	10% (41)	37% (152)	38% (156)	15% (60)	— (1)	410
Relig: Roman Catholic	19% (69)	36% (130)	29% (105)	15% (56)	2% (6)	367
Relig: Something Else	11% (24)	34% (71)	36% (75)	16% (34)	3% (7)	210
Relig: Evangelical	12% (88)	36% (255)	34% (242)	16% (110)	2% (11)	706
Relig: Non-Evang. Catholics	17% (47)	35% (98)	34% (95)	14% (39)	1% (3)	281
Relig: All Christian	14% (134)	36% (354)	34% (336)	15% (149)	1% (14)	987
Relig: All Non-Christian	18% (49)	34% (91)	30% (80)	16% (45)	2% (6)	270
Community: Urban	20% (94)	32% (152)	30% (141)	16% (77)	3% (12)	476
Community: Suburban	14% (125)	37% (322)	35% (302)	12% (106)	2% (19)	874
Community: Rural	10% (55)	31% (167)	37% (200)	20% (108)	2% (13)	544
Employ: Private Sector	17% (108)	36% (224)	32% (198)	13% (81)	1% (7)	618
Employ: Government	10% (12)	36% (44)	41% (50)	13% (15)	— (0)	122
Employ: Self-Employed	25% (42)	36% (61)	26% (43)	10% (17)	3% (5)	168
Employ: Homemaker	12% (19)	29% (45)	37% (57)	18% (28)	4% (6)	154
Employ: Student	22% (21)	32% (31)	32% (31)	10% (10)	5% (4)	97
Employ: Retired	4% (14)	34% (119)	38% (135)	23% (80)	1% (4)	351
Employ: Unemployed	13% (25)	28% (52)	35% (65)	17% (31)	7% (12)	185
Employ: Other	17% (33)	32% (64)	32% (65)	15% (31)	4% (7)	200
Military HH: Yes	13% (50)	34% (130)	36% (138)	16% (59)	1% (3)	380
Military HH: No	15% (224)	34% (511)	33% (507)	15% (232)	3% (41)	1515
RD/WT: Right Direction	17% (127)	35% (262)	31% (230)	15% (109)	3% (20)	747
RD/WT: Wrong Track	13% (147)	33% (379)	36% (414)	16% (183)	2% (25)	1147
Trump Job Approve	15% (124)	36% (299)	33% (274)	14% (121)	2% (16)	834
Trump Job Disapprove	15% (141)	34% (323)	35% (332)	15% (139)	1% (11)	946

Continued on next page

Table BRD7: In general, how important is it for you to have the newest technology products?

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know/No opinion	Total N
Adults	14% (274)	34% (641)	34% (644)	15% (291)	2% (44)	1894
Trump Job Strongly Approve	15% (63)	35% (145)	33% (137)	16% (66)	2% (9)	419
Trump Job Somewhat Approve	15% (62)	37% (154)	33% (136)	13% (55)	2% (8)	414
Trump Job Somewhat Disapprove	14% (38)	34% (89)	35% (92)	15% (40)	1% (3)	261
Trump Job Strongly Disapprove	15% (104)	34% (234)	35% (240)	15% (100)	1% (8)	685
#1 Issue: Economy	18% (90)	34% (176)	33% (171)	12% (62)	3% (13)	512
#1 Issue: Security	17% (57)	38% (128)	30% (100)	13% (43)	3% (9)	336
#1 Issue: Health Care	14% (48)	33% (118)	35% (124)	18% (62)	1% (3)	354
#1 Issue: Medicare / Social Security	12% (31)	34% (91)	33% (88)	19% (51)	1% (3)	265
#1 Issue: Women's Issues	9% (10)	28% (31)	39% (42)	23% (25)	1% (1)	108
#1 Issue: Education	14% (19)	35% (47)	31% (41)	15% (21)	4% (5)	134
#1 Issue: Energy	15% (12)	28% (22)	39% (31)	16% (13)	2% (2)	79
#1 Issue: Other	7% (8)	27% (28)	45% (47)	14% (15)	8% (8)	105
2016 Vote: Hillary Clinton	17% (99)	37% (211)	32% (182)	13% (72)	1% (8)	572
2016 Vote: Donald Trump	12% (78)	36% (223)	34% (216)	17% (104)	1% (7)	629
2016 Vote: Someone else	14% (23)	33% (55)	35% (58)	16% (26)	1% (2)	164
2016 Vote: Didnt Vote	14% (72)	28% (147)	36% (187)	17% (88)	5% (27)	521
Voted in 2014: Yes	15% (170)	37% (426)	33% (381)	14% (168)	1% (17)	1163
Voted in 2014: No	14% (104)	29% (215)	36% (263)	17% (123)	4% (27)	732
2012 Vote: Barack Obama	17% (125)	37% (267)	33% (240)	11% (80)	2% (13)	723
2012 Vote: Mitt Romney	10% (47)	35% (163)	37% (172)	17% (79)	1% (4)	465
2012 Vote: Other	8% (5)	39% (25)	33% (21)	17% (11)	3% (2)	64
2012 Vote: Didn't Vote	15% (96)	29% (186)	33% (211)	19% (122)	4% (26)	642
4-Region: Northeast	10% (32)	33% (110)	39% (130)	15% (49)	3% (10)	332
4-Region: Midwest	13% (53)	35% (140)	33% (133)	16% (64)	2% (8)	397
4-Region: South	17% (121)	34% (239)	34% (243)	13% (96)	2% (12)	711
4-Region: West	15% (68)	33% (152)	30% (138)	18% (83)	3% (14)	455
Favorable of Trump	15% (120)	36% (288)	33% (265)	15% (118)	2% (16)	807
Unfavorable of Trump	14% (138)	34% (327)	35% (346)	15% (148)	2% (16)	975

Continued on next page

Table BRD7: *In general, how important is it for you to have the newest technology products?*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know/No opinion		Total N
Adults	14%	(274)	34%	(641)	34%	(644)	15%	(291)	2%	(44)	1894
Very Favorable of Trump	16%	(73)	36%	(157)	31%	(136)	15%	(68)	2%	(9)	442
Somewhat Favorable of Trump	13%	(47)	36%	(130)	35%	(129)	14%	(51)	2%	(8)	365
Somewhat Unfavorable of Trump	10%	(22)	34%	(73)	36%	(77)	17%	(37)	3%	(5)	214
Very Unfavorable of Trump	15%	(116)	33%	(254)	35%	(269)	15%	(111)	1%	(10)	760

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

Table BRD8a_1: *And, how important are each of the following features when deciding which smartphone to purchase?*

Camera quality

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Adults	51%	(472)	35%	(328)	9%	(86)	3%	(23)	3%	(24)	933
Gender: Male	45%	(204)	37%	(166)	12%	(54)	3%	(14)	4%	(17)	455
Gender: Female	56%	(269)	34%	(161)	7%	(32)	2%	(10)	1%	(7)	478
Age: 18-29	58%	(119)	26%	(54)	8%	(16)	3%	(5)	6%	(12)	206
Age: 30-44	52%	(120)	31%	(70)	11%	(25)	4%	(9)	2%	(5)	228
Age: 45-54	53%	(92)	37%	(64)	6%	(10)	2%	(3)	2%	(4)	173
Age: 55-64	41%	(63)	47%	(72)	10%	(15)	2%	(3)	1%	(1)	154
Age: 65+	46%	(79)	39%	(68)	11%	(19)	2%	(4)	1%	(2)	171
Generation Z: 18-21	54%	(33)	31%	(19)	10%	(6)	1%	(0)	4%	(3)	61
Millennial: Age 22-37	60%	(163)	25%	(69)	7%	(19)	4%	(10)	4%	(12)	273
Generation X: Age 38-53	49%	(123)	37%	(94)	9%	(24)	2%	(6)	3%	(6)	253
Boomers: Age 54-72	44%	(137)	43%	(133)	10%	(32)	2%	(7)	1%	(3)	311
PID: Dem (no lean)	49%	(152)	36%	(111)	12%	(38)	2%	(6)	2%	(5)	312
PID: Ind (no lean)	54%	(138)	33%	(84)	7%	(18)	4%	(9)	3%	(6)	255
PID: Rep (no lean)	50%	(182)	36%	(133)	8%	(30)	2%	(8)	3%	(12)	365
PID/Gender: Dem Men	46%	(69)	30%	(45)	19%	(29)	2%	(3)	3%	(4)	149
PID/Gender: Dem Women	51%	(83)	40%	(66)	6%	(10)	2%	(3)	1%	(1)	163
PID/Gender: Ind Men	45%	(57)	41%	(52)	6%	(8)	4%	(5)	4%	(5)	127
PID/Gender: Ind Women	63%	(81)	24%	(31)	8%	(10)	3%	(4)	1%	(2)	128
PID/Gender: Rep Men	44%	(78)	39%	(69)	10%	(18)	3%	(6)	5%	(8)	179
PID/Gender: Rep Women	56%	(104)	34%	(64)	6%	(12)	1%	(2)	2%	(4)	187
Ideo: Liberal (1-3)	47%	(144)	37%	(114)	10%	(30)	2%	(7)	3%	(8)	304
Ideo: Moderate (4)	57%	(111)	30%	(59)	10%	(20)	2%	(3)	1%	(2)	195
Ideo: Conservative (5-7)	49%	(148)	39%	(119)	9%	(26)	3%	(8)	1%	(2)	304
Educ: College	53%	(336)	32%	(204)	10%	(64)	2%	(15)	3%	(18)	638
Educ: Bachelors degree	47%	(90)	43%	(82)	6%	(11)	2%	(5)	3%	(5)	193
Educ: Post-grad	46%	(47)	40%	(41)	10%	(10)	4%	(4)	—	(0)	102

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Table BRD8a_1: And, how important are each of the following features when deciding which smartphone to purchase?*Camera quality*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	51% (472)	35% (328)	9% (86)	3% (23)	3% (24)	933
Income: Under 50k	53% (287)	31% (168)	10% (52)	3% (17)	3% (17)	542
Income: 50k-100k	47% (134)	41% (116)	9% (26)	2% (5)	1% (4)	285
Income: 100k+	47% (51)	41% (44)	7% (8)	1% (2)	2% (3)	107
Ethnicity: White	49% (368)	38% (284)	8% (63)	3% (19)	3% (21)	755
Ethnicity: Hispanic	58% (77)	26% (34)	12% (16)	4% (6)	— (0)	132
Ethnicity: Afr. Am.	58% (58)	24% (24)	14% (15)	4% (4)	— (0)	100
Ethnicity: Other	60% (47)	26% (20)	11% (8)	1% (0)	3% (2)	78
Relig: Protestant	46% (97)	39% (83)	13% (28)	1% (2)	1% (2)	212
Relig: Roman Catholic	49% (91)	40% (75)	9% (17)	2% (3)	— (1)	186
Relig: Something Else	63% (67)	27% (29)	6% (7)	1% (1)	2% (2)	107
Relig: Evangelical	49% (179)	40% (147)	9% (31)	1% (4)	1% (4)	366
Relig: Non-Evang. Catholics	55% (75)	29% (40)	14% (20)	2% (2)	1% (1)	138
Relig: All Christian	51% (255)	37% (186)	10% (51)	1% (7)	1% (5)	505
Relig: All Non-Christian	57% (76)	32% (42)	6% (7)	3% (4)	2% (3)	133
Community: Urban	50% (105)	35% (75)	8% (17)	4% (9)	2% (5)	211
Community: Suburban	49% (212)	38% (164)	9% (38)	2% (9)	2% (9)	432
Community: Rural	53% (155)	31% (90)	11% (31)	2% (5)	3% (10)	290
Employ: Private Sector	50% (153)	37% (112)	11% (34)	1% (5)	1% (2)	305
Employ: Government	51% (25)	40% (20)	7% (4)	— (0)	2% (1)	50
Employ: Self-Employed	56% (49)	32% (28)	9% (8)	— (0)	3% (2)	86
Employ: Homemaker	64% (44)	26% (18)	4% (3)	6% (4)	— (0)	69
Employ: Retired	44% (81)	41% (77)	10% (19)	4% (7)	1% (2)	185
Employ: Unemployed	51% (44)	30% (26)	10% (8)	1% (1)	8% (7)	86
Employ: Other	53% (57)	29% (31)	7% (7)	5% (6)	7% (7)	109
Military HH: Yes	53% (112)	35% (73)	9% (20)	2% (3)	1% (2)	210
Military HH: No	50% (361)	35% (255)	9% (66)	3% (20)	3% (21)	723
RD/WT: Right Direction	49% (175)	37% (131)	9% (32)	2% (8)	3% (11)	356
RD/WT: Wrong Track	52% (298)	34% (197)	9% (54)	3% (16)	2% (13)	577
Trump Job Approve	53% (222)	36% (150)	8% (34)	2% (8)	2% (8)	422
Trump Job Disapprove	49% (233)	35% (167)	10% (49)	3% (13)	2% (9)	471

Continued on next page

Table BRD8a_1: And, how important are each of the following features when deciding which smartphone to purchase?

Camera quality

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	51% (472)	35% (328)	9% (86)	3% (23)	3% (24)	933
Trump Job Strongly Approve	52% (114)	40% (87)	5% (11)	1% (2)	2% (5)	219
Trump Job Somewhat Approve	53% (108)	31% (64)	11% (23)	3% (6)	1% (2)	202
Trump Job Somewhat Disapprove	43% (59)	35% (48)	16% (22)	2% (3)	3% (4)	137
Trump Job Strongly Disapprove	52% (174)	35% (118)	8% (27)	3% (10)	2% (5)	334
#1 Issue: Economy	50% (119)	36% (86)	12% (29)	— (1)	2% (5)	239
#1 Issue: Security	50% (77)	40% (61)	6% (9)	2% (3)	3% (4)	154
#1 Issue: Health Care	49% (95)	36% (70)	7% (14)	5% (11)	2% (4)	193
#1 Issue: Medicare / Social Security	45% (62)	38% (53)	13% (18)	4% (5)	— (0)	138
#1 Issue: Women's Issues	54% (27)	30% (15)	15% (7)	2% (1)	— (0)	50
#1 Issue: Education	66% (44)	24% (16)	6% (4)	2% (2)	1% (0)	66
2016 Vote: Hillary Clinton	45% (129)	40% (114)	12% (34)	1% (3)	2% (5)	285
2016 Vote: Donald Trump	50% (162)	39% (128)	7% (24)	2% (6)	2% (5)	325
2016 Vote: Someone else	48% (33)	38% (26)	12% (8)	1% (1)	2% (1)	69
2016 Vote: Didn't Vote	58% (146)	24% (59)	8% (20)	5% (13)	5% (12)	250
Voted in 2014: Yes	50% (289)	37% (212)	9% (54)	1% (7)	2% (13)	576
Voted in 2014: No	51% (183)	32% (116)	9% (31)	5% (16)	3% (10)	357
2012 Vote: Barack Obama	48% (178)	38% (139)	11% (40)	1% (3)	2% (8)	367
2012 Vote: Mitt Romney	47% (108)	41% (95)	8% (18)	2% (4)	2% (5)	230
2012 Vote: Didn't Vote	55% (165)	28% (86)	8% (25)	5% (16)	3% (10)	303
4-Region: Northeast	54% (93)	33% (56)	10% (17)	1% (1)	2% (3)	170
4-Region: Midwest	43% (80)	40% (75)	13% (24)	2% (4)	2% (3)	187
4-Region: South	51% (174)	34% (115)	10% (35)	2% (6)	3% (10)	340
4-Region: West	53% (125)	34% (81)	4% (10)	5% (12)	3% (7)	236
Favorable of Trump	51% (202)	38% (153)	7% (29)	2% (8)	2% (7)	399
Unfavorable of Trump	52% (249)	33% (158)	10% (47)	3% (15)	2% (9)	478
Very Favorable of Trump	54% (123)	36% (81)	7% (16)	1% (2)	3% (6)	228
Somewhat Favorable of Trump	46% (79)	42% (71)	8% (13)	3% (6)	1% (1)	171
Somewhat Unfavorable of Trump	52% (57)	28% (31)	13% (14)	2% (2)	5% (6)	109
Very Unfavorable of Trump	52% (192)	35% (128)	9% (33)	3% (13)	1% (4)	369

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

Table BRD8a_2: *And, how important are each of the following features when deciding which smartphone to purchase?*

Screen size

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Adults	42%	(396)	40%	(378)	13%	(122)	2%	(16)	2%	(21)	933
Gender: Male	40%	(184)	40%	(184)	14%	(65)	1%	(7)	3%	(15)	455
Gender: Female	44%	(211)	41%	(194)	12%	(56)	2%	(10)	1%	(6)	478
Age: 18-29	35%	(71)	37%	(75)	21%	(43)	3%	(5)	6%	(12)	206
Age: 30-44	44%	(100)	41%	(94)	12%	(26)	2%	(4)	2%	(4)	228
Age: 45-54	47%	(81)	40%	(68)	12%	(20)	—	(0)	2%	(3)	173
Age: 55-64	48%	(74)	42%	(65)	9%	(14)	—	(1)	1%	(1)	154
Age: 65+	40%	(69)	44%	(75)	11%	(18)	4%	(7)	2%	(3)	171
Generation Z: 18-21	24%	(15)	34%	(21)	36%	(22)	3%	(2)	3%	(2)	61
Millennial: Age 22-37	42%	(114)	39%	(107)	13%	(35)	2%	(6)	4%	(11)	273
Generation X: Age 38-53	44%	(112)	41%	(104)	12%	(31)	—	(1)	2%	(5)	253
Boomers: Age 54-72	45%	(139)	42%	(132)	10%	(30)	2%	(7)	1%	(3)	311
PID: Dem (no lean)	43%	(133)	38%	(120)	16%	(51)	1%	(4)	1%	(4)	312
PID: Ind (no lean)	39%	(101)	45%	(116)	10%	(27)	2%	(6)	3%	(6)	255
PID: Rep (no lean)	44%	(162)	39%	(142)	12%	(45)	2%	(6)	3%	(11)	365
PID/Gender: Dem Men	48%	(71)	32%	(47)	17%	(25)	1%	(2)	3%	(4)	149
PID/Gender: Dem Women	38%	(62)	44%	(72)	16%	(26)	1%	(2)	—	(1)	163
PID/Gender: Ind Men	27%	(34)	56%	(71)	12%	(15)	2%	(3)	3%	(4)	127
PID/Gender: Ind Women	52%	(66)	35%	(45)	9%	(12)	2%	(3)	2%	(2)	128
PID/Gender: Rep Men	44%	(79)	37%	(66)	14%	(26)	1%	(2)	4%	(7)	179
PID/Gender: Rep Women	44%	(83)	41%	(77)	10%	(19)	2%	(4)	2%	(4)	187
Ideo: Liberal (1-3)	38%	(114)	42%	(128)	16%	(49)	2%	(7)	2%	(5)	304
Ideo: Moderate (4)	48%	(94)	39%	(76)	11%	(22)	1%	(1)	1%	(2)	195
Ideo: Conservative (5-7)	42%	(127)	44%	(132)	12%	(36)	2%	(6)	1%	(2)	304
Educ: College	43%	(276)	39%	(247)	14%	(87)	2%	(12)	3%	(16)	638
Educ: Bachelors degree	41%	(79)	43%	(82)	12%	(23)	2%	(4)	3%	(5)	193
Educ: Post-grad	40%	(41)	47%	(48)	12%	(13)	1%	(1)	—	(0)	102

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Table BRD8a_2: And, how important are each of the following features when deciding which smartphone to purchase?

Screen size

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	42% (396)	40% (378)	13% (122)	2% (16)	2% (21)	933
Income: Under 50k	47% (254)	34% (186)	14% (74)	2% (10)	3% (18)	542
Income: 50k-100k	36% (103)	50% (141)	11% (32)	2% (5)	1% (3)	285
Income: 100k+	36% (39)	47% (50)	16% (17)	1% (1)	— (0)	107
Ethnicity: White	41% (308)	42% (318)	13% (98)	2% (12)	3% (19)	755
Ethnicity: Hispanic	52% (69)	33% (43)	14% (18)	1% (2)	— (0)	132
Ethnicity: Afr. Am.	54% (54)	26% (26)	18% (18)	2% (2)	— (0)	100
Ethnicity: Other	43% (33)	44% (34)	7% (6)	3% (2)	3% (2)	78
Relig: Protestant	44% (93)	39% (82)	14% (30)	2% (4)	1% (3)	212
Relig: Roman Catholic	40% (75)	44% (82)	15% (28)	1% (2)	— (0)	186
Relig: Something Else	42% (45)	43% (45)	12% (12)	1% (1)	2% (2)	107
Relig: Evangelical	39% (145)	44% (161)	14% (51)	1% (5)	1% (5)	366
Relig: Non-Evang. Catholics	50% (68)	35% (48)	14% (19)	1% (2)	1% (1)	138
Relig: All Christian	42% (213)	42% (209)	14% (70)	1% (7)	1% (6)	505
Relig: All Non-Christian	51% (68)	37% (49)	10% (13)	1% (2)	1% (1)	133
Community: Urban	48% (102)	35% (74)	13% (28)	1% (3)	2% (4)	211
Community: Suburban	38% (166)	45% (194)	13% (56)	1% (6)	2% (9)	432
Community: Rural	44% (128)	38% (109)	13% (37)	2% (7)	3% (8)	290
Employ: Private Sector	40% (123)	47% (142)	11% (34)	1% (3)	1% (2)	305
Employ: Government	34% (17)	48% (24)	12% (6)	3% (1)	2% (1)	50
Employ: Self-Employed	48% (41)	35% (30)	16% (13)	1% (0)	1% (1)	86
Employ: Homemaker	48% (33)	37% (26)	14% (10)	1% (0)	— (0)	69
Employ: Retired	43% (79)	39% (72)	13% (25)	4% (7)	1% (3)	185
Employ: Unemployed	42% (36)	34% (29)	17% (15)	— (0)	7% (6)	86
Employ: Other	50% (55)	35% (38)	7% (8)	2% (2)	6% (7)	109
Military HH: Yes	41% (87)	44% (92)	12% (25)	2% (5)	1% (1)	210
Military HH: No	43% (309)	39% (285)	13% (97)	2% (12)	3% (20)	723
RD/WT: Right Direction	44% (156)	40% (143)	11% (40)	2% (7)	3% (10)	356
RD/WT: Wrong Track	42% (240)	41% (234)	14% (82)	2% (9)	2% (12)	577
Trump Job Approve	45% (192)	40% (169)	12% (49)	1% (6)	1% (6)	422
Trump Job Disapprove	41% (193)	41% (193)	15% (69)	2% (8)	2% (9)	471

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Table BRD8a_2: And, how important are each of the following features when deciding which smartphone to purchase?

Screen size

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	42% (396)	40% (378)	13% (122)	2% (16)	2% (21)	933
Trump Job Strongly Approve	46% (101)	40% (87)	11% (23)	2% (4)	2% (4)	219
Trump Job Somewhat Approve	45% (91)	40% (82)	13% (26)	1% (2)	1% (2)	202
Trump Job Somewhat Disapprove	35% (48)	43% (58)	18% (24)	2% (3)	3% (4)	137
Trump Job Strongly Disapprove	43% (145)	40% (135)	13% (44)	2% (6)	1% (5)	334
#1 Issue: Economy	43% (103)	41% (97)	14% (34)	1% (2)	1% (3)	239
#1 Issue: Security	45% (70)	43% (66)	8% (12)	1% (2)	3% (4)	154
#1 Issue: Health Care	41% (79)	43% (83)	14% (26)	1% (2)	2% (3)	193
#1 Issue: Medicare / Social Security	53% (73)	37% (51)	9% (13)	1% (2)	— (0)	138
#1 Issue: Women's Issues	26% (13)	43% (22)	28% (14)	3% (1)	— (0)	50
#1 Issue: Education	44% (29)	33% (22)	16% (11)	6% (4)	1% (0)	66
2016 Vote: Hillary Clinton	39% (111)	42% (121)	15% (43)	2% (6)	2% (5)	285
2016 Vote: Donald Trump	44% (142)	44% (141)	11% (35)	1% (4)	1% (3)	325
2016 Vote: Someone else	37% (26)	43% (29)	13% (9)	6% (4)	2% (1)	69
2016 Vote: Didnt Vote	45% (114)	34% (86)	14% (35)	1% (3)	5% (13)	250
Voted in 2014: Yes	44% (252)	42% (239)	11% (65)	2% (9)	2% (10)	576
Voted in 2014: No	40% (144)	39% (138)	16% (56)	2% (7)	3% (11)	357
2012 Vote: Barack Obama	45% (165)	39% (145)	12% (44)	2% (6)	2% (7)	367
2012 Vote: Mitt Romney	41% (93)	47% (108)	10% (23)	1% (3)	1% (3)	230
2012 Vote: Didn't Vote	41% (124)	37% (113)	16% (48)	2% (7)	4% (11)	303
4-Region: Northeast	37% (62)	45% (76)	15% (25)	1% (2)	2% (4)	170
4-Region: Midwest	35% (66)	45% (84)	17% (31)	1% (2)	2% (3)	187
4-Region: South	46% (156)	40% (134)	11% (37)	1% (5)	2% (7)	340
4-Region: West	47% (111)	35% (83)	12% (29)	3% (7)	3% (7)	236
Favorable of Trump	45% (180)	42% (167)	10% (42)	1% (5)	1% (5)	399
Unfavorable of Trump	41% (198)	40% (191)	15% (73)	2% (9)	2% (7)	478
Very Favorable of Trump	47% (107)	40% (90)	11% (25)	1% (1)	2% (4)	228
Somewhat Favorable of Trump	42% (73)	45% (77)	10% (17)	2% (4)	1% (1)	171
Somewhat Unfavorable of Trump	38% (41)	38% (41)	20% (22)	2% (2)	3% (4)	109
Very Unfavorable of Trump	43% (157)	41% (150)	14% (51)	2% (7)	1% (4)	369

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

Table BRD8a_3: *And, how important are each of the following features when deciding which smartphone to purchase?*

Memory storage

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Adults	62%	(575)	28%	(266)	5%	(49)	2%	(20)	2%	(22)	933
Gender: Male	60%	(272)	28%	(128)	6%	(26)	3%	(14)	3%	(15)	455
Gender: Female	63%	(303)	29%	(137)	5%	(23)	1%	(7)	1%	(7)	478
Age: 18-29	63%	(131)	23%	(47)	4%	(9)	4%	(8)	5%	(11)	206
Age: 30-44	66%	(150)	27%	(63)	5%	(11)	1%	(2)	1%	(3)	228
Age: 45-54	73%	(126)	21%	(37)	2%	(4)	2%	(3)	2%	(4)	173
Age: 55-64	58%	(89)	35%	(54)	6%	(9)	1%	(1)	1%	(1)	154
Age: 65+	46%	(79)	38%	(66)	10%	(17)	4%	(6)	2%	(4)	171
Generation Z: 18-21	59%	(36)	28%	(17)	8%	(5)	2%	(1)	2%	(1)	61
Millennial: Age 22-37	67%	(184)	23%	(62)	3%	(9)	3%	(7)	4%	(11)	273
Generation X: Age 38-53	69%	(174)	24%	(61)	3%	(8)	2%	(4)	2%	(5)	253
Boomers: Age 54-72	53%	(163)	36%	(112)	8%	(23)	2%	(7)	2%	(5)	311
PID: Dem (no lean)	61%	(191)	30%	(93)	4%	(12)	3%	(10)	2%	(6)	312
PID: Ind (no lean)	64%	(164)	27%	(70)	4%	(11)	2%	(5)	2%	(5)	255
PID: Rep (no lean)	60%	(220)	28%	(103)	7%	(26)	1%	(5)	3%	(11)	365
PID/Gender: Dem Men	61%	(91)	28%	(41)	4%	(6)	5%	(8)	3%	(4)	149
PID/Gender: Dem Women	61%	(100)	32%	(52)	4%	(6)	2%	(3)	1%	(2)	163
PID/Gender: Ind Men	63%	(80)	28%	(36)	4%	(5)	1%	(2)	3%	(4)	127
PID/Gender: Ind Women	65%	(84)	27%	(34)	5%	(6)	2%	(3)	1%	(1)	128
PID/Gender: Rep Men	56%	(101)	29%	(52)	8%	(15)	2%	(4)	4%	(7)	179
PID/Gender: Rep Women	64%	(119)	27%	(51)	6%	(11)	1%	(1)	2%	(4)	187
Ideo: Liberal (1-3)	56%	(171)	34%	(103)	5%	(14)	3%	(9)	2%	(6)	304
Ideo: Moderate (4)	66%	(128)	27%	(52)	4%	(8)	2%	(5)	1%	(1)	195
Ideo: Conservative (5-7)	64%	(195)	25%	(76)	8%	(25)	1%	(3)	1%	(4)	304
Educ: College	65%	(417)	25%	(161)	5%	(31)	2%	(12)	3%	(17)	638
Educ: Bachelors degree	54%	(104)	37%	(71)	4%	(9)	2%	(4)	3%	(5)	193
Educ: Post-grad	52%	(54)	33%	(34)	10%	(10)	4%	(4)	1%	(1)	102

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Table BRD8a_3: And, how important are each of the following features when deciding which smartphone to purchase?*Memory storage*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	62% (575)	28% (266)	5% (49)	2% (20)	2% (22)	933
Income: Under 50k	62% (338)	27% (146)	4% (23)	3% (18)	3% (18)	542
Income: 50k-100k	63% (180)	28% (79)	7% (19)	1% (3)	1% (3)	285
Income: 100k+	53% (57)	38% (41)	7% (7)	— (0)	1% (1)	107
Ethnicity: White	60% (453)	29% (221)	6% (43)	2% (17)	3% (21)	755
Ethnicity: Hispanic	73% (97)	16% (22)	4% (5)	7% (9)	— (0)	132
Ethnicity: Afr. Am.	68% (68)	28% (29)	4% (4)	— (0)	— (0)	100
Ethnicity: Other	70% (54)	21% (16)	3% (2)	4% (3)	2% (2)	78
Relig: Protestant	57% (121)	33% (70)	7% (14)	1% (3)	2% (4)	212
Relig: Roman Catholic	64% (119)	28% (53)	5% (10)	3% (5)	— (0)	186
Relig: Something Else	71% (75)	21% (22)	4% (4)	3% (3)	1% (1)	107
Relig: Evangelical	61% (224)	29% (107)	6% (22)	3% (10)	1% (3)	366
Relig: Non-Evang. Catholics	65% (90)	27% (38)	4% (6)	1% (1)	2% (3)	138
Relig: All Christian	62% (315)	29% (145)	6% (28)	2% (11)	1% (5)	505
Relig: All Non-Christian	74% (98)	21% (28)	4% (5)	— (0)	1% (2)	133
Community: Urban	65% (138)	26% (55)	4% (9)	3% (5)	2% (4)	211
Community: Suburban	59% (255)	32% (139)	6% (24)	1% (6)	2% (8)	432
Community: Rural	63% (182)	25% (72)	6% (16)	3% (10)	4% (10)	290
Employ: Private Sector	64% (196)	30% (92)	5% (14)	— (1)	1% (2)	305
Employ: Government	72% (36)	24% (12)	1% (0)	— (0)	3% (2)	50
Employ: Self-Employed	49% (42)	33% (28)	6% (5)	9% (8)	3% (3)	86
Employ: Homemaker	78% (54)	19% (13)	3% (2)	— (0)	— (0)	69
Employ: Retired	52% (97)	34% (63)	8% (15)	4% (7)	2% (4)	185
Employ: Unemployed	66% (57)	22% (19)	6% (5)	— (0)	6% (5)	86
Employ: Other	63% (68)	23% (25)	6% (6)	4% (4)	5% (6)	109
Military HH: Yes	62% (130)	26% (55)	8% (17)	3% (7)	— (0)	210
Military HH: No	62% (445)	29% (211)	4% (32)	2% (13)	3% (22)	723
RD/WT: Right Direction	62% (221)	26% (93)	7% (24)	2% (7)	3% (11)	356
RD/WT: Wrong Track	61% (354)	30% (173)	4% (26)	2% (13)	2% (11)	577
Trump Job Approve	65% (275)	26% (108)	6% (26)	1% (5)	2% (9)	422
Trump Job Disapprove	59% (279)	31% (148)	5% (23)	3% (12)	2% (9)	471

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Table BRD8a_3: And, how important are each of the following features when deciding which smartphone to purchase?

Memory storage

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	62% (575)	28% (266)	5% (49)	2% (20)	2% (22)	933
Trump Job Strongly Approve	66% (145)	24% (53)	7% (15)	1% (3)	2% (4)	219
Trump Job Somewhat Approve	64% (130)	27% (55)	5% (11)	1% (3)	2% (4)	202
Trump Job Somewhat Disapprove	57% (77)	33% (46)	4% (6)	3% (4)	3% (4)	137
Trump Job Strongly Disapprove	60% (201)	31% (103)	5% (17)	2% (8)	2% (5)	334
#1 Issue: Economy	66% (157)	26% (63)	6% (14)	1% (2)	1% (3)	239
#1 Issue: Security	63% (96)	27% (42)	8% (12)	— (0)	3% (4)	154
#1 Issue: Health Care	61% (118)	31% (60)	5% (9)	1% (3)	2% (4)	193
#1 Issue: Medicare / Social Security	58% (80)	34% (47)	3% (4)	4% (6)	1% (2)	138
#1 Issue: Women's Issues	53% (26)	32% (16)	7% (3)	7% (3)	1% (1)	50
#1 Issue: Education	67% (44)	18% (12)	7% (5)	7% (5)	1% (0)	66
2016 Vote: Hillary Clinton	55% (158)	35% (100)	5% (15)	2% (7)	2% (6)	285
2016 Vote: Donald Trump	64% (208)	27% (88)	6% (21)	1% (3)	2% (5)	325
2016 Vote: Someone else	59% (41)	28% (19)	6% (4)	5% (3)	2% (2)	69
2016 Vote: Didnt Vote	67% (168)	22% (56)	4% (10)	3% (7)	4% (10)	250
Voted in 2014: Yes	62% (354)	29% (169)	6% (32)	1% (7)	2% (13)	576
Voted in 2014: No	62% (221)	27% (97)	5% (17)	4% (13)	3% (9)	357
2012 Vote: Barack Obama	61% (224)	31% (114)	4% (15)	2% (6)	2% (8)	367
2012 Vote: Mitt Romney	59% (135)	29% (67)	9% (20)	1% (3)	2% (5)	230
2012 Vote: Didn't Vote	64% (194)	26% (78)	4% (12)	4% (11)	3% (8)	303
4-Region: Northeast	59% (100)	33% (55)	7% (11)	— (0)	2% (3)	170
4-Region: Midwest	57% (106)	32% (60)	6% (11)	3% (5)	3% (5)	187
4-Region: South	65% (221)	26% (89)	5% (17)	1% (4)	2% (7)	340
4-Region: West	63% (148)	26% (62)	4% (10)	4% (11)	3% (7)	236
Favorable of Trump	65% (261)	26% (104)	6% (23)	1% (3)	2% (8)	399
Unfavorable of Trump	60% (284)	30% (144)	5% (25)	3% (15)	2% (9)	478
Very Favorable of Trump	68% (156)	22% (49)	7% (16)	1% (3)	2% (4)	228
Somewhat Favorable of Trump	62% (106)	32% (55)	4% (7)	— (0)	2% (4)	171
Somewhat Unfavorable of Trump	56% (61)	32% (35)	5% (5)	2% (2)	5% (5)	109
Very Unfavorable of Trump	61% (223)	30% (109)	5% (20)	4% (13)	1% (4)	369

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

Table BRD8a_4: *And, how important are each of the following features when deciding which smartphone to purchase?
 Operating system (iOS, Android, etc.)*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Adults	55%	(510)	29%	(274)	10%	(93)	2%	(23)	4%	(33)	933
Gender: Male	54%	(244)	29%	(134)	11%	(52)	2%	(7)	4%	(18)	455
Gender: Female	56%	(266)	29%	(140)	9%	(42)	3%	(16)	3%	(15)	478
Age: 18-29	54%	(111)	23%	(48)	12%	(24)	3%	(7)	7%	(15)	206
Age: 30-44	58%	(132)	31%	(70)	8%	(18)	2%	(4)	2%	(4)	228
Age: 45-54	59%	(101)	27%	(47)	8%	(14)	3%	(5)	3%	(6)	173
Age: 55-64	56%	(87)	32%	(50)	10%	(16)	—	(1)	1%	(1)	154
Age: 65+	46%	(78)	34%	(59)	12%	(21)	4%	(6)	4%	(7)	171
Generation Z: 18-21	54%	(33)	24%	(15)	15%	(9)	2%	(1)	5%	(3)	61
Millennial: Age 22-37	57%	(155)	25%	(68)	10%	(27)	3%	(8)	5%	(14)	273
Generation X: Age 38-53	56%	(142)	30%	(76)	8%	(20)	3%	(7)	3%	(8)	253
Boomers: Age 54-72	54%	(166)	33%	(103)	10%	(31)	2%	(7)	1%	(4)	311
PID: Dem (no lean)	54%	(168)	30%	(94)	12%	(38)	2%	(6)	2%	(6)	312
PID: Ind (no lean)	56%	(143)	30%	(77)	7%	(18)	3%	(8)	4%	(10)	255
PID: Rep (no lean)	55%	(199)	28%	(103)	10%	(37)	2%	(8)	5%	(17)	365
PID/Gender: Dem Men	50%	(75)	28%	(42)	16%	(25)	2%	(3)	3%	(4)	149
PID/Gender: Dem Women	57%	(93)	32%	(51)	8%	(14)	2%	(3)	2%	(3)	163
PID/Gender: Ind Men	55%	(70)	30%	(38)	9%	(11)	1%	(1)	5%	(7)	127
PID/Gender: Ind Women	56%	(72)	30%	(39)	5%	(7)	6%	(7)	2%	(3)	128
PID/Gender: Rep Men	55%	(99)	30%	(53)	9%	(16)	1%	(3)	4%	(8)	179
PID/Gender: Rep Women	54%	(101)	27%	(50)	11%	(21)	3%	(6)	5%	(9)	187
Ideo: Liberal (1-3)	51%	(155)	34%	(104)	11%	(32)	2%	(5)	2%	(7)	304
Ideo: Moderate (4)	60%	(117)	24%	(47)	11%	(22)	3%	(5)	2%	(3)	195
Ideo: Conservative (5-7)	56%	(171)	31%	(93)	8%	(26)	1%	(4)	3%	(9)	304
Educ: College	58%	(367)	26%	(164)	10%	(64)	3%	(16)	4%	(26)	638
Educ: Bachelors degree	49%	(94)	38%	(73)	9%	(17)	2%	(3)	3%	(5)	193
Educ: Post-grad	47%	(48)	35%	(36)	12%	(12)	3%	(3)	3%	(3)	102

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Table BRD8a_4: And, how important are each of the following features when deciding which smartphone to purchase?
Operating system (iOS, Android, etc.)

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	55% (510)	29% (274)	10% (93)	2% (23)	4% (33)	933
Income: Under 50k	56% (305)	27% (145)	9% (47)	4% (20)	4% (24)	542
Income: 50k-100k	51% (144)	34% (96)	12% (35)	1% (2)	3% (8)	285
Income: 100k+	57% (61)	31% (33)	10% (11)	— (0)	1% (1)	107
Ethnicity: White	52% (395)	31% (234)	10% (75)	3% (21)	4% (30)	755
Ethnicity: Hispanic	65% (86)	17% (22)	12% (16)	5% (6)	2% (2)	132
Ethnicity: Afr. Am.	66% (66)	23% (23)	11% (11)	— (0)	— (0)	100
Ethnicity: Other	63% (49)	22% (17)	8% (6)	2% (2)	4% (3)	78
Relig: Protestant	48% (101)	37% (78)	12% (25)	1% (3)	2% (5)	212
Relig: Roman Catholic	55% (103)	32% (59)	10% (18)	1% (3)	2% (4)	186
Relig: Something Else	63% (67)	20% (21)	12% (13)	3% (3)	2% (2)	107
Relig: Evangelical	52% (192)	32% (116)	12% (43)	2% (6)	3% (10)	366
Relig: Non-Evang. Catholics	57% (78)	31% (43)	9% (13)	2% (3)	1% (2)	138
Relig: All Christian	54% (270)	31% (159)	11% (56)	2% (9)	2% (11)	505
Relig: All Non-Christian	58% (78)	34% (45)	4% (6)	1% (1)	3% (4)	133
Community: Urban	55% (117)	30% (63)	9% (20)	4% (8)	2% (4)	211
Community: Suburban	55% (238)	29% (124)	11% (46)	1% (5)	4% (18)	432
Community: Rural	53% (155)	30% (87)	10% (28)	3% (9)	4% (11)	290
Employ: Private Sector	58% (177)	31% (96)	9% (27)	1% (3)	1% (3)	305
Employ: Government	60% (30)	16% (8)	14% (7)	5% (2)	6% (3)	50
Employ: Self-Employed	45% (39)	38% (33)	11% (10)	1% (1)	4% (4)	86
Employ: Homemaker	60% (41)	31% (22)	5% (4)	4% (3)	— (0)	69
Employ: Retired	47% (88)	32% (59)	14% (25)	4% (7)	4% (7)	185
Employ: Unemployed	60% (52)	21% (18)	11% (9)	1% (1)	7% (6)	86
Employ: Other	58% (63)	23% (25)	6% (7)	5% (6)	8% (8)	109
Military HH: Yes	57% (119)	26% (54)	14% (29)	2% (5)	1% (3)	210
Military HH: No	54% (391)	30% (220)	9% (64)	2% (18)	4% (30)	723
RD/WT: Right Direction	56% (198)	30% (107)	9% (32)	1% (5)	4% (14)	356
RD/WT: Wrong Track	54% (312)	29% (167)	11% (61)	3% (18)	3% (19)	577
Trump Job Approve	57% (240)	31% (129)	9% (38)	1% (5)	2% (10)	422
Trump Job Disapprove	54% (256)	28% (134)	11% (52)	2% (12)	4% (17)	471

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Table BRD8a_4: And, how important are each of the following features when deciding which smartphone to purchase?
Operating system (iOS, Android, etc.)

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	55% (510)	29% (274)	10% (93)	2% (23)	4% (33)	933
Trump Job Strongly Approve	58% (127)	29% (63)	9% (19)	1% (3)	3% (7)	219
Trump Job Somewhat Approve	56% (113)	32% (65)	9% (19)	1% (2)	2% (3)	202
Trump Job Somewhat Disapprove	43% (58)	34% (47)	15% (21)	2% (3)	5% (7)	137
Trump Job Strongly Disapprove	59% (198)	26% (87)	9% (32)	3% (8)	3% (9)	334
#1 Issue: Economy	56% (135)	29% (70)	11% (27)	1% (2)	2% (5)	239
#1 Issue: Security	59% (90)	29% (44)	8% (13)	— (1)	4% (6)	154
#1 Issue: Health Care	54% (104)	29% (56)	9% (17)	5% (9)	4% (7)	193
#1 Issue: Medicare / Social Security	50% (69)	34% (47)	11% (15)	4% (5)	1% (1)	138
#1 Issue: Women's Issues	44% (22)	38% (19)	13% (7)	3% (1)	1% (1)	50
#1 Issue: Education	59% (39)	26% (17)	7% (5)	5% (3)	3% (2)	66
2016 Vote: Hillary Clinton	56% (159)	29% (82)	12% (35)	1% (3)	2% (7)	285
2016 Vote: Donald Trump	55% (178)	32% (102)	9% (29)	2% (6)	3% (11)	325
2016 Vote: Someone else	55% (38)	28% (19)	10% (7)	5% (3)	2% (2)	69
2016 Vote: Didnt Vote	53% (133)	27% (68)	9% (23)	5% (11)	6% (15)	250
Voted in 2014: Yes	57% (327)	30% (172)	9% (53)	1% (5)	3% (18)	576
Voted in 2014: No	51% (183)	28% (102)	11% (40)	5% (17)	4% (15)	357
2012 Vote: Barack Obama	56% (207)	29% (105)	12% (43)	1% (2)	3% (11)	367
2012 Vote: Mitt Romney	55% (127)	30% (69)	10% (23)	1% (3)	3% (7)	230
2012 Vote: Didn't Vote	53% (161)	29% (87)	8% (24)	5% (16)	5% (14)	303
4-Region: Northeast	55% (93)	29% (50)	11% (18)	— (0)	5% (9)	170
4-Region: Midwest	51% (95)	33% (61)	11% (20)	3% (5)	3% (6)	187
4-Region: South	57% (192)	28% (96)	10% (35)	1% (5)	3% (11)	340
4-Region: West	55% (130)	28% (67)	8% (20)	5% (12)	3% (7)	236
Favorable of Trump	57% (227)	31% (124)	8% (34)	1% (5)	2% (9)	399
Unfavorable of Trump	55% (261)	28% (133)	11% (54)	3% (14)	3% (15)	478
Very Favorable of Trump	62% (141)	27% (63)	6% (14)	2% (4)	3% (6)	228
Somewhat Favorable of Trump	50% (86)	36% (61)	11% (19)	1% (2)	2% (3)	171
Somewhat Unfavorable of Trump	43% (47)	34% (37)	12% (13)	3% (4)	8% (9)	109
Very Unfavorable of Trump	58% (214)	26% (96)	11% (42)	3% (11)	2% (7)	369

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

Table BRD8a_5: *And, how important are each of the following features when deciding which smartphone to purchase?*

Battery power

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	74% (688)	21% (196)	3% (23)	1% (5)	2% (20)	933
Gender: Male	70% (319)	23% (104)	3% (15)	1% (3)	3% (14)	455
Gender: Female	77% (369)	19% (92)	2% (8)	— (2)	1% (7)	478
Age: 18-29	74% (152)	16% (33)	4% (8)	2% (4)	5% (10)	206
Age: 30-44	77% (176)	19% (44)	2% (6)	— (0)	1% (3)	228
Age: 45-54	76% (131)	20% (35)	2% (3)	— (0)	2% (4)	173
Age: 55-64	72% (112)	27% (41)	1% (1)	— (0)	1% (1)	154
Age: 65+	68% (117)	25% (43)	4% (7)	1% (2)	2% (3)	171
Generation Z: 18-21	66% (41)	22% (13)	8% (5)	2% (1)	2% (1)	61
Millennial: Age 22-37	80% (217)	14% (38)	2% (5)	1% (2)	4% (10)	273
Generation X: Age 38-53	73% (186)	22% (56)	2% (6)	— (0)	2% (5)	253
Boomers: Age 54-72	71% (220)	25% (78)	2% (7)	1% (2)	1% (3)	311
PID: Dem (no lean)	75% (233)	19% (61)	4% (12)	— (1)	2% (6)	312
PID: Ind (no lean)	74% (189)	21% (54)	3% (7)	— (0)	2% (5)	255
PID: Rep (no lean)	73% (265)	22% (81)	1% (5)	1% (4)	3% (9)	365
PID/Gender: Dem Men	72% (108)	19% (28)	6% (9)	— (0)	3% (4)	149
PID/Gender: Dem Women	77% (125)	20% (32)	2% (2)	1% (1)	1% (2)	163
PID/Gender: Ind Men	71% (91)	21% (27)	4% (5)	— (0)	3% (4)	127
PID/Gender: Ind Women	77% (98)	21% (27)	1% (2)	— (0)	1% (1)	128
PID/Gender: Rep Men	67% (120)	27% (49)	1% (1)	2% (3)	3% (6)	179
PID/Gender: Rep Women	78% (145)	17% (33)	2% (4)	1% (1)	2% (4)	187
Ideo: Liberal (1-3)	71% (216)	24% (73)	2% (6)	1% (2)	2% (7)	304
Ideo: Moderate (4)	79% (154)	17% (34)	3% (6)	— (0)	1% (1)	195
Ideo: Conservative (5-7)	75% (227)	21% (64)	4% (11)	— (0)	1% (2)	304
Educ: College	76% (484)	18% (115)	3% (19)	1% (4)	2% (15)	638
Educ: Bachelors degree	68% (131)	28% (54)	1% (3)	1% (1)	3% (5)	193
Educ: Post-grad	71% (73)	27% (28)	2% (2)	— (0)	— (0)	102

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Table BRD8a_5: And, how important are each of the following features when deciding which smartphone to purchase?
 Battery power

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	74% (688)	21% (196)	3% (23)	1% (5)	2% (20)	933
Income: Under 50k	75% (406)	18% (96)	3% (19)	1% (5)	3% (15)	542
Income: 50k-100k	72% (206)	25% (72)	1% (3)	— (0)	1% (3)	285
Income: 100k+	71% (76)	26% (28)	1% (1)	— (0)	2% (2)	107
Ethnicity: White	72% (543)	23% (173)	2% (17)	— (4)	3% (19)	755
Ethnicity: Hispanic	79% (105)	17% (22)	3% (3)	1% (2)	— (0)	132
Ethnicity: Afr. Am.	80% (80)	14% (14)	7% (7)	— (0)	— (0)	100
Ethnicity: Other	83% (65)	12% (9)	— (0)	2% (2)	2% (2)	78
Relig: Protestant	75% (158)	21% (45)	3% (5)	— (0)	1% (3)	212
Relig: Roman Catholic	72% (134)	26% (49)	2% (4)	— (0)	— (0)	186
Relig: Something Else	82% (87)	16% (17)	1% (1)	— (0)	1% (1)	107
Relig: Evangelical	75% (276)	22% (80)	2% (7)	— (0)	1% (3)	366
Relig: Non-Evang. Catholics	75% (103)	22% (31)	2% (3)	— (0)	1% (1)	138
Relig: All Christian	75% (379)	22% (111)	2% (11)	— (0)	1% (4)	505
Relig: All Non-Christian	78% (104)	16% (22)	2% (3)	2% (2)	1% (2)	133
Community: Urban	81% (171)	15% (32)	2% (3)	1% (1)	2% (4)	211
Community: Suburban	73% (316)	22% (95)	3% (12)	— (1)	2% (8)	432
Community: Rural	69% (201)	24% (69)	3% (8)	1% (3)	3% (9)	290
Employ: Private Sector	72% (221)	24% (73)	3% (9)	— (0)	1% (2)	305
Employ: Government	86% (43)	11% (6)	— (0)	— (0)	2% (1)	50
Employ: Self-Employed	80% (69)	16% (14)	1% (1)	— (0)	3% (2)	86
Employ: Homemaker	84% (58)	15% (10)	1% (1)	— (0)	— (0)	69
Employ: Retired	66% (123)	29% (55)	2% (4)	1% (2)	1% (3)	185
Employ: Unemployed	66% (57)	21% (18)	5% (4)	1% (1)	7% (6)	86
Employ: Other	83% (90)	8% (9)	2% (2)	2% (2)	5% (6)	109
Military HH: Yes	74% (156)	22% (46)	2% (5)	2% (3)	— (0)	210
Military HH: No	74% (532)	21% (150)	3% (18)	— (2)	3% (20)	723
RD/WT: Right Direction	73% (259)	20% (73)	3% (12)	1% (3)	3% (9)	356
RD/WT: Wrong Track	74% (429)	21% (123)	2% (11)	— (2)	2% (11)	577
Trump Job Approve	75% (317)	20% (86)	3% (11)	— (1)	1% (6)	422
Trump Job Disapprove	74% (348)	21% (101)	3% (12)	— (1)	2% (9)	471

Continued on next page

Table BRD8a_5: And, how important are each of the following features when deciding which smartphone to purchase?

Battery power

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	74% (688)	21% (196)	3% (23)	1% (5)	2% (20)	933
Trump Job Strongly Approve	74% (162)	20% (45)	3% (7)	1% (1)	2% (4)	219
Trump Job Somewhat Approve	77% (155)	20% (41)	2% (4)	— (0)	1% (2)	202
Trump Job Somewhat Disapprove	68% (93)	28% (38)	2% (2)	— (0)	3% (4)	137
Trump Job Strongly Disapprove	76% (255)	19% (63)	3% (10)	— (1)	2% (5)	334
#1 Issue: Economy	71% (171)	23% (55)	4% (9)	1% (1)	1% (3)	239
#1 Issue: Security	70% (108)	23% (35)	4% (7)	— (0)	3% (4)	154
#1 Issue: Health Care	80% (154)	18% (34)	— (0)	— (0)	3% (5)	193
#1 Issue: Medicare / Social Security	73% (101)	23% (31)	3% (5)	1% (1)	— (0)	138
#1 Issue: Women's Issues	67% (34)	30% (15)	2% (1)	— (0)	— (0)	50
#1 Issue: Education	85% (56)	8% (5)	3% (2)	5% (3)	— (0)	66
2016 Vote: Hillary Clinton	73% (208)	22% (63)	3% (7)	— (1)	2% (6)	285
2016 Vote: Donald Trump	75% (243)	21% (69)	3% (9)	— (1)	1% (3)	325
2016 Vote: Someone else	69% (47)	26% (18)	1% (0)	3% (2)	2% (1)	69
2016 Vote: Didnt Vote	74% (186)	18% (46)	3% (7)	— (1)	4% (10)	250
Voted in 2014: Yes	74% (426)	21% (123)	2% (14)	— (1)	2% (12)	576
Voted in 2014: No	73% (262)	21% (73)	3% (9)	1% (4)	2% (9)	357
2012 Vote: Barack Obama	74% (270)	21% (76)	3% (13)	— (0)	2% (8)	367
2012 Vote: Mitt Romney	73% (168)	22% (51)	3% (7)	1% (1)	1% (3)	230
2012 Vote: Didn't Vote	74% (223)	21% (64)	1% (4)	1% (4)	3% (9)	303
4-Region: Northeast	69% (118)	27% (46)	2% (4)	— (0)	2% (3)	170
4-Region: Midwest	73% (136)	22% (42)	3% (5)	1% (1)	2% (3)	187
4-Region: South	76% (257)	19% (65)	2% (8)	— (1)	2% (8)	340
4-Region: West	75% (177)	18% (43)	3% (7)	1% (3)	3% (7)	236
Favorable of Trump	76% (302)	20% (81)	2% (9)	— (1)	1% (5)	399
Unfavorable of Trump	74% (353)	21% (101)	3% (12)	— (1)	2% (9)	478
Very Favorable of Trump	79% (179)	16% (36)	3% (7)	1% (1)	2% (4)	228
Somewhat Favorable of Trump	72% (123)	26% (45)	1% (2)	— (0)	1% (1)	171
Somewhat Unfavorable of Trump	72% (79)	20% (22)	3% (3)	— (0)	5% (6)	109
Very Unfavorable of Trump	75% (275)	22% (80)	3% (9)	— (1)	1% (4)	369

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

Table BRD8a_6: *And, how important are each of the following features when deciding which smartphone to purchase?
 Sync-ability with other products such as tablets, laptops, fitness trackers, smartwatches, etc.*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Adults	32%	(294)	34%	(317)	23%	(210)	8%	(76)	4%	(35)	933
Gender: Male	32%	(146)	34%	(155)	21%	(97)	9%	(40)	4%	(17)	455
Gender: Female	31%	(148)	34%	(163)	24%	(113)	8%	(37)	4%	(17)	478
Age: 18-29	32%	(67)	29%	(60)	27%	(55)	5%	(10)	7%	(14)	206
Age: 30-44	37%	(84)	36%	(82)	18%	(42)	7%	(16)	3%	(6)	228
Age: 45-54	31%	(54)	34%	(58)	23%	(39)	9%	(15)	3%	(6)	173
Age: 55-64	26%	(41)	42%	(65)	19%	(29)	11%	(17)	1%	(2)	154
Age: 65+	29%	(49)	30%	(52)	26%	(45)	11%	(19)	4%	(7)	171
Generation Z: 18-21	31%	(19)	32%	(19)	26%	(16)	9%	(5)	2%	(1)	61
Millennial: Age 22-37	36%	(98)	31%	(85)	23%	(62)	4%	(12)	6%	(16)	273
Generation X: Age 38-53	30%	(76)	36%	(90)	22%	(55)	9%	(24)	3%	(8)	253
Boomers: Age 54-72	30%	(94)	36%	(112)	22%	(67)	10%	(31)	2%	(7)	311
PID: Dem (no lean)	32%	(101)	35%	(109)	21%	(65)	9%	(29)	3%	(9)	312
PID: Ind (no lean)	30%	(76)	35%	(90)	22%	(57)	8%	(20)	5%	(12)	255
PID: Rep (no lean)	32%	(117)	32%	(118)	24%	(88)	8%	(28)	4%	(14)	365
PID/Gender: Dem Men	37%	(56)	35%	(52)	15%	(22)	10%	(15)	3%	(4)	149
PID/Gender: Dem Women	28%	(46)	35%	(56)	26%	(43)	8%	(14)	3%	(5)	163
PID/Gender: Ind Men	29%	(37)	37%	(47)	22%	(28)	8%	(10)	4%	(6)	127
PID/Gender: Ind Women	31%	(39)	34%	(43)	23%	(29)	8%	(10)	5%	(7)	128
PID/Gender: Rep Men	30%	(53)	31%	(55)	26%	(47)	8%	(14)	5%	(8)	179
PID/Gender: Rep Women	34%	(64)	34%	(63)	22%	(41)	7%	(14)	3%	(6)	187
Ideo: Liberal (1-3)	32%	(98)	36%	(108)	21%	(64)	9%	(26)	3%	(8)	304
Ideo: Moderate (4)	34%	(65)	36%	(70)	20%	(40)	7%	(14)	3%	(5)	195
Ideo: Conservative (5-7)	30%	(92)	34%	(103)	25%	(76)	9%	(26)	2%	(6)	304
Educ: College	33%	(211)	31%	(196)	24%	(151)	8%	(52)	4%	(27)	638
Educ: Bachelors degree	31%	(59)	44%	(85)	14%	(27)	9%	(17)	3%	(5)	193
Educ: Post-grad	24%	(25)	35%	(36)	31%	(32)	8%	(8)	2%	(2)	102

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Table BRD8a_6: And, how important are each of the following features when deciding which smartphone to purchase?
Sync-ability with other products such as tablets, laptops, fitness trackers, smartwatches, etc.

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	32% (294)	34% (317)	23% (210)	8% (76)	4% (35)	933
Income: Under 50k	33% (180)	31% (166)	22% (118)	9% (50)	5% (28)	542
Income: 50k-100k	32% (91)	35% (101)	25% (70)	6% (18)	1% (4)	285
Income: 100k+	22% (23)	47% (51)	21% (22)	8% (8)	2% (3)	107
Ethnicity: White	29% (218)	34% (259)	23% (175)	10% (72)	4% (31)	755
Ethnicity: Hispanic	42% (56)	23% (30)	29% (38)	5% (6)	1% (2)	132
Ethnicity: Afr. Am.	47% (48)	34% (35)	15% (15)	3% (3)	— (0)	100
Ethnicity: Other	37% (29)	31% (24)	25% (20)	2% (2)	4% (3)	78
Relig: Protestant	28% (60)	35% (75)	24% (51)	10% (20)	3% (6)	212
Relig: Roman Catholic	36% (68)	34% (63)	22% (40)	8% (14)	— (1)	186
Relig: Something Else	27% (29)	36% (38)	25% (26)	9% (10)	4% (4)	107
Relig: Evangelical	30% (110)	35% (128)	25% (92)	8% (28)	2% (9)	366
Relig: Non-Evang. Catholics	33% (46)	35% (48)	19% (26)	12% (17)	1% (2)	138
Relig: All Christian	31% (156)	35% (176)	23% (117)	9% (45)	2% (10)	505
Relig: All Non-Christian	37% (49)	32% (42)	22% (29)	6% (8)	4% (5)	133
Community: Urban	34% (71)	32% (67)	28% (59)	5% (10)	2% (4)	211
Community: Suburban	30% (128)	39% (167)	20% (88)	8% (33)	3% (15)	432
Community: Rural	33% (95)	29% (83)	22% (63)	11% (33)	5% (16)	290
Employ: Private Sector	31% (95)	34% (102)	24% (73)	10% (30)	1% (4)	305
Employ: Government	39% (19)	37% (18)	14% (7)	7% (4)	2% (1)	50
Employ: Self-Employed	31% (27)	44% (38)	18% (15)	4% (3)	3% (3)	86
Employ: Homemaker	32% (22)	40% (28)	16% (11)	12% (8)	— (0)	69
Employ: Retired	27% (50)	36% (66)	26% (49)	7% (13)	4% (8)	185
Employ: Unemployed	32% (28)	24% (21)	30% (26)	6% (5)	8% (7)	86
Employ: Other	37% (40)	27% (29)	19% (21)	9% (10)	8% (9)	109
Military HH: Yes	33% (68)	34% (71)	25% (53)	6% (13)	2% (4)	210
Military HH: No	31% (226)	34% (246)	22% (157)	9% (64)	4% (30)	723
RD/WT: Right Direction	32% (113)	32% (115)	23% (81)	8% (30)	5% (17)	356
RD/WT: Wrong Track	31% (181)	35% (202)	22% (129)	8% (47)	3% (18)	577
Trump Job Approve	33% (140)	34% (144)	23% (95)	7% (29)	3% (14)	422
Trump Job Disapprove	30% (143)	35% (164)	23% (107)	9% (43)	3% (13)	471

Continued on next page

Table BRD8a_6: *And, how important are each of the following features when deciding which smartphone to purchase?
Sync-ability with other products such as tablets, laptops, fitness trackers, smartwatches, etc.*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	32% (294)	34% (317)	23% (210)	8% (76)	4% (35)	933
Trump Job Strongly Approve	33% (72)	32% (71)	23% (50)	8% (18)	4% (9)	219
Trump Job Somewhat Approve	34% (68)	36% (73)	22% (45)	6% (11)	2% (5)	202
Trump Job Somewhat Disapprove	27% (37)	40% (55)	24% (33)	6% (8)	3% (4)	137
Trump Job Strongly Disapprove	32% (106)	33% (109)	22% (75)	10% (35)	3% (9)	334
#1 Issue: Economy	33% (80)	32% (76)	26% (63)	6% (15)	2% (5)	239
#1 Issue: Security	29% (45)	36% (55)	24% (37)	7% (11)	4% (6)	154
#1 Issue: Health Care	33% (64)	31% (60)	19% (37)	13% (25)	4% (7)	193
#1 Issue: Medicare / Social Security	29% (41)	40% (56)	20% (28)	9% (12)	2% (2)	138
#1 Issue: Women's Issues	31% (16)	31% (15)	29% (15)	5% (2)	4% (2)	50
#1 Issue: Education	38% (25)	35% (23)	13% (9)	10% (6)	4% (3)	66
2016 Vote: Hillary Clinton	30% (85)	36% (101)	23% (65)	9% (27)	2% (7)	285
2016 Vote: Donald Trump	31% (100)	35% (115)	23% (76)	7% (24)	3% (9)	325
2016 Vote: Someone else	29% (20)	38% (26)	18% (12)	8% (6)	7% (5)	69
2016 Vote: Didnt Vote	35% (88)	29% (73)	22% (56)	8% (20)	5% (14)	250
Voted in 2014: Yes	30% (176)	37% (211)	21% (118)	9% (53)	3% (18)	576
Voted in 2014: No	33% (119)	30% (106)	26% (92)	7% (24)	5% (17)	357
2012 Vote: Barack Obama	35% (129)	35% (128)	19% (68)	8% (29)	4% (14)	367
2012 Vote: Mitt Romney	27% (62)	35% (81)	28% (65)	7% (17)	2% (6)	230
2012 Vote: Didn't Vote	32% (96)	31% (94)	24% (73)	9% (28)	4% (13)	303
4-Region: Northeast	34% (58)	34% (57)	24% (41)	5% (8)	4% (6)	170
4-Region: Midwest	25% (47)	37% (69)	26% (48)	8% (16)	4% (7)	187
4-Region: South	34% (117)	33% (113)	20% (70)	8% (28)	3% (12)	340
4-Region: West	31% (73)	33% (78)	22% (51)	11% (25)	4% (9)	236
Favorable of Trump	32% (128)	35% (139)	22% (89)	8% (31)	3% (13)	399
Unfavorable of Trump	32% (151)	33% (160)	24% (114)	9% (42)	2% (11)	478
Very Favorable of Trump	36% (82)	34% (78)	19% (44)	7% (16)	3% (7)	228
Somewhat Favorable of Trump	27% (46)	35% (60)	26% (45)	9% (15)	3% (6)	171
Somewhat Unfavorable of Trump	32% (35)	37% (40)	20% (22)	7% (7)	5% (5)	109
Very Unfavorable of Trump	32% (116)	32% (119)	25% (92)	10% (35)	2% (6)	369

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

Table BRD8a_7: *And, how important are each of the following features when deciding which smartphone to purchase?*

Easy to use

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Adults	68%	(636)	25%	(235)	3%	(28)	2%	(16)	2%	(18)	933
Gender: Male	64%	(293)	27%	(122)	4%	(18)	2%	(10)	3%	(13)	455
Gender: Female	72%	(343)	24%	(113)	2%	(11)	1%	(6)	1%	(5)	478
Age: 18-29	57%	(119)	28%	(57)	6%	(12)	3%	(6)	6%	(12)	206
Age: 30-44	61%	(139)	30%	(68)	6%	(14)	2%	(5)	1%	(2)	228
Age: 45-54	75%	(130)	22%	(38)	—	(0)	1%	(2)	2%	(3)	173
Age: 55-64	71%	(110)	28%	(43)	1%	(1)	—	(0)	1%	(1)	154
Age: 65+	81%	(139)	17%	(29)	1%	(1)	1%	(3)	—	(0)	171
Generation Z: 18-21	57%	(35)	25%	(15)	14%	(9)	—	(0)	4%	(2)	61
Millennial: Age 22-37	60%	(164)	29%	(80)	3%	(9)	3%	(8)	4%	(11)	273
Generation X: Age 38-53	67%	(171)	26%	(65)	3%	(8)	2%	(6)	2%	(4)	253
Boomers: Age 54-72	76%	(236)	22%	(70)	1%	(2)	1%	(3)	—	(1)	311
PID: Dem (no lean)	68%	(212)	26%	(80)	3%	(8)	3%	(8)	1%	(4)	312
PID: Ind (no lean)	69%	(176)	26%	(65)	3%	(7)	1%	(2)	2%	(4)	255
PID: Rep (no lean)	68%	(247)	25%	(90)	4%	(14)	1%	(5)	3%	(10)	365
PID/Gender: Dem Men	65%	(97)	25%	(37)	4%	(6)	4%	(6)	3%	(4)	149
PID/Gender: Dem Women	70%	(115)	26%	(43)	1%	(2)	2%	(2)	—	(0)	163
PID/Gender: Ind Men	64%	(81)	29%	(37)	3%	(4)	1%	(2)	3%	(3)	127
PID/Gender: Ind Women	75%	(96)	22%	(28)	3%	(3)	—	(1)	1%	(1)	128
PID/Gender: Rep Men	64%	(115)	27%	(47)	5%	(8)	2%	(3)	3%	(6)	179
PID/Gender: Rep Women	71%	(133)	23%	(42)	3%	(5)	1%	(3)	2%	(4)	187
Ideo: Liberal (1-3)	63%	(191)	30%	(90)	3%	(9)	3%	(8)	2%	(5)	304
Ideo: Moderate (4)	72%	(141)	23%	(44)	4%	(7)	1%	(2)	—	(0)	195
Ideo: Conservative (5-7)	74%	(225)	21%	(65)	3%	(10)	1%	(3)	—	(1)	304
Educ: College	68%	(432)	24%	(154)	4%	(24)	2%	(13)	2%	(15)	638
Educ: Bachelors degree	68%	(131)	27%	(52)	2%	(4)	2%	(3)	2%	(3)	193
Educ: Post-grad	71%	(73)	28%	(29)	1%	(1)	—	(0)	—	(0)	102

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Table BRD8a_7: *And, how important are each of the following features when deciding which smartphone to purchase?*
 Easy to use

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	68% (636)	25% (235)	3% (28)	2% (16)	2% (18)	933
Income: Under 50k	69% (376)	23% (123)	3% (16)	2% (12)	3% (15)	542
Income: 50k-100k	66% (188)	28% (81)	4% (10)	1% (2)	1% (3)	285
Income: 100k+	67% (72)	29% (31)	3% (3)	1% (1)	— (0)	107
Ethnicity: White	69% (520)	25% (189)	3% (19)	1% (11)	2% (16)	755
Ethnicity: Hispanic	72% (95)	21% (28)	3% (5)	4% (5)	— (0)	132
Ethnicity: Afr. Am.	71% (71)	21% (21)	6% (6)	2% (2)	— (0)	100
Ethnicity: Other	58% (45)	32% (25)	4% (3)	4% (3)	3% (2)	78
Relig: Protestant	75% (158)	22% (47)	2% (5)	— (0)	1% (1)	212
Relig: Roman Catholic	71% (133)	25% (46)	1% (2)	3% (5)	— (0)	186
Relig: Something Else	71% (76)	23% (25)	3% (4)	1% (1)	1% (1)	107
Relig: Evangelical	70% (256)	26% (95)	2% (7)	1% (5)	1% (3)	366
Relig: Non-Evang. Catholics	81% (112)	17% (24)	2% (3)	— (0)	— (0)	138
Relig: All Christian	73% (367)	23% (118)	2% (10)	1% (5)	1% (3)	505
Relig: All Non-Christian	69% (92)	23% (31)	4% (5)	1% (2)	2% (2)	133
Community: Urban	69% (145)	27% (56)	2% (4)	1% (2)	2% (4)	211
Community: Suburban	65% (281)	28% (123)	3% (14)	1% (5)	2% (8)	432
Community: Rural	72% (209)	19% (56)	4% (10)	3% (9)	2% (6)	290
Employ: Private Sector	65% (198)	29% (88)	4% (12)	1% (4)	1% (2)	305
Employ: Government	70% (35)	21% (10)	7% (3)	— (0)	2% (1)	50
Employ: Self-Employed	63% (54)	26% (22)	4% (4)	6% (5)	1% (1)	86
Employ: Homemaker	76% (53)	24% (17)	— (0)	— (0)	— (0)	69
Employ: Retired	76% (141)	22% (41)	1% (1)	1% (3)	— (0)	185
Employ: Unemployed	59% (51)	28% (24)	4% (3)	1% (1)	7% (6)	86
Employ: Other	70% (77)	21% (23)	2% (2)	2% (2)	5% (6)	109
Military HH: Yes	73% (153)	20% (41)	4% (9)	3% (7)	— (0)	210
Military HH: No	67% (483)	27% (193)	3% (20)	1% (9)	2% (18)	723
RD/WT: Right Direction	68% (241)	24% (84)	3% (10)	3% (12)	2% (9)	356
RD/WT: Wrong Track	68% (395)	26% (150)	3% (18)	1% (4)	2% (9)	577
Trump Job Approve	71% (298)	22% (93)	4% (16)	2% (10)	1% (5)	422
Trump Job Disapprove	68% (320)	28% (130)	2% (12)	1% (3)	1% (6)	471

Continued on next page

Table BRD8a_7: And, how important are each of the following features when deciding which smartphone to purchase?

Easy to use

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	68% (636)	25% (235)	3% (28)	2% (16)	2% (18)	933
Trump Job Strongly Approve	71% (156)	22% (48)	4% (9)	2% (4)	1% (3)	219
Trump Job Somewhat Approve	70% (142)	22% (45)	3% (7)	3% (6)	1% (2)	202
Trump Job Somewhat Disapprove	67% (91)	28% (39)	2% (3)	— (1)	2% (3)	137
Trump Job Strongly Disapprove	68% (229)	27% (91)	3% (9)	1% (2)	1% (4)	334
#1 Issue: Economy	65% (155)	26% (63)	5% (12)	3% (6)	1% (3)	239
#1 Issue: Security	72% (111)	20% (31)	4% (6)	1% (2)	3% (4)	154
#1 Issue: Health Care	72% (140)	26% (50)	1% (1)	1% (2)	— (1)	193
#1 Issue: Medicare / Social Security	82% (113)	16% (23)	1% (2)	— (0)	1% (1)	138
#1 Issue: Women's Issues	60% (30)	29% (15)	4% (2)	6% (3)	1% (0)	50
#1 Issue: Education	54% (35)	37% (24)	4% (3)	5% (3)	1% (0)	66
2016 Vote: Hillary Clinton	66% (189)	27% (78)	3% (8)	2% (6)	1% (4)	285
2016 Vote: Donald Trump	74% (242)	21% (68)	2% (8)	2% (6)	1% (2)	325
2016 Vote: Someone else	67% (46)	27% (19)	3% (2)	3% (2)	— (0)	69
2016 Vote: Didnt Vote	62% (156)	27% (69)	4% (11)	1% (2)	5% (12)	250
Voted in 2014: Yes	71% (408)	25% (144)	2% (10)	1% (6)	1% (8)	576
Voted in 2014: No	64% (228)	25% (90)	5% (18)	3% (10)	3% (10)	357
2012 Vote: Barack Obama	66% (244)	27% (99)	3% (12)	2% (6)	2% (6)	367
2012 Vote: Mitt Romney	79% (181)	19% (44)	1% (2)	1% (2)	1% (2)	230
2012 Vote: Didn't Vote	63% (190)	27% (83)	4% (13)	3% (8)	3% (10)	303
4-Region: Northeast	65% (111)	28% (47)	4% (6)	2% (3)	2% (3)	170
4-Region: Midwest	67% (125)	23% (43)	5% (10)	2% (4)	2% (5)	187
4-Region: South	71% (240)	25% (85)	3% (9)	1% (2)	1% (4)	340
4-Region: West	68% (160)	25% (60)	1% (3)	3% (7)	3% (7)	236
Favorable of Trump	71% (283)	23% (93)	3% (13)	1% (6)	1% (4)	399
Unfavorable of Trump	68% (324)	27% (128)	3% (12)	1% (7)	1% (6)	478
Very Favorable of Trump	74% (168)	20% (47)	4% (8)	1% (2)	1% (3)	228
Somewhat Favorable of Trump	67% (115)	27% (46)	3% (5)	2% (4)	1% (1)	171
Somewhat Unfavorable of Trump	63% (68)	29% (32)	4% (4)	2% (2)	2% (3)	109
Very Unfavorable of Trump	69% (256)	26% (96)	2% (8)	1% (5)	1% (3)	369

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

Table BRD8a_8: *And, how important are each of the following features when deciding which smartphone to purchase?
 Customizable security settings, such as controlling which apps have access to your camera or location*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Adults	45%	(417)	35%	(325)	13%	(123)	4%	(36)	3%	(32)	933
Gender: Male	42%	(192)	35%	(158)	15%	(67)	4%	(19)	4%	(19)	455
Gender: Female	47%	(224)	35%	(167)	12%	(56)	4%	(17)	3%	(13)	478
Age: 18-29	41%	(85)	36%	(73)	11%	(23)	5%	(9)	8%	(16)	206
Age: 30-44	45%	(103)	36%	(82)	14%	(32)	3%	(7)	2%	(5)	228
Age: 45-54	52%	(90)	35%	(60)	10%	(18)	1%	(2)	2%	(3)	173
Age: 55-64	47%	(73)	30%	(46)	13%	(21)	6%	(10)	3%	(5)	154
Age: 65+	38%	(66)	37%	(64)	17%	(30)	5%	(8)	2%	(4)	171
Generation Z: 18-21	36%	(22)	45%	(28)	11%	(7)	3%	(2)	5%	(3)	61
Millennial: Age 22-37	45%	(122)	32%	(87)	13%	(34)	5%	(13)	6%	(16)	273
Generation X: Age 38-53	48%	(122)	37%	(94)	12%	(30)	1%	(3)	2%	(4)	253
Boomers: Age 54-72	44%	(137)	33%	(102)	16%	(49)	5%	(15)	2%	(7)	311
PID: Dem (no lean)	44%	(136)	37%	(115)	13%	(40)	3%	(10)	4%	(11)	312
PID: Ind (no lean)	47%	(121)	33%	(83)	13%	(33)	3%	(8)	4%	(10)	255
PID: Rep (no lean)	44%	(160)	35%	(127)	14%	(50)	5%	(18)	3%	(11)	365
PID/Gender: Dem Men	44%	(65)	33%	(49)	16%	(24)	3%	(4)	5%	(7)	149
PID/Gender: Dem Women	43%	(71)	41%	(66)	10%	(16)	3%	(5)	3%	(5)	163
PID/Gender: Ind Men	43%	(55)	35%	(44)	14%	(18)	4%	(5)	5%	(6)	127
PID/Gender: Ind Women	51%	(66)	31%	(39)	12%	(15)	3%	(4)	3%	(4)	128
PID/Gender: Rep Men	40%	(72)	37%	(65)	14%	(25)	6%	(10)	3%	(6)	179
PID/Gender: Rep Women	47%	(87)	33%	(62)	13%	(25)	4%	(8)	3%	(5)	187
Ideo: Liberal (1-3)	41%	(125)	38%	(116)	15%	(44)	3%	(9)	3%	(9)	304
Ideo: Moderate (4)	49%	(95)	38%	(74)	10%	(20)	2%	(3)	2%	(3)	195
Ideo: Conservative (5-7)	45%	(137)	33%	(102)	15%	(46)	5%	(15)	1%	(3)	304
Educ: College	49%	(309)	32%	(205)	13%	(82)	3%	(19)	4%	(22)	638
Educ: Bachelors degree	40%	(77)	37%	(71)	14%	(27)	6%	(11)	4%	(7)	193
Educ: Post-grad	30%	(30)	48%	(49)	14%	(14)	6%	(6)	2%	(2)	102

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Table BRD8a_8: *And, how important are each of the following features when deciding which smartphone to purchase?
Customizable security settings, such as controlling which apps have access to your camera or location*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	45% (417)	35% (325)	13% (123)	4% (36)	3% (32)	933
Income: Under 50k	46% (251)	32% (176)	13% (70)	4% (21)	4% (24)	542
Income: 50k-100k	43% (122)	38% (110)	14% (40)	3% (9)	2% (4)	285
Income: 100k+	41% (44)	37% (40)	13% (14)	6% (6)	3% (3)	107
Ethnicity: White	44% (329)	35% (263)	14% (104)	4% (30)	4% (29)	755
Ethnicity: Hispanic	49% (65)	32% (42)	14% (18)	5% (7)	— (0)	132
Ethnicity: Afr. Am.	53% (53)	33% (33)	11% (11)	3% (3)	— (0)	100
Ethnicity: Other	44% (34)	37% (29)	11% (9)	3% (3)	4% (3)	78
Relig: Protestant	39% (83)	38% (81)	17% (36)	4% (9)	1% (3)	212
Relig: Roman Catholic	50% (93)	30% (55)	14% (26)	5% (9)	2% (3)	186
Relig: Something Else	54% (58)	28% (30)	12% (13)	2% (2)	3% (3)	107
Relig: Evangelical	47% (174)	32% (118)	14% (52)	4% (13)	2% (9)	366
Relig: Non-Evang. Catholics	44% (60)	35% (48)	16% (23)	5% (7)	1% (1)	138
Relig: All Christian	46% (234)	33% (166)	15% (75)	4% (20)	2% (10)	505
Relig: All Non-Christian	47% (63)	40% (53)	8% (11)	3% (4)	2% (3)	133
Community: Urban	51% (107)	32% (67)	13% (27)	2% (5)	3% (6)	211
Community: Suburban	43% (184)	37% (161)	13% (54)	4% (19)	3% (14)	432
Community: Rural	43% (125)	34% (98)	14% (42)	4% (12)	4% (13)	290
Employ: Private Sector	46% (140)	38% (115)	11% (34)	4% (11)	2% (5)	305
Employ: Government	47% (24)	31% (16)	14% (7)	5% (3)	2% (1)	50
Employ: Self-Employed	46% (40)	36% (31)	14% (12)	1% (1)	2% (2)	86
Employ: Homemaker	54% (37)	35% (24)	3% (2)	8% (6)	— (0)	69
Employ: Retired	39% (73)	35% (66)	16% (30)	6% (11)	3% (5)	185
Employ: Unemployed	50% (43)	32% (28)	10% (9)	1% (1)	7% (6)	86
Employ: Other	43% (47)	26% (28)	20% (22)	2% (2)	9% (10)	109
Military HH: Yes	48% (101)	34% (72)	13% (26)	4% (8)	1% (2)	210
Military HH: No	44% (315)	35% (253)	13% (97)	4% (28)	4% (30)	723
RD/WT: Right Direction	41% (147)	38% (135)	13% (48)	4% (13)	4% (14)	356
RD/WT: Wrong Track	47% (270)	33% (191)	13% (75)	4% (23)	3% (18)	577
Trump Job Approve	44% (187)	36% (151)	14% (61)	3% (12)	3% (11)	422
Trump Job Disapprove	45% (213)	35% (164)	13% (60)	4% (18)	3% (15)	471

Continued on next page

Table BRD8a_8: And, how important are each of the following features when deciding which smartphone to purchase?
Customizable security settings, such as controlling which apps have access to your camera or location

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	45% (417)	35% (325)	13% (123)	4% (36)	3% (32)	933
Trump Job Strongly Approve	49% (108)	31% (69)	14% (31)	2% (5)	3% (6)	219
Trump Job Somewhat Approve	39% (78)	41% (83)	15% (30)	3% (7)	2% (5)	202
Trump Job Somewhat Disapprove	44% (60)	36% (49)	12% (17)	5% (6)	3% (4)	137
Trump Job Strongly Disapprove	46% (153)	34% (115)	13% (43)	4% (12)	3% (12)	334
#1 Issue: Economy	44% (105)	38% (90)	14% (32)	3% (6)	2% (6)	239
#1 Issue: Security	43% (66)	37% (57)	15% (23)	2% (3)	3% (5)	154
#1 Issue: Health Care	47% (91)	27% (53)	16% (30)	7% (13)	4% (7)	193
#1 Issue: Medicare / Social Security	50% (70)	36% (50)	11% (15)	3% (4)	— (0)	138
#1 Issue: Women's Issues	37% (18)	42% (21)	12% (6)	5% (3)	4% (2)	50
#1 Issue: Education	41% (27)	45% (30)	7% (4)	5% (3)	2% (1)	66
2016 Vote: Hillary Clinton	43% (124)	40% (114)	11% (30)	3% (9)	3% (8)	285
2016 Vote: Donald Trump	44% (143)	33% (108)	16% (51)	5% (17)	2% (6)	325
2016 Vote: Someone else	47% (33)	31% (22)	11% (8)	5% (3)	6% (4)	69
2016 Vote: Didnt Vote	46% (116)	32% (81)	13% (33)	3% (7)	5% (13)	250
Voted in 2014: Yes	46% (265)	35% (199)	13% (74)	3% (20)	3% (17)	576
Voted in 2014: No	42% (151)	35% (126)	14% (49)	4% (16)	4% (15)	357
2012 Vote: Barack Obama	45% (164)	39% (143)	11% (39)	2% (8)	4% (13)	367
2012 Vote: Mitt Romney	42% (98)	32% (74)	18% (41)	6% (14)	2% (4)	230
2012 Vote: Didn't Vote	46% (138)	33% (101)	13% (38)	4% (13)	4% (13)	303
4-Region: Northeast	42% (72)	39% (66)	13% (22)	2% (3)	4% (7)	170
4-Region: Midwest	39% (72)	41% (76)	15% (27)	3% (6)	3% (6)	187
4-Region: South	47% (161)	33% (112)	13% (43)	4% (13)	3% (10)	340
4-Region: West	47% (112)	30% (71)	13% (30)	6% (14)	4% (9)	236
Favorable of Trump	45% (181)	35% (142)	13% (52)	4% (15)	2% (10)	399
Unfavorable of Trump	45% (215)	35% (166)	14% (65)	4% (17)	3% (14)	478
Very Favorable of Trump	51% (117)	33% (75)	11% (26)	2% (5)	2% (5)	228
Somewhat Favorable of Trump	37% (64)	39% (67)	15% (26)	5% (9)	3% (5)	171
Somewhat Unfavorable of Trump	42% (46)	31% (33)	18% (19)	6% (6)	4% (4)	109
Very Unfavorable of Trump	46% (169)	36% (133)	12% (46)	3% (11)	3% (9)	369

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

Table BRD8b_1: *And, how important are each of the following features when deciding which smartphone to purchase?*
Durability (waterproof, screen crack resistant, etc.)

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Adults	64%	(616)	24%	(235)	6%	(62)	2%	(16)	3%	(33)	961
Gender: Male	61%	(284)	24%	(112)	8%	(39)	2%	(9)	4%	(20)	464
Gender: Female	67%	(332)	25%	(123)	5%	(23)	1%	(7)	3%	(13)	498
Age: 18-29	68%	(153)	22%	(49)	6%	(13)	2%	(4)	3%	(6)	225
Age: 30-44	62%	(164)	26%	(68)	6%	(17)	1%	(2)	5%	(14)	264
Age: 45-54	69%	(120)	21%	(36)	7%	(12)	1%	(1)	3%	(6)	175
Age: 55-64	67%	(104)	21%	(33)	3%	(5)	5%	(7)	4%	(6)	155
Age: 65+	52%	(74)	35%	(50)	11%	(15)	2%	(3)	1%	(1)	143
Generation Z: 18-21	59%	(49)	29%	(24)	5%	(4)	3%	(2)	5%	(4)	83
Millennial: Age 22-37	65%	(190)	23%	(66)	8%	(23)	—	(1)	4%	(13)	293
Generation X: Age 38-53	69%	(194)	22%	(62)	5%	(15)	1%	(2)	3%	(9)	282
Boomers: Age 54-72	64%	(175)	25%	(67)	5%	(14)	4%	(10)	2%	(6)	271
PID: Dem (no lean)	63%	(217)	24%	(84)	8%	(29)	2%	(8)	2%	(6)	344
PID: Ind (no lean)	65%	(164)	26%	(64)	4%	(9)	1%	(3)	4%	(10)	250
PID: Rep (no lean)	64%	(235)	24%	(87)	6%	(24)	1%	(5)	5%	(17)	368
PID/Gender: Dem Men	57%	(90)	23%	(37)	15%	(23)	2%	(4)	2%	(4)	158
PID/Gender: Dem Women	68%	(127)	25%	(47)	3%	(6)	2%	(4)	1%	(2)	186
PID/Gender: Ind Men	61%	(72)	27%	(32)	4%	(5)	1%	(2)	6%	(7)	117
PID/Gender: Ind Women	69%	(92)	24%	(33)	3%	(4)	1%	(1)	3%	(3)	134
PID/Gender: Rep Men	64%	(122)	23%	(44)	6%	(11)	2%	(4)	5%	(9)	189
PID/Gender: Rep Women	64%	(113)	24%	(43)	7%	(13)	1%	(1)	4%	(7)	178
Ideo: Liberal (1-3)	64%	(204)	24%	(77)	8%	(27)	1%	(3)	2%	(7)	318
Ideo: Moderate (4)	67%	(158)	23%	(55)	7%	(16)	2%	(4)	1%	(3)	236
Ideo: Conservative (5-7)	65%	(181)	26%	(72)	6%	(15)	1%	(4)	2%	(6)	278
Educ: College	66%	(420)	22%	(140)	6%	(38)	2%	(15)	4%	(27)	640
Educ: Bachelors degree	61%	(126)	29%	(59)	8%	(18)	—	(1)	2%	(3)	207
Educ: Post-grad	60%	(69)	32%	(36)	6%	(6)	—	(0)	3%	(3)	115

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Table BRD8b_1: *And, how important are each of the following features when deciding which smartphone to purchase?
 Durability (waterproof, screen crack resistant, etc.)*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	64% (616)	24% (235)	6% (62)	2% (16)	3% (33)	961
Income: Under 50k	64% (355)	23% (125)	7% (37)	2% (8)	5% (27)	553
Income: 50k-100k	67% (188)	23% (64)	6% (15)	3% (7)	2% (4)	279
Income: 100k+	56% (72)	36% (46)	8% (10)	— (0)	1% (2)	130
Ethnicity: White	65% (471)	25% (184)	5% (38)	1% (9)	3% (25)	728
Ethnicity: Hispanic	64% (108)	18% (30)	14% (24)	— (0)	4% (7)	169
Ethnicity: Afr. Am.	61% (85)	21% (30)	11% (15)	4% (6)	2% (3)	138
Ethnicity: Other	62% (59)	22% (21)	9% (9)	— (0)	6% (6)	96
Relig: Protestant	66% (131)	27% (54)	4% (8)	1% (1)	2% (4)	198
Relig: Roman Catholic	64% (115)	26% (47)	6% (11)	1% (3)	3% (5)	181
Relig: Something Else	59% (61)	24% (24)	10% (11)	3% (3)	4% (4)	104
Relig: Evangelical	64% (218)	25% (86)	6% (22)	2% (5)	3% (9)	339
Relig: Non-Evang. Catholics	63% (90)	28% (40)	5% (7)	1% (2)	3% (5)	143
Relig: All Christian	64% (308)	26% (125)	6% (29)	1% (7)	3% (14)	483
Relig: All Non-Christian	67% (92)	19% (26)	6% (8)	4% (5)	5% (6)	137
Community: Urban	59% (157)	23% (62)	10% (26)	2% (5)	6% (15)	265
Community: Suburban	63% (280)	26% (113)	7% (29)	2% (8)	3% (12)	442
Community: Rural	70% (178)	24% (60)	3% (7)	1% (2)	2% (6)	254
Employ: Private Sector	71% (221)	21% (67)	5% (16)	1% (3)	2% (5)	313
Employ: Government	51% (37)	31% (22)	13% (9)	1% (1)	3% (3)	72
Employ: Self-Employed	75% (62)	19% (15)	4% (3)	1% (0)	1% (1)	82
Employ: Homemaker	68% (57)	22% (19)	3% (2)	1% (1)	7% (6)	85
Employ: Student	49% (27)	37% (20)	9% (5)	— (0)	4% (2)	55
Employ: Retired	55% (90)	29% (49)	9% (15)	4% (7)	2% (4)	165
Employ: Unemployed	57% (56)	23% (23)	11% (10)	3% (3)	6% (6)	99
Employ: Other	72% (66)	21% (20)	— (0)	— (0)	7% (6)	91
Military HH: Yes	66% (112)	23% (39)	5% (9)	1% (1)	5% (9)	170
Military HH: No	64% (503)	25% (197)	7% (53)	2% (14)	3% (24)	792
RD/WT: Right Direction	66% (258)	23% (90)	6% (25)	1% (4)	4% (15)	391
RD/WT: Wrong Track	63% (358)	26% (146)	7% (37)	2% (12)	3% (18)	570

Continued on next page

Table BRD8b_1: And, how important are each of the following features when deciding which smartphone to purchase?
Durability (waterproof, screen crack resistant, etc.)

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	64% (616)	24% (235)	6% (62)	2% (16)	3% (33)	961
Trump Job Approve	65% (269)	23% (96)	6% (25)	2% (8)	4% (15)	412
Trump Job Disapprove	65% (309)	25% (120)	7% (35)	2% (8)	1% (4)	476
Trump Job Strongly Approve	66% (132)	23% (46)	5% (11)	1% (2)	4% (9)	200
Trump Job Somewhat Approve	64% (137)	24% (50)	7% (14)	2% (5)	3% (6)	212
Trump Job Somewhat Disapprove	63% (78)	29% (37)	7% (9)	— (0)	— (0)	125
Trump Job Strongly Disapprove	66% (231)	24% (83)	7% (26)	2% (8)	1% (4)	351
#1 Issue: Economy	64% (175)	23% (64)	8% (23)	1% (3)	3% (9)	273
#1 Issue: Security	69% (125)	23% (43)	4% (7)	2% (3)	2% (4)	182
#1 Issue: Health Care	65% (105)	27% (44)	4% (6)	2% (3)	2% (3)	161
#1 Issue: Medicare / Social Security	61% (78)	23% (29)	8% (11)	4% (5)	4% (5)	127
#1 Issue: Women's Issues	61% (36)	26% (15)	9% (5)	2% (1)	2% (1)	59
#1 Issue: Education	61% (41)	24% (16)	9% (6)	— (0)	6% (4)	68
#1 Issue: Other	60% (34)	21% (12)	8% (4)	1% (1)	10% (5)	56
2016 Vote: Hillary Clinton	62% (178)	26% (75)	9% (25)	1% (3)	2% (5)	287
2016 Vote: Donald Trump	65% (197)	26% (80)	5% (15)	1% (2)	3% (10)	304
2016 Vote: Someone else	69% (66)	19% (18)	7% (7)	2% (1)	3% (3)	95
2016 Vote: Didnt Vote	64% (172)	23% (62)	5% (13)	3% (9)	5% (15)	270
Voted in 2014: Yes	64% (378)	26% (151)	7% (39)	1% (5)	2% (14)	587
Voted in 2014: No	63% (237)	22% (84)	6% (23)	3% (11)	5% (19)	374
2012 Vote: Barack Obama	64% (227)	26% (92)	8% (28)	1% (2)	2% (7)	356
2012 Vote: Mitt Romney	64% (150)	28% (65)	5% (11)	1% (2)	3% (7)	235
2012 Vote: Didn't Vote	64% (217)	21% (71)	6% (21)	3% (11)	5% (18)	338
4-Region: Northeast	61% (98)	24% (39)	5% (9)	4% (6)	5% (9)	162
4-Region: Midwest	63% (133)	29% (62)	5% (10)	— (0)	3% (6)	210
4-Region: South	68% (254)	21% (76)	6% (24)	1% (6)	3% (12)	372
4-Region: West	60% (130)	27% (58)	9% (20)	2% (4)	3% (6)	218
Favorable of Trump	67% (274)	23% (93)	6% (25)	1% (4)	3% (12)	408
Unfavorable of Trump	64% (320)	25% (124)	7% (32)	2% (11)	2% (10)	497

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Table BRD8b_1: And, how important are each of the following features when deciding which smartphone to purchase?
Durability (waterproof, screen crack resistant, etc.)

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Adults	64%	(616)	24%	(235)	6%	(62)	2%	(16)	3%	(33)	961
Very Favorable of Trump	67%	(144)	23%	(49)	4%	(9)	2%	(4)	4%	(9)	214
Somewhat Favorable of Trump	67%	(130)	23%	(44)	8%	(16)	—	(1)	2%	(3)	193
Somewhat Unfavorable of Trump	67%	(71)	26%	(28)	3%	(3)	3%	(3)	1%	(1)	105
Very Unfavorable of Trump	64%	(250)	24%	(96)	8%	(29)	2%	(8)	2%	(9)	392

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

Table BRD8b_2: *And, how important are each of the following features when deciding which smartphone to purchase?*
Warranty and damage protection

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Adults	52%	(498)	30%	(285)	10%	(94)	5%	(45)	4%	(39)	961
Gender: Male	50%	(231)	30%	(140)	10%	(47)	5%	(25)	5%	(22)	464
Gender: Female	54%	(267)	29%	(145)	9%	(47)	4%	(21)	4%	(18)	498
Age: 18-29	57%	(128)	26%	(59)	9%	(20)	3%	(6)	5%	(11)	225
Age: 30-44	48%	(128)	33%	(88)	9%	(22)	4%	(12)	5%	(14)	264
Age: 45-54	56%	(98)	29%	(51)	8%	(13)	4%	(7)	3%	(6)	175
Age: 55-64	54%	(83)	27%	(41)	8%	(13)	8%	(12)	4%	(6)	155
Age: 65+	43%	(62)	32%	(45)	18%	(26)	6%	(8)	2%	(3)	143
Generation Z: 18-21	50%	(42)	27%	(23)	13%	(11)	1%	(1)	9%	(7)	83
Millennial: Age 22-37	55%	(162)	29%	(84)	8%	(22)	4%	(11)	4%	(13)	293
Generation X: Age 38-53	52%	(147)	32%	(89)	8%	(23)	4%	(12)	4%	(10)	282
Boomers: Age 54-72	52%	(142)	28%	(76)	11%	(31)	6%	(15)	3%	(7)	271
PID: Dem (no lean)	54%	(186)	32%	(110)	7%	(25)	4%	(14)	3%	(9)	344
PID: Ind (no lean)	48%	(121)	28%	(71)	12%	(29)	6%	(14)	6%	(14)	250
PID: Rep (no lean)	52%	(191)	28%	(103)	11%	(40)	5%	(17)	4%	(16)	368
PID/Gender: Dem Men	52%	(81)	33%	(52)	8%	(12)	4%	(7)	4%	(6)	158
PID/Gender: Dem Women	56%	(104)	31%	(58)	7%	(13)	4%	(7)	2%	(3)	186
PID/Gender: Ind Men	46%	(54)	26%	(31)	15%	(17)	6%	(7)	7%	(8)	117
PID/Gender: Ind Women	51%	(68)	30%	(40)	9%	(12)	6%	(8)	5%	(6)	134
PID/Gender: Rep Men	51%	(96)	30%	(57)	9%	(18)	6%	(11)	4%	(7)	189
PID/Gender: Rep Women	54%	(95)	26%	(46)	13%	(23)	3%	(6)	5%	(8)	178
Ideo: Liberal (1-3)	52%	(164)	33%	(104)	9%	(27)	3%	(11)	4%	(11)	318
Ideo: Moderate (4)	57%	(136)	27%	(64)	8%	(20)	6%	(14)	1%	(3)	236
Ideo: Conservative (5-7)	50%	(140)	30%	(84)	13%	(36)	4%	(12)	2%	(6)	278
Educ: College	55%	(349)	27%	(170)	9%	(61)	4%	(28)	5%	(31)	640
Educ: Bachelors degree	45%	(93)	37%	(77)	13%	(26)	3%	(7)	2%	(4)	207
Educ: Post-grad	49%	(56)	33%	(37)	6%	(7)	9%	(10)	3%	(4)	115

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Table BRD8b_2: And, how important are each of the following features when deciding which smartphone to purchase?
 Warranty and damage protection

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	52% (498)	30% (285)	10% (94)	5% (45)	4% (39)	961
Income: Under 50k	55% (306)	26% (145)	9% (47)	4% (22)	6% (32)	553
Income: 50k-100k	47% (132)	35% (99)	11% (30)	5% (13)	2% (5)	279
Income: 100k+	47% (60)	31% (41)	13% (17)	7% (9)	2% (3)	130
Ethnicity: White	49% (357)	31% (228)	11% (78)	5% (36)	4% (29)	728
Ethnicity: Hispanic	66% (111)	20% (35)	5% (9)	3% (5)	5% (9)	169
Ethnicity: Afr. Am.	65% (90)	22% (31)	7% (9)	4% (6)	1% (2)	138
Ethnicity: Other	53% (51)	27% (26)	8% (8)	3% (3)	9% (8)	96
Relig: Protestant	45% (89)	35% (69)	14% (28)	3% (7)	3% (5)	198
Relig: Roman Catholic	53% (96)	31% (56)	9% (15)	4% (8)	3% (6)	181
Relig: Something Else	49% (51)	21% (22)	18% (19)	6% (6)	5% (5)	104
Relig: Evangelical	49% (165)	29% (98)	14% (48)	5% (17)	3% (11)	339
Relig: Non-Evang. Catholics	50% (71)	35% (50)	10% (14)	3% (4)	3% (5)	143
Relig: All Christian	49% (236)	31% (148)	13% (62)	4% (21)	3% (16)	483
Relig: All Non-Christian	64% (88)	24% (33)	4% (5)	5% (7)	4% (5)	137
Community: Urban	52% (137)	24% (63)	12% (31)	7% (20)	5% (14)	265
Community: Suburban	51% (224)	34% (149)	8% (35)	4% (17)	4% (17)	442
Community: Rural	54% (137)	29% (73)	11% (28)	3% (8)	3% (9)	254
Employ: Private Sector	51% (160)	37% (115)	7% (23)	3% (10)	2% (5)	313
Employ: Government	56% (41)	22% (16)	9% (6)	9% (7)	3% (3)	72
Employ: Self-Employed	56% (46)	26% (22)	15% (12)	— (0)	3% (3)	82
Employ: Homemaker	56% (47)	25% (21)	10% (8)	2% (2)	7% (6)	85
Employ: Student	49% (27)	31% (17)	13% (7)	3% (2)	4% (2)	55
Employ: Retired	44% (72)	31% (51)	13% (22)	9% (15)	3% (5)	165
Employ: Unemployed	51% (50)	22% (21)	11% (11)	7% (6)	10% (10)	99
Employ: Other	60% (55)	23% (21)	6% (5)	4% (4)	7% (6)	91
Military HH: Yes	51% (87)	31% (52)	10% (18)	4% (7)	4% (6)	170
Military HH: No	52% (411)	29% (232)	10% (77)	5% (38)	4% (33)	792
RD/WT: Right Direction	53% (208)	27% (105)	12% (48)	4% (16)	4% (14)	391
RD/WT: Wrong Track	51% (290)	32% (180)	8% (46)	5% (30)	4% (25)	570

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Table BRD8b_2: And, how important are each of the following features when deciding which smartphone to purchase?
Warranty and damage protection

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	52% (498)	30% (285)	10% (94)	5% (45)	4% (39)	961
Trump Job Approve	51% (209)	27% (110)	13% (56)	6% (25)	3% (13)	412
Trump Job Disapprove	55% (262)	33% (155)	7% (36)	4% (17)	1% (6)	476
Trump Job Strongly Approve	51% (102)	26% (52)	13% (26)	7% (13)	3% (7)	200
Trump Job Somewhat Approve	50% (106)	27% (58)	14% (30)	6% (12)	3% (6)	212
Trump Job Somewhat Disapprove	50% (63)	35% (44)	11% (13)	3% (4)	1% (1)	125
Trump Job Strongly Disapprove	57% (199)	32% (111)	6% (22)	4% (14)	1% (5)	351
#1 Issue: Economy	56% (152)	26% (71)	11% (30)	3% (9)	4% (12)	273
#1 Issue: Security	54% (98)	30% (55)	8% (15)	5% (10)	2% (4)	182
#1 Issue: Health Care	48% (78)	34% (54)	11% (18)	6% (9)	1% (2)	161
#1 Issue: Medicare / Social Security	53% (67)	25% (31)	12% (15)	5% (7)	5% (6)	127
#1 Issue: Women's Issues	47% (28)	32% (19)	12% (7)	4% (2)	5% (3)	59
#1 Issue: Education	45% (31)	42% (28)	4% (3)	3% (2)	6% (4)	68
#1 Issue: Other	45% (25)	23% (13)	10% (6)	9% (5)	13% (7)	56
2016 Vote: Hillary Clinton	53% (153)	32% (91)	8% (23)	4% (11)	3% (9)	287
2016 Vote: Donald Trump	50% (153)	29% (87)	13% (40)	5% (15)	3% (9)	304
2016 Vote: Someone else	51% (48)	33% (31)	8% (7)	5% (4)	4% (4)	95
2016 Vote: Didnt Vote	52% (139)	27% (74)	9% (23)	6% (15)	7% (19)	270
Voted in 2014: Yes	50% (296)	31% (185)	11% (63)	5% (27)	3% (16)	587
Voted in 2014: No	54% (202)	27% (100)	8% (32)	5% (18)	6% (23)	374
2012 Vote: Barack Obama	49% (175)	36% (127)	8% (30)	4% (15)	3% (9)	356
2012 Vote: Mitt Romney	52% (123)	26% (62)	15% (34)	4% (10)	3% (6)	235
2012 Vote: Didn't Vote	56% (189)	26% (87)	6% (22)	5% (17)	7% (23)	338
4-Region: Northeast	48% (77)	28% (46)	9% (15)	8% (13)	7% (11)	162
4-Region: Midwest	55% (116)	27% (58)	10% (22)	3% (6)	4% (9)	210
4-Region: South	54% (199)	29% (109)	10% (36)	4% (16)	3% (11)	372
4-Region: West	49% (106)	33% (73)	10% (21)	5% (11)	4% (8)	218
Favorable of Trump	52% (212)	28% (116)	13% (52)	4% (17)	3% (11)	408
Unfavorable of Trump	54% (270)	31% (153)	7% (34)	5% (27)	3% (13)	497

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Table BRD8b_2: *And, how important are each of the following features when deciding which smartphone to purchase?*
Warranty and damage protection

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Adults	52%	(498)	30%	(285)	10%	(94)	5%	(45)	4%	(39)	961
Very Favorable of Trump	54%	(115)	26%	(55)	11%	(24)	6%	(13)	3%	(7)	214
Somewhat Favorable of Trump	50%	(97)	31%	(61)	14%	(28)	2%	(4)	2%	(4)	193
Somewhat Unfavorable of Trump	53%	(56)	27%	(28)	10%	(11)	9%	(9)	1%	(2)	105
Very Unfavorable of Trump	55%	(214)	32%	(125)	6%	(24)	4%	(17)	3%	(11)	392

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

Table BRD8b_3: *And, how important are each of the following features when deciding which smartphone to purchase?
Facial recognition capabilities (such as facial ID used to unlock your device)*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Adults	13%	(128)	20%	(189)	28%	(268)	32%	(308)	7%	(68)	961
Gender: Male	15%	(70)	22%	(103)	26%	(118)	29%	(134)	8%	(39)	464
Gender: Female	12%	(58)	17%	(86)	30%	(150)	35%	(175)	6%	(29)	498
Age: 18-29	22%	(48)	19%	(42)	30%	(66)	24%	(53)	7%	(15)	225
Age: 30-44	13%	(35)	24%	(64)	29%	(77)	24%	(63)	9%	(25)	264
Age: 45-54	14%	(25)	19%	(34)	26%	(45)	33%	(58)	8%	(13)	175
Age: 55-64	9%	(14)	16%	(25)	23%	(35)	46%	(71)	6%	(9)	155
Age: 65+	4%	(6)	16%	(23)	31%	(44)	44%	(64)	4%	(6)	143
Generation Z: 18-21	13%	(11)	17%	(14)	37%	(31)	22%	(18)	11%	(9)	83
Millennial: Age 22-37	19%	(56)	23%	(66)	25%	(74)	26%	(75)	7%	(21)	293
Generation X: Age 38-53	15%	(41)	21%	(58)	29%	(82)	28%	(78)	8%	(23)	282
Boomers: Age 54-72	7%	(20)	17%	(46)	26%	(71)	45%	(122)	4%	(12)	271
PID: Dem (no lean)	19%	(65)	20%	(70)	30%	(104)	26%	(91)	4%	(13)	344
PID: Ind (no lean)	14%	(34)	20%	(51)	28%	(69)	31%	(77)	7%	(19)	250
PID: Rep (no lean)	8%	(29)	18%	(67)	26%	(95)	38%	(141)	10%	(36)	368
PID/Gender: Dem Men	24%	(38)	23%	(36)	27%	(43)	20%	(32)	5%	(8)	158
PID/Gender: Dem Women	14%	(27)	18%	(34)	33%	(62)	31%	(59)	3%	(5)	186
PID/Gender: Ind Men	14%	(16)	24%	(28)	24%	(28)	31%	(36)	7%	(8)	117
PID/Gender: Ind Women	13%	(18)	17%	(23)	31%	(41)	31%	(41)	8%	(10)	134
PID/Gender: Rep Men	8%	(15)	20%	(38)	25%	(48)	35%	(66)	12%	(22)	189
PID/Gender: Rep Women	8%	(14)	16%	(29)	26%	(47)	42%	(75)	8%	(13)	178
Ideo: Liberal (1-3)	16%	(51)	24%	(76)	28%	(89)	28%	(89)	4%	(13)	318
Ideo: Moderate (4)	14%	(32)	20%	(46)	30%	(70)	31%	(74)	6%	(13)	236
Ideo: Conservative (5-7)	12%	(32)	19%	(52)	26%	(71)	38%	(106)	6%	(17)	278
Educ: College	12%	(77)	20%	(128)	29%	(184)	31%	(196)	9%	(54)	640
Educ: Bachelors degree	15%	(31)	17%	(35)	28%	(58)	37%	(77)	3%	(6)	207
Educ: Post-grad	18%	(20)	22%	(25)	23%	(26)	31%	(36)	6%	(7)	115

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Table BRD8b_3: *And, how important are each of the following features when deciding which smartphone to purchase?*
Facial recognition capabilities (such as facial ID used to unlock your device)

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	13% (128)	20% (189)	28% (268)	32% (308)	7% (68)	961
Income: Under 50k	16% (87)	19% (103)	28% (153)	29% (160)	9% (50)	553
Income: 50k-100k	11% (31)	19% (54)	32% (89)	33% (93)	5% (13)	279
Income: 100k+	8% (10)	25% (32)	21% (27)	43% (55)	4% (5)	130
Ethnicity: White	10% (71)	18% (134)	29% (210)	36% (265)	7% (48)	728
Ethnicity: Hispanic	19% (32)	21% (36)	24% (41)	25% (42)	11% (18)	169
Ethnicity: Afr. Am.	27% (37)	30% (42)	24% (34)	15% (20)	4% (6)	138
Ethnicity: Other	22% (21)	13% (13)	26% (25)	24% (23)	15% (15)	96
Relig: Protestant	11% (22)	18% (35)	35% (68)	32% (64)	5% (9)	198
Relig: Roman Catholic	13% (24)	23% (41)	29% (52)	30% (54)	5% (10)	181
Relig: Something Else	14% (15)	22% (22)	23% (24)	33% (34)	8% (8)	104
Relig: Evangelical	12% (40)	21% (70)	31% (105)	32% (107)	5% (16)	339
Relig: Non-Evang. Catholics	15% (21)	19% (28)	27% (39)	31% (44)	8% (11)	143
Relig: All Christian	13% (61)	20% (98)	30% (145)	31% (152)	6% (27)	483
Relig: All Non-Christian	22% (31)	13% (17)	21% (29)	38% (52)	6% (9)	137
Community: Urban	15% (40)	22% (59)	28% (75)	26% (69)	8% (21)	265
Community: Suburban	12% (52)	20% (90)	27% (119)	34% (152)	7% (30)	442
Community: Rural	14% (36)	15% (39)	29% (74)	34% (87)	7% (17)	254
Employ: Private Sector	17% (53)	21% (65)	28% (88)	30% (95)	4% (11)	313
Employ: Government	13% (9)	22% (16)	26% (19)	31% (23)	7% (5)	72
Employ: Self-Employed	17% (14)	22% (18)	21% (17)	33% (27)	8% (6)	82
Employ: Homemaker	16% (13)	18% (15)	30% (25)	29% (25)	8% (7)	85
Employ: Student	7% (4)	32% (18)	36% (20)	21% (12)	4% (2)	55
Employ: Retired	6% (10)	15% (25)	27% (45)	46% (76)	6% (10)	165
Employ: Unemployed	14% (14)	16% (16)	29% (28)	27% (26)	14% (14)	99
Employ: Other	12% (11)	18% (16)	28% (26)	28% (26)	13% (12)	91
Military HH: Yes	10% (17)	20% (34)	28% (47)	37% (63)	6% (9)	170
Military HH: No	14% (111)	20% (155)	28% (221)	31% (246)	7% (58)	792
RD/WT: Right Direction	12% (48)	21% (83)	26% (100)	35% (137)	6% (23)	391
RD/WT: Wrong Track	14% (80)	19% (106)	30% (168)	30% (171)	8% (45)	570

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Table BRD8b_3: And, how important are each of the following features when deciding which smartphone to purchase?
Facial recognition capabilities (such as facial ID used to unlock your device)

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	13% (128)	20% (189)	28% (268)	32% (308)	7% (68)	961
Trump Job Approve	10% (41)	20% (82)	25% (104)	39% (161)	6% (25)	412
Trump Job Disapprove	16% (78)	22% (102)	30% (144)	28% (132)	4% (19)	476
Trump Job Strongly Approve	9% (18)	22% (45)	21% (42)	40% (80)	8% (16)	200
Trump Job Somewhat Approve	11% (23)	18% (37)	29% (61)	38% (81)	4% (9)	212
Trump Job Somewhat Disapprove	11% (13)	28% (34)	35% (44)	24% (29)	3% (4)	125
Trump Job Strongly Disapprove	19% (65)	19% (68)	29% (100)	29% (102)	4% (15)	351
#1 Issue: Economy	18% (48)	22% (61)	28% (76)	27% (74)	5% (14)	273
#1 Issue: Security	18% (33)	20% (37)	22% (40)	35% (63)	5% (10)	182
#1 Issue: Health Care	11% (18)	17% (28)	33% (54)	35% (56)	4% (6)	161
#1 Issue: Medicare / Social Security	13% (16)	17% (21)	29% (37)	30% (38)	11% (14)	127
#1 Issue: Women's Issues	11% (6)	14% (8)	38% (22)	32% (19)	5% (3)	59
#1 Issue: Education	4% (3)	29% (20)	26% (18)	27% (18)	14% (9)	68
#1 Issue: Other	2% (1)	13% (7)	25% (14)	43% (24)	18% (10)	56
2016 Vote: Hillary Clinton	19% (56)	20% (56)	30% (87)	26% (75)	4% (13)	287
2016 Vote: Donald Trump	8% (24)	20% (62)	24% (74)	41% (124)	6% (19)	304
2016 Vote: Someone else	11% (11)	16% (15)	32% (30)	33% (31)	8% (8)	95
2016 Vote: Didnt Vote	14% (37)	20% (54)	28% (74)	29% (77)	10% (27)	270
Voted in 2014: Yes	12% (71)	21% (123)	28% (164)	34% (198)	5% (31)	587
Voted in 2014: No	15% (57)	18% (66)	28% (105)	29% (110)	10% (37)	374
2012 Vote: Barack Obama	16% (57)	20% (71)	32% (114)	27% (96)	5% (18)	356
2012 Vote: Mitt Romney	9% (20)	21% (49)	23% (55)	41% (96)	7% (16)	235
2012 Vote: Didn't Vote	14% (49)	19% (63)	27% (92)	30% (102)	10% (33)	338
4-Region: Northeast	10% (17)	18% (28)	27% (44)	35% (57)	10% (16)	162
4-Region: Midwest	15% (31)	21% (44)	29% (62)	27% (58)	8% (16)	210
4-Region: South	16% (59)	18% (67)	28% (105)	31% (116)	7% (25)	372
4-Region: West	10% (22)	23% (49)	26% (58)	36% (78)	5% (11)	218
Favorable of Trump	10% (42)	18% (75)	27% (109)	38% (156)	6% (26)	408
Unfavorable of Trump	17% (82)	20% (101)	29% (145)	29% (145)	5% (23)	497

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Table BRD8b_3: And, how important are each of the following features when deciding which smartphone to purchase?
 Facial recognition capabilities (such as facial ID used to unlock your device)

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Adults	13%	(128)	20%	(189)	28%	(268)	32%	(308)	7%	(68)	961
Very Favorable of Trump	11%	(23)	21%	(44)	24%	(51)	37%	(79)	8%	(17)	214
Somewhat Favorable of Trump	10%	(19)	16%	(31)	30%	(58)	40%	(77)	4%	(8)	193
Somewhat Unfavorable of Trump	13%	(14)	21%	(22)	36%	(38)	27%	(28)	3%	(3)	105
Very Unfavorable of Trump	17%	(68)	20%	(79)	27%	(107)	30%	(116)	5%	(21)	392

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

Table BRD8b_4: *And, how important are each of the following features when deciding which smartphone to purchase?
Augmented and virtual reality tools (such as apps that sync with AR/VR applications)*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Adults	11%	(109)	19%	(179)	29%	(283)	31%	(301)	9%	(90)	961
Gender: Male	15%	(68)	23%	(107)	27%	(125)	26%	(121)	9%	(43)	464
Gender: Female	8%	(41)	15%	(72)	32%	(158)	36%	(180)	9%	(47)	498
Age: 18-29	18%	(41)	17%	(39)	24%	(55)	31%	(70)	9%	(21)	225
Age: 30-44	13%	(35)	20%	(53)	33%	(86)	23%	(61)	11%	(28)	264
Age: 45-54	10%	(18)	23%	(40)	32%	(56)	26%	(46)	9%	(16)	175
Age: 55-64	6%	(9)	16%	(25)	30%	(46)	41%	(64)	7%	(11)	155
Age: 65+	5%	(7)	16%	(22)	28%	(40)	42%	(60)	10%	(14)	143
Generation Z: 18-21	16%	(13)	17%	(14)	26%	(22)	29%	(24)	12%	(10)	83
Millennial: Age 22-37	15%	(43)	20%	(59)	28%	(81)	28%	(81)	10%	(28)	293
Generation X: Age 38-53	13%	(37)	20%	(56)	33%	(93)	25%	(69)	9%	(27)	282
Boomers: Age 54-72	6%	(15)	17%	(46)	29%	(78)	41%	(111)	7%	(20)	271
PID: Dem (no lean)	16%	(55)	19%	(66)	29%	(100)	30%	(102)	6%	(21)	344
PID: Ind (no lean)	10%	(24)	20%	(50)	31%	(79)	30%	(74)	9%	(23)	250
PID: Rep (no lean)	8%	(30)	17%	(63)	28%	(104)	34%	(125)	12%	(46)	368
PID/Gender: Dem Men	21%	(33)	21%	(33)	29%	(45)	24%	(38)	6%	(9)	158
PID/Gender: Dem Women	12%	(22)	18%	(33)	30%	(55)	34%	(64)	6%	(12)	186
PID/Gender: Ind Men	12%	(15)	28%	(32)	24%	(28)	29%	(34)	7%	(8)	117
PID/Gender: Ind Women	7%	(10)	13%	(18)	38%	(51)	31%	(41)	11%	(14)	134
PID/Gender: Rep Men	11%	(21)	22%	(42)	28%	(52)	26%	(50)	13%	(25)	189
PID/Gender: Rep Women	5%	(9)	12%	(21)	29%	(52)	42%	(75)	11%	(20)	178
Ideo: Liberal (1-3)	13%	(42)	20%	(62)	32%	(100)	29%	(91)	7%	(22)	318
Ideo: Moderate (4)	13%	(32)	25%	(58)	24%	(58)	31%	(74)	6%	(15)	236
Ideo: Conservative (5-7)	7%	(21)	12%	(34)	33%	(91)	38%	(105)	10%	(27)	278
Educ: College	12%	(77)	21%	(133)	29%	(188)	28%	(180)	10%	(62)	640
Educ: Bachelors degree	10%	(20)	13%	(28)	30%	(61)	38%	(80)	9%	(18)	207
Educ: Post-grad	10%	(12)	16%	(18)	30%	(34)	36%	(41)	8%	(10)	115

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Table BRD8b_4: And, how important are each of the following features when deciding which smartphone to purchase?
 Augmented and virtual reality tools (such as apps that sync with AR/VR applications)

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	11% (109)	19% (179)	29% (283)	31% (301)	9% (90)	961
Income: Under 50k	13% (74)	20% (109)	28% (155)	28% (155)	11% (60)	553
Income: 50k-100k	9% (25)	18% (50)	32% (91)	33% (92)	8% (21)	279
Income: 100k+	8% (10)	15% (20)	29% (38)	41% (54)	7% (9)	130
Ethnicity: White	9% (64)	17% (120)	31% (228)	34% (247)	9% (69)	728
Ethnicity: Hispanic	20% (33)	23% (38)	23% (39)	25% (42)	9% (16)	169
Ethnicity: Afr. Am.	18% (24)	29% (40)	25% (35)	24% (33)	4% (5)	138
Ethnicity: Other	22% (21)	19% (18)	21% (20)	22% (21)	16% (15)	96
Relig: Protestant	5% (9)	16% (32)	32% (64)	38% (76)	8% (17)	198
Relig: Roman Catholic	15% (27)	17% (31)	33% (59)	28% (50)	7% (13)	181
Relig: Something Else	9% (9)	17% (18)	35% (36)	29% (30)	11% (11)	104
Relig: Evangelical	9% (31)	16% (53)	36% (122)	31% (106)	8% (27)	339
Relig: Non-Evang. Catholics	10% (14)	19% (28)	26% (38)	35% (50)	10% (14)	143
Relig: All Christian	9% (45)	17% (81)	33% (160)	32% (156)	9% (41)	483
Relig: All Non-Christian	16% (23)	23% (31)	24% (33)	29% (39)	8% (11)	137
Community: Urban	13% (34)	24% (65)	25% (66)	26% (70)	12% (31)	265
Community: Suburban	10% (46)	17% (74)	30% (133)	34% (152)	9% (38)	442
Community: Rural	12% (29)	16% (41)	33% (84)	31% (79)	8% (21)	254
Employ: Private Sector	10% (30)	18% (56)	35% (109)	31% (97)	7% (21)	313
Employ: Government	13% (9)	18% (13)	24% (18)	35% (25)	9% (7)	72
Employ: Self-Employed	18% (15)	26% (22)	26% (21)	22% (18)	7% (6)	82
Employ: Homemaker	17% (14)	12% (10)	36% (30)	22% (19)	14% (12)	85
Employ: Student	5% (3)	29% (16)	36% (20)	20% (11)	9% (5)	55
Employ: Retired	5% (8)	15% (25)	27% (45)	43% (72)	9% (15)	165
Employ: Unemployed	10% (10)	17% (16)	23% (22)	39% (39)	11% (11)	99
Employ: Other	21% (19)	22% (20)	20% (18)	22% (20)	15% (14)	91
Military HH: Yes	7% (13)	15% (25)	36% (62)	30% (52)	11% (19)	170
Military HH: No	12% (96)	19% (154)	28% (221)	31% (249)	9% (71)	792
RD/WT: Right Direction	11% (41)	22% (86)	30% (118)	28% (109)	9% (37)	391
RD/WT: Wrong Track	12% (67)	16% (93)	29% (165)	34% (192)	9% (53)	570

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Table BRD8b_4: And, how important are each of the following features when deciding which smartphone to purchase?
Augmented and virtual reality tools (such as apps that sync with AR/VR applications)

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	11% (109)	19% (179)	29% (283)	31% (301)	9% (90)	961
Trump Job Approve	9% (37)	22% (92)	30% (123)	30% (124)	9% (36)	412
Trump Job Disapprove	14% (65)	16% (78)	31% (148)	33% (156)	6% (28)	476
Trump Job Strongly Approve	8% (16)	24% (48)	26% (51)	32% (64)	10% (20)	200
Trump Job Somewhat Approve	10% (21)	21% (44)	34% (72)	28% (60)	7% (15)	212
Trump Job Somewhat Disapprove	13% (16)	15% (18)	40% (50)	27% (34)	5% (6)	125
Trump Job Strongly Disapprove	14% (49)	17% (59)	28% (99)	35% (122)	6% (22)	351
#1 Issue: Economy	15% (41)	19% (52)	30% (81)	30% (81)	6% (17)	273
#1 Issue: Security	17% (30)	19% (35)	25% (46)	29% (53)	10% (18)	182
#1 Issue: Health Care	7% (11)	21% (34)	31% (49)	33% (53)	9% (14)	161
#1 Issue: Medicare / Social Security	7% (9)	18% (23)	29% (37)	33% (42)	12% (16)	127
#1 Issue: Women's Issues	14% (8)	4% (2)	29% (17)	38% (22)	15% (9)	59
#1 Issue: Education	7% (5)	24% (16)	32% (22)	28% (19)	8% (6)	68
#1 Issue: Other	5% (3)	21% (12)	29% (16)	32% (18)	14% (8)	56
2016 Vote: Hillary Clinton	14% (41)	19% (54)	29% (83)	31% (87)	8% (22)	287
2016 Vote: Donald Trump	7% (20)	20% (61)	31% (95)	33% (100)	9% (27)	304
2016 Vote: Someone else	11% (10)	18% (17)	31% (29)	33% (31)	8% (7)	95
2016 Vote: Didnt Vote	13% (35)	17% (45)	28% (76)	30% (82)	12% (32)	270
Voted in 2014: Yes	10% (60)	20% (118)	31% (182)	31% (180)	8% (46)	587
Voted in 2014: No	13% (48)	16% (61)	27% (101)	32% (121)	12% (43)	374
2012 Vote: Barack Obama	13% (46)	22% (79)	28% (101)	29% (103)	7% (27)	356
2012 Vote: Mitt Romney	7% (17)	16% (39)	30% (70)	37% (88)	9% (22)	235
2012 Vote: Didn't Vote	13% (44)	16% (53)	29% (100)	30% (102)	11% (38)	338
4-Region: Northeast	10% (16)	17% (27)	29% (47)	32% (52)	12% (20)	162
4-Region: Midwest	13% (26)	16% (34)	30% (64)	31% (66)	9% (20)	210
4-Region: South	11% (42)	21% (79)	28% (104)	31% (113)	9% (33)	372
4-Region: West	11% (24)	17% (38)	31% (69)	32% (70)	8% (17)	218
Favorable of Trump	10% (43)	21% (88)	29% (117)	31% (125)	9% (36)	408
Unfavorable of Trump	12% (60)	16% (80)	32% (158)	33% (164)	7% (34)	497

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Table BRD8b_4: And, how important are each of the following features when deciding which smartphone to purchase?
 Augmented and virtual reality tools (such as apps that sync with AR/VR applications)

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Adults	11%	(109)	19%	(179)	29%	(283)	31%	(301)	9%	(90)	961
Very Favorable of Trump	9%	(19)	22%	(48)	26%	(55)	32%	(69)	10%	(22)	214
Somewhat Favorable of Trump	12%	(23)	20%	(40)	32%	(62)	29%	(56)	7%	(13)	193
Somewhat Unfavorable of Trump	16%	(17)	15%	(16)	35%	(37)	29%	(30)	5%	(5)	105
Very Unfavorable of Trump	11%	(43)	16%	(64)	31%	(121)	34%	(134)	7%	(29)	392

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

Table BRD8b_5: *And, how important are each of the following features when deciding which smartphone to purchase?*
Available fitness tracking tools (such as workout logs, heart rate trackers or step counters)

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Adults	13%	(128)	26%	(252)	29%	(278)	26%	(249)	6%	(54)	961
Gender: Male	14%	(66)	26%	(122)	29%	(134)	24%	(112)	6%	(30)	464
Gender: Female	13%	(63)	26%	(130)	29%	(143)	28%	(138)	5%	(24)	498
Age: 18-29	21%	(46)	28%	(63)	23%	(51)	22%	(50)	6%	(14)	225
Age: 30-44	19%	(49)	31%	(81)	29%	(76)	17%	(44)	6%	(15)	264
Age: 45-54	8%	(14)	23%	(39)	41%	(72)	22%	(38)	6%	(11)	175
Age: 55-64	8%	(12)	28%	(44)	19%	(29)	40%	(62)	5%	(8)	155
Age: 65+	5%	(7)	17%	(25)	34%	(49)	39%	(56)	5%	(7)	143
Generation Z: 18-21	20%	(16)	27%	(23)	20%	(16)	21%	(17)	12%	(10)	83
Millennial: Age 22-37	20%	(59)	31%	(91)	25%	(72)	20%	(60)	4%	(12)	293
Generation X: Age 38-53	12%	(34)	25%	(70)	38%	(108)	19%	(53)	6%	(17)	282
Boomers: Age 54-72	7%	(18)	24%	(65)	28%	(75)	37%	(101)	4%	(12)	271
PID: Dem (no lean)	18%	(61)	31%	(108)	28%	(95)	19%	(66)	4%	(14)	344
PID: Ind (no lean)	12%	(31)	26%	(65)	28%	(70)	27%	(68)	7%	(16)	250
PID: Rep (no lean)	10%	(36)	22%	(79)	31%	(112)	32%	(116)	6%	(24)	368
PID/Gender: Dem Men	20%	(32)	34%	(54)	26%	(40)	15%	(24)	5%	(8)	158
PID/Gender: Dem Women	16%	(29)	29%	(54)	29%	(55)	23%	(42)	3%	(6)	186
PID/Gender: Ind Men	13%	(15)	24%	(28)	27%	(31)	29%	(33)	7%	(8)	117
PID/Gender: Ind Women	12%	(16)	27%	(36)	29%	(39)	26%	(34)	6%	(8)	134
PID/Gender: Rep Men	10%	(19)	21%	(39)	33%	(63)	29%	(55)	7%	(14)	189
PID/Gender: Rep Women	10%	(18)	22%	(40)	28%	(49)	34%	(61)	6%	(10)	178
Ideo: Liberal (1-3)	18%	(57)	31%	(97)	27%	(85)	21%	(66)	4%	(12)	318
Ideo: Moderate (4)	16%	(38)	24%	(56)	29%	(68)	25%	(60)	6%	(14)	236
Ideo: Conservative (5-7)	8%	(22)	26%	(71)	32%	(89)	32%	(88)	3%	(8)	278
Educ: College	13%	(81)	23%	(150)	31%	(197)	26%	(167)	7%	(45)	640
Educ: Bachelors degree	15%	(31)	28%	(57)	26%	(53)	29%	(60)	2%	(5)	207
Educ: Post-grad	14%	(16)	39%	(44)	23%	(27)	20%	(23)	4%	(4)	115

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Table BRD8b_5: *And, how important are each of the following features when deciding which smartphone to purchase?*
Available fitness tracking tools (such as workout logs, heart rate trackers or step counters)

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	13% (128)	26% (252)	29% (278)	26% (249)	6% (54)	961
Income: Under 50k	15% (82)	25% (137)	27% (147)	26% (144)	8% (43)	553
Income: 50k-100k	10% (28)	28% (77)	34% (96)	25% (71)	3% (8)	279
Income: 100k+	14% (19)	29% (38)	27% (35)	27% (35)	2% (3)	130
Ethnicity: White	10% (75)	26% (189)	31% (225)	28% (202)	5% (37)	728
Ethnicity: Hispanic	25% (41)	21% (36)	22% (37)	23% (39)	9% (15)	169
Ethnicity: Afr. Am.	21% (30)	28% (38)	27% (37)	21% (29)	3% (4)	138
Ethnicity: Other	25% (24)	25% (24)	16% (15)	19% (18)	15% (14)	96
Relig: Protestant	9% (19)	28% (55)	30% (60)	29% (57)	4% (8)	198
Relig: Roman Catholic	11% (21)	29% (53)	31% (55)	24% (43)	4% (8)	181
Relig: Something Else	16% (16)	25% (26)	33% (34)	20% (20)	7% (7)	104
Relig: Evangelical	10% (35)	30% (100)	30% (101)	25% (86)	5% (17)	339
Relig: Non-Evang. Catholics	14% (20)	23% (33)	34% (49)	25% (35)	4% (6)	143
Relig: All Christian	11% (55)	28% (134)	31% (149)	25% (121)	5% (23)	483
Relig: All Non-Christian	21% (28)	25% (34)	24% (33)	20% (28)	10% (13)	137
Community: Urban	17% (45)	27% (71)	24% (64)	23% (62)	9% (23)	265
Community: Suburban	11% (49)	27% (121)	31% (137)	25% (113)	5% (22)	442
Community: Rural	14% (35)	24% (60)	30% (76)	29% (75)	4% (10)	254
Employ: Private Sector	13% (42)	36% (113)	33% (104)	16% (50)	1% (5)	313
Employ: Government	30% (22)	18% (13)	19% (14)	26% (19)	7% (5)	72
Employ: Self-Employed	13% (11)	24% (20)	20% (17)	38% (32)	4% (4)	82
Employ: Homemaker	14% (12)	19% (16)	33% (28)	24% (20)	10% (8)	85
Employ: Student	11% (6)	46% (25)	15% (8)	21% (11)	7% (4)	55
Employ: Retired	4% (7)	18% (29)	31% (51)	43% (71)	5% (8)	165
Employ: Unemployed	16% (16)	10% (10)	36% (36)	28% (27)	10% (10)	99
Employ: Other	14% (13)	29% (27)	23% (21)	21% (19)	12% (11)	91
Military HH: Yes	10% (17)	29% (50)	33% (56)	20% (34)	8% (13)	170
Military HH: No	14% (112)	26% (202)	28% (222)	27% (215)	5% (41)	792
RD/WT: Right Direction	12% (47)	27% (106)	31% (120)	25% (98)	5% (20)	391
RD/WT: Wrong Track	14% (81)	26% (146)	28% (158)	27% (152)	6% (34)	570

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Table BRD8b_5: And, how important are each of the following features when deciding which smartphone to purchase?
Available fitness tracking tools (such as workout logs, heart rate trackers or step counters)

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	13% (128)	26% (252)	29% (278)	26% (249)	6% (54)	961
Trump Job Approve	11% (43)	26% (107)	33% (135)	26% (107)	5% (19)	412
Trump Job Disapprove	15% (72)	29% (137)	28% (133)	25% (121)	3% (13)	476
Trump Job Strongly Approve	12% (24)	22% (45)	31% (62)	29% (57)	6% (12)	200
Trump Job Somewhat Approve	9% (19)	29% (62)	34% (73)	24% (50)	4% (8)	212
Trump Job Somewhat Disapprove	12% (15)	32% (40)	35% (44)	21% (26)	— (1)	125
Trump Job Strongly Disapprove	16% (57)	28% (98)	25% (89)	27% (95)	4% (13)	351
#1 Issue: Economy	14% (38)	27% (74)	33% (89)	22% (60)	4% (12)	273
#1 Issue: Security	14% (25)	24% (44)	32% (58)	26% (48)	4% (8)	182
#1 Issue: Health Care	12% (19)	28% (44)	27% (43)	28% (45)	5% (8)	161
#1 Issue: Medicare / Social Security	9% (11)	27% (35)	26% (33)	28% (36)	9% (12)	127
#1 Issue: Women's Issues	26% (15)	25% (14)	25% (15)	23% (13)	2% (1)	59
#1 Issue: Education	14% (10)	26% (18)	22% (15)	31% (21)	8% (5)	68
#1 Issue: Other	12% (7)	21% (12)	23% (13)	30% (17)	14% (8)	56
2016 Vote: Hillary Clinton	17% (50)	28% (81)	31% (88)	20% (57)	4% (11)	287
2016 Vote: Donald Trump	10% (30)	25% (77)	33% (101)	27% (81)	5% (15)	304
2016 Vote: Someone else	12% (11)	27% (26)	26% (25)	30% (29)	5% (5)	95
2016 Vote: Didnt Vote	13% (36)	24% (66)	23% (63)	31% (83)	8% (23)	270
Voted in 2014: Yes	12% (71)	26% (155)	32% (190)	26% (150)	4% (22)	587
Voted in 2014: No	15% (57)	26% (97)	23% (88)	27% (100)	9% (33)	374
2012 Vote: Barack Obama	14% (50)	29% (105)	30% (106)	22% (78)	5% (17)	356
2012 Vote: Mitt Romney	10% (23)	23% (55)	34% (80)	29% (69)	3% (8)	235
2012 Vote: Didn't Vote	16% (53)	24% (82)	24% (82)	27% (92)	8% (29)	338
4-Region: Northeast	9% (14)	31% (50)	24% (39)	30% (48)	7% (11)	162
4-Region: Midwest	18% (37)	27% (56)	23% (48)	25% (53)	8% (16)	210
4-Region: South	13% (48)	27% (99)	31% (113)	25% (93)	5% (18)	372
4-Region: West	13% (29)	22% (47)	35% (77)	25% (55)	4% (9)	218
Favorable of Trump	12% (47)	23% (95)	34% (137)	28% (114)	4% (15)	408
Unfavorable of Trump	15% (76)	29% (145)	26% (130)	25% (124)	4% (22)	497

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Table BRD8b_5: *And, how important are each of the following features when deciding which smartphone to purchase?
 Available fitness tracking tools (such as workout logs, heart rate trackers or step counters)*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Adults	13%	(128)	26%	(252)	29%	(278)	26%	(249)	6%	(54)	961
Very Favorable of Trump	11%	(23)	20%	(42)	33%	(70)	32%	(68)	5%	(12)	214
Somewhat Favorable of Trump	12%	(24)	27%	(53)	35%	(67)	24%	(47)	2%	(3)	193
Somewhat Unfavorable of Trump	18%	(19)	35%	(37)	24%	(26)	19%	(20)	4%	(4)	105
Very Unfavorable of Trump	15%	(57)	28%	(108)	27%	(104)	27%	(104)	5%	(18)	392

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

Table BRD8b_6: *And, how important are each of the following features when deciding which smartphone to purchase?
Available digital wellness tools (such as tools that track how long you use your phone each day)*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Adults	13%	(123)	24%	(229)	30%	(287)	28%	(269)	6%	(54)	961
Gender: Male	14%	(64)	27%	(123)	29%	(133)	25%	(115)	6%	(28)	464
Gender: Female	12%	(59)	21%	(106)	31%	(153)	31%	(154)	5%	(25)	498
Age: 18-29	20%	(45)	24%	(53)	27%	(60)	25%	(55)	5%	(11)	225
Age: 30-44	17%	(44)	28%	(75)	26%	(68)	22%	(57)	7%	(19)	264
Age: 45-54	13%	(22)	27%	(47)	31%	(55)	23%	(41)	6%	(10)	175
Age: 55-64	3%	(5)	22%	(34)	35%	(54)	35%	(54)	5%	(8)	155
Age: 65+	4%	(6)	14%	(20)	35%	(49)	44%	(62)	4%	(5)	143
Generation Z: 18-21	16%	(13)	23%	(19)	22%	(18)	30%	(25)	9%	(8)	83
Millennial: Age 22-37	22%	(64)	27%	(78)	26%	(77)	21%	(60)	5%	(14)	293
Generation X: Age 38-53	12%	(35)	27%	(77)	30%	(84)	24%	(67)	6%	(18)	282
Boomers: Age 54-72	4%	(10)	20%	(55)	36%	(98)	36%	(99)	4%	(10)	271
PID: Dem (no lean)	17%	(60)	31%	(107)	28%	(96)	20%	(68)	4%	(13)	344
PID: Ind (no lean)	12%	(29)	22%	(56)	29%	(72)	32%	(80)	5%	(13)	250
PID: Rep (no lean)	9%	(34)	18%	(66)	32%	(119)	33%	(122)	7%	(27)	368
PID/Gender: Dem Men	17%	(27)	35%	(54)	30%	(47)	12%	(18)	6%	(10)	158
PID/Gender: Dem Women	17%	(33)	28%	(52)	26%	(49)	27%	(50)	2%	(3)	186
PID/Gender: Ind Men	12%	(14)	24%	(28)	26%	(31)	32%	(37)	6%	(7)	117
PID/Gender: Ind Women	11%	(15)	21%	(28)	31%	(41)	32%	(43)	4%	(6)	134
PID/Gender: Rep Men	12%	(23)	22%	(41)	29%	(55)	32%	(60)	6%	(11)	189
PID/Gender: Rep Women	6%	(11)	14%	(25)	36%	(64)	35%	(62)	9%	(16)	178
Ideo: Liberal (1-3)	14%	(43)	32%	(101)	29%	(94)	21%	(65)	4%	(14)	318
Ideo: Moderate (4)	15%	(36)	25%	(58)	31%	(73)	26%	(62)	3%	(7)	236
Ideo: Conservative (5-7)	10%	(28)	15%	(43)	33%	(93)	37%	(104)	4%	(10)	278
Educ: College	13%	(83)	25%	(162)	27%	(172)	28%	(182)	6%	(40)	640
Educ: Bachelors degree	9%	(18)	23%	(47)	36%	(75)	29%	(61)	3%	(6)	207
Educ: Post-grad	18%	(21)	18%	(20)	35%	(40)	23%	(26)	6%	(7)	115

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Table BRD8b_6: *And, how important are each of the following features when deciding which smartphone to purchase?
 Available digital wellness tools (such as tools that track how long you use your phone each day)*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	13% (123)	24% (229)	30% (287)	28% (269)	6% (54)	961
Income: Under 50k	15% (85)	25% (138)	26% (146)	26% (145)	7% (40)	553
Income: 50k-100k	8% (22)	22% (62)	38% (107)	29% (80)	3% (9)	279
Income: 100k+	12% (16)	23% (30)	27% (34)	35% (45)	4% (5)	130
Ethnicity: White	10% (72)	22% (161)	32% (232)	31% (224)	5% (40)	728
Ethnicity: Hispanic	24% (40)	35% (59)	13% (22)	21% (35)	7% (12)	169
Ethnicity: Afr. Am.	20% (28)	31% (43)	29% (40)	17% (23)	3% (4)	138
Ethnicity: Other	24% (23)	26% (25)	16% (15)	23% (22)	11% (10)	96
Relig: Protestant	6% (12)	21% (42)	36% (71)	34% (67)	3% (7)	198
Relig: Roman Catholic	14% (25)	31% (56)	26% (47)	25% (45)	5% (8)	181
Relig: Something Else	15% (16)	26% (27)	26% (27)	26% (27)	7% (7)	104
Relig: Evangelical	11% (37)	25% (85)	31% (105)	28% (96)	5% (16)	339
Relig: Non-Evang. Catholics	11% (16)	28% (40)	28% (40)	30% (43)	4% (6)	143
Relig: All Christian	11% (53)	26% (124)	30% (145)	29% (139)	5% (22)	483
Relig: All Non-Christian	17% (23)	28% (38)	27% (37)	24% (33)	5% (6)	137
Community: Urban	15% (40)	30% (80)	27% (70)	22% (58)	6% (17)	265
Community: Suburban	10% (46)	24% (106)	30% (134)	30% (133)	5% (23)	442
Community: Rural	14% (37)	17% (43)	32% (82)	31% (79)	5% (14)	254
Employ: Private Sector	14% (44)	27% (84)	34% (105)	24% (74)	2% (6)	313
Employ: Government	9% (6)	37% (27)	24% (17)	26% (19)	4% (3)	72
Employ: Self-Employed	14% (11)	21% (17)	31% (26)	29% (24)	5% (4)	82
Employ: Homemaker	21% (17)	14% (12)	26% (22)	25% (21)	14% (12)	85
Employ: Student	11% (6)	32% (18)	27% (15)	23% (13)	7% (4)	55
Employ: Retired	5% (9)	15% (25)	36% (59)	39% (64)	5% (8)	165
Employ: Unemployed	10% (9)	22% (22)	24% (24)	33% (33)	11% (11)	99
Employ: Other	21% (19)	27% (25)	21% (19)	24% (22)	8% (7)	91
Military HH: Yes	7% (13)	23% (40)	38% (65)	25% (43)	6% (10)	170
Military HH: No	14% (110)	24% (189)	28% (222)	29% (227)	6% (44)	792
RD/WT: Right Direction	9% (36)	26% (100)	31% (120)	28% (111)	6% (24)	391
RD/WT: Wrong Track	15% (87)	23% (129)	29% (166)	28% (158)	5% (30)	570

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Table BRD8b_6: And, how important are each of the following features when deciding which smartphone to purchase?
Available digital wellness tools (such as tools that track how long you use your phone each day)

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	13% (123)	24% (229)	30% (287)	28% (269)	6% (54)	961
Trump Job Approve	8% (34)	24% (98)	33% (134)	30% (126)	5% (21)	412
Trump Job Disapprove	17% (79)	27% (127)	29% (140)	24% (115)	3% (14)	476
Trump Job Strongly Approve	12% (23)	21% (42)	26% (52)	34% (69)	7% (14)	200
Trump Job Somewhat Approve	5% (11)	26% (56)	38% (82)	27% (57)	4% (7)	212
Trump Job Somewhat Disapprove	18% (22)	28% (35)	30% (38)	23% (28)	1% (1)	125
Trump Job Strongly Disapprove	16% (57)	26% (92)	29% (102)	25% (87)	4% (14)	351
#1 Issue: Economy	16% (43)	28% (77)	27% (75)	24% (65)	5% (12)	273
#1 Issue: Security	16% (29)	18% (33)	29% (52)	32% (58)	5% (9)	182
#1 Issue: Health Care	8% (13)	26% (42)	34% (54)	27% (44)	5% (8)	161
#1 Issue: Medicare / Social Security	13% (16)	17% (22)	31% (39)	32% (41)	7% (9)	127
#1 Issue: Women's Issues	12% (7)	20% (12)	32% (19)	34% (20)	2% (1)	59
#1 Issue: Education	7% (5)	34% (23)	32% (22)	21% (14)	7% (5)	68
#1 Issue: Other	10% (6)	16% (9)	24% (13)	37% (21)	13% (7)	56
2016 Vote: Hillary Clinton	17% (49)	26% (74)	31% (90)	22% (63)	4% (11)	287
2016 Vote: Donald Trump	8% (25)	21% (64)	31% (93)	35% (108)	5% (15)	304
2016 Vote: Someone else	11% (10)	26% (25)	25% (24)	32% (30)	6% (6)	95
2016 Vote: Didnt Vote	14% (38)	23% (63)	29% (79)	25% (68)	8% (22)	270
Voted in 2014: Yes	13% (75)	23% (134)	31% (183)	29% (172)	4% (22)	587
Voted in 2014: No	13% (47)	25% (95)	28% (104)	26% (97)	8% (31)	374
2012 Vote: Barack Obama	13% (46)	27% (96)	33% (118)	22% (80)	5% (17)	356
2012 Vote: Mitt Romney	10% (24)	16% (38)	32% (75)	38% (88)	4% (9)	235
2012 Vote: Didn't Vote	14% (49)	25% (84)	26% (87)	27% (91)	8% (27)	338
4-Region: Northeast	13% (21)	17% (28)	36% (58)	25% (41)	9% (14)	162
4-Region: Midwest	13% (27)	25% (53)	28% (58)	26% (55)	7% (15)	210
4-Region: South	13% (49)	23% (87)	32% (120)	28% (103)	3% (12)	372
4-Region: West	11% (25)	28% (60)	23% (51)	32% (70)	5% (12)	218
Favorable of Trump	9% (35)	24% (96)	33% (133)	31% (125)	4% (18)	408
Unfavorable of Trump	16% (82)	25% (124)	29% (143)	26% (129)	4% (20)	497

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Table BRD8b_6: *And, how important are each of the following features when deciding which smartphone to purchase?
 Available digital wellness tools (such as tools that track how long you use your phone each day)*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Adults	13%	(123)	24%	(229)	30%	(287)	28%	(269)	6%	(54)	961
Very Favorable of Trump	12%	(25)	19%	(41)	29%	(61)	35%	(74)	6%	(13)	214
Somewhat Favorable of Trump	5%	(10)	29%	(55)	37%	(72)	26%	(51)	3%	(6)	193
Somewhat Unfavorable of Trump	19%	(20)	21%	(23)	27%	(29)	30%	(32)	2%	(2)	105
Very Unfavorable of Trump	16%	(61)	26%	(101)	29%	(114)	25%	(97)	5%	(18)	392

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

Table BRD8b_7: *And, how important are each of the following features when deciding which smartphone to purchase?
Voice assistant capabilities (such as Siri, the Google Assistant and Cortana)*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Adults	20%	(190)	29%	(283)	25%	(239)	21%	(205)	5%	(45)	961
Gender: Male	20%	(94)	30%	(138)	25%	(118)	19%	(87)	6%	(27)	464
Gender: Female	19%	(96)	29%	(145)	24%	(121)	24%	(118)	4%	(18)	498
Age: 18-29	21%	(47)	26%	(58)	25%	(57)	23%	(52)	5%	(11)	225
Age: 30-44	23%	(61)	36%	(95)	19%	(51)	15%	(40)	6%	(16)	264
Age: 45-54	23%	(40)	35%	(60)	23%	(40)	17%	(29)	3%	(5)	175
Age: 55-64	14%	(21)	23%	(36)	28%	(43)	30%	(47)	5%	(8)	155
Age: 65+	14%	(20)	24%	(34)	33%	(48)	26%	(37)	3%	(5)	143
Generation Z: 18-21	20%	(16)	23%	(19)	28%	(23)	19%	(16)	10%	(8)	83
Millennial: Age 22-37	22%	(64)	32%	(93)	22%	(66)	20%	(59)	4%	(11)	293
Generation X: Age 38-53	24%	(67)	35%	(98)	21%	(58)	16%	(45)	4%	(13)	282
Boomers: Age 54-72	15%	(40)	25%	(67)	30%	(82)	26%	(72)	4%	(10)	271
PID: Dem (no lean)	23%	(79)	34%	(116)	24%	(83)	16%	(54)	3%	(11)	344
PID: Ind (no lean)	17%	(43)	30%	(76)	22%	(55)	24%	(60)	6%	(16)	250
PID: Rep (no lean)	18%	(67)	25%	(91)	27%	(101)	25%	(90)	5%	(18)	368
PID/Gender: Dem Men	22%	(35)	33%	(52)	27%	(43)	13%	(20)	5%	(7)	158
PID/Gender: Dem Women	24%	(44)	34%	(64)	22%	(40)	18%	(34)	2%	(4)	186
PID/Gender: Ind Men	17%	(20)	32%	(37)	24%	(28)	20%	(23)	8%	(9)	117
PID/Gender: Ind Women	17%	(23)	29%	(39)	21%	(27)	28%	(38)	5%	(7)	134
PID/Gender: Rep Men	20%	(38)	25%	(48)	25%	(48)	23%	(44)	6%	(11)	189
PID/Gender: Rep Women	16%	(29)	24%	(43)	30%	(53)	26%	(46)	4%	(7)	178
Ideo: Liberal (1-3)	24%	(77)	32%	(102)	24%	(75)	17%	(55)	3%	(8)	318
Ideo: Moderate (4)	18%	(42)	35%	(82)	25%	(59)	20%	(46)	3%	(7)	236
Ideo: Conservative (5-7)	17%	(48)	25%	(69)	28%	(78)	26%	(73)	3%	(10)	278
Educ: College	20%	(127)	31%	(198)	24%	(156)	20%	(126)	5%	(34)	640
Educ: Bachelors degree	15%	(32)	29%	(59)	26%	(54)	27%	(56)	3%	(6)	207
Educ: Post-grad	27%	(31)	23%	(26)	26%	(30)	19%	(22)	5%	(5)	115

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Table BRD8b_7: And, how important are each of the following features when deciding which smartphone to purchase?
 Voice assistant capabilities (such as Siri, the Google Assistant and Cortana)

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	20% (190)	29% (283)	25% (239)	21% (205)	5% (45)	961
Income: Under 50k	20% (109)	28% (155)	25% (139)	21% (115)	6% (35)	553
Income: 50k-100k	20% (57)	31% (87)	24% (67)	22% (61)	3% (7)	279
Income: 100k+	19% (24)	32% (41)	25% (33)	22% (28)	2% (3)	130
Ethnicity: White	17% (121)	28% (206)	27% (193)	24% (177)	4% (30)	728
Ethnicity: Hispanic	24% (41)	30% (50)	21% (36)	20% (34)	5% (8)	169
Ethnicity: Afr. Am.	31% (43)	36% (50)	17% (24)	13% (17)	2% (3)	138
Ethnicity: Other	26% (25)	28% (27)	23% (22)	11% (10)	12% (11)	96
Relig: Protestant	20% (39)	23% (46)	29% (58)	25% (49)	3% (6)	198
Relig: Roman Catholic	25% (46)	30% (54)	21% (38)	19% (35)	4% (7)	181
Relig: Something Else	16% (17)	37% (38)	24% (25)	18% (18)	6% (6)	104
Relig: Evangelical	18% (62)	32% (107)	25% (84)	21% (70)	4% (15)	339
Relig: Non-Evang. Catholics	27% (39)	22% (32)	25% (36)	23% (32)	3% (4)	143
Relig: All Christian	21% (101)	29% (139)	25% (120)	21% (103)	4% (19)	483
Relig: All Non-Christian	21% (29)	30% (41)	27% (37)	18% (24)	4% (6)	137
Community: Urban	19% (51)	30% (79)	26% (68)	19% (52)	6% (15)	265
Community: Suburban	19% (84)	31% (136)	25% (109)	21% (94)	4% (19)	442
Community: Rural	21% (54)	27% (68)	24% (62)	23% (59)	4% (11)	254
Employ: Private Sector	23% (71)	32% (100)	25% (79)	18% (57)	2% (6)	313
Employ: Government	9% (6)	43% (31)	13% (9)	26% (19)	9% (6)	72
Employ: Self-Employed	21% (17)	34% (28)	29% (23)	13% (11)	3% (3)	82
Employ: Homemaker	21% (18)	31% (26)	12% (10)	30% (25)	5% (5)	85
Employ: Student	21% (11)	27% (15)	31% (17)	17% (9)	4% (2)	55
Employ: Retired	14% (23)	20% (33)	32% (53)	29% (48)	5% (8)	165
Employ: Unemployed	21% (21)	21% (20)	27% (27)	22% (22)	9% (9)	99
Employ: Other	24% (22)	32% (29)	22% (20)	14% (13)	8% (7)	91
Military HH: Yes	18% (31)	27% (46)	26% (43)	22% (38)	7% (12)	170
Military HH: No	20% (159)	30% (237)	25% (196)	21% (167)	4% (33)	792
RD/WT: Right Direction	21% (83)	31% (120)	22% (88)	21% (81)	5% (20)	391
RD/WT: Wrong Track	19% (107)	29% (163)	27% (151)	22% (124)	4% (25)	570

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Table BRD8b_7: And, how important are each of the following features when deciding which smartphone to purchase?
Voice assistant capabilities (such as Siri, the Google Assistant and Cortana)

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	20% (190)	29% (283)	25% (239)	21% (205)	5% (45)	961
Trump Job Approve	20% (82)	28% (114)	25% (105)	23% (94)	4% (17)	412
Trump Job Disapprove	20% (96)	34% (161)	25% (120)	19% (90)	2% (7)	476
Trump Job Strongly Approve	20% (40)	28% (55)	25% (50)	24% (48)	4% (7)	200
Trump Job Somewhat Approve	20% (41)	28% (59)	26% (55)	22% (47)	4% (9)	212
Trump Job Somewhat Disapprove	21% (26)	38% (48)	25% (31)	15% (19)	1% (1)	125
Trump Job Strongly Disapprove	20% (70)	32% (113)	25% (89)	20% (72)	2% (7)	351
#1 Issue: Economy	20% (56)	35% (95)	22% (61)	19% (51)	4% (11)	273
#1 Issue: Security	25% (46)	28% (51)	21% (38)	22% (41)	3% (6)	182
#1 Issue: Health Care	21% (33)	31% (49)	27% (44)	19% (30)	3% (5)	161
#1 Issue: Medicare / Social Security	17% (21)	31% (39)	24% (31)	20% (26)	7% (9)	127
#1 Issue: Women's Issues	23% (13)	23% (13)	26% (15)	27% (16)	2% (1)	59
#1 Issue: Education	12% (8)	24% (16)	34% (23)	23% (16)	7% (5)	68
#1 Issue: Other	12% (6)	16% (9)	35% (19)	25% (14)	13% (7)	56
2016 Vote: Hillary Clinton	21% (60)	35% (99)	25% (71)	16% (46)	4% (11)	287
2016 Vote: Donald Trump	21% (64)	25% (77)	25% (76)	25% (75)	4% (11)	304
2016 Vote: Someone else	17% (16)	35% (33)	23% (22)	22% (21)	4% (4)	95
2016 Vote: Didnt Vote	18% (49)	26% (71)	25% (68)	23% (63)	7% (19)	270
Voted in 2014: Yes	21% (122)	30% (178)	26% (152)	20% (115)	3% (19)	587
Voted in 2014: No	18% (67)	28% (105)	23% (87)	24% (89)	7% (25)	374
2012 Vote: Barack Obama	22% (77)	32% (113)	26% (93)	17% (60)	4% (14)	356
2012 Vote: Mitt Romney	21% (49)	28% (66)	24% (56)	24% (56)	3% (7)	235
2012 Vote: Didn't Vote	16% (55)	29% (97)	24% (83)	24% (81)	7% (23)	338
4-Region: Northeast	17% (28)	27% (44)	23% (37)	27% (43)	6% (10)	162
4-Region: Midwest	25% (52)	24% (51)	29% (61)	17% (35)	5% (11)	210
4-Region: South	20% (75)	29% (107)	25% (92)	22% (83)	4% (15)	372
4-Region: West	16% (35)	37% (81)	22% (49)	20% (44)	4% (9)	218
Favorable of Trump	20% (80)	29% (118)	25% (102)	23% (94)	3% (13)	408
Unfavorable of Trump	21% (103)	32% (160)	24% (120)	20% (101)	3% (14)	497

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Table BRD8b_7: *And, how important are each of the following features when deciding which smartphone to purchase?
 Voice assistant capabilities (such as Siri, the Google Assistant and Cortana)*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Adults	20%	(190)	29%	(283)	25%	(239)	21%	(205)	5%	(45)	961
Very Favorable of Trump	22%	(47)	23%	(49)	27%	(57)	24%	(52)	4%	(8)	214
Somewhat Favorable of Trump	17%	(33)	36%	(69)	23%	(44)	22%	(42)	2%	(5)	193
Somewhat Unfavorable of Trump	22%	(23)	29%	(30)	23%	(25)	22%	(23)	4%	(4)	105
Very Unfavorable of Trump	20%	(79)	33%	(130)	24%	(95)	20%	(78)	2%	(9)	392

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

Table BRD8b_8: *And, how important are each of the following features when deciding which smartphone to purchase?*

Parental controls

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Adults	19%	(185)	13%	(126)	21%	(197)	40%	(383)	7%	(69)	961
Gender: Male	21%	(95)	15%	(71)	21%	(98)	35%	(163)	8%	(36)	464
Gender: Female	18%	(90)	11%	(55)	20%	(99)	44%	(220)	7%	(33)	498
Age: 18-29	22%	(49)	13%	(30)	21%	(48)	36%	(81)	8%	(18)	225
Age: 30-44	27%	(72)	21%	(55)	19%	(51)	25%	(67)	7%	(19)	264
Age: 45-54	22%	(39)	14%	(25)	23%	(41)	35%	(60)	6%	(10)	175
Age: 55-64	9%	(14)	8%	(13)	23%	(35)	51%	(79)	9%	(13)	155
Age: 65+	8%	(11)	3%	(4)	15%	(22)	67%	(96)	7%	(9)	143
Generation Z: 18-21	14%	(12)	13%	(11)	17%	(14)	42%	(35)	14%	(11)	83
Millennial: Age 22-37	26%	(75)	16%	(47)	23%	(66)	29%	(85)	6%	(19)	293
Generation X: Age 38-53	25%	(71)	18%	(51)	21%	(58)	30%	(86)	6%	(16)	282
Boomers: Age 54-72	9%	(25)	6%	(17)	19%	(52)	58%	(156)	8%	(21)	271
PID: Dem (no lean)	22%	(75)	14%	(49)	24%	(82)	34%	(117)	6%	(20)	344
PID: Ind (no lean)	16%	(41)	13%	(31)	20%	(50)	43%	(107)	8%	(21)	250
PID: Rep (no lean)	19%	(69)	12%	(46)	18%	(65)	44%	(160)	8%	(28)	368
PID/Gender: Dem Men	19%	(31)	19%	(31)	24%	(38)	29%	(46)	8%	(13)	158
PID/Gender: Dem Women	24%	(45)	10%	(19)	24%	(45)	38%	(71)	4%	(7)	186
PID/Gender: Ind Men	18%	(21)	14%	(17)	23%	(27)	38%	(44)	7%	(8)	117
PID/Gender: Ind Women	15%	(20)	11%	(15)	17%	(23)	47%	(62)	10%	(13)	134
PID/Gender: Rep Men	23%	(44)	13%	(24)	18%	(33)	39%	(73)	8%	(15)	189
PID/Gender: Rep Women	14%	(25)	12%	(21)	18%	(32)	49%	(87)	7%	(13)	178
Ideo: Liberal (1-3)	20%	(63)	12%	(38)	22%	(71)	42%	(132)	4%	(13)	318
Ideo: Moderate (4)	23%	(55)	12%	(28)	25%	(59)	35%	(82)	5%	(11)	236
Ideo: Conservative (5-7)	14%	(39)	14%	(38)	18%	(51)	47%	(131)	7%	(20)	278
Educ: College	22%	(139)	15%	(95)	20%	(126)	35%	(227)	8%	(53)	640
Educ: Bachelors degree	14%	(29)	9%	(20)	25%	(51)	48%	(99)	4%	(8)	207
Educ: Post-grad	15%	(17)	10%	(12)	18%	(20)	50%	(58)	7%	(8)	115

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Table BRD8b_8: *And, how important are each of the following features when deciding which smartphone to purchase?*
 Parental controls

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	19% (185)	13% (126)	21% (197)	40% (383)	7% (69)	961
Income: Under 50k	22% (120)	14% (79)	20% (111)	35% (194)	9% (50)	553
Income: 50k-100k	18% (51)	11% (30)	24% (66)	43% (119)	5% (14)	279
Income: 100k+	12% (15)	14% (18)	16% (21)	54% (70)	5% (6)	130
Ethnicity: White	16% (117)	12% (87)	21% (150)	44% (322)	7% (52)	728
Ethnicity: Hispanic	31% (52)	17% (28)	23% (39)	22% (37)	8% (13)	169
Ethnicity: Afr. Am.	29% (40)	17% (23)	25% (34)	27% (37)	3% (4)	138
Ethnicity: Other	30% (29)	17% (17)	13% (12)	26% (25)	14% (13)	96
Relig: Protestant	12% (23)	11% (23)	19% (38)	51% (101)	7% (13)	198
Relig: Roman Catholic	23% (41)	13% (24)	27% (49)	32% (58)	5% (9)	181
Relig: Something Else	16% (17)	16% (16)	24% (25)	36% (37)	8% (9)	104
Relig: Evangelical	15% (53)	13% (43)	25% (84)	41% (140)	6% (20)	339
Relig: Non-Evang. Catholics	20% (28)	14% (20)	20% (28)	39% (56)	8% (11)	143
Relig: All Christian	17% (81)	13% (63)	23% (112)	41% (196)	6% (31)	483
Relig: All Non-Christian	30% (41)	12% (16)	18% (25)	35% (48)	5% (7)	137
Community: Urban	22% (57)	13% (33)	23% (60)	34% (90)	9% (24)	265
Community: Suburban	16% (71)	13% (58)	21% (95)	42% (184)	8% (34)	442
Community: Rural	22% (57)	14% (35)	17% (42)	43% (109)	4% (11)	254
Employ: Private Sector	18% (56)	15% (45)	25% (80)	39% (123)	3% (10)	313
Employ: Government	17% (12)	16% (12)	18% (13)	42% (30)	6% (5)	72
Employ: Self-Employed	30% (24)	17% (14)	18% (15)	32% (26)	3% (3)	82
Employ: Homemaker	33% (28)	11% (10)	20% (17)	24% (21)	11% (10)	85
Employ: Student	12% (7)	15% (8)	24% (13)	36% (20)	13% (7)	55
Employ: Retired	9% (14)	5% (8)	18% (29)	61% (101)	8% (13)	165
Employ: Unemployed	21% (21)	16% (15)	15% (15)	33% (32)	15% (15)	99
Employ: Other	25% (23)	16% (15)	16% (15)	33% (31)	9% (8)	91
Military HH: Yes	17% (29)	10% (16)	17% (29)	49% (83)	8% (13)	170
Military HH: No	20% (157)	14% (110)	21% (168)	38% (300)	7% (57)	792
RD/WT: Right Direction	20% (79)	17% (65)	18% (71)	38% (149)	7% (27)	391
RD/WT: Wrong Track	19% (106)	11% (61)	22% (126)	41% (234)	7% (43)	570

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Table BRD8b_8: And, how important are each of the following features when deciding which smartphone to purchase?

Parental controls

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	19% (185)	13% (126)	21% (197)	40% (383)	7% (69)	961
Trump Job Approve	19% (80)	16% (64)	17% (70)	42% (173)	6% (25)	412
Trump Job Disapprove	19% (90)	12% (55)	25% (119)	40% (192)	4% (19)	476
Trump Job Strongly Approve	24% (49)	11% (21)	15% (30)	45% (90)	5% (10)	200
Trump Job Somewhat Approve	15% (31)	20% (43)	19% (40)	39% (83)	7% (15)	212
Trump Job Somewhat Disapprove	23% (28)	8% (9)	33% (41)	34% (43)	3% (3)	125
Trump Job Strongly Disapprove	17% (61)	13% (46)	22% (78)	43% (150)	5% (16)	351
#1 Issue: Economy	19% (53)	18% (48)	26% (71)	33% (89)	4% (12)	273
#1 Issue: Security	24% (45)	10% (18)	16% (30)	42% (77)	7% (13)	182
#1 Issue: Health Care	15% (24)	11% (17)	22% (35)	44% (71)	8% (13)	161
#1 Issue: Medicare / Social Security	20% (26)	8% (10)	18% (22)	46% (58)	8% (10)	127
#1 Issue: Women's Issues	24% (14)	8% (5)	21% (12)	40% (23)	8% (4)	59
#1 Issue: Education	20% (14)	11% (8)	16% (11)	39% (27)	14% (9)	68
#1 Issue: Other	14% (8)	18% (10)	15% (8)	42% (24)	11% (6)	56
2016 Vote: Hillary Clinton	21% (61)	11% (31)	23% (65)	39% (113)	6% (17)	287
2016 Vote: Donald Trump	20% (61)	14% (42)	15% (46)	46% (139)	5% (16)	304
2016 Vote: Someone else	15% (14)	18% (17)	20% (19)	40% (38)	7% (7)	95
2016 Vote: Didnt Vote	18% (50)	14% (37)	23% (62)	35% (93)	10% (28)	270
Voted in 2014: Yes	19% (109)	12% (70)	21% (121)	43% (254)	6% (33)	587
Voted in 2014: No	20% (76)	15% (57)	20% (76)	35% (129)	10% (36)	374
2012 Vote: Barack Obama	19% (67)	12% (43)	24% (85)	39% (137)	6% (23)	356
2012 Vote: Mitt Romney	17% (40)	13% (30)	13% (32)	51% (120)	6% (14)	235
2012 Vote: Didn't Vote	22% (73)	14% (47)	23% (77)	33% (111)	9% (30)	338
4-Region: Northeast	13% (22)	12% (20)	23% (37)	41% (66)	11% (17)	162
4-Region: Midwest	25% (53)	12% (25)	19% (40)	38% (80)	6% (12)	210
4-Region: South	20% (76)	15% (55)	20% (74)	38% (142)	6% (24)	372
4-Region: West	16% (34)	12% (27)	21% (45)	44% (95)	8% (17)	218
Favorable of Trump	20% (83)	14% (58)	19% (76)	41% (168)	6% (23)	408
Unfavorable of Trump	18% (91)	12% (58)	23% (115)	42% (207)	5% (26)	497

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Table BRD8b_8: *And, how important are each of the following features when deciding which smartphone to purchase?*
 Parental controls

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Adults	19%	(185)	13%	(126)	21%	(197)	40%	(383)	7%	(69)	961
Very Favorable of Trump	24%	(51)	9%	(19)	17%	(36)	43%	(92)	7%	(16)	214
Somewhat Favorable of Trump	17%	(32)	20%	(39)	20%	(39)	39%	(76)	4%	(7)	193
Somewhat Unfavorable of Trump	25%	(26)	14%	(14)	21%	(22)	37%	(39)	4%	(4)	105
Very Unfavorable of Trump	17%	(65)	11%	(44)	24%	(93)	43%	(168)	6%	(22)	392

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

Table BRD8b_9: *And, how important are each of the following features when deciding which smartphone to purchase?*
Earphone/headphone jack

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Adults	39%	(375)	28%	(268)	15%	(143)	14%	(133)	4%	(43)	961
Gender: Male	40%	(186)	27%	(124)	16%	(72)	13%	(60)	5%	(22)	464
Gender: Female	38%	(190)	29%	(144)	14%	(71)	15%	(73)	4%	(20)	498
Age: 18-29	58%	(131)	25%	(56)	10%	(22)	4%	(10)	3%	(7)	225
Age: 30-44	49%	(129)	30%	(78)	9%	(23)	6%	(17)	7%	(17)	264
Age: 45-54	31%	(54)	37%	(64)	13%	(23)	14%	(24)	5%	(9)	175
Age: 55-64	27%	(42)	23%	(36)	23%	(35)	23%	(36)	4%	(6)	155
Age: 65+	14%	(20)	24%	(34)	27%	(39)	32%	(46)	2%	(4)	143
Generation Z: 18-21	55%	(46)	20%	(17)	16%	(13)	5%	(4)	3%	(3)	83
Millennial: Age 22-37	54%	(159)	28%	(83)	8%	(23)	4%	(13)	5%	(15)	293
Generation X: Age 38-53	38%	(107)	34%	(96)	11%	(30)	12%	(33)	6%	(16)	282
Boomers: Age 54-72	23%	(62)	24%	(65)	27%	(74)	23%	(63)	3%	(7)	271
PID: Dem (no lean)	42%	(146)	26%	(88)	16%	(55)	14%	(47)	2%	(8)	344
PID: Ind (no lean)	39%	(97)	29%	(72)	14%	(36)	12%	(31)	5%	(14)	250
PID: Rep (no lean)	36%	(132)	29%	(108)	14%	(52)	15%	(55)	6%	(21)	368
PID/Gender: Dem Men	49%	(78)	21%	(33)	14%	(23)	11%	(17)	4%	(7)	158
PID/Gender: Dem Women	36%	(68)	29%	(54)	17%	(32)	16%	(30)	1%	(2)	186
PID/Gender: Ind Men	35%	(41)	25%	(30)	19%	(22)	14%	(17)	6%	(7)	117
PID/Gender: Ind Women	42%	(56)	32%	(42)	11%	(14)	11%	(14)	5%	(6)	134
PID/Gender: Rep Men	35%	(67)	32%	(61)	15%	(28)	13%	(26)	5%	(9)	189
PID/Gender: Rep Women	37%	(66)	26%	(47)	14%	(24)	16%	(29)	7%	(12)	178
Ideo: Liberal (1-3)	43%	(137)	28%	(90)	16%	(50)	11%	(35)	2%	(5)	318
Ideo: Moderate (4)	44%	(104)	28%	(67)	12%	(28)	13%	(31)	3%	(6)	236
Ideo: Conservative (5-7)	31%	(87)	27%	(76)	17%	(49)	20%	(55)	4%	(12)	278
Educ: College	44%	(279)	25%	(160)	12%	(79)	14%	(90)	5%	(31)	640
Educ: Bachelors degree	30%	(62)	34%	(69)	21%	(43)	13%	(26)	3%	(6)	207
Educ: Post-grad	30%	(34)	33%	(38)	18%	(21)	14%	(17)	4%	(5)	115

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Table BRD8b_9: And, how important are each of the following features when deciding which smartphone to purchase?
 Earphone/headphone jack

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	39% (375)	28% (268)	15% (143)	14% (133)	4% (43)	961
Income: Under 50k	44% (242)	27% (147)	13% (74)	11% (60)	5% (30)	553
Income: 50k-100k	33% (92)	28% (78)	16% (45)	20% (57)	3% (7)	279
Income: 100k+	31% (41)	33% (43)	19% (25)	12% (16)	4% (5)	130
Ethnicity: White	36% (261)	28% (204)	16% (115)	16% (114)	5% (34)	728
Ethnicity: Hispanic	52% (88)	28% (48)	10% (17)	5% (9)	4% (7)	169
Ethnicity: Afr. Am.	49% (67)	29% (40)	9% (13)	12% (16)	1% (1)	138
Ethnicity: Other	50% (47)	24% (23)	16% (15)	3% (3)	7% (7)	96
Relig: Protestant	29% (57)	30% (60)	20% (39)	19% (37)	3% (5)	198
Relig: Roman Catholic	36% (66)	27% (49)	16% (28)	17% (31)	4% (7)	181
Relig: Something Else	48% (50)	21% (22)	18% (18)	8% (8)	6% (6)	104
Relig: Evangelical	35% (120)	26% (89)	19% (66)	15% (53)	4% (12)	339
Relig: Non-Evang. Catholics	36% (52)	29% (41)	14% (20)	16% (23)	4% (6)	143
Relig: All Christian	36% (172)	27% (131)	18% (86)	16% (76)	4% (18)	483
Relig: All Non-Christian	38% (53)	35% (47)	8% (11)	15% (21)	4% (5)	137
Community: Urban	43% (114)	26% (68)	13% (36)	13% (35)	5% (12)	265
Community: Suburban	35% (157)	30% (134)	17% (74)	13% (57)	5% (21)	442
Community: Rural	41% (105)	26% (66)	13% (34)	16% (40)	4% (10)	254
Employ: Private Sector	42% (133)	30% (95)	15% (46)	10% (33)	2% (7)	313
Employ: Government	33% (24)	34% (25)	17% (12)	11% (8)	4% (3)	72
Employ: Self-Employed	44% (36)	28% (23)	10% (8)	16% (13)	2% (2)	82
Employ: Homemaker	41% (35)	30% (26)	11% (9)	8% (7)	9% (8)	85
Employ: Student	41% (23)	38% (21)	14% (7)	3% (1)	4% (2)	55
Employ: Retired	21% (35)	18% (30)	27% (44)	30% (50)	4% (6)	165
Employ: Unemployed	47% (46)	21% (21)	11% (10)	12% (12)	9% (9)	99
Employ: Other	48% (44)	29% (27)	6% (6)	9% (9)	7% (6)	91
Military HH: Yes	42% (71)	25% (43)	15% (25)	15% (25)	4% (6)	170
Military HH: No	38% (304)	28% (225)	15% (118)	14% (108)	5% (36)	792
RD/WT: Right Direction	31% (122)	31% (122)	16% (63)	17% (65)	5% (20)	391
RD/WT: Wrong Track	44% (253)	26% (146)	14% (80)	12% (68)	4% (23)	570

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Table BRD8b_9: And, how important are each of the following features when deciding which smartphone to purchase?
Earphone/headphone jack

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't know/No opinion	Total N
Adults	39% (375)	28% (268)	15% (143)	14% (133)	4% (43)	961
Trump Job Approve	32% (132)	32% (131)	16% (65)	16% (67)	4% (17)	412
Trump Job Disapprove	46% (220)	25% (121)	15% (70)	12% (56)	2% (7)	476
Trump Job Strongly Approve	29% (59)	34% (68)	16% (33)	16% (31)	5% (10)	200
Trump Job Somewhat Approve	35% (73)	30% (64)	15% (32)	17% (36)	4% (8)	212
Trump Job Somewhat Disapprove	50% (63)	22% (28)	15% (19)	11% (14)	1% (1)	125
Trump Job Strongly Disapprove	45% (157)	27% (93)	15% (51)	12% (43)	2% (6)	351
#1 Issue: Economy	47% (127)	26% (71)	13% (36)	10% (29)	4% (10)	273
#1 Issue: Security	35% (64)	32% (59)	13% (24)	16% (29)	4% (8)	182
#1 Issue: Health Care	28% (45)	30% (47)	19% (31)	21% (33)	2% (4)	161
#1 Issue: Medicare / Social Security	24% (31)	23% (29)	24% (30)	23% (29)	5% (7)	127
#1 Issue: Women's Issues	56% (33)	22% (13)	8% (5)	10% (6)	5% (3)	59
#1 Issue: Education	52% (35)	36% (24)	6% (4)	2% (1)	5% (3)	68
#1 Issue: Other	37% (21)	23% (13)	20% (11)	8% (4)	11% (6)	56
2016 Vote: Hillary Clinton	42% (121)	24% (70)	18% (52)	13% (36)	3% (7)	287
2016 Vote: Donald Trump	29% (88)	34% (104)	15% (45)	18% (54)	4% (13)	304
2016 Vote: Someone else	38% (36)	27% (25)	16% (15)	16% (15)	4% (4)	95
2016 Vote: Didnt Vote	48% (129)	24% (64)	12% (31)	10% (27)	7% (18)	270
Voted in 2014: Yes	33% (195)	30% (177)	17% (100)	16% (94)	4% (21)	587
Voted in 2014: No	48% (180)	24% (91)	12% (43)	10% (39)	6% (21)	374
2012 Vote: Barack Obama	38% (136)	28% (101)	17% (61)	13% (48)	3% (10)	356
2012 Vote: Mitt Romney	27% (64)	32% (75)	17% (39)	20% (47)	5% (11)	235
2012 Vote: Didn't Vote	48% (162)	25% (83)	11% (38)	10% (34)	6% (22)	338
4-Region: Northeast	36% (59)	24% (39)	14% (22)	18% (29)	8% (12)	162
4-Region: Midwest	42% (88)	25% (52)	15% (31)	15% (32)	3% (7)	210
4-Region: South	37% (137)	29% (108)	17% (62)	13% (50)	4% (14)	372
4-Region: West	42% (91)	31% (67)	13% (28)	10% (22)	5% (10)	218
Favorable of Trump	33% (135)	32% (131)	15% (62)	16% (66)	4% (14)	408
Unfavorable of Trump	45% (225)	25% (126)	14% (71)	13% (63)	3% (13)	497

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Table BRD8b_9: *And, how important are each of the following features when deciding which smartphone to purchase?*
Earphone/headphone jack

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		Total N
Adults	39%	(375)	28%	(268)	15%	(143)	14%	(133)	4%	(43)	961
Very Favorable of Trump	31%	(67)	34%	(73)	15%	(32)	15%	(31)	5%	(11)	214
Somewhat Favorable of Trump	35%	(67)	30%	(58)	16%	(30)	18%	(35)	2%	(3)	193
Somewhat Unfavorable of Trump	44%	(47)	27%	(28)	16%	(17)	12%	(13)	1%	(1)	105
Very Unfavorable of Trump	45%	(178)	25%	(97)	14%	(54)	13%	(50)	3%	(12)	392

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

Table BRD9: Are you more likely to purchase a certain smartphone model if it is from the same manufacturer as your other technology products, such as a tablet, laptop, or camera?

Demographic	Yes, much more likely	Yes, somewhat more likely	No, not too likely	No, not at all likely	Don't know/No opinion	Total N
Adults	38% (727)	30% (565)	18% (335)	5% (102)	9% (166)	1894
Gender: Male	38% (345)	29% (269)	20% (188)	5% (42)	8% (75)	919
Gender: Female	39% (382)	30% (296)	15% (146)	6% (60)	9% (91)	976
Age: 18-29	43% (187)	31% (134)	13% (58)	4% (19)	8% (34)	431
Age: 30-44	44% (215)	30% (150)	14% (70)	5% (24)	7% (34)	492
Age: 45-54	44% (154)	28% (97)	17% (59)	4% (14)	7% (24)	347
Age: 55-64	31% (97)	30% (92)	20% (63)	6% (20)	12% (37)	309
Age: 65+	24% (75)	30% (93)	27% (85)	8% (26)	12% (36)	315
Generation Z: 18-21	40% (58)	33% (48)	14% (20)	5% (7)	8% (12)	145
Millennial: Age 22-37	45% (253)	29% (166)	14% (79)	5% (29)	7% (38)	566
Generation X: Age 38-53	44% (235)	29% (156)	15% (82)	4% (21)	8% (41)	535
Boomers: Age 54-72	28% (164)	31% (179)	24% (138)	7% (38)	11% (62)	582
PID: Dem (no lean)	42% (278)	31% (205)	17% (110)	4% (27)	5% (36)	656
PID: Ind (no lean)	33% (168)	31% (156)	21% (107)	5% (26)	10% (49)	505
PID: Rep (no lean)	38% (281)	28% (204)	16% (118)	7% (49)	11% (81)	733
PID/Gender: Dem Men	44% (134)	32% (99)	17% (52)	3% (8)	5% (14)	307
PID/Gender: Dem Women	41% (145)	30% (106)	16% (58)	5% (19)	6% (22)	349
PID/Gender: Ind Men	29% (71)	31% (74)	25% (62)	4% (10)	11% (26)	244
PID/Gender: Ind Women	37% (97)	31% (81)	17% (45)	6% (16)	9% (23)	262
PID/Gender: Rep Men	38% (140)	26% (95)	20% (74)	7% (24)	9% (35)	368
PID/Gender: Rep Women	39% (141)	30% (109)	12% (44)	7% (25)	13% (46)	365
Ideo: Liberal (1-3)	40% (250)	32% (198)	16% (102)	5% (31)	7% (41)	622
Ideo: Moderate (4)	38% (166)	30% (131)	19% (83)	5% (21)	7% (30)	431
Ideo: Conservative (5-7)	38% (219)	31% (181)	17% (101)	6% (33)	8% (48)	582
Educ: College	38% (488)	28% (357)	19% (245)	5% (67)	10% (121)	1277
Educ: Bachelors degree	39% (158)	34% (136)	14% (58)	5% (18)	8% (30)	400
Educ: Post-grad	37% (81)	33% (72)	15% (33)	8% (17)	7% (14)	217

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Table BRD9: Are you more likely to purchase a certain smartphone model if it is from the same manufacturer as your other technology products, such as a tablet, laptop, or camera?

Demographic	Yes, much more likely	Yes, somewhat more likely	No, not too likely	No, not at all likely	Don't know/No opinion	Total N
Adults	38% (727)	30% (565)	18% (335)	5% (102)	9% (166)	1894
Income: Under 50k	37% (410)	30% (328)	17% (188)	6% (63)	10% (105)	1094
Income: 50k-100k	39% (218)	29% (161)	20% (112)	5% (29)	8% (43)	564
Income: 100k+	42% (99)	32% (76)	14% (34)	4% (10)	8% (18)	236
Ethnicity: White	38% (562)	30% (447)	17% (255)	5% (77)	10% (141)	1483
Ethnicity: Hispanic	50% (152)	25% (76)	15% (47)	4% (12)	5% (15)	301
Ethnicity: Afr. Am.	44% (105)	28% (68)	18% (43)	5% (13)	4% (10)	238
Ethnicity: Other	35% (60)	29% (50)	21% (36)	7% (12)	9% (15)	173
Relig: Protestant	35% (145)	32% (132)	19% (77)	6% (23)	8% (33)	410
Relig: Roman Catholic	40% (148)	28% (104)	18% (66)	5% (18)	8% (31)	367
Relig: Something Else	38% (81)	32% (66)	17% (36)	5% (11)	7% (15)	210
Relig: Evangelical	39% (273)	29% (206)	18% (128)	6% (41)	8% (57)	706
Relig: Non-Evang. Catholics	36% (100)	34% (96)	18% (51)	4% (11)	8% (23)	281
Relig: All Christian	38% (373)	31% (302)	18% (179)	5% (53)	8% (80)	987
Relig: All Non-Christian	44% (119)	26% (70)	17% (45)	5% (15)	8% (22)	270
Community: Urban	41% (194)	28% (132)	17% (81)	5% (25)	9% (45)	476
Community: Suburban	38% (331)	31% (271)	18% (158)	4% (37)	9% (77)	874
Community: Rural	37% (202)	30% (162)	17% (95)	7% (41)	8% (44)	544
Employ: Private Sector	45% (280)	29% (178)	15% (93)	4% (26)	6% (40)	618
Employ: Government	38% (46)	38% (47)	16% (20)	3% (3)	5% (6)	122
Employ: Self-Employed	37% (62)	35% (58)	17% (29)	5% (9)	6% (10)	168
Employ: Homemaker	45% (69)	22% (34)	13% (20)	8% (12)	12% (19)	154
Employ: Student	43% (42)	37% (36)	13% (12)	2% (2)	6% (6)	97
Employ: Retired	27% (95)	29% (100)	24% (84)	8% (27)	13% (45)	351
Employ: Unemployed	33% (61)	26% (49)	22% (40)	8% (16)	10% (19)	185
Employ: Other	36% (72)	32% (63)	18% (35)	3% (7)	11% (23)	200
Military HH: Yes	38% (145)	27% (102)	23% (86)	7% (26)	6% (21)	380
Military HH: No	38% (582)	31% (464)	16% (249)	5% (76)	10% (145)	1515
RD/WT: Right Direction	40% (297)	29% (217)	18% (133)	5% (39)	8% (61)	747
RD/WT: Wrong Track	37% (430)	30% (348)	18% (202)	5% (63)	9% (105)	1147

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Table BRD9: Are you more likely to purchase a certain smartphone model if it is from the same manufacturer as your other technology products, such as a tablet, laptop, or camera?

Demographic	Yes, much more likely	Yes, somewhat more likely	No, not too likely	No, not at all likely	Don't know/No opinion	Total N
Adults	38% (727)	30% (565)	18% (335)	5% (102)	9% (166)	1894
Trump Job Approve	39% (321)	31% (258)	17% (142)	5% (42)	8% (69)	834
Trump Job Disapprove	39% (370)	30% (288)	18% (175)	5% (47)	7% (67)	946
Trump Job Strongly Approve	41% (170)	28% (117)	17% (69)	7% (31)	7% (31)	419
Trump Job Somewhat Approve	36% (151)	34% (141)	18% (73)	3% (11)	9% (38)	414
Trump Job Somewhat Disapprove	36% (94)	33% (87)	18% (48)	4% (12)	8% (21)	261
Trump Job Strongly Disapprove	40% (276)	29% (202)	19% (127)	5% (35)	7% (46)	685
#1 Issue: Economy	42% (214)	32% (162)	17% (88)	3% (17)	6% (31)	512
#1 Issue: Security	40% (133)	28% (95)	15% (51)	6% (21)	11% (36)	336
#1 Issue: Health Care	36% (128)	33% (116)	17% (59)	6% (22)	8% (29)	354
#1 Issue: Medicare / Social Security	36% (97)	26% (70)	21% (55)	6% (17)	10% (26)	265
#1 Issue: Women's Issues	44% (48)	30% (33)	12% (14)	3% (3)	11% (12)	108
#1 Issue: Education	40% (53)	30% (40)	19% (26)	7% (9)	5% (7)	134
#1 Issue: Energy	37% (29)	30% (24)	21% (17)	4% (3)	8% (7)	79
#1 Issue: Other	24% (25)	24% (25)	25% (26)	9% (10)	18% (19)	105
2016 Vote: Hillary Clinton	39% (225)	31% (176)	18% (100)	5% (31)	7% (41)	572
2016 Vote: Donald Trump	37% (230)	31% (193)	17% (106)	6% (40)	9% (59)	629
2016 Vote: Someone else	37% (60)	32% (52)	18% (29)	7% (12)	7% (11)	164
2016 Vote: Didnt Vote	40% (210)	27% (141)	18% (96)	4% (19)	11% (55)	521
Voted in 2014: Yes	37% (426)	32% (370)	17% (199)	6% (67)	9% (102)	1163
Voted in 2014: No	41% (301)	27% (196)	19% (136)	5% (35)	9% (64)	732
2012 Vote: Barack Obama	37% (270)	34% (242)	16% (119)	5% (35)	8% (57)	723
2012 Vote: Mitt Romney	36% (168)	29% (136)	18% (85)	6% (29)	10% (47)	465
2012 Vote: Other	29% (18)	37% (24)	19% (12)	7% (5)	8% (5)	64
2012 Vote: Didn't Vote	42% (270)	25% (163)	18% (118)	5% (33)	9% (58)	642
4-Region: Northeast	33% (111)	30% (101)	18% (60)	5% (17)	13% (42)	332
4-Region: Midwest	38% (151)	32% (129)	16% (65)	4% (16)	9% (36)	397
4-Region: South	39% (279)	34% (239)	16% (111)	5% (36)	7% (47)	711
4-Region: West	41% (186)	21% (97)	22% (99)	7% (32)	9% (41)	455
Favorable of Trump	39% (314)	31% (246)	17% (135)	5% (44)	8% (67)	807
Unfavorable of Trump	40% (386)	30% (290)	18% (179)	5% (46)	8% (74)	975

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Table BRD9: Are you more likely to purchase a certain smartphone model if it is from the same manufacturer as your other technology products, such as a tablet, laptop, or camera?

Demographic	Yes, much more likely	Yes, somewhat more likely	No, not too likely	No, not at all likely	Don't know/No opinion	Total N
Adults	38% (727)	30% (565)	18% (335)	5% (102)	9% (166)	1894
Very Favorable of Trump	41% (180)	28% (123)	17% (77)	7% (32)	7% (31)	442
Somewhat Favorable of Trump	37% (135)	34% (124)	16% (58)	3% (12)	10% (36)	365
Somewhat Unfavorable of Trump	39% (83)	33% (70)	18% (38)	2% (5)	8% (18)	214
Very Unfavorable of Trump	40% (303)	29% (219)	19% (141)	5% (41)	7% (56)	760

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

Table BRD10: As you may know, smartphone manufacturers have begun rolling out versions of their products with bigger screens. With that in mind, do you think newer model smartphones have screens that are too big, too small or the right size?

Demographic	Screens are too big		Screens are the right size		Screens are not big enough		Don't know/No opinion		Total N
Adults	24%	(452)	55%	(1044)	8%	(158)	13%	(240)	1894
Gender: Male	22%	(202)	55%	(507)	10%	(89)	13%	(121)	919
Gender: Female	26%	(250)	55%	(538)	7%	(69)	12%	(119)	976
Age: 18-29	25%	(108)	56%	(242)	5%	(20)	14%	(62)	431
Age: 30-44	21%	(104)	59%	(291)	8%	(38)	12%	(59)	492
Age: 45-54	26%	(89)	55%	(192)	11%	(39)	8%	(27)	347
Age: 55-64	24%	(76)	54%	(167)	11%	(33)	11%	(33)	309
Age: 65+	24%	(76)	49%	(153)	9%	(28)	18%	(58)	315
Generation Z: 18-21	25%	(37)	55%	(80)	4%	(6)	15%	(22)	145
Millennial: Age 22-37	23%	(131)	58%	(330)	7%	(38)	12%	(67)	566
Generation X: Age 38-53	23%	(124)	56%	(302)	9%	(50)	11%	(59)	535
Boomers: Age 54-72	25%	(147)	52%	(303)	10%	(57)	13%	(75)	582
PID: Dem (no lean)	22%	(141)	58%	(379)	10%	(68)	10%	(67)	656
PID: Ind (no lean)	24%	(124)	56%	(285)	7%	(37)	12%	(60)	505
PID: Rep (no lean)	26%	(187)	52%	(380)	7%	(53)	15%	(113)	733
PID/Gender: Dem Men	18%	(54)	58%	(179)	14%	(42)	10%	(32)	307
PID/Gender: Dem Women	25%	(87)	57%	(200)	8%	(26)	10%	(36)	349
PID/Gender: Ind Men	23%	(57)	58%	(141)	7%	(17)	12%	(29)	244
PID/Gender: Ind Women	26%	(67)	55%	(144)	8%	(20)	12%	(31)	262
PID/Gender: Rep Men	25%	(91)	51%	(186)	8%	(30)	16%	(60)	368
PID/Gender: Rep Women	26%	(96)	53%	(193)	6%	(23)	14%	(52)	365
Ideo: Liberal (1-3)	26%	(160)	54%	(338)	8%	(51)	12%	(73)	622
Ideo: Moderate (4)	21%	(88)	62%	(269)	9%	(38)	8%	(35)	431
Ideo: Conservative (5-7)	28%	(162)	52%	(304)	8%	(48)	12%	(67)	582
Educ: College	21%	(264)	57%	(726)	8%	(107)	14%	(180)	1277
Educ: Bachelors degree	30%	(120)	54%	(214)	8%	(32)	8%	(34)	400
Educ: Post-grad	31%	(68)	48%	(104)	9%	(19)	12%	(26)	217

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Table BRD10: As you may know, smartphone manufacturers have begun rolling out versions of their products with bigger screens. With that in mind, do you think newer model smartphones have screens that are too big, too small or the right size?

Demographic	Screens are too big		Screens are the right size		Screens are not big enough		Don't know/No opinion		Total N
Adults	24%	(452)	55%	(1044)	8%	(158)	13%	(240)	1894
Income: Under 50k	22%	(246)	55%	(598)	10%	(109)	13%	(142)	1094
Income: 50k-100k	25%	(140)	56%	(318)	6%	(35)	13%	(71)	564
Income: 100k+	28%	(66)	54%	(128)	6%	(15)	11%	(27)	236
Ethnicity: White	26%	(385)	54%	(796)	8%	(114)	13%	(188)	1483
Ethnicity: Hispanic	23%	(70)	53%	(160)	12%	(35)	12%	(36)	301
Ethnicity: Afr. Am.	14%	(33)	65%	(154)	13%	(30)	9%	(21)	238
Ethnicity: Other	19%	(34)	54%	(94)	9%	(15)	18%	(31)	173
Relig: Protestant	27%	(112)	52%	(213)	9%	(37)	12%	(48)	410
Relig: Roman Catholic	26%	(96)	55%	(202)	9%	(32)	10%	(37)	367
Relig: Something Else	24%	(50)	54%	(114)	11%	(24)	11%	(23)	210
Relig: Evangelical	27%	(190)	52%	(364)	10%	(71)	12%	(82)	706
Relig: Non-Evang. Catholics	24%	(68)	59%	(165)	8%	(22)	9%	(26)	281
Relig: All Christian	26%	(258)	54%	(529)	9%	(93)	11%	(108)	987
Relig: All Non-Christian	17%	(46)	61%	(166)	7%	(19)	14%	(39)	270
Community: Urban	21%	(102)	56%	(267)	10%	(46)	13%	(61)	476
Community: Suburban	23%	(204)	57%	(496)	7%	(63)	13%	(111)	874
Community: Rural	27%	(146)	52%	(281)	9%	(49)	12%	(67)	544
Employ: Private Sector	27%	(167)	56%	(345)	8%	(48)	9%	(58)	618
Employ: Government	26%	(32)	54%	(66)	9%	(11)	11%	(13)	122
Employ: Self-Employed	19%	(32)	58%	(98)	13%	(21)	10%	(17)	168
Employ: Homemaker	18%	(28)	61%	(94)	8%	(12)	13%	(20)	154
Employ: Student	31%	(30)	58%	(56)	2%	(2)	9%	(9)	97
Employ: Retired	23%	(82)	49%	(172)	10%	(36)	17%	(61)	351
Employ: Unemployed	23%	(43)	53%	(98)	8%	(15)	15%	(29)	185
Employ: Other	19%	(38)	58%	(116)	7%	(13)	16%	(33)	200
Military HH: Yes	28%	(105)	51%	(192)	8%	(31)	13%	(51)	380
Military HH: No	23%	(347)	56%	(852)	8%	(127)	12%	(189)	1515
RD/WT: Right Direction	22%	(166)	57%	(426)	9%	(67)	12%	(89)	747
RD/WT: Wrong Track	25%	(286)	54%	(618)	8%	(92)	13%	(151)	1147

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Table BRD10: As you may know, smartphone manufacturers have begun rolling out versions of their products with bigger screens. With that in mind, do you think newer model smartphones have screens that are too big, too small or the right size?

Demographic	Screens are too big		Screens are the right size		Screens are not big enough		Don't know/No opinion		Total N
Adults	24%	(452)	55%	(1044)	8%	(158)	13%	(240)	1894
Trump Job Approve	24%	(204)	56%	(467)	9%	(76)	10%	(87)	834
Trump Job Disapprove	24%	(223)	57%	(535)	8%	(79)	12%	(110)	946
Trump Job Strongly Approve	24%	(99)	54%	(228)	9%	(40)	13%	(53)	419
Trump Job Somewhat Approve	25%	(105)	58%	(240)	9%	(37)	8%	(33)	414
Trump Job Somewhat Disapprove	26%	(67)	59%	(154)	6%	(15)	10%	(25)	261
Trump Job Strongly Disapprove	23%	(155)	56%	(382)	9%	(64)	12%	(85)	685
#1 Issue: Economy	24%	(123)	58%	(296)	10%	(52)	8%	(41)	512
#1 Issue: Security	24%	(81)	59%	(198)	7%	(23)	10%	(35)	336
#1 Issue: Health Care	26%	(91)	56%	(197)	9%	(31)	10%	(35)	354
#1 Issue: Medicare / Social Security	18%	(49)	51%	(134)	13%	(34)	18%	(48)	265
#1 Issue: Women's Issues	30%	(32)	50%	(55)	5%	(5)	15%	(17)	108
#1 Issue: Education	27%	(37)	56%	(76)	1%	(2)	15%	(20)	134
#1 Issue: Energy	27%	(21)	51%	(40)	6%	(5)	16%	(13)	79
#1 Issue: Other	17%	(18)	46%	(48)	7%	(7)	30%	(32)	105
2016 Vote: Hillary Clinton	23%	(133)	57%	(327)	9%	(54)	10%	(59)	572
2016 Vote: Donald Trump	26%	(165)	53%	(336)	9%	(57)	11%	(71)	629
2016 Vote: Someone else	23%	(38)	58%	(96)	8%	(14)	10%	(17)	164
2016 Vote: Didnt Vote	23%	(117)	54%	(281)	6%	(33)	17%	(89)	521
Voted in 2014: Yes	24%	(277)	56%	(651)	9%	(109)	11%	(125)	1163
Voted in 2014: No	24%	(175)	54%	(393)	7%	(49)	16%	(114)	732
2012 Vote: Barack Obama	23%	(163)	58%	(419)	10%	(69)	10%	(71)	723
2012 Vote: Mitt Romney	28%	(132)	54%	(249)	7%	(33)	11%	(51)	465
2012 Vote: Other	16%	(10)	52%	(33)	15%	(10)	17%	(11)	64
2012 Vote: Didn't Vote	23%	(147)	53%	(342)	7%	(46)	17%	(107)	642
4-Region: Northeast	27%	(89)	55%	(183)	7%	(23)	11%	(37)	332
4-Region: Midwest	25%	(100)	54%	(213)	7%	(29)	14%	(55)	397
4-Region: South	21%	(147)	58%	(409)	9%	(65)	13%	(90)	711
4-Region: West	26%	(116)	53%	(240)	9%	(41)	13%	(58)	455
Favorable of Trump	25%	(202)	56%	(450)	9%	(70)	10%	(85)	807
Unfavorable of Trump	23%	(228)	56%	(550)	8%	(82)	12%	(115)	975

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Table BRD10: As you may know, smartphone manufacturers have begun rolling out versions of their products with bigger screens. With that in mind, do you think newer model smartphones have screens that are too big, too small or the right size?

Demographic	Screens are too big		Screens are the right size		Screens are not big enough		Don't know/No opinion		Total N
Adults	24%	(452)	55%	(1044)	8%	(158)	13%	(240)	1894
Very Favorable of Trump	23%	(102)	56%	(247)	10%	(44)	11%	(49)	442
Somewhat Favorable of Trump	27%	(100)	56%	(203)	7%	(26)	10%	(36)	365
Somewhat Unfavorable of Trump	26%	(56)	59%	(126)	5%	(11)	10%	(21)	214
Very Unfavorable of Trump	23%	(172)	56%	(423)	9%	(71)	12%	(94)	760

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

Table BRD11: *As you may know, some smartphone manufacturers have started teasing versions of their smartphones that are foldable. With that in mind, how likely is it that you would purchase a new smartphone model if it could fold?*

Demographic	Somewhat likely		Not at all likely		Not likely at all		Don't know/No opinion		Very likely		Total N
Adults	30%	(577)	23%	(433)	18%	(333)	18%	(341)	11%	(210)	1894
Gender: Male	30%	(280)	23%	(210)	17%	(152)	16%	(149)	14%	(127)	919
Gender: Female	30%	(297)	23%	(223)	19%	(181)	20%	(192)	9%	(83)	976
Age: 18-29	34%	(146)	20%	(86)	17%	(75)	16%	(70)	13%	(56)	431
Age: 30-44	33%	(162)	21%	(103)	17%	(86)	15%	(75)	14%	(67)	492
Age: 45-54	31%	(107)	24%	(85)	16%	(57)	14%	(50)	14%	(50)	347
Age: 55-64	24%	(73)	27%	(85)	19%	(59)	23%	(71)	7%	(22)	309
Age: 65+	28%	(89)	24%	(75)	18%	(57)	24%	(76)	5%	(17)	315
Generation Z: 18-21	35%	(51)	15%	(22)	20%	(29)	18%	(26)	12%	(17)	145
Millennial: Age 22-37	33%	(188)	20%	(112)	18%	(104)	15%	(83)	14%	(79)	566
Generation X: Age 38-53	31%	(166)	25%	(133)	16%	(83)	15%	(79)	14%	(74)	535
Boomers: Age 54-72	26%	(154)	26%	(154)	18%	(103)	24%	(138)	6%	(34)	582
PID: Dem (no lean)	36%	(235)	22%	(144)	13%	(88)	15%	(101)	13%	(88)	656
PID: Ind (no lean)	27%	(136)	26%	(130)	17%	(86)	19%	(97)	11%	(57)	505
PID: Rep (no lean)	28%	(206)	22%	(159)	22%	(159)	19%	(143)	9%	(66)	733
PID/Gender: Dem Men	35%	(108)	22%	(67)	12%	(35)	13%	(41)	18%	(55)	307
PID/Gender: Dem Women	36%	(127)	22%	(76)	15%	(53)	17%	(60)	9%	(33)	349
PID/Gender: Ind Men	27%	(66)	27%	(66)	14%	(34)	20%	(48)	12%	(30)	244
PID/Gender: Ind Women	27%	(70)	24%	(64)	20%	(52)	19%	(49)	10%	(27)	262
PID/Gender: Rep Men	29%	(106)	21%	(77)	23%	(83)	16%	(60)	11%	(42)	368
PID/Gender: Rep Women	27%	(100)	23%	(82)	21%	(76)	23%	(83)	6%	(24)	365
Ideo: Liberal (1-3)	33%	(205)	21%	(130)	14%	(88)	18%	(111)	14%	(87)	622
Ideo: Moderate (4)	33%	(143)	27%	(115)	20%	(85)	13%	(58)	7%	(30)	431
Ideo: Conservative (5-7)	29%	(171)	25%	(145)	19%	(111)	16%	(95)	10%	(59)	582
Educ: College	29%	(375)	23%	(294)	18%	(225)	18%	(226)	12%	(156)	1277
Educ: Bachelors degree	31%	(125)	22%	(89)	19%	(75)	19%	(77)	8%	(33)	400
Educ: Post-grad	35%	(76)	23%	(50)	15%	(33)	17%	(37)	10%	(21)	217

Continued on next page

Table BRD11: As you may know, some smartphone manufacturers have started teasing versions of their smartphones that are foldable. With that in mind, how likely is it that you would purchase a new smartphone model if it could fold?

Demographic	Somewhat likely		Not at all likely		Not likely at all		Don't know/No opinion		Very likely		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	30%	(577)	23%	(433)	18%	(333)	18%	(341)	11%	(210)	1894
Income: Under 50k	30%	(331)	22%	(245)	17%	(190)	17%	(191)	13%	(137)	1094
Income: 50k-100k	31%	(176)	22%	(125)	21%	(116)	18%	(100)	8%	(47)	564
Income: 100k+	30%	(70)	27%	(63)	11%	(27)	21%	(50)	11%	(27)	236
Ethnicity: White	30%	(447)	23%	(338)	19%	(282)	19%	(275)	10%	(141)	1483
Ethnicity: Hispanic	32%	(98)	20%	(61)	16%	(47)	15%	(46)	17%	(50)	301
Ethnicity: Afr. Am.	32%	(76)	27%	(64)	13%	(32)	12%	(29)	16%	(38)	238
Ethnicity: Other	32%	(55)	17%	(30)	12%	(20)	21%	(37)	18%	(32)	173
Relig: Protestant	30%	(124)	23%	(93)	15%	(63)	22%	(91)	10%	(39)	410
Relig: Roman Catholic	33%	(121)	25%	(92)	15%	(55)	15%	(56)	12%	(43)	367
Relig: Something Else	30%	(63)	20%	(42)	23%	(49)	17%	(36)	10%	(20)	210
Relig: Evangelical	30%	(213)	23%	(165)	18%	(128)	19%	(136)	9%	(63)	706
Relig: Non-Evang. Catholics	34%	(94)	22%	(62)	13%	(38)	17%	(47)	14%	(40)	281
Relig: All Christian	31%	(308)	23%	(228)	17%	(166)	19%	(183)	10%	(103)	987
Relig: All Non-Christian	32%	(88)	23%	(62)	17%	(47)	13%	(35)	14%	(38)	270
Community: Urban	28%	(133)	20%	(96)	20%	(94)	19%	(92)	13%	(62)	476
Community: Suburban	31%	(274)	22%	(197)	17%	(147)	19%	(164)	11%	(94)	874
Community: Rural	31%	(171)	26%	(141)	17%	(92)	16%	(85)	10%	(55)	544
Employ: Private Sector	32%	(195)	23%	(145)	19%	(117)	13%	(80)	13%	(81)	618
Employ: Government	38%	(46)	25%	(31)	16%	(20)	15%	(18)	6%	(7)	122
Employ: Self-Employed	31%	(52)	19%	(32)	11%	(19)	16%	(27)	23%	(38)	168
Employ: Homemaker	27%	(42)	25%	(39)	18%	(27)	21%	(32)	9%	(14)	154
Employ: Student	34%	(33)	24%	(24)	21%	(21)	14%	(13)	6%	(6)	97
Employ: Retired	29%	(103)	22%	(78)	17%	(61)	26%	(91)	5%	(18)	351
Employ: Unemployed	32%	(59)	21%	(40)	20%	(37)	17%	(31)	10%	(18)	185
Employ: Other	23%	(47)	23%	(45)	16%	(33)	24%	(47)	14%	(28)	200
Military HH: Yes	30%	(113)	21%	(80)	22%	(84)	18%	(68)	9%	(35)	380
Military HH: No	31%	(464)	23%	(353)	16%	(250)	18%	(272)	12%	(176)	1515
RD/WT: Right Direction	32%	(238)	22%	(163)	20%	(146)	14%	(108)	12%	(92)	747
RD/WT: Wrong Track	30%	(339)	24%	(270)	16%	(187)	20%	(233)	10%	(118)	1147

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Table BRD11: As you may know, some smartphone manufacturers have started teasing versions of their smartphones that are foldable. With that in mind, how likely is it that you would purchase a new smartphone model if it could fold?

Demographic	Somewhat likely		Not at all likely		Not likely at all		Don't know/No opinion		Very likely		Total N
Adults	30%	(577)	23%	(433)	18%	(333)	18%	(341)	11%	(210)	1894
Trump Job Approve	31%	(256)	23%	(193)	20%	(165)	14%	(121)	12%	(98)	834
Trump Job Disapprove	32%	(299)	24%	(225)	16%	(149)	18%	(170)	11%	(103)	946
Trump Job Strongly Approve	28%	(116)	20%	(83)	24%	(102)	14%	(59)	14%	(60)	419
Trump Job Somewhat Approve	34%	(140)	27%	(111)	15%	(64)	15%	(62)	9%	(38)	414
Trump Job Somewhat Disapprove	30%	(78)	30%	(79)	15%	(39)	16%	(43)	9%	(22)	261
Trump Job Strongly Disapprove	32%	(221)	21%	(146)	16%	(110)	19%	(127)	12%	(81)	685
#1 Issue: Economy	32%	(165)	29%	(148)	15%	(79)	12%	(62)	11%	(57)	512
#1 Issue: Security	29%	(99)	19%	(66)	21%	(72)	17%	(56)	13%	(44)	336
#1 Issue: Health Care	30%	(105)	22%	(79)	16%	(55)	21%	(76)	11%	(39)	354
#1 Issue: Medicare / Social Security	28%	(73)	25%	(65)	17%	(46)	22%	(58)	9%	(23)	265
#1 Issue: Women's Issues	37%	(40)	13%	(14)	23%	(25)	19%	(21)	7%	(8)	108
#1 Issue: Education	35%	(47)	23%	(31)	15%	(20)	16%	(21)	12%	(16)	134
#1 Issue: Energy	33%	(26)	20%	(16)	14%	(11)	18%	(14)	16%	(13)	79
#1 Issue: Other	21%	(22)	14%	(14)	25%	(26)	30%	(32)	11%	(11)	105
2016 Vote: Hillary Clinton	34%	(195)	24%	(138)	12%	(67)	19%	(108)	11%	(65)	572
2016 Vote: Donald Trump	28%	(179)	22%	(140)	21%	(133)	18%	(113)	10%	(64)	629
2016 Vote: Someone else	37%	(60)	21%	(35)	18%	(29)	14%	(23)	10%	(17)	164
2016 Vote: Didnt Vote	27%	(140)	23%	(120)	20%	(104)	18%	(95)	12%	(62)	521
Voted in 2014: Yes	31%	(364)	24%	(276)	16%	(189)	18%	(205)	11%	(129)	1163
Voted in 2014: No	29%	(213)	21%	(157)	20%	(145)	19%	(136)	11%	(82)	732
2012 Vote: Barack Obama	34%	(247)	22%	(159)	13%	(96)	18%	(133)	12%	(89)	723
2012 Vote: Mitt Romney	27%	(124)	28%	(128)	20%	(92)	19%	(87)	7%	(33)	465
2012 Vote: Other	33%	(21)	19%	(12)	19%	(12)	16%	(10)	14%	(9)	64
2012 Vote: Didn't Vote	29%	(185)	21%	(134)	21%	(132)	17%	(111)	12%	(79)	642
4-Region: Northeast	28%	(94)	23%	(78)	16%	(54)	22%	(75)	10%	(32)	332
4-Region: Midwest	32%	(126)	21%	(84)	19%	(74)	19%	(75)	10%	(38)	397
4-Region: South	30%	(212)	25%	(175)	16%	(113)	16%	(115)	14%	(97)	711
4-Region: West	32%	(145)	21%	(97)	20%	(93)	17%	(76)	10%	(44)	455
Favorable of Trump	29%	(233)	25%	(199)	20%	(164)	15%	(123)	11%	(89)	807
Unfavorable of Trump	33%	(320)	22%	(219)	16%	(153)	18%	(174)	11%	(109)	975

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Table BRD11: As you may know, some smartphone manufacturers have started teasing versions of their smartphones that are foldable. With that in mind, how likely is it that you would purchase a new smartphone model if it could fold?

Demographic	Somewhat likely		Not at all likely		Not likely at all		Don't know/No opinion		Very likely		Total N
Adults	30%	(577)	23%	(433)	18%	(333)	18%	(341)	11%	(210)	1894
Very Favorable of Trump	27%	(120)	23%	(103)	22%	(98)	13%	(59)	14%	(63)	442
Somewhat Favorable of Trump	31%	(113)	26%	(96)	18%	(66)	17%	(64)	7%	(26)	365
Somewhat Unfavorable of Trump	35%	(75)	26%	(56)	11%	(23)	17%	(36)	11%	(24)	214
Very Unfavorable of Trump	32%	(244)	21%	(163)	17%	(130)	18%	(137)	11%	(86)	760

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

Table BRD12: Thinking about the features on your current smartphone, which of the following comes closest to your view, even if neither are exactly correct?

Demographic	Most of the tools on my smartphone are of value to me	Most of the tools on my smartphone are not practical for me to use	I do not understand most of the tools on my smartphone	Total N
Adults	65% (1229)	23% (435)	12% (230)	1894
Gender: Male	63% (580)	26% (239)	11% (100)	919
Gender: Female	67% (649)	20% (196)	13% (131)	976
Age: 18-29	71% (306)	21% (91)	8% (34)	431
Age: 30-44	67% (332)	23% (115)	9% (46)	492
Age: 45-54	69% (239)	23% (79)	8% (29)	347
Age: 55-64	61% (189)	23% (72)	15% (48)	309
Age: 65+	52% (163)	25% (78)	23% (74)	315
Generation Z: 18-21	65% (94)	26% (38)	9% (12)	145
Millennial: Age 22-37	73% (413)	20% (113)	7% (39)	566
Generation X: Age 38-53	66% (351)	25% (132)	10% (52)	535
Boomers: Age 54-72	58% (339)	24% (138)	18% (104)	582
PID: Dem (no lean)	67% (443)	23% (152)	9% (61)	656
PID: Ind (no lean)	64% (325)	22% (110)	14% (70)	505
PID: Rep (no lean)	63% (462)	24% (172)	13% (99)	733
PID/Gender: Dem Men	66% (204)	26% (79)	8% (24)	307
PID/Gender: Dem Women	68% (239)	21% (73)	11% (37)	349
PID/Gender: Ind Men	64% (157)	24% (58)	12% (29)	244
PID/Gender: Ind Women	64% (168)	20% (53)	16% (41)	262
PID/Gender: Rep Men	60% (220)	28% (102)	13% (47)	368
PID/Gender: Rep Women	66% (242)	19% (71)	14% (52)	365
Ideo: Liberal (1-3)	67% (415)	24% (150)	9% (57)	622
Ideo: Moderate (4)	69% (298)	20% (87)	10% (45)	431
Ideo: Conservative (5-7)	62% (359)	25% (143)	14% (79)	582
Educ: College	64% (820)	23% (291)	13% (166)	1277
Educ: Bachelors degree	66% (264)	23% (92)	11% (44)	400
Educ: Post-grad	67% (146)	24% (51)	9% (20)	217

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Table BRD12: Thinking about the features on your current smartphone, which of the following comes closest to your view, even if neither are exactly correct?

Demographic	Most of the tools on my smartphone are of value to me	Most of the tools on my smartphone are not practical for me to use	I do not understand most of the tools on my smartphone	Total N
Adults	65% (1229)	23% (435)	12% (230)	1894
Income: Under 50k	64% (696)	23% (251)	13% (147)	1094
Income: 50k-100k	67% (378)	22% (124)	11% (61)	564
Income: 100k+	66% (155)	25% (59)	9% (22)	236
Ethnicity: White	63% (937)	24% (349)	13% (196)	1483
Ethnicity: Hispanic	67% (201)	24% (73)	9% (27)	301
Ethnicity: Afr. Am.	73% (174)	20% (49)	6% (15)	238
Ethnicity: Other	68% (118)	21% (37)	11% (19)	173
Relig: Protestant	67% (274)	21% (87)	12% (49)	410
Relig: Roman Catholic	60% (221)	26% (96)	14% (50)	367
Relig: Something Else	69% (145)	20% (43)	11% (23)	210
Relig: Evangelical	65% (455)	23% (161)	13% (90)	706
Relig: Non-Evang. Catholics	66% (185)	23% (64)	11% (32)	281
Relig: All Christian	65% (640)	23% (225)	12% (122)	987
Relig: All Non-Christian	72% (194)	17% (45)	12% (31)	270
Community: Urban	66% (314)	22% (106)	12% (56)	476
Community: Suburban	67% (582)	22% (195)	11% (97)	874
Community: Rural	61% (333)	25% (134)	14% (77)	544
Employ: Private Sector	69% (426)	24% (148)	7% (44)	618
Employ: Government	66% (80)	24% (30)	10% (12)	122
Employ: Self-Employed	66% (111)	23% (38)	11% (19)	168
Employ: Homemaker	63% (97)	25% (39)	11% (17)	154
Employ: Student	67% (65)	23% (22)	11% (10)	97
Employ: Retired	54% (191)	23% (82)	22% (78)	351
Employ: Unemployed	68% (125)	19% (36)	13% (24)	185
Employ: Other	67% (135)	20% (40)	12% (25)	200
Military HH: Yes	62% (234)	24% (90)	15% (56)	380
Military HH: No	66% (996)	23% (345)	11% (174)	1515
RD/WT: Right Direction	66% (492)	22% (167)	12% (88)	747
RD/WT: Wrong Track	64% (737)	23% (268)	12% (142)	1147

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Table BRD12: Thinking about the features on your current smartphone, which of the following comes closest to your view, even if neither are exactly correct?

Demographic	Most of the tools on my smartphone are of value to me	Most of the tools on my smartphone are not practical for me to use	I do not understand most of the tools on my smartphone	Total N
Adults	65% (1229)	23% (435)	12% (230)	1894
Trump Job Approve	63% (529)	25% (208)	12% (97)	834
Trump Job Disapprove	67% (634)	22% (204)	11% (108)	946
Trump Job Strongly Approve	60% (252)	28% (116)	12% (51)	419
Trump Job Somewhat Approve	67% (276)	22% (92)	11% (46)	414
Trump Job Somewhat Disapprove	67% (176)	20% (53)	12% (32)	261
Trump Job Strongly Disapprove	67% (458)	22% (151)	11% (76)	685
#1 Issue: Economy	69% (354)	23% (117)	8% (41)	512
#1 Issue: Security	65% (218)	24% (79)	12% (39)	336
#1 Issue: Health Care	66% (234)	23% (80)	11% (40)	354
#1 Issue: Medicare / Social Security	57% (151)	22% (59)	20% (54)	265
#1 Issue: Women's Issues	70% (76)	19% (21)	11% (12)	108
#1 Issue: Education	67% (91)	22% (30)	10% (14)	134
#1 Issue: Energy	70% (56)	21% (16)	9% (7)	79
#1 Issue: Other	48% (50)	30% (32)	22% (23)	105
2016 Vote: Hillary Clinton	66% (377)	24% (137)	10% (58)	572
2016 Vote: Donald Trump	62% (389)	25% (159)	13% (80)	629
2016 Vote: Someone else	64% (105)	23% (37)	13% (22)	164
2016 Vote: Didnt Vote	67% (350)	19% (101)	13% (70)	521
Voted in 2014: Yes	65% (754)	23% (268)	12% (141)	1163
Voted in 2014: No	65% (475)	23% (167)	12% (89)	732
2012 Vote: Barack Obama	67% (485)	22% (158)	11% (80)	723
2012 Vote: Mitt Romney	59% (276)	26% (123)	14% (66)	465
2012 Vote: Other	65% (42)	22% (14)	12% (8)	64
2012 Vote: Didn't Vote	66% (426)	22% (140)	12% (76)	642
4-Region: Northeast	65% (214)	23% (76)	13% (42)	332
4-Region: Midwest	65% (257)	25% (99)	10% (41)	397
4-Region: South	67% (476)	22% (153)	11% (82)	711
4-Region: West	62% (282)	23% (106)	14% (66)	455

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Table BRD12: *Thinking about the features on your current smartphone, which of the following comes closest to your view, even if neither are exactly correct?*

Demographic	Most of the tools on my smartphone are of value to me	Most of the tools on my smartphone are not practical for me to use	I do not understand most of the tools on my smartphone	Total N
Adults	65% (1229)	23% (435)	12% (230)	1894
Favorable of Trump	64% (519)	24% (193)	12% (95)	807
Unfavorable of Trump	66% (648)	22% (215)	12% (112)	975
Very Favorable of Trump	62% (273)	26% (117)	12% (52)	442
Somewhat Favorable of Trump	67% (245)	21% (76)	12% (43)	365
Somewhat Unfavorable of Trump	60% (129)	27% (58)	13% (27)	214
Very Unfavorable of Trump	68% (519)	21% (157)	11% (85)	760

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

Table BRD13: *Thinking about your current smartphone, do you think the company that made your phone releases a new version of its products:*

Demographic	Too often		Just enough		Not often enough		Don't know/No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	31%	(596)	48%	(913)	6%	(121)	14%	(264)	1894
Gender: Male	29%	(263)	50%	(462)	8%	(74)	13%	(119)	919
Gender: Female	34%	(333)	46%	(451)	5%	(47)	15%	(144)	976
Age: 18-29	36%	(156)	47%	(204)	7%	(30)	10%	(42)	431
Age: 30-44	30%	(147)	54%	(266)	8%	(37)	9%	(42)	492
Age: 45-54	35%	(120)	46%	(160)	7%	(23)	13%	(44)	347
Age: 55-64	27%	(83)	48%	(150)	8%	(24)	17%	(52)	309
Age: 65+	29%	(90)	43%	(134)	2%	(7)	27%	(84)	315
Generation Z: 18-21	38%	(55)	45%	(65)	8%	(12)	9%	(13)	145
Millennial: Age 22-37	33%	(187)	52%	(294)	6%	(35)	9%	(49)	566
Generation X: Age 38-53	32%	(169)	49%	(260)	8%	(41)	12%	(65)	535
Boomers: Age 54-72	28%	(162)	48%	(277)	6%	(33)	19%	(109)	582
PID: Dem (no lean)	30%	(194)	49%	(324)	8%	(52)	13%	(85)	656
PID: Ind (no lean)	33%	(165)	49%	(246)	5%	(25)	14%	(69)	505
PID: Rep (no lean)	32%	(237)	47%	(342)	6%	(44)	15%	(110)	733
PID/Gender: Dem Men	25%	(78)	54%	(165)	9%	(29)	11%	(35)	307
PID/Gender: Dem Women	33%	(117)	46%	(159)	7%	(23)	15%	(51)	349
PID/Gender: Ind Men	28%	(67)	51%	(123)	7%	(17)	15%	(36)	244
PID/Gender: Ind Women	37%	(98)	47%	(123)	3%	(8)	12%	(33)	262
PID/Gender: Rep Men	32%	(118)	47%	(173)	8%	(28)	13%	(49)	368
PID/Gender: Rep Women	33%	(119)	46%	(169)	4%	(16)	17%	(61)	365
Ideo: Liberal (1-3)	30%	(187)	51%	(317)	7%	(42)	12%	(75)	622
Ideo: Moderate (4)	32%	(138)	50%	(214)	7%	(32)	11%	(48)	431
Ideo: Conservative (5-7)	35%	(201)	46%	(270)	5%	(30)	14%	(80)	582
Educ: College	28%	(355)	48%	(615)	8%	(99)	16%	(208)	1277
Educ: Bachelors degree	36%	(143)	51%	(205)	4%	(17)	9%	(34)	400
Educ: Post-grad	45%	(98)	42%	(92)	2%	(5)	10%	(21)	217
Income: Under 50k	27%	(292)	48%	(528)	9%	(96)	16%	(178)	1094
Income: 50k-100k	36%	(205)	48%	(272)	3%	(18)	12%	(68)	564
Income: 100k+	42%	(99)	48%	(112)	3%	(7)	7%	(17)	236

Continued on next page

Table BRD13: Thinking about your current smartphone, do you think the company that made your phone releases a new version of its products:

Demographic	Too often		Just enough		Not often enough		Don't know/No opinion		Total N
Adults	31%	(596)	48%	(913)	6%	(121)	14%	(264)	1894
Ethnicity: White	33%	(486)	48%	(717)	4%	(67)	14%	(214)	1483
Ethnicity: Hispanic	39%	(117)	44%	(131)	9%	(27)	9%	(26)	301
Ethnicity: Afr. Am.	23%	(55)	51%	(121)	15%	(37)	11%	(25)	238
Ethnicity: Other	32%	(56)	43%	(75)	10%	(18)	14%	(24)	173
Relig: Protestant	37%	(151)	45%	(185)	4%	(18)	13%	(55)	410
Relig: Roman Catholic	38%	(140)	44%	(162)	4%	(15)	14%	(50)	367
Relig: Something Else	26%	(54)	55%	(115)	6%	(12)	14%	(29)	210
Relig: Evangelical	35%	(247)	47%	(330)	5%	(33)	14%	(96)	706
Relig: Non-Evang. Catholics	35%	(99)	47%	(132)	4%	(13)	13%	(38)	281
Relig: All Christian	35%	(345)	47%	(462)	5%	(45)	14%	(134)	987
Relig: All Non-Christian	26%	(70)	47%	(127)	12%	(32)	15%	(41)	270
Community: Urban	30%	(144)	48%	(227)	10%	(46)	12%	(59)	476
Community: Suburban	33%	(292)	48%	(420)	5%	(42)	14%	(120)	874
Community: Rural	29%	(160)	49%	(266)	6%	(33)	16%	(85)	544
Employ: Private Sector	37%	(229)	51%	(314)	5%	(28)	8%	(47)	618
Employ: Government	33%	(40)	47%	(57)	11%	(14)	9%	(11)	122
Employ: Self-Employed	30%	(51)	51%	(86)	3%	(5)	16%	(26)	168
Employ: Homemaker	28%	(43)	51%	(78)	6%	(9)	15%	(23)	154
Employ: Student	38%	(37)	55%	(53)	3%	(3)	4%	(4)	97
Employ: Retired	27%	(95)	42%	(149)	4%	(15)	26%	(92)	351
Employ: Unemployed	23%	(43)	46%	(84)	14%	(26)	17%	(31)	185
Employ: Other	29%	(58)	46%	(91)	11%	(21)	15%	(30)	200
Military HH: Yes	33%	(125)	40%	(153)	10%	(39)	17%	(63)	380
Military HH: No	31%	(472)	50%	(760)	5%	(82)	13%	(200)	1515
RD/WT: Right Direction	31%	(229)	50%	(376)	5%	(40)	14%	(102)	747
RD/WT: Wrong Track	32%	(368)	47%	(537)	7%	(81)	14%	(162)	1147
Trump Job Approve	32%	(263)	50%	(415)	6%	(50)	13%	(106)	834
Trump Job Disapprove	33%	(308)	48%	(454)	7%	(65)	13%	(119)	946

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Table BRD13: *Thinking about your current smartphone, do you think the company that made your phone releases a new version of its products:*

Demographic	Too often		Just enough		Not often enough		Don't know/No opinion		Total N
Adults	31%	(596)	48%	(913)	6%	(121)	14%	(264)	1894
Trump Job Strongly Approve	33%	(136)	46%	(195)	6%	(25)	15%	(63)	419
Trump Job Somewhat Approve	31%	(127)	53%	(220)	6%	(25)	10%	(43)	414
Trump Job Somewhat Disapprove	38%	(98)	45%	(117)	4%	(10)	13%	(35)	261
Trump Job Strongly Disapprove	31%	(209)	49%	(337)	8%	(55)	12%	(84)	685
#1 Issue: Economy	30%	(155)	53%	(272)	8%	(43)	8%	(42)	512
#1 Issue: Security	34%	(113)	48%	(163)	3%	(9)	15%	(51)	336
#1 Issue: Health Care	30%	(105)	50%	(178)	7%	(24)	14%	(48)	354
#1 Issue: Medicare / Social Security	28%	(73)	46%	(121)	7%	(18)	20%	(53)	265
#1 Issue: Women's Issues	37%	(40)	36%	(39)	9%	(9)	18%	(20)	108
#1 Issue: Education	36%	(48)	48%	(64)	6%	(8)	10%	(13)	134
#1 Issue: Energy	32%	(25)	53%	(42)	3%	(2)	12%	(10)	79
#1 Issue: Other	34%	(36)	33%	(34)	7%	(8)	26%	(27)	105
2016 Vote: Hillary Clinton	33%	(187)	48%	(276)	7%	(38)	12%	(71)	572
2016 Vote: Donald Trump	33%	(208)	48%	(304)	4%	(27)	14%	(89)	629
2016 Vote: Someone else	32%	(53)	53%	(87)	5%	(8)	10%	(16)	164
2016 Vote: Didn't Vote	28%	(146)	46%	(239)	9%	(48)	17%	(88)	521
Voted in 2014: Yes	32%	(370)	50%	(583)	5%	(60)	13%	(149)	1163
Voted in 2014: No	31%	(226)	45%	(330)	8%	(61)	16%	(114)	732
2012 Vote: Barack Obama	31%	(225)	50%	(360)	6%	(46)	13%	(92)	723
2012 Vote: Mitt Romney	35%	(164)	47%	(217)	4%	(19)	14%	(65)	465
2012 Vote: Other	25%	(16)	53%	(34)	3%	(2)	20%	(13)	64
2012 Vote: Didn't Vote	30%	(191)	47%	(302)	9%	(55)	15%	(94)	642
4-Region: Northeast	32%	(107)	46%	(154)	7%	(24)	14%	(47)	332
4-Region: Midwest	30%	(118)	52%	(205)	6%	(24)	12%	(49)	397
4-Region: South	30%	(213)	51%	(366)	5%	(38)	13%	(94)	711
4-Region: West	35%	(158)	41%	(188)	8%	(35)	16%	(74)	455
Favorable of Trump	31%	(252)	50%	(402)	6%	(47)	13%	(107)	807
Unfavorable of Trump	33%	(321)	47%	(461)	7%	(65)	13%	(127)	975

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Table BRD13: *Thinking about your current smartphone, do you think the company that made your phone releases a new version of its products:*

Demographic	Too often		Just enough		Not often enough		Don't know/No opinion		Total N
Adults	31%	(596)	48%	(913)	6%	(121)	14%	(264)	1894
Very Favorable of Trump	31%	(139)	50%	(221)	6%	(24)	13%	(58)	442
Somewhat Favorable of Trump	31%	(112)	50%	(181)	6%	(22)	13%	(49)	365
Somewhat Unfavorable of Trump	37%	(80)	42%	(91)	6%	(12)	15%	(32)	214
Very Unfavorable of Trump	32%	(241)	49%	(371)	7%	(53)	12%	(95)	760

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	477	22%
	Age: 30-44	536	24%
	Age: 45-54	392	18%
	Age: 55-64	359	16%
	Age: 65+	436	20%
	N	2201	
demAgeGeneration	Generation Z: 18-21	162	7%
	Millennial: Age 22-37	617	28%
	Generation X: Age 38-53	598	27%
	Boomers: Age 54-72	714	32%
	N	2091	
xpid3	PID: Dem (no lean)	767	35%
	PID: Ind (no lean)	577	26%
	PID: Rep (no lean)	857	39%
	N	2201	
xpidGender	PID/Gender: Dem Men	355	16%
	PID/Gender: Dem Women	412	19%
	PID/Gender: Ind Men	284	13%
	PID/Gender: Ind Women	293	13%
	PID/Gender: Rep Men	423	19%
	PID/Gender: Rep Women	434	20%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	719	33%
	Ideo: Moderate (4)	502	23%
	Ideo: Conservative (5-7)	675	31%
	N	1895	
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	1330	60%
	Income: 50k-100k	620	28%
	Income: 100k+	251	11%
	N	2201	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	350	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xrelNet	Relig: Protestant	480	22%
	Relig: Roman Catholic	432	20%
	Relig: Something Else	238	11%
	N	1150	
xreligion1	Relig: Jewish	35	2%
xreligion2	Relig: Evangelical	819	37%
	Relig: Non-Evang. Catholics	331	15%
	N	1150	
xreligion3	Relig: All Christian	1150	52%
	Relig: All Non-Christian	305	14%
	N	1455	
xdemUsr	Community: Urban	544	25%
	Community: Suburban	993	45%
	Community: Rural	664	30%
	N	2201	
xdemEmploy	Employ: Private Sector	673	31%
	Employ: Government	143	6%
	Employ: Self-Employed	195	9%
	Employ: Homemaker	172	8%
	Employ: Student	101	5%
	Employ: Retired	458	21%
	Employ: Unemployed	222	10%
	Employ: Other	238	11%
	N	2201	
xdemMilHH1	Military HH: Yes	447	20%
	Military HH: No	1754	80%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	876	40%
	RD/WT: Wrong Track	1325	60%
	N	2201	
Trump_Approve	Trump Job Approve	970	44%
	Trump Job Disapprove	1096	50%
	N	2065	
Trump_Approve2	Trump Job Strongly Approve	503	23%
	Trump Job Somewhat Approve	467	21%
	Trump Job Somewhat Disapprove	289	13%
	Trump Job Strongly Disapprove	807	37%
	N	2065	
xnr3	#1 Issue: Economy	560	25%
	#1 Issue: Security	397	18%
	#1 Issue: Health Care	408	19%
	#1 Issue: Medicare / Social Security	342	16%
	#1 Issue: Women's Issues	129	6%
	#1 Issue: Education	156	7%
	#1 Issue: Energy	85	4%
	#1 Issue: Other	124	6%
	N	2201	
xsubVote16O	2016 Vote: Hillary Clinton	670	30%
	2016 Vote: Donald Trump	732	33%
	2016 Vote: Someone else	196	9%
	2016 Vote: Didnt Vote	592	27%
	N	2190	
xsubVote14O	Voted in 2014: Yes	1374	62%
	Voted in 2014: No	827	38%
	N	2201	
xsubVote12O	2012 Vote: Barack Obama	838	38%
	2012 Vote: Mitt Romney	551	25%
	2012 Vote: Other	74	3%
	2012 Vote: Didn't Vote	737	33%
	N	2200	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	825	37%
	4-Region: West	520	24%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Fav	Favorable of Trump	945	43%
	Unfavorable of Trump	1118	51%
	N	2063	
Trump_Fav_FULL	Very Favorable of Trump	534	24%
	Somewhat Favorable of Trump	411	19%
	Somewhat Unfavorable of Trump	251	11%
	Very Unfavorable of Trump	867	39%
	N	2063	

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

