



National Tracking Poll #190306
March 04-04, 2019

Crosstabulation Results

Methodology:

This poll was conducted between March 4-March 4, 2019 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, educational attainment, gender, race, 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 PSM1: How much time each day do you spend on social media platforms like Twitter or Instagram?

Demographic	Less than 1 hour	1 to 3 hours	4 to 6 hours	7 to 10 hours	More than 10 hours	I don't use social media	Don't know / No opinion	Total N
Adults	34% (751)	32% (703)	9% (199)	4% (81)	2% (50)	16% (346)	3% (69)	2200
Gender: Male	33% (345)	29% (302)	9% (88)	4% (43)	3% (29)	19% (192)	3% (30)	1030
Gender: Female	35% (406)	34% (401)	9% (111)	3% (39)	2% (21)	13% (154)	3% (39)	1170
Age: 18-29	15% (53)	46% (166)	14% (52)	10% (35)	6% (21)	5% (19)	4% (15)	361
Age: 30-44	28% (148)	40% (209)	15% (79)	5% (25)	3% (17)	6% (33)	3% (15)	526
Age: 45-54	41% (154)	33% (125)	6% (23)	4% (15)	2% (7)	12% (46)	2% (6)	376
Age: 55-64	43% (184)	25% (107)	5% (23)	1% (4)	1% (4)	21% (88)	4% (15)	426
Age: 65+	42% (213)	19% (96)	4% (22)	— (2)	— (1)	31% (160)	4% (19)	512
Generation Z: 18-21	13% (18)	44% (60)	14% (20)	14% (19)	5% (7)	2% (3)	7% (9)	137
Millennial: Age 22-37	20% (107)	44% (231)	16% (87)	6% (33)	4% (23)	6% (32)	3% (14)	528
Generation X: Age 38-53	38% (212)	35% (191)	8% (46)	4% (23)	2% (14)	11% (58)	2% (9)	552
Boomers: Age 54-72	42% (365)	23% (202)	5% (42)	1% (6)	1% (6)	24% (207)	4% (32)	861
PID: Dem (no lean)	31% (239)	32% (249)	13% (104)	4% (35)	3% (25)	15% (118)	2% (14)	783
PID: Ind (no lean)	35% (245)	33% (229)	7% (49)	3% (23)	1% (10)	17% (117)	4% (28)	702
PID: Rep (no lean)	37% (266)	31% (225)	6% (46)	3% (23)	2% (16)	16% (111)	4% (27)	715
PID/Gender: Dem Men	28% (94)	29% (98)	13% (45)	7% (22)	4% (15)	18% (62)	1% (2)	338
PID/Gender: Dem Women	32% (145)	34% (151)	13% (59)	3% (13)	2% (10)	13% (56)	3% (12)	446
PID/Gender: Ind Men	35% (120)	30% (104)	6% (19)	2% (7)	1% (4)	21% (71)	5% (17)	342
PID/Gender: Ind Women	35% (126)	35% (125)	8% (29)	4% (16)	2% (6)	13% (46)	3% (12)	360
PID/Gender: Rep Men	37% (131)	29% (101)	7% (24)	4% (13)	3% (10)	17% (59)	3% (12)	350
PID/Gender: Rep Women	37% (135)	34% (124)	6% (22)	3% (10)	1% (5)	14% (52)	4% (15)	365
Ideo: Liberal (1-3)	31% (224)	33% (241)	12% (90)	5% (40)	3% (25)	13% (92)	2% (18)	730
Ideo: Moderate (4)	31% (146)	31% (149)	11% (53)	4% (18)	2% (11)	18% (88)	2% (11)	476
Ideo: Conservative (5-7)	40% (326)	30% (244)	5% (42)	2% (17)	1% (8)	18% (149)	3% (22)	809
Educ: < College	32% (447)	31% (424)	10% (138)	5% (63)	2% (31)	16% (221)	4% (60)	1384
Educ: Bachelors degree	35% (184)	36% (187)	8% (40)	2% (13)	3% (14)	15% (79)	1% (4)	520
Educ: Post-grad	40% (119)	31% (92)	7% (21)	2% (6)	2% (6)	15% (46)	2% (6)	296

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Table PSM1: How much time each day do you spend on social media platforms like Twitter or Instagram?

Demographic	Less than 1 hour	1 to 3 hours	4 to 6 hours	7 to 10 hours	More than 10 hours	I don't use social media	Don't know / No opinion	Total N
Adults	34% (751)	32% (703)	9% (199)	4% (81)	2% (50)	16% (346)	3% (69)	2200
Income: Under 50k	30% (341)	31% (346)	10% (117)	4% (49)	3% (31)	17% (192)	5% (52)	1128
Income: 50k-100k	38% (285)	33% (244)	8% (62)	4% (27)	2% (15)	14% (107)	1% (11)	751
Income: 100k+	39% (124)	35% (113)	6% (20)	2% (6)	1% (4)	15% (47)	2% (6)	321
Ethnicity: White	37% (653)	31% (551)	8% (139)	3% (56)	2% (35)	17% (298)	3% (48)	1779
Ethnicity: Hispanic	24% (52)	33% (70)	15% (32)	8% (17)	5% (10)	12% (25)	3% (6)	213
Ethnicity: Afr. Am.	20% (56)	37% (102)	13% (36)	8% (22)	3% (10)	14% (39)	5% (15)	279
Ethnicity: Other	29% (42)	36% (51)	17% (24)	3% (4)	4% (6)	7% (10)	4% (6)	142
Relig: Protestant	40% (255)	31% (198)	6% (37)	2% (13)	2% (13)	17% (108)	2% (15)	639
Relig: Roman Catholic	33% (144)	31% (134)	9% (40)	4% (19)	4% (17)	16% (69)	2% (8)	431
Relig: Something Else	30% (45)	46% (70)	9% (13)	1% (2)	1% (1)	11% (17)	2% (4)	152
Relig: Jewish	38% (22)	27% (16)	7% (4)	— (0)	3% (2)	21% (12)	3% (2)	58
Relig: Evangelical	38% (315)	32% (265)	8% (64)	3% (23)	2% (18)	16% (137)	1% (11)	833
Relig: Non-Evang. Catholics	33% (130)	35% (137)	7% (26)	3% (11)	3% (12)	15% (57)	4% (16)	389
Relig: All Christian	36% (445)	33% (402)	7% (90)	3% (34)	3% (31)	16% (194)	2% (27)	1222
Relig: All Non-Christian	27% (58)	33% (70)	14% (29)	5% (11)	1% (3)	16% (34)	4% (9)	214
Community: Urban	32% (162)	28% (141)	14% (69)	5% (27)	3% (17)	14% (69)	4% (20)	505
Community: Suburban	36% (397)	34% (372)	7% (77)	3% (32)	2% (23)	16% (173)	3% (28)	1102
Community: Rural	32% (192)	32% (190)	9% (54)	4% (23)	2% (10)	18% (104)	4% (21)	593
Employ: Private Sector	35% (241)	36% (246)	10% (65)	4% (26)	3% (18)	12% (78)	1% (6)	680
Employ: Government	32% (48)	35% (53)	12% (18)	5% (8)	3% (4)	13% (21)	1% (1)	153
Employ: Self-Employed	28% (50)	38% (68)	12% (21)	4% (7)	4% (7)	11% (20)	4% (7)	180
Employ: Homemaker	36% (58)	33% (53)	12% (19)	4% (7)	3% (4)	8% (13)	5% (7)	162
Employ: Student	14% (13)	55% (52)	11% (10)	11% (10)	6% (6)	3% (3)	1% (1)	96
Employ: Retired	42% (250)	20% (117)	5% (29)	1% (7)	1% (4)	27% (163)	4% (25)	595
Employ: Unemployed	30% (59)	27% (54)	14% (27)	5% (10)	4% (8)	14% (28)	6% (12)	198
Employ: Other	23% (32)	44% (60)	7% (10)	4% (5)	— (1)	15% (20)	7% (9)	136
Military HH: Yes	36% (149)	28% (113)	6% (23)	2% (7)	3% (13)	22% (89)	3% (13)	408
Military HH: No	34% (602)	33% (590)	10% (176)	4% (74)	2% (37)	14% (257)	3% (56)	1792
RD/WT: Right Direction	35% (295)	30% (253)	8% (66)	3% (28)	3% (23)	17% (142)	4% (36)	844
RD/WT: Wrong Track	34% (456)	33% (450)	10% (132)	4% (53)	2% (27)	15% (204)	2% (34)	1356

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Table PSM1: How much time each day do you spend on social media platforms like Twitter or Instagram?

Demographic	Less than 1 hour	1 to 3 hours	4 to 6 hours	7 to 10 hours	More than 10 hours	I don't use social media	Don't know / No opinion	Total N
Adults	34% (751)	32% (703)	9% (199)	4% (81)	2% (50)	16% (346)	3% (69)	2200
Trump Job Approve	36% (327)	30% (277)	8% (72)	3% (27)	2% (19)	17% (157)	4% (34)	912
Trump Job Disapprove	33% (394)	34% (405)	10% (122)	4% (51)	3% (31)	15% (180)	2% (23)	1207
Trump Job Strongly Approve	38% (188)	28% (140)	6% (31)	3% (15)	3% (13)	17% (86)	5% (25)	498
Trump Job Somewhat Approve	33% (138)	33% (138)	10% (41)	3% (13)	2% (6)	17% (70)	2% (9)	415
Trump Job Somewhat Disapprove	32% (81)	36% (92)	11% (28)	2% (6)	3% (8)	14% (36)	1% (3)	254
Trump Job Strongly Disapprove	33% (313)	33% (313)	10% (94)	5% (45)	3% (24)	15% (144)	2% (20)	953
#1 Issue: Economy	30% (158)	38% (198)	11% (55)	5% (26)	2% (10)	13% (67)	2% (9)	523
#1 Issue: Security	38% (180)	27% (129)	7% (34)	2% (11)	2% (10)	19% (90)	3% (16)	470
#1 Issue: Health Care	31% (118)	37% (140)	11% (43)	4% (15)	3% (11)	13% (49)	2% (7)	382
#1 Issue: Medicare / Social Security	36% (127)	23% (80)	6% (21)	2% (7)	1% (3)	27% (94)	5% (17)	349
#1 Issue: Women's Issues	32% (32)	42% (42)	12% (12)	4% (4)	3% (3)	3% (3)	4% (4)	98
#1 Issue: Education	28% (37)	37% (49)	13% (18)	8% (11)	4% (5)	6% (7)	5% (6)	134
#1 Issue: Energy	42% (53)	30% (37)	8% (10)	3% (4)	4% (6)	11% (13)	2% (2)	125
#1 Issue: Other	39% (46)	24% (28)	5% (6)	3% (4)	3% (3)	19% (23)	7% (9)	118
2018 House Vote: Democrat	33% (277)	32% (271)	11% (94)	4% (30)	3% (26)	16% (130)	1% (9)	838
2018 House Vote: Republican	39% (288)	30% (224)	6% (44)	3% (18)	2% (12)	18% (129)	3% (22)	739
2018 House Vote: Someone else	31% (27)	31% (27)	4% (4)	5% (4)	4% (4)	23% (20)	2% (2)	87
2018 House Vote: Didn't Vote	30% (158)	34% (178)	10% (54)	5% (29)	1% (8)	13% (67)	7% (37)	530
2016 Vote: Hillary Clinton	35% (251)	31% (221)	11% (79)	4% (28)	2% (16)	16% (116)	1% (8)	719
2016 Vote: Donald Trump	39% (289)	30% (228)	6% (46)	3% (20)	2% (16)	17% (126)	3% (23)	749
2016 Vote: Someone else	31% (57)	35% (65)	7% (13)	4% (7)	1% (2)	21% (38)	2% (3)	186
2016 Vote: Didn't Vote	28% (152)	35% (189)	11% (60)	5% (26)	3% (16)	12% (66)	6% (35)	544
Voted in 2014: Yes	36% (532)	30% (444)	8% (114)	3% (40)	2% (30)	19% (272)	2% (30)	1462
Voted in 2014: No	30% (219)	35% (259)	11% (85)	6% (42)	3% (21)	10% (74)	5% (39)	738
2012 Vote: Barack Obama	36% (314)	31% (269)	10% (89)	3% (30)	2% (18)	16% (144)	2% (18)	882
2012 Vote: Mitt Romney	41% (242)	29% (168)	5% (29)	2% (10)	2% (9)	19% (111)	3% (15)	585
2012 Vote: Other	29% (25)	32% (28)	8% (7)	2% (1)	— (0)	27% (23)	3% (2)	88
2012 Vote: Didn't Vote	26% (169)	37% (237)	11% (73)	6% (40)	4% (23)	11% (68)	5% (34)	644

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Table PSM1: *How much time each day do you spend on social media platforms like Twitter or Instagram?*

Demographic	Less than 1 hour	1 to 3 hours	4 to 6 hours	7 to 10 hours	More than 10 hours	I don't use social media	Don't know / No opinion	Total N
Adults	34% (751)	32% (703)	9% (199)	4% (81)	2% (50)	16% (346)	3% (69)	2200
4-Region: Northeast	32% (125)	37% (144)	8% (33)	4% (15)	3% (11)	13% (52)	3% (12)	393
4-Region: Midwest	36% (184)	32% (161)	9% (47)	2% (12)	1% (7)	15% (75)	4% (20)	505
4-Region: South	34% (281)	31% (257)	9% (76)	5% (41)	3% (23)	15% (120)	3% (24)	821
4-Region: West	33% (161)	29% (142)	9% (43)	3% (13)	2% (10)	21% (99)	3% (14)	481

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

Table PSM2_1: Do you use any of the following social media platforms?

Twitter

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	40% (733)	57% (1052)	3% (52)	1837
Gender: Male	46% (385)	50% (418)	3% (27)	830
Gender: Female	34% (347)	63% (635)	3% (25)	1007
Age: 18-29	47% (157)	49% (164)	4% (14)	336
Age: 30-44	45% (222)	53% (257)	2% (10)	489
Age: 45-54	43% (141)	54% (179)	3% (10)	330
Age: 55-64	36% (121)	62% (209)	2% (6)	337
Age: 65+	27% (92)	70% (243)	3% (11)	346
Generation Z: 18-21	48% (63)	48% (63)	4% (6)	132
Millennial: Age 22-37	47% (229)	50% (244)	3% (17)	490
Generation X: Age 38-53	44% (216)	54% (264)	2% (12)	492
Boomers: Age 54-72	32% (210)	66% (426)	2% (14)	649
PID: Dem (no lean)	43% (287)	55% (363)	2% (11)	661
PID: Ind (no lean)	37% (214)	59% (343)	4% (22)	579
PID: Rep (no lean)	39% (232)	58% (347)	3% (19)	598
PID/Gender: Dem Men	47% (128)	52% (143)	1% (2)	273
PID/Gender: Dem Women	41% (159)	57% (220)	2% (9)	388
PID/Gender: Ind Men	44% (117)	50% (135)	6% (16)	269
PID/Gender: Ind Women	31% (97)	67% (207)	2% (5)	310
PID/Gender: Rep Men	49% (140)	49% (140)	3% (8)	288
PID/Gender: Rep Women	29% (91)	67% (207)	4% (11)	310
Ideo: Liberal (1-3)	44% (280)	53% (338)	2% (15)	633
Ideo: Moderate (4)	42% (161)	55% (211)	4% (14)	386
Ideo: Conservative (5-7)	37% (245)	60% (397)	2% (14)	657
Educ: < College	37% (420)	60% (687)	4% (41)	1147
Educ: Bachelors degree	45% (199)	53% (234)	2% (8)	441
Educ: Post-grad	46% (115)	53% (131)	1% (3)	249

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Table PSM2_1: Do you use any of the following social media platforms?*Twitter*

Demographic	Yes		No		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	40%	(733)	57%	(1052)	3%	(52)	1837
Income: Under 50k	38%	(347)	59%	(541)	4%	(35)	923
Income: 50k-100k	41%	(263)	57%	(368)	2%	(10)	641
Income: 100k+	45%	(123)	52%	(144)	2%	(7)	273
Ethnicity: White	37%	(550)	60%	(879)	3%	(40)	1469
Ethnicity: Hispanic	54%	(101)	43%	(82)	3%	(5)	188
Ethnicity: Afr. Am.	50%	(119)	47%	(110)	3%	(8)	237
Ethnicity: Other	49%	(64)	48%	(63)	3%	(4)	131
Relig: Protestant	37%	(193)	62%	(326)	2%	(9)	528
Relig: Roman Catholic	46%	(165)	52%	(187)	2%	(8)	360
Relig: Something Else	31%	(41)	69%	(92)	—	(0)	133
Relig: Evangelical	37%	(258)	61%	(423)	1%	(10)	691
Relig: Non-Evang. Catholics	43%	(140)	55%	(183)	2%	(7)	330
Relig: All Christian	39%	(399)	59%	(605)	2%	(17)	1021
Relig: All Non-Christian	40%	(71)	59%	(106)	1%	(1)	177
Community: Urban	46%	(198)	50%	(214)	5%	(20)	432
Community: Suburban	40%	(367)	58%	(540)	2%	(17)	924
Community: Rural	35%	(168)	62%	(298)	3%	(15)	481
Employ: Private Sector	46%	(273)	51%	(307)	3%	(19)	598
Employ: Government	47%	(62)	51%	(68)	2%	(3)	132
Employ: Self-Employed	45%	(71)	53%	(84)	2%	(4)	159
Employ: Homemaker	38%	(55)	59%	(86)	4%	(5)	146
Employ: Student	47%	(43)	52%	(48)	2%	(2)	93
Employ: Retired	28%	(121)	69%	(296)	2%	(10)	427
Employ: Unemployed	46%	(76)	50%	(84)	4%	(7)	167
Employ: Other	27%	(31)	70%	(81)	3%	(3)	115
Military HH: Yes	39%	(123)	60%	(189)	2%	(6)	318
Military HH: No	40%	(610)	57%	(863)	3%	(46)	1519
RD/WT: Right Direction	40%	(279)	56%	(391)	4%	(26)	696
RD/WT: Wrong Track	40%	(454)	58%	(661)	2%	(26)	1141

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Table PSM2_1: Do you use any of the following social media platforms?

Twitter

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	40% (733)	57% (1052)	3% (52)	1837
Trump Job Approve	39% (294)	57% (430)	3% (25)	749
Trump Job Disapprove	42% (424)	57% (578)	2% (18)	1020
Trump Job Strongly Approve	41% (166)	56% (228)	3% (13)	408
Trump Job Somewhat Approve	37% (127)	59% (201)	3% (12)	341
Trump Job Somewhat Disapprove	39% (85)	58% (126)	3% (6)	216
Trump Job Strongly Disapprove	42% (340)	56% (452)	2% (12)	804
#1 Issue: Economy	42% (191)	56% (254)	1% (6)	451
#1 Issue: Security	39% (146)	59% (221)	3% (11)	378
#1 Issue: Health Care	44% (147)	53% (175)	3% (11)	333
#1 Issue: Medicare / Social Security	35% (89)	62% (154)	3% (7)	250
#1 Issue: Women's Issues	35% (33)	58% (54)	7% (7)	93
#1 Issue: Education	44% (55)	52% (65)	4% (5)	125
#1 Issue: Energy	43% (48)	54% (61)	3% (3)	112
#1 Issue: Other	26% (25)	72% (68)	2% (2)	96
2018 House Vote: Democrat	45% (318)	53% (369)	2% (15)	702
2018 House Vote: Republican	41% (251)	56% (342)	2% (14)	607
2018 House Vote: Someone else	48% (33)	50% (34)	1% (1)	68
2018 House Vote: Didnt Vote	28% (128)	67% (304)	5% (22)	454
2016 Vote: Hillary Clinton	43% (260)	55% (328)	2% (10)	598
2016 Vote: Donald Trump	40% (250)	58% (357)	2% (14)	620
2016 Vote: Someone else	47% (70)	50% (74)	2% (3)	148
2016 Vote: Didnt Vote	32% (152)	62% (292)	5% (25)	469
Voted in 2014: Yes	42% (492)	56% (666)	2% (27)	1184
Voted in 2014: No	37% (241)	59% (387)	4% (25)	653
2012 Vote: Barack Obama	44% (322)	54% (400)	2% (12)	734
2012 Vote: Mitt Romney	38% (178)	60% (282)	3% (12)	472
2012 Vote: Other	50% (32)	47% (30)	3% (2)	64
2012 Vote: Didn't Vote	35% (201)	60% (340)	5% (26)	566

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Table PSM2_1: Do you use any of the following social media platforms?

Twitter

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	40%	(733)	57%	(1052)	3%	(52)	1837
4-Region: Northeast	42%	(143)	56%	(190)	2%	(7)	340
4-Region: Midwest	40%	(171)	56%	(240)	4%	(16)	427
4-Region: South	39%	(267)	58%	(405)	3%	(20)	692
4-Region: West	40%	(152)	58%	(218)	2%	(8)	378

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

Table PSM2_2: Do you use any of the following social media platforms?
Facebook

Demographic	Yes		No		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	89%	(1636)	10%	(181)	1%	(27)	1843
Gender: Male	86%	(713)	12%	(99)	2%	(19)	832
Gender: Female	91%	(923)	8%	(81)	1%	(7)	1011
Age: 18-29	79%	(265)	18%	(59)	3%	(12)	335
Age: 30-44	89%	(437)	9%	(43)	2%	(10)	491
Age: 45-54	88%	(289)	11%	(37)	1%	(3)	328
Age: 55-64	92%	(308)	8%	(27)	—	(1)	336
Age: 65+	96%	(337)	4%	(15)	—	(1)	352
Generation Z: 18-21	65%	(83)	31%	(40)	4%	(6)	128
Millennial: Age 22-37	88%	(435)	9%	(43)	3%	(15)	493
Generation X: Age 38-53	89%	(439)	10%	(50)	1%	(4)	493
Boomers: Age 54-72	92%	(603)	7%	(48)	—	(2)	653
PID: Dem (no lean)	90%	(590)	9%	(61)	1%	(7)	658
PID: Ind (no lean)	86%	(501)	12%	(71)	2%	(13)	585
PID: Rep (no lean)	91%	(544)	8%	(48)	1%	(7)	600
PID/Gender: Dem Men	87%	(237)	11%	(31)	1%	(4)	272
PID/Gender: Dem Women	91%	(354)	8%	(31)	1%	(3)	387
PID/Gender: Ind Men	81%	(220)	15%	(41)	4%	(11)	271
PID/Gender: Ind Women	90%	(281)	10%	(30)	1%	(2)	314
PID/Gender: Rep Men	89%	(257)	10%	(28)	2%	(5)	289
PID/Gender: Rep Women	93%	(288)	7%	(20)	1%	(2)	311
Ideo: Liberal (1-3)	87%	(550)	11%	(67)	2%	(13)	631
Ideo: Moderate (4)	90%	(351)	8%	(33)	1%	(5)	389
Ideo: Conservative (5-7)	90%	(594)	9%	(60)	—	(3)	657
Educ: < College	89%	(1029)	10%	(111)	2%	(20)	1160
Educ: Bachelors degree	89%	(389)	10%	(43)	1%	(5)	437
Educ: Post-grad	88%	(218)	11%	(27)	1%	(2)	246

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Table PSM2_2: Do you use any of the following social media platforms?

Facebook

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	89% (1636)	10% (181)	1% (27)	1843
Income: Under 50k	89% (827)	9% (85)	2% (18)	931
Income: 50k-100k	89% (571)	10% (66)	1% (5)	642
Income: 100k+	88% (238)	11% (30)	1% (3)	270
Ethnicity: White	91% (1341)	8% (123)	1% (16)	1480
Ethnicity: Hispanic	79% (145)	18% (33)	3% (6)	184
Ethnicity: Afr. Am.	83% (195)	14% (34)	3% (6)	235
Ethnicity: Other	78% (100)	18% (23)	3% (4)	128
Relig: Protestant	95% (502)	5% (25)	— (1)	529
Relig: Roman Catholic	90% (324)	8% (30)	2% (6)	360
Relig: Something Else	86% (117)	14% (18)	— (0)	135
Relig: Evangelical	91% (635)	8% (54)	1% (6)	694
Relig: Non-Evang. Catholics	94% (308)	6% (20)	— (1)	329
Relig: All Christian	92% (943)	7% (74)	1% (7)	1024
Relig: All Non-Christian	90% (159)	10% (17)	1% (2)	177
Community: Urban	85% (369)	12% (54)	3% (12)	435
Community: Suburban	89% (825)	10% (94)	1% (6)	925
Community: Rural	92% (442)	7% (32)	2% (8)	483
Employ: Private Sector	90% (539)	9% (51)	1% (7)	597
Employ: Government	81% (107)	17% (23)	2% (3)	132
Employ: Self-Employed	88% (140)	11% (18)	1% (1)	159
Employ: Homemaker	90% (135)	8% (12)	2% (3)	149
Employ: Student	72% (65)	27% (24)	1% (1)	91
Employ: Retired	95% (408)	5% (22)	— (2)	431
Employ: Unemployed	84% (142)	12% (21)	4% (7)	170
Employ: Other	88% (99)	9% (11)	3% (3)	113
Military HH: Yes	90% (284)	10% (30)	1% (2)	316
Military HH: No	89% (1351)	10% (150)	2% (25)	1527
RD/WT: Right Direction	90% (631)	8% (57)	1% (10)	698
RD/WT: Wrong Track	88% (1005)	11% (124)	1% (17)	1145

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Table PSM2_2: Do you use any of the following social media platforms?

Facebook

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	89% (1636)	10% (181)	1% (27)	1843
Trump Job Approve	90% (679)	9% (65)	1% (8)	752
Trump Job Disapprove	89% (906)	10% (104)	1% (10)	1019
Trump Job Strongly Approve	90% (368)	8% (35)	2% (7)	409
Trump Job Somewhat Approve	91% (312)	9% (30)	— (1)	343
Trump Job Somewhat Disapprove	91% (195)	8% (17)	1% (3)	215
Trump Job Strongly Disapprove	88% (711)	11% (87)	1% (7)	804
#1 Issue: Economy	90% (407)	9% (42)	1% (3)	453
#1 Issue: Security	90% (342)	9% (36)	— (1)	379
#1 Issue: Health Care	89% (295)	10% (33)	1% (4)	333
#1 Issue: Medicare / Social Security	96% (245)	3% (7)	1% (2)	254
#1 Issue: Women's Issues	80% (76)	13% (12)	7% (7)	95
#1 Issue: Education	83% (105)	14% (17)	3% (4)	127
#1 Issue: Energy	84% (93)	16% (17)	1% (1)	111
#1 Issue: Other	79% (72)	17% (15)	5% (4)	92
2018 House Vote: Democrat	90% (637)	9% (61)	1% (8)	706
2018 House Vote: Republican	93% (562)	7% (42)	— (3)	607
2018 House Vote: Someone else	85% (57)	15% (10)	— (0)	68
2018 House Vote: Didnt Vote	82% (372)	15% (68)	4% (16)	456
2016 Vote: Hillary Clinton	91% (544)	9% (54)	— (3)	601
2016 Vote: Donald Trump	92% (572)	7% (46)	— (3)	620
2016 Vote: Someone else	89% (131)	9% (14)	2% (3)	148
2016 Vote: Didnt Vote	82% (387)	14% (67)	4% (18)	471
Voted in 2014: Yes	91% (1084)	8% (93)	1% (9)	1185
Voted in 2014: No	84% (552)	13% (88)	3% (18)	658
2012 Vote: Barack Obama	91% (667)	9% (64)	1% (5)	736
2012 Vote: Mitt Romney	94% (442)	6% (27)	— (2)	471
2012 Vote: Other	86% (56)	12% (8)	2% (1)	64
2012 Vote: Didn't Vote	82% (469)	14% (82)	3% (19)	570

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Table PSM2_2: Do you use any of the following social media platforms?*Facebook*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	89% (1636)	10% (181)	1% (27)	1843
4-Region: Northeast	90% (307)	9% (30)	1% (3)	340
4-Region: Midwest	92% (392)	7% (29)	1% (6)	427
4-Region: South	89% (618)	9% (64)	2% (12)	695
4-Region: West	84% (318)	15% (58)	1% (4)	380

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

Table PSM2_3: Do you use any of the following social media platforms?
Snapchat

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	27% (487)	70% (1281)	4% (68)	1836
Gender: Male	25% (208)	71% (585)	4% (35)	828
Gender: Female	28% (279)	69% (696)	3% (33)	1008
Age: 18-29	68% (230)	28% (95)	4% (14)	339
Age: 30-44	32% (157)	64% (315)	3% (17)	490
Age: 45-54	17% (57)	79% (261)	4% (12)	330
Age: 55-64	9% (29)	88% (295)	3% (11)	335
Age: 65+	4% (13)	92% (315)	4% (14)	343
Generation Z: 18-21	80% (107)	15% (21)	4% (6)	133
Millennial: Age 22-37	47% (232)	49% (241)	4% (19)	492
Generation X: Age 38-53	20% (100)	76% (373)	4% (18)	491
Boomers: Age 54-72	7% (46)	90% (577)	3% (21)	644
PID: Dem (no lean)	28% (186)	68% (452)	3% (22)	660
PID: Ind (no lean)	27% (157)	69% (398)	4% (22)	578
PID: Rep (no lean)	24% (144)	72% (431)	4% (23)	598
PID/Gender: Dem Men	29% (80)	68% (187)	3% (7)	274
PID/Gender: Dem Women	27% (106)	69% (265)	4% (15)	386
PID/Gender: Ind Men	20% (52)	75% (199)	6% (16)	267
PID/Gender: Ind Women	34% (105)	64% (199)	2% (7)	311
PID/Gender: Rep Men	27% (76)	69% (199)	4% (12)	287
PID/Gender: Rep Women	22% (68)	74% (232)	4% (12)	311
Ideo: Liberal (1-3)	31% (194)	66% (419)	3% (20)	633
Ideo: Moderate (4)	28% (107)	68% (261)	4% (16)	385
Ideo: Conservative (5-7)	19% (123)	78% (509)	3% (20)	652
Educ: < College	27% (312)	68% (784)	5% (52)	1148
Educ: Bachelors degree	26% (114)	72% (314)	2% (11)	439
Educ: Post-grad	24% (61)	73% (182)	2% (5)	248

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Table PSM2_3: Do you use any of the following social media platforms?*Snapchat*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	27% (487)	70% (1281)	4% (68)	1836
Income: Under 50k	29% (267)	66% (606)	5% (49)	922
Income: 50k-100k	24% (155)	75% (478)	1% (8)	641
Income: 100k+	24% (64)	72% (197)	4% (11)	272
Ethnicity: White	24% (346)	73% (1073)	3% (48)	1468
Ethnicity: Hispanic	48% (90)	46% (87)	6% (11)	188
Ethnicity: Afr. Am.	38% (91)	55% (130)	6% (15)	236
Ethnicity: Other	38% (50)	59% (78)	4% (5)	132
Relig: Protestant	18% (92)	80% (418)	3% (15)	525
Relig: Roman Catholic	28% (99)	68% (241)	4% (16)	356
Relig: Something Else	28% (38)	70% (94)	2% (2)	133
Relig: Evangelical	23% (160)	74% (507)	3% (18)	685
Relig: Non-Evang. Catholics	21% (69)	75% (246)	4% (15)	330
Relig: All Christian	23% (229)	74% (753)	3% (32)	1015
Relig: All Non-Christian	30% (53)	69% (123)	1% (2)	178
Community: Urban	31% (135)	63% (273)	6% (24)	432
Community: Suburban	25% (233)	72% (658)	3% (28)	919
Community: Rural	25% (119)	72% (350)	3% (16)	484
Employ: Private Sector	28% (168)	69% (412)	3% (18)	598
Employ: Government	36% (48)	61% (81)	3% (3)	132
Employ: Self-Employed	34% (52)	63% (97)	4% (6)	155
Employ: Homemaker	22% (33)	73% (108)	5% (7)	148
Employ: Student	74% (69)	24% (23)	2% (2)	93
Employ: Retired	5% (22)	91% (387)	4% (15)	424
Employ: Unemployed	33% (56)	59% (99)	8% (13)	169
Employ: Other	33% (38)	64% (74)	3% (4)	116
Military HH: Yes	21% (65)	77% (242)	3% (8)	316
Military HH: No	28% (421)	68% (1039)	4% (60)	1520
RD/WT: Right Direction	25% (171)	71% (492)	4% (30)	693
RD/WT: Wrong Track	28% (316)	69% (789)	3% (38)	1143

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Table PSM2_3: Do you use any of the following social media platforms?

Snapshot

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	27% (487)	70% (1281)	4% (68)	1836
Trump Job Approve	22% (166)	74% (552)	4% (30)	748
Trump Job Disapprove	29% (299)	68% (692)	2% (25)	1016
Trump Job Strongly Approve	22% (91)	73% (299)	4% (17)	408
Trump Job Somewhat Approve	22% (75)	74% (253)	4% (13)	341
Trump Job Somewhat Disapprove	31% (67)	66% (142)	3% (6)	215
Trump Job Strongly Disapprove	29% (232)	69% (550)	2% (19)	800
#1 Issue: Economy	28% (129)	69% (312)	3% (13)	454
#1 Issue: Security	20% (74)	77% (292)	3% (11)	377
#1 Issue: Health Care	27% (89)	69% (228)	5% (15)	331
#1 Issue: Medicare / Social Security	14% (35)	81% (203)	5% (11)	250
#1 Issue: Women's Issues	45% (42)	52% (48)	3% (3)	94
#1 Issue: Education	53% (66)	42% (52)	5% (6)	124
#1 Issue: Energy	29% (33)	69% (77)	2% (2)	112
#1 Issue: Other	20% (19)	74% (69)	6% (6)	94
2018 House Vote: Democrat	26% (184)	71% (495)	3% (21)	700
2018 House Vote: Republican	22% (133)	75% (453)	3% (19)	606
2018 House Vote: Someone else	31% (20)	68% (44)	1% (1)	65
2018 House Vote: Didnt Vote	33% (150)	62% (285)	5% (24)	459
2016 Vote: Hillary Clinton	22% (130)	75% (451)	3% (16)	597
2016 Vote: Donald Trump	22% (136)	75% (462)	3% (19)	617
2016 Vote: Someone else	23% (34)	75% (111)	1% (2)	148
2016 Vote: Didnt Vote	39% (186)	54% (255)	7% (31)	472
Voted in 2014: Yes	20% (239)	77% (906)	3% (35)	1180
Voted in 2014: No	38% (248)	57% (375)	5% (33)	656
2012 Vote: Barack Obama	22% (159)	76% (552)	2% (18)	729
2012 Vote: Mitt Romney	16% (75)	81% (380)	4% (17)	471
2012 Vote: Other	23% (15)	74% (47)	3% (2)	64
2012 Vote: Didn't Vote	42% (239)	53% (300)	6% (32)	570

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Table PSM2_3: Do you use any of the following social media platforms?*Snapchat*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	27%	(487)	70%	(1281)	4%	(68)	1836
4-Region: Northeast	28%	(93)	69%	(232)	3%	(11)	336
4-Region: Midwest	26%	(110)	71%	(304)	3%	(13)	428
4-Region: South	28%	(196)	68%	(473)	4%	(27)	695
4-Region: West	23%	(88)	72%	(272)	4%	(17)	377

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

Table PSM2_4: Do you use any of the following social media platforms?

Instagram

Demographic	Yes		No		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	46%	(838)	52%	(950)	3%	(52)	1839
Gender: Male	42%	(348)	55%	(455)	3%	(26)	829
Gender: Female	48%	(489)	49%	(495)	3%	(26)	1010
Age: 18-29	75%	(256)	21%	(70)	4%	(13)	340
Age: 30-44	56%	(275)	42%	(205)	2%	(10)	490
Age: 45-54	43%	(141)	55%	(179)	3%	(9)	328
Age: 55-64	30%	(99)	68%	(228)	3%	(9)	336
Age: 65+	19%	(66)	77%	(267)	3%	(12)	345
Generation Z: 18-21	77%	(103)	16%	(21)	7%	(9)	133
Millennial: Age 22-37	66%	(323)	32%	(157)	3%	(13)	494
Generation X: Age 38-53	47%	(230)	51%	(251)	2%	(10)	490
Boomers: Age 54-72	26%	(170)	71%	(461)	3%	(17)	648
PID: Dem (no lean)	49%	(323)	50%	(332)	2%	(11)	665
PID: Ind (no lean)	45%	(262)	52%	(300)	3%	(18)	580
PID: Rep (no lean)	43%	(253)	54%	(318)	4%	(23)	594
PID/Gender: Dem Men	45%	(123)	54%	(150)	1%	(2)	276
PID/Gender: Dem Women	51%	(199)	47%	(182)	2%	(8)	390
PID/Gender: Ind Men	37%	(101)	58%	(156)	5%	(13)	270
PID/Gender: Ind Women	52%	(161)	46%	(144)	2%	(6)	310
PID/Gender: Rep Men	44%	(124)	52%	(149)	4%	(11)	284
PID/Gender: Rep Women	42%	(129)	55%	(169)	4%	(12)	310
Ideo: Liberal (1-3)	51%	(325)	46%	(294)	3%	(17)	635
Ideo: Moderate (4)	47%	(180)	50%	(193)	3%	(13)	385
Ideo: Conservative (5-7)	38%	(251)	59%	(387)	2%	(16)	654
Educ: < College	42%	(489)	54%	(622)	4%	(41)	1153
Educ: Bachelors degree	53%	(233)	45%	(196)	2%	(8)	438
Educ: Post-grad	46%	(115)	53%	(132)	1%	(2)	249

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Table PSM2_4: Do you use any of the following social media platforms?

Instagram

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	46% (838)	52% (950)	3% (52)	1839
Income: Under 50k	45% (414)	51% (474)	4% (38)	926
Income: 50k-100k	46% (298)	53% (339)	1% (5)	642
Income: 100k+	47% (126)	50% (137)	3% (8)	271
Ethnicity: White	42% (620)	55% (812)	3% (38)	1469
Ethnicity: Hispanic	69% (130)	28% (53)	3% (5)	188
Ethnicity: Afr. Am.	56% (134)	38% (92)	6% (14)	239
Ethnicity: Other	64% (84)	35% (47)	1% (1)	131
Relig: Protestant	38% (201)	60% (314)	2% (10)	526
Relig: Roman Catholic	48% (174)	49% (177)	3% (10)	360
Relig: Something Else	54% (73)	46% (62)	— (0)	135
Relig: Evangelical	45% (309)	54% (372)	2% (11)	693
Relig: Non-Evang. Catholics	42% (139)	55% (181)	3% (9)	329
Relig: All Christian	44% (448)	54% (553)	2% (20)	1021
Relig: All Non-Christian	45% (81)	53% (95)	2% (3)	179
Community: Urban	50% (218)	45% (197)	4% (19)	434
Community: Suburban	47% (438)	50% (464)	2% (20)	922
Community: Rural	38% (182)	60% (289)	3% (13)	483
Employ: Private Sector	51% (302)	47% (280)	3% (16)	598
Employ: Government	52% (69)	45% (59)	3% (4)	132
Employ: Self-Employed	60% (96)	37% (59)	3% (4)	160
Employ: Homemaker	49% (72)	47% (69)	4% (5)	146
Employ: Student	74% (69)	25% (23)	2% (1)	93
Employ: Retired	21% (89)	76% (325)	3% (12)	426
Employ: Unemployed	52% (88)	46% (78)	3% (4)	170
Employ: Other	47% (53)	50% (57)	3% (4)	114
Military HH: Yes	36% (112)	61% (193)	3% (10)	315
Military HH: No	48% (726)	50% (757)	3% (42)	1525
RD/WT: Right Direction	42% (294)	54% (377)	3% (23)	694
RD/WT: Wrong Track	47% (544)	50% (573)	3% (29)	1145

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Table PSM2_4: Do you use any of the following social media platforms?

Instagram

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	46% (838)	52% (950)	3% (52)	1839
Trump Job Approve	40% (301)	56% (420)	3% (25)	745
Trump Job Disapprove	49% (506)	49% (500)	2% (18)	1024
Trump Job Strongly Approve	40% (161)	57% (230)	3% (14)	405
Trump Job Somewhat Approve	41% (140)	56% (190)	3% (11)	340
Trump Job Somewhat Disapprove	51% (110)	47% (101)	3% (6)	217
Trump Job Strongly Disapprove	49% (396)	49% (398)	2% (13)	807
#1 Issue: Economy	48% (219)	50% (225)	2% (9)	453
#1 Issue: Security	39% (147)	59% (222)	2% (8)	377
#1 Issue: Health Care	47% (156)	50% (165)	3% (11)	332
#1 Issue: Medicare / Social Security	30% (75)	66% (167)	4% (10)	252
#1 Issue: Women's Issues	61% (56)	36% (33)	4% (3)	92
#1 Issue: Education	69% (87)	26% (33)	5% (7)	127
#1 Issue: Energy	49% (55)	50% (56)	1% (2)	112
#1 Issue: Other	44% (42)	53% (50)	3% (3)	95
2018 House Vote: Democrat	47% (333)	51% (357)	2% (15)	705
2018 House Vote: Republican	39% (237)	58% (350)	3% (19)	606
2018 House Vote: Someone else	52% (35)	44% (29)	4% (3)	67
2018 House Vote: Didnt Vote	50% (230)	46% (211)	3% (14)	456
2016 Vote: Hillary Clinton	44% (267)	54% (323)	2% (12)	602
2016 Vote: Donald Trump	40% (246)	57% (352)	3% (19)	616
2016 Vote: Someone else	43% (64)	54% (80)	3% (4)	148
2016 Vote: Didnt Vote	55% (260)	41% (193)	4% (17)	471
Voted in 2014: Yes	42% (493)	56% (662)	3% (30)	1185
Voted in 2014: No	53% (345)	44% (288)	3% (22)	655
2012 Vote: Barack Obama	43% (317)	55% (402)	2% (15)	734
2012 Vote: Mitt Romney	37% (172)	61% (286)	3% (13)	470
2012 Vote: Other	38% (24)	59% (38)	3% (2)	64
2012 Vote: Didn't Vote	57% (325)	39% (223)	4% (22)	570

Continued on next page

Table PSM2_4: Do you use any of the following social media platforms?*Instagram*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	46%	(838)	52%	(950)	3%	(52)	1839
4-Region: Northeast	48%	(162)	51%	(172)	2%	(6)	340
4-Region: Midwest	40%	(169)	57%	(241)	3%	(14)	424
4-Region: South	46%	(324)	50%	(349)	3%	(24)	697
4-Region: West	48%	(183)	50%	(188)	2%	(8)	379

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

Table PSM2_5: Do you use any of the following social media platforms?

Other

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	19% (322)	65% (1115)	17% (284)	1721
Gender: Male	23% (178)	63% (493)	14% (107)	778
Gender: Female	15% (144)	66% (622)	19% (177)	943
Age: 18-29	30% (93)	46% (142)	23% (71)	307
Age: 30-44	21% (93)	63% (277)	16% (69)	439
Age: 45-54	15% (45)	68% (208)	18% (55)	308
Age: 55-64	16% (54)	68% (223)	15% (50)	327
Age: 65+	11% (37)	78% (264)	12% (39)	340
Generation Z: 18-21	36% (43)	46% (55)	18% (21)	119
Millennial: Age 22-37	24% (108)	55% (247)	20% (91)	446
Generation X: Age 38-53	16% (74)	66% (297)	18% (80)	451
Boomers: Age 54-72	15% (91)	72% (456)	13% (83)	630
PID: Dem (no lean)	18% (112)	67% (416)	15% (91)	620
PID: Ind (no lean)	19% (105)	62% (334)	19% (103)	542
PID: Rep (no lean)	19% (104)	65% (365)	16% (90)	559
PID/Gender: Dem Men	24% (63)	67% (172)	9% (23)	257
PID/Gender: Dem Women	14% (50)	67% (244)	19% (69)	362
PID/Gender: Ind Men	21% (53)	60% (151)	19% (48)	252
PID/Gender: Ind Women	18% (52)	63% (182)	19% (56)	290
PID/Gender: Rep Men	23% (62)	63% (169)	14% (37)	268
PID/Gender: Rep Women	14% (42)	67% (196)	18% (53)	291
Ideo: Liberal (1-3)	21% (128)	63% (379)	16% (97)	604
Ideo: Moderate (4)	18% (63)	65% (233)	18% (64)	361
Ideo: Conservative (5-7)	17% (103)	68% (412)	15% (92)	607
Educ: < College	18% (194)	64% (689)	18% (189)	1072
Educ: Bachelors degree	18% (75)	68% (279)	14% (57)	411
Educ: Post-grad	22% (52)	62% (147)	16% (37)	237

Continued on next page

Table PSM2_5: Do you use any of the following social media platforms?*Other*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	19%	(322)	65%	(1115)	17%	(284)	1721
Income: Under 50k	19%	(165)	62%	(535)	19%	(160)	861
Income: 50k-100k	17%	(106)	70%	(424)	13%	(78)	608
Income: 100k+	20%	(51)	62%	(156)	18%	(46)	252
Ethnicity: White	18%	(247)	67%	(938)	15%	(213)	1398
Ethnicity: Hispanic	20%	(34)	60%	(101)	20%	(33)	168
Ethnicity: Afr. Am.	22%	(45)	59%	(121)	20%	(41)	207
Ethnicity: Other	26%	(30)	48%	(56)	26%	(30)	116
Relig: Protestant	17%	(84)	69%	(352)	14%	(71)	507
Relig: Roman Catholic	19%	(63)	67%	(227)	14%	(48)	339
Relig: Something Else	22%	(26)	61%	(73)	17%	(20)	119
Relig: Evangelical	18%	(115)	68%	(443)	14%	(92)	650
Relig: Non-Evang. Catholics	18%	(58)	67%	(210)	15%	(48)	315
Relig: All Christian	18%	(173)	68%	(652)	14%	(140)	965
Relig: All Non-Christian	18%	(28)	66%	(103)	16%	(25)	156
Community: Urban	21%	(84)	63%	(254)	16%	(64)	402
Community: Suburban	17%	(149)	66%	(573)	17%	(143)	864
Community: Rural	20%	(89)	63%	(289)	17%	(77)	455
Employ: Private Sector	19%	(103)	67%	(371)	15%	(83)	557
Employ: Government	22%	(27)	63%	(76)	15%	(19)	122
Employ: Self-Employed	24%	(34)	49%	(70)	26%	(37)	142
Employ: Homemaker	13%	(18)	69%	(93)	18%	(25)	136
Employ: Student	33%	(28)	49%	(41)	18%	(16)	85
Employ: Retired	12%	(52)	75%	(312)	13%	(53)	416
Employ: Unemployed	22%	(35)	56%	(89)	22%	(35)	160
Employ: Other	23%	(24)	60%	(62)	17%	(17)	103
Military HH: Yes	18%	(52)	67%	(195)	16%	(46)	293
Military HH: No	19%	(270)	64%	(920)	17%	(239)	1428
RD/WT: Right Direction	18%	(115)	64%	(408)	18%	(117)	641
RD/WT: Wrong Track	19%	(206)	65%	(707)	15%	(167)	1080

Continued on next page

Table PSM2_5: Do you use any of the following social media platforms?

Other

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	19% (322)	65% (1115)	17% (284)	1721
Trump Job Approve	17% (119)	66% (459)	17% (122)	700
Trump Job Disapprove	20% (191)	65% (619)	15% (147)	957
Trump Job Strongly Approve	18% (69)	66% (252)	16% (60)	380
Trump Job Somewhat Approve	16% (50)	65% (207)	19% (62)	319
Trump Job Somewhat Disapprove	23% (46)	58% (113)	18% (35)	194
Trump Job Strongly Disapprove	19% (145)	66% (505)	15% (112)	763
#1 Issue: Economy	20% (81)	66% (273)	15% (62)	416
#1 Issue: Security	16% (57)	71% (253)	13% (46)	356
#1 Issue: Health Care	22% (70)	62% (196)	16% (52)	317
#1 Issue: Medicare / Social Security	17% (40)	66% (156)	17% (40)	237
#1 Issue: Women's Issues	19% (17)	61% (54)	20% (17)	88
#1 Issue: Education	14% (16)	59% (67)	27% (30)	113
#1 Issue: Energy	18% (18)	57% (59)	25% (25)	102
#1 Issue: Other	25% (23)	63% (58)	12% (11)	91
2018 House Vote: Democrat	18% (122)	65% (431)	17% (109)	662
2018 House Vote: Republican	19% (110)	67% (388)	14% (80)	578
2018 House Vote: Someone else	26% (16)	62% (38)	12% (7)	60
2018 House Vote: Didnt Vote	18% (75)	61% (256)	21% (86)	417
2016 Vote: Hillary Clinton	17% (95)	69% (392)	14% (82)	569
2016 Vote: Donald Trump	19% (112)	66% (382)	15% (88)	582
2016 Vote: Someone else	21% (29)	63% (90)	16% (23)	142
2016 Vote: Didnt Vote	20% (84)	59% (250)	22% (92)	426
Voted in 2014: Yes	17% (191)	68% (763)	15% (167)	1122
Voted in 2014: No	22% (130)	59% (352)	20% (117)	599
2012 Vote: Barack Obama	17% (121)	68% (476)	14% (99)	696
2012 Vote: Mitt Romney	17% (77)	70% (313)	13% (60)	450
2012 Vote: Other	19% (11)	62% (36)	19% (11)	59
2012 Vote: Didn't Vote	22% (113)	56% (289)	22% (113)	515

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Table PSM2_5: Do you use any of the following social media platforms?*Other*

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	19%	(322)	65%	(1115)	17%	(284)	1721
4-Region: Northeast	19%	(60)	67%	(215)	14%	(44)	319
4-Region: Midwest	18%	(71)	69%	(276)	13%	(54)	401
4-Region: South	19%	(124)	62%	(394)	19%	(123)	640
4-Region: West	19%	(67)	64%	(231)	18%	(64)	361

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

Table PSM3_1: How much time each day do you spend on the following social media platforms?
Twitter

Demographic	Less than 1		1 to 3 hours		4 to 6 hours		7 to 10 hours		More than 10		Don't know	Total N	
	hour								hours				
Adults	66%	(484)	23%	(168)	6%	(44)	3%	(19)	2%	(16)	—	(2)	733
Gender: Male	62%	(238)	24%	(94)	7%	(25)	4%	(16)	3%	(11)	—	(1)	385
Gender: Female	71%	(246)	21%	(74)	5%	(19)	1%	(3)	2%	(5)	—	(1)	347
Age: 18-29	45%	(71)	33%	(52)	11%	(17)	8%	(12)	4%	(6)	—	(0)	157
Age: 30-44	61%	(134)	25%	(56)	8%	(18)	3%	(6)	3%	(7)	—	(0)	222
Age: 45-54	73%	(102)	21%	(29)	4%	(5)	—	(1)	2%	(3)	—	(0)	141
Age: 55-64	81%	(98)	18%	(22)	1%	(1)	—	(0)	—	(0)	1%	(1)	121
Age: 65+	85%	(78)	10%	(9)	4%	(3)	—	(0)	—	(0)	2%	(2)	92
Generation Z: 18-21	54%	(34)	23%	(15)	9%	(6)	8%	(5)	5%	(3)	—	(0)	63
Millennial: Age 22-37	50%	(115)	32%	(74)	9%	(21)	5%	(12)	3%	(8)	—	(0)	229
Generation X: Age 38-53	71%	(153)	19%	(42)	6%	(13)	1%	(2)	3%	(6)	—	(0)	216
Boomers: Age 54-72	81%	(169)	16%	(34)	2%	(4)	—	(0)	—	(0)	1%	(2)	210
PID: Dem (no lean)	65%	(186)	21%	(62)	8%	(24)	4%	(10)	2%	(6)	—	(0)	287
PID: Ind (no lean)	69%	(149)	21%	(44)	5%	(12)	2%	(5)	2%	(4)	—	(1)	214
PID: Rep (no lean)	65%	(149)	27%	(62)	4%	(9)	1%	(3)	3%	(6)	1%	(2)	232
PID/Gender: Dem Men	61%	(78)	17%	(22)	12%	(15)	7%	(9)	3%	(4)	—	(0)	128
PID/Gender: Dem Women	68%	(108)	25%	(39)	5%	(9)	1%	(1)	1%	(2)	—	(0)	159
PID/Gender: Ind Men	64%	(75)	26%	(30)	5%	(6)	3%	(4)	2%	(2)	1%	(1)	117
PID/Gender: Ind Women	76%	(74)	15%	(14)	6%	(6)	1%	(1)	2%	(2)	—	(0)	97
PID/Gender: Rep Men	61%	(85)	30%	(42)	3%	(4)	2%	(3)	4%	(5)	1%	(1)	140
PID/Gender: Rep Women	70%	(64)	22%	(20)	5%	(5)	—	(0)	2%	(1)	1%	(1)	91
Ideo: Liberal (1-3)	64%	(180)	22%	(61)	7%	(20)	4%	(11)	3%	(8)	—	(0)	280
Ideo: Moderate (4)	62%	(99)	24%	(39)	8%	(12)	2%	(4)	4%	(6)	—	(1)	161
Ideo: Conservative (5-7)	72%	(176)	24%	(59)	3%	(7)	—	(1)	1%	(2)	—	(1)	245
Educ: < College	65%	(274)	22%	(92)	7%	(28)	3%	(12)	3%	(13)	—	(1)	420
Educ: Bachelors degree	63%	(125)	27%	(53)	6%	(12)	2%	(4)	2%	(3)	—	(1)	199
Educ: Post-grad	73%	(84)	20%	(23)	4%	(4)	2%	(3)	1%	(1)	—	(0)	115

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Table PSM3_1: How much time each day do you spend on the following social media platforms?*Twitter*

Demographic	Less than 1		1 to 3 hours		4 to 6 hours		7 to 10 hours		More than 10		Don't know	Total N	
	hour								hours				
Adults	66%	(484)	23%	(168)	6%	(44)	3%	(19)	2%	(16)	—	(2)	733
Income: Under 50k	64%	(223)	22%	(78)	8%	(27)	3%	(9)	3%	(9)	—	(1)	347
Income: 50k-100k	67%	(175)	23%	(61)	4%	(11)	4%	(10)	2%	(6)	—	(1)	263
Income: 100k+	70%	(86)	23%	(29)	5%	(6)	—	(0)	1%	(2)	1%	(1)	123
Ethnicity: White	71%	(390)	21%	(118)	5%	(27)	2%	(10)	1%	(4)	—	(2)	550
Ethnicity: Hispanic	46%	(47)	30%	(30)	11%	(11)	9%	(9)	4%	(4)	—	(0)	101
Ethnicity: Afr. Am.	47%	(56)	29%	(34)	11%	(13)	5%	(6)	8%	(10)	—	(0)	119
Ethnicity: Other	59%	(38)	25%	(16)	7%	(4)	5%	(3)	4%	(2)	—	(0)	64
Relig: Protestant	75%	(144)	21%	(40)	2%	(4)	—	(0)	3%	(5)	—	(0)	193
Relig: Roman Catholic	58%	(95)	25%	(41)	7%	(11)	6%	(10)	4%	(6)	1%	(1)	165
Relig: Evangelical	69%	(178)	21%	(54)	4%	(11)	4%	(10)	1%	(4)	1%	(1)	258
Relig: Non-Evang. Catholics	64%	(90)	25%	(35)	4%	(6)	1%	(1)	5%	(7)	—	(0)	140
Relig: All Christian	67%	(268)	22%	(89)	4%	(17)	3%	(11)	3%	(11)	—	(1)	399
Relig: All Non-Christian	52%	(37)	36%	(26)	9%	(7)	2%	(2)	—	(0)	—	(0)	71
Community: Urban	57%	(113)	25%	(50)	10%	(19)	4%	(7)	4%	(8)	—	(1)	198
Community: Suburban	71%	(262)	22%	(82)	3%	(11)	2%	(7)	1%	(4)	—	(1)	367
Community: Rural	65%	(108)	21%	(36)	8%	(14)	3%	(4)	3%	(5)	—	(1)	168
Employ: Private Sector	63%	(171)	25%	(67)	7%	(19)	2%	(6)	3%	(9)	—	(0)	273
Employ: Government	61%	(38)	30%	(19)	3%	(2)	3%	(2)	3%	(2)	—	(0)	62
Employ: Self-Employed	65%	(46)	28%	(20)	4%	(3)	4%	(3)	—	(0)	—	(0)	71
Employ: Homemaker	68%	(37)	20%	(11)	6%	(3)	—	(0)	7%	(4)	—	(0)	55
Employ: Retired	81%	(98)	13%	(16)	3%	(3)	—	(0)	2%	(2)	1%	(2)	121
Employ: Unemployed	66%	(50)	16%	(12)	12%	(9)	7%	(5)	—	(0)	—	(0)	76
Military HH: Yes	65%	(80)	27%	(33)	2%	(2)	4%	(5)	1%	(2)	1%	(1)	123
Military HH: No	66%	(404)	22%	(135)	7%	(42)	2%	(14)	2%	(15)	—	(1)	610
RD/WT: Right Direction	61%	(170)	26%	(72)	7%	(19)	3%	(8)	2%	(7)	1%	(2)	279
RD/WT: Wrong Track	69%	(314)	21%	(95)	5%	(25)	2%	(11)	2%	(9)	—	(0)	454
Trump Job Approve	65%	(191)	26%	(75)	4%	(11)	1%	(4)	4%	(11)	1%	(2)	294
Trump Job Disapprove	68%	(287)	21%	(90)	7%	(30)	3%	(13)	1%	(5)	—	(0)	424

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Table PSM3_1: How much time each day do you spend on the following social media platforms?

Twitter

Demographic	Less than 1						More than 10		Don't know	Total N
	hour	1 to 3 hours	4 to 6 hours	7 to 10 hours	hours					
Adults	66% (484)	23% (168)	6% (44)	3% (19)	2% (16)	— (2)			733	
Trump Job Strongly Approve	64% (107)	28% (46)	2% (3)	2% (4)	3% (6)	— (1)			166	
Trump Job Somewhat Approve	66% (84)	23% (29)	6% (8)	— (0)	4% (5)	1% (1)			127	
Trump Job Somewhat Disapprove	64% (54)	22% (19)	7% (6)	4% (4)	2% (2)	— (0)			85	
Trump Job Strongly Disapprove	69% (233)	21% (71)	7% (23)	3% (9)	1% (4)	— (0)			340	
#1 Issue: Economy	67% (128)	21% (39)	8% (16)	1% (3)	3% (5)	— (0)			191	
#1 Issue: Security	68% (98)	26% (38)	2% (3)	2% (3)	2% (3)	— (0)			146	
#1 Issue: Health Care	67% (99)	25% (37)	6% (9)	— (1)	1% (2)	— (0)			147	
#1 Issue: Medicare / Social Security	71% (63)	18% (16)	5% (4)	2% (1)	2% (2)	2% (2)			89	
#1 Issue: Education	59% (33)	28% (15)	4% (2)	7% (4)	3% (2)	— (0)			55	
2018 House Vote: Democrat	63% (201)	25% (79)	9% (27)	2% (5)	2% (6)	— (0)			318	
2018 House Vote: Republican	67% (168)	25% (62)	3% (8)	2% (5)	3% (6)	1% (2)			251	
2018 House Vote: Didnt Vote	67% (86)	18% (23)	7% (9)	6% (7)	2% (2)	— (1)			128	
2016 Vote: Hillary Clinton	65% (169)	24% (61)	9% (23)	1% (2)	2% (4)	— (0)			260	
2016 Vote: Donald Trump	67% (168)	25% (61)	2% (6)	2% (6)	3% (6)	1% (2)			250	
2016 Vote: Someone else	67% (47)	19% (13)	10% (7)	— (0)	3% (2)	— (0)			70	
2016 Vote: Didnt Vote	65% (99)	21% (31)	5% (8)	7% (10)	2% (3)	— (1)			152	
Voted in 2014: Yes	67% (330)	23% (111)	6% (30)	1% (7)	3% (13)	— (2)			492	
Voted in 2014: No	64% (154)	24% (57)	6% (14)	5% (12)	1% (3)	— (1)			241	
2012 Vote: Barack Obama	65% (210)	23% (75)	9% (28)	1% (4)	2% (6)	— (1)			322	
2012 Vote: Mitt Romney	75% (133)	19% (34)	1% (3)	2% (4)	2% (3)	1% (2)			178	
2012 Vote: Didn't Vote	59% (119)	26% (52)	6% (13)	6% (12)	3% (5)	— (0)			201	
4-Region: Northeast	67% (96)	24% (34)	5% (7)	1% (2)	2% (3)	1% (1)			143	
4-Region: Midwest	69% (119)	25% (42)	4% (8)	1% (2)	— (0)	— (0)			171	
4-Region: South	66% (177)	21% (55)	6% (16)	4% (9)	3% (9)	— (1)			267	
4-Region: West	60% (92)	24% (37)	9% (14)	4% (5)	3% (4)	— (0)			152	

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

Table PSM3_2: How much time each day do you spend on the following social media platforms?
Facebook

Demographic	Less than 1		1 to 3 hours	4 to 6 hours	7 to 10 hours	More than 10		Don't know	Total N				
	hour	hours				hours	hours						
Adults	46%	(754)	40%	(657)	8%	(139)	3%	(44)	2%	(33)	1%	(9)	1636
Gender: Male	48%	(341)	38%	(268)	9%	(66)	3%	(20)	2%	(12)	1%	(6)	713
Gender: Female	45%	(413)	42%	(388)	8%	(73)	3%	(24)	2%	(21)	—	(3)	923
Age: 18-29	39%	(102)	43%	(113)	12%	(31)	4%	(12)	1%	(2)	2%	(4)	265
Age: 30-44	38%	(164)	44%	(194)	11%	(50)	3%	(13)	3%	(14)	1%	(2)	437
Age: 45-54	47%	(136)	39%	(111)	8%	(24)	3%	(9)	2%	(6)	1%	(2)	289
Age: 55-64	52%	(160)	38%	(116)	6%	(17)	2%	(5)	3%	(9)	—	(1)	308
Age: 65+	57%	(191)	36%	(123)	5%	(16)	1%	(4)	1%	(2)	—	(0)	337
Generation Z: 18-21	40%	(33)	40%	(33)	14%	(12)	1%	(1)	—	(0)	5%	(4)	83
Millennial: Age 22-37	37%	(163)	45%	(197)	11%	(49)	4%	(17)	2%	(8)	—	(2)	435
Generation X: Age 38-53	43%	(187)	40%	(177)	10%	(43)	4%	(17)	3%	(12)	1%	(3)	439
Boomers: Age 54-72	54%	(324)	38%	(227)	5%	(28)	2%	(10)	2%	(13)	—	(1)	603
PID: Dem (no lean)	45%	(264)	40%	(234)	10%	(61)	3%	(16)	2%	(10)	1%	(4)	590
PID: Ind (no lean)	47%	(237)	39%	(198)	8%	(41)	3%	(13)	2%	(8)	1%	(4)	501
PID: Rep (no lean)	46%	(253)	41%	(225)	7%	(37)	3%	(15)	3%	(14)	—	(1)	544
PID/Gender: Dem Men	44%	(104)	35%	(84)	15%	(34)	3%	(7)	1%	(3)	2%	(4)	237
PID/Gender: Dem Women	45%	(160)	43%	(150)	8%	(27)	3%	(9)	2%	(7)	—	(0)	354
PID/Gender: Ind Men	51%	(112)	37%	(82)	9%	(20)	1%	(2)	1%	(3)	—	(1)	220
PID/Gender: Ind Women	44%	(125)	41%	(115)	7%	(21)	4%	(11)	2%	(5)	1%	(3)	281
PID/Gender: Rep Men	49%	(125)	40%	(102)	5%	(12)	4%	(11)	2%	(6)	—	(1)	257
PID/Gender: Rep Women	44%	(127)	43%	(123)	9%	(25)	1%	(4)	3%	(9)	—	(0)	288
Ideo: Liberal (1-3)	45%	(249)	39%	(215)	10%	(54)	4%	(19)	1%	(8)	1%	(4)	550
Ideo: Moderate (4)	44%	(153)	40%	(140)	10%	(37)	2%	(9)	3%	(12)	—	(0)	351
Ideo: Conservative (5-7)	51%	(301)	41%	(241)	5%	(31)	2%	(10)	2%	(9)	—	(1)	594
Educ: < College	44%	(458)	39%	(399)	10%	(104)	4%	(37)	2%	(25)	1%	(6)	1029
Educ: Bachelors degree	47%	(184)	42%	(165)	6%	(24)	1%	(5)	2%	(7)	1%	(3)	389
Educ: Post-grad	52%	(112)	42%	(92)	5%	(11)	1%	(2)	—	(1)	—	(0)	218

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Table PSM3_2: How much time each day do you spend on the following social media platforms?

Facebook

Demographic	Less than 10 hours						More than 10 hours		Don't know	Total N
	Less than 1 hour	1 to 3 hours	4 to 6 hours	7 to 10 hours	More than 10 hours	hours				
Adults	46% (754)	40% (657)	8% (139)	3% (44)	2% (33)	1% (9)	1636			
Income: Under 50k	42% (347)	41% (339)	10% (84)	4% (33)	2% (19)	1% (6)	827			
Income: 50k-100k	51% (289)	38% (215)	7% (42)	2% (11)	2% (12)	— (1)	571			
Income: 100k+	49% (118)	43% (102)	5% (13)	— (0)	1% (2)	1% (3)	238			
Ethnicity: White	47% (636)	40% (536)	8% (105)	2% (33)	2% (28)	— (2)	1341			
Ethnicity: Hispanic	44% (64)	31% (45)	15% (22)	6% (9)	1% (2)	2% (3)	145			
Ethnicity: Afr. Am.	37% (72)	45% (87)	10% (19)	3% (5)	2% (5)	4% (7)	195			
Ethnicity: Other	46% (46)	33% (33)	15% (15)	6% (6)	1% (1)	— (0)	100			
Relig: Protestant	49% (248)	40% (202)	6% (32)	1% (6)	3% (15)	— (0)	502			
Relig: Roman Catholic	48% (154)	37% (119)	7% (23)	6% (18)	2% (6)	1% (3)	324			
Relig: Something Else	44% (52)	47% (54)	7% (8)	1% (1)	1% (1)	1% (1)	117			
Relig: Evangelical	51% (325)	37% (232)	7% (43)	3% (21)	2% (12)	— (1)	635			
Relig: Non-Evang. Catholics	42% (128)	47% (144)	6% (20)	2% (5)	3% (9)	1% (2)	308			
Relig: All Christian	48% (454)	40% (376)	7% (63)	3% (26)	2% (21)	— (4)	943			
Relig: All Non-Christian	35% (56)	48% (76)	11% (17)	2% (4)	2% (3)	2% (3)	159			
Community: Urban	47% (175)	35% (128)	11% (42)	4% (16)	2% (8)	— (0)	369			
Community: Suburban	48% (396)	41% (340)	6% (50)	2% (16)	2% (16)	1% (6)	825			
Community: Rural	41% (183)	43% (188)	11% (47)	3% (12)	2% (9)	1% (3)	442			
Employ: Private Sector	47% (251)	42% (227)	8% (44)	1% (4)	2% (10)	— (3)	539			
Employ: Government	38% (41)	45% (48)	11% (12)	3% (4)	2% (2)	— (0)	107			
Employ: Self-Employed	52% (73)	34% (48)	10% (14)	1% (1)	2% (2)	2% (2)	140			
Employ: Homemaker	38% (52)	43% (57)	9% (11)	5% (6)	6% (8)	— (0)	135			
Employ: Student	45% (30)	36% (24)	11% (7)	6% (4)	2% (1)	— (0)	65			
Employ: Retired	54% (219)	36% (147)	6% (24)	3% (12)	2% (7)	— (0)	408			
Employ: Unemployed	42% (60)	39% (55)	13% (18)	5% (8)	1% (1)	1% (1)	142			
Employ: Other	30% (29)	50% (50)	9% (9)	6% (6)	1% (1)	3% (3)	99			
Military HH: Yes	51% (145)	37% (105)	7% (21)	1% (3)	2% (5)	2% (4)	284			
Military HH: No	45% (609)	41% (551)	9% (118)	3% (41)	2% (28)	— (5)	1351			
RD/WT: Right Direction	43% (272)	42% (263)	8% (53)	3% (20)	3% (17)	1% (6)	631			
RD/WT: Wrong Track	48% (482)	39% (394)	9% (86)	2% (25)	2% (16)	— (3)	1005			

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Table PSM3_2: How much time each day do you spend on the following social media platforms?

Facebook

Demographic	Less than 1					More than 10					Total N
	hour	1 to 3 hours	4 to 6 hours	7 to 10 hours	hours	Don't know					
Adults	46% (754)	40% (657)	8% (139)	3% (44)	2% (33)	1% (9)	1636				
Trump Job Approve	45% (302)	42% (282)	9% (58)	3% (17)	2% (17)	— (2)	679				
Trump Job Disapprove	48% (431)	39% (354)	8% (75)	3% (27)	2% (15)	— (4)	906				
Trump Job Strongly Approve	45% (165)	42% (156)	7% (25)	2% (8)	3% (12)	— (1)	368				
Trump Job Somewhat Approve	44% (137)	40% (126)	11% (34)	3% (9)	2% (5)	— (1)	312				
Trump Job Somewhat Disapprove	46% (89)	41% (80)	7% (14)	1% (3)	4% (7)	1% (2)	195				
Trump Job Strongly Disapprove	48% (342)	39% (274)	9% (61)	3% (24)	1% (8)	— (2)	711				
#1 Issue: Economy	42% (172)	45% (184)	7% (28)	4% (16)	1% (4)	1% (3)	407				
#1 Issue: Security	46% (159)	39% (135)	8% (26)	2% (8)	4% (14)	— (1)	342				
#1 Issue: Health Care	46% (135)	38% (113)	11% (31)	3% (10)	2% (6)	— (0)	295				
#1 Issue: Medicare / Social Security	49% (120)	37% (91)	8% (19)	3% (7)	2% (5)	1% (3)	245				
#1 Issue: Women's Issues	38% (29)	49% (37)	9% (7)	— (0)	2% (2)	2% (2)	76				
#1 Issue: Education	34% (36)	47% (50)	16% (16)	2% (2)	1% (1)	— (0)	105				
#1 Issue: Energy	59% (55)	30% (28)	7% (6)	2% (2)	2% (1)	— (0)	93				
#1 Issue: Other	66% (48)	27% (20)	7% (5)	— (0)	— (0)	— (0)	72				
2018 House Vote: Democrat	48% (304)	38% (245)	10% (62)	2% (13)	2% (11)	— (2)	637				
2018 House Vote: Republican	49% (274)	41% (230)	6% (34)	2% (11)	2% (12)	— (1)	562				
2018 House Vote: Someone else	43% (24)	46% (27)	4% (2)	4% (2)	3% (2)	— (0)	57				
2018 House Vote: Didn't Vote	40% (148)	41% (151)	11% (41)	5% (17)	2% (8)	1% (6)	372				
2016 Vote: Hillary Clinton	48% (263)	39% (213)	8% (45)	3% (16)	1% (8)	— (0)	544				
2016 Vote: Donald Trump	46% (265)	42% (237)	7% (40)	2% (12)	3% (15)	— (1)	572				
2016 Vote: Someone else	37% (48)	46% (60)	10% (13)	4% (6)	1% (2)	2% (3)	131				
2016 Vote: Didn't Vote	46% (176)	38% (146)	11% (41)	3% (10)	2% (8)	1% (5)	387				
Voted in 2014: Yes	47% (509)	41% (446)	7% (80)	2% (23)	2% (23)	— (4)	1084				
Voted in 2014: No	44% (245)	38% (211)	11% (59)	4% (21)	2% (10)	1% (6)	552				
2012 Vote: Barack Obama	46% (307)	40% (268)	9% (60)	3% (18)	2% (11)	1% (4)	667				
2012 Vote: Mitt Romney	50% (223)	41% (181)	5% (22)	1% (5)	2% (11)	— (1)	442				
2012 Vote: Other	39% (22)	48% (27)	8% (5)	1% (1)	3% (2)	— (0)	56				
2012 Vote: Didn't Vote	43% (202)	38% (180)	11% (52)	4% (20)	2% (10)	1% (5)	469				

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Table PSM3_2: How much time each day do you spend on the following social media platforms?

Facebook

Demographic	Less than 1 hour	1 to 3 hours	4 to 6 hours	7 to 10 hours	More than 10 hours	Don't know	Total N
Adults	46% (754)	40% (657)	8% (139)	3% (44)	2% (33)	1% (9)	1636
4-Region: Northeast	43% (131)	44% (135)	8% (26)	1% (4)	2% (7)	1% (4)	307
4-Region: Midwest	46% (178)	39% (154)	10% (40)	2% (7)	2% (8)	1% (5)	392
4-Region: South	46% (286)	39% (239)	9% (55)	4% (23)	3% (16)	— (1)	618
4-Region: West	50% (159)	40% (128)	6% (19)	3% (10)	1% (3)	— (0)	318

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

Table PSM3_3: How much time each day do you spend on the following social media platforms?*Snapchat*

Demographic	Less than 1						More than 10		Don't know		Total N
	hour	1 to 3 hours	4 to 6 hours	7 to 10 hours	hours	hours	hours	hours			
Adults	59% (289)	29% (140)	6% (29)	2% (10)	3% (14)	1% (4)				487	
Gender: Male	58% (121)	28% (58)	6% (13)	2% (4)	5% (10)	1% (2)				208	
Gender: Female	61% (169)	29% (82)	6% (15)	2% (6)	2% (5)	1% (2)				279	
Age: 18-29	46% (107)	38% (87)	11% (25)	2% (4)	3% (6)	1% (2)				230	
Age: 30-44	63% (100)	27% (43)	1% (2)	3% (5)	5% (8)	— (0)				157	
Age: 45-54	76% (43)	13% (8)	4% (2)	3% (1)	— (0)	4% (2)				57	
Generation Z: 18-21	37% (39)	40% (43)	17% (18)	3% (4)	3% (3)	1% (1)				107	
Millennial: Age 22-37	59% (137)	32% (74)	3% (8)	1% (3)	4% (10)	— (1)				232	
Generation X: Age 38-53	69% (69)	20% (20)	3% (3)	4% (4)	2% (2)	2% (2)				100	
PID: Dem (no lean)	60% (112)	28% (52)	6% (10)	1% (3)	3% (6)	1% (2)				186	
PID: Ind (no lean)	56% (88)	31% (50)	8% (13)	1% (1)	3% (4)	1% (2)				157	
PID: Rep (no lean)	62% (89)	26% (38)	4% (5)	5% (7)	3% (4)	— (0)				144	
PID/Gender: Dem Men	57% (46)	24% (19)	7% (6)	1% (1)	8% (6)	3% (2)				80	
PID/Gender: Dem Women	63% (66)	31% (33)	4% (5)	2% (2)	— (0)	— (0)				106	
PID/Gender: Ind Men	60% (31)	30% (16)	10% (5)	— (0)	— (0)	— (0)				52	
PID/Gender: Ind Women	54% (57)	32% (34)	8% (8)	1% (1)	4% (4)	2% (2)				105	
PID/Gender: Rep Men	57% (44)	30% (23)	4% (3)	4% (3)	5% (4)	— (0)				76	
PID/Gender: Rep Women	67% (46)	22% (15)	4% (3)	5% (3)	1% (1)	— (0)				68	
Ideo: Liberal (1-3)	56% (109)	33% (64)	5% (9)	2% (3)	3% (6)	1% (2)				194	
Ideo: Moderate (4)	60% (64)	23% (25)	7% (8)	5% (5)	4% (4)	1% (1)				107	
Ideo: Conservative (5-7)	66% (81)	25% (31)	5% (6)	1% (1)	2% (2)	1% (1)				123	
Educ: < College	58% (182)	28% (87)	7% (20)	3% (10)	3% (10)	1% (4)				312	
Educ: Bachelors degree	58% (66)	32% (36)	8% (9)	1% (1)	2% (2)	— (0)				114	
Educ: Post-grad	68% (41)	27% (17)	— (0)	— (0)	5% (3)	— (0)				61	
Income: Under 50k	58% (154)	29% (77)	6% (15)	4% (10)	3% (8)	1% (4)				267	
Income: 50k-100k	59% (92)	32% (50)	4% (6)	— (1)	4% (7)	— (0)				155	
Income: 100k+	67% (43)	20% (13)	13% (8)	— (0)	— (0)	— (0)				64	
Ethnicity: White	69% (238)	24% (82)	5% (18)	1% (5)	1% (3)	— (1)				346	

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Table PSM3_3: How much time each day do you spend on the following social media platforms?

Snapchat

Demographic	Less than 1		1 to 3 hours		4 to 6 hours		7 to 10 hours		More than 10		Don't know	Total N	
	hour								hours				
Adults	59%	(289)	29%	(140)	6%	(29)	2%	(10)	3%	(14)	1%	(4)	487
Ethnicity: Hispanic	58%	(52)	23%	(21)	10%	(9)	1%	(1)	8%	(7)	—	(0)	90
Ethnicity: Afr. Am.	32%	(29)	46%	(42)	6%	(5)	4%	(4)	8%	(8)	3%	(3)	91
Ethnicity: Other	46%	(23)	32%	(16)	12%	(6)	4%	(2)	7%	(3)	—	(0)	50
Relig: Protestant	64%	(59)	26%	(24)	2%	(2)	3%	(3)	4%	(4)	—	(0)	92
Relig: Roman Catholic	62%	(61)	25%	(24)	5%	(5)	4%	(4)	3%	(3)	2%	(2)	99
Relig: Evangelical	62%	(99)	30%	(48)	4%	(6)	1%	(2)	3%	(5)	—	(0)	160
Relig: Non-Evang. Catholics	61%	(42)	23%	(16)	3%	(2)	6%	(4)	4%	(2)	3%	(2)	69
Relig: All Christian	62%	(141)	28%	(64)	4%	(9)	3%	(6)	3%	(7)	1%	(2)	229
Relig: All Non-Christian	54%	(29)	35%	(18)	6%	(3)	4%	(2)	—	(0)	2%	(1)	53
Community: Urban	54%	(73)	30%	(40)	7%	(10)	3%	(4)	5%	(7)	1%	(1)	135
Community: Suburban	62%	(145)	30%	(70)	5%	(12)	1%	(2)	1%	(3)	—	(1)	233
Community: Rural	61%	(72)	25%	(30)	6%	(7)	3%	(4)	3%	(4)	2%	(2)	119
Employ: Private Sector	63%	(106)	26%	(44)	6%	(9)	1%	(1)	5%	(8)	—	(0)	168
Employ: Self-Employed	51%	(27)	43%	(22)	6%	(3)	—	(0)	—	(0)	—	(0)	52
Employ: Student	47%	(32)	31%	(21)	17%	(11)	2%	(1)	3%	(2)	1%	(1)	69
Employ: Unemployed	61%	(35)	27%	(15)	4%	(2)	2%	(1)	4%	(2)	2%	(1)	56
Military HH: Yes	51%	(34)	36%	(24)	2%	(1)	—	(0)	8%	(5)	3%	(2)	65
Military HH: No	61%	(256)	28%	(116)	7%	(28)	2%	(10)	2%	(9)	—	(2)	421
RD/WT: Right Direction	53%	(91)	28%	(48)	8%	(14)	3%	(6)	6%	(10)	2%	(3)	171
RD/WT: Wrong Track	63%	(198)	29%	(92)	5%	(15)	1%	(4)	1%	(5)	—	(1)	316
Trump Job Approve	62%	(103)	25%	(41)	6%	(11)	3%	(6)	3%	(5)	—	(1)	166
Trump Job Disapprove	58%	(174)	31%	(93)	5%	(15)	2%	(5)	3%	(9)	1%	(2)	299
Trump Job Strongly Approve	60%	(54)	26%	(24)	6%	(6)	2%	(2)	5%	(5)	—	(0)	91
Trump Job Somewhat Approve	65%	(49)	23%	(17)	7%	(5)	5%	(4)	—	(0)	1%	(1)	75
Trump Job Somewhat Disapprove	54%	(36)	28%	(19)	4%	(3)	5%	(3)	6%	(4)	3%	(2)	67
Trump Job Strongly Disapprove	60%	(138)	32%	(75)	5%	(12)	1%	(1)	2%	(6)	—	(0)	232
#1 Issue: Economy	63%	(82)	28%	(36)	5%	(7)	—	(0)	3%	(4)	1%	(1)	129
#1 Issue: Security	58%	(43)	26%	(19)	6%	(5)	3%	(2)	6%	(4)	1%	(1)	74
#1 Issue: Health Care	55%	(49)	39%	(34)	3%	(3)	2%	(2)	1%	(1)	—	(0)	89
#1 Issue: Education	54%	(35)	33%	(22)	7%	(5)	1%	(1)	6%	(4)	—	(0)	66

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Table PSM3_3: How much time each day do you spend on the following social media platforms?*Snapchat*

Demographic	Less than 1		1 to 3 hours		4 to 6 hours		7 to 10 hours		More than 10		Don't know	Total N	
	hour							hours					
Adults	59%	(289)	29%	(140)	6%	(29)	2%	(10)	3%	(14)	1%	(4)	487
2018 House Vote: Democrat	57%	(105)	31%	(58)	4%	(8)	3%	(5)	3%	(6)	1%	(2)	184
2018 House Vote: Republican	70%	(93)	21%	(28)	2%	(3)	4%	(5)	3%	(4)	—	(0)	133
2018 House Vote: Didnt Vote	52%	(78)	33%	(50)	12%	(18)	—	(0)	2%	(3)	1%	(1)	150
2016 Vote: Hillary Clinton	61%	(79)	31%	(41)	4%	(5)	4%	(5)	1%	(1)	—	(0)	130
2016 Vote: Donald Trump	68%	(92)	23%	(32)	2%	(2)	2%	(3)	5%	(7)	—	(0)	136
2016 Vote: Didnt Vote	54%	(100)	30%	(56)	10%	(19)	1%	(2)	4%	(7)	1%	(2)	186
Voted in 2014: Yes	67%	(161)	24%	(58)	3%	(6)	1%	(3)	4%	(9)	1%	(2)	239
Voted in 2014: No	52%	(129)	33%	(82)	9%	(23)	3%	(8)	2%	(6)	1%	(2)	248
2012 Vote: Barack Obama	67%	(107)	25%	(40)	3%	(4)	2%	(3)	2%	(3)	1%	(2)	159
2012 Vote: Mitt Romney	70%	(53)	21%	(16)	2%	(1)	—	(0)	6%	(5)	—	(0)	75
2012 Vote: Didn't Vote	49%	(118)	35%	(83)	9%	(22)	3%	(8)	3%	(7)	1%	(2)	239
4-Region: Northeast	60%	(56)	31%	(28)	4%	(4)	1%	(1)	4%	(3)	—	(0)	93
4-Region: Midwest	58%	(64)	33%	(36)	6%	(6)	1%	(1)	1%	(1)	2%	(2)	110
4-Region: South	61%	(120)	26%	(51)	5%	(10)	4%	(8)	3%	(5)	1%	(2)	196
4-Region: West	56%	(50)	28%	(24)	10%	(9)	1%	(1)	5%	(5)	—	(0)	88

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

Table PSM3_4: How much time each day do you spend on the following social media platforms?

Instagram

Demographic	Less than 1		1 to 3 hours	4 to 6 hours	7 to 10 hours	More than 10		Don't know	Total N				
	hour	hours				hours	hours						
Adults	58%	(487)	29%	(243)	8%	(69)	2%	(18)	1%	(12)	1%	(8)	838
Gender: Male	53%	(185)	31%	(108)	8%	(29)	4%	(13)	2%	(7)	2%	(7)	348
Gender: Female	62%	(303)	28%	(135)	8%	(40)	1%	(4)	1%	(6)	—	(1)	489
Age: 18-29	34%	(87)	45%	(116)	13%	(34)	5%	(12)	2%	(5)	1%	(3)	256
Age: 30-44	53%	(146)	32%	(87)	10%	(26)	2%	(6)	3%	(7)	1%	(3)	275
Age: 45-54	77%	(108)	17%	(24)	5%	(7)	—	(0)	—	(0)	2%	(2)	141
Age: 55-64	91%	(91)	6%	(6)	2%	(2)	—	(0)	—	(0)	—	(0)	99
Age: 65+	85%	(56)	15%	(10)	—	(0)	—	(0)	—	(0)	—	(0)	66
Generation Z: 18-21	30%	(31)	49%	(50)	14%	(14)	5%	(5)	2%	(2)	1%	(1)	103
Millennial: Age 22-37	42%	(137)	39%	(127)	12%	(39)	3%	(9)	2%	(7)	1%	(4)	323
Generation X: Age 38-53	70%	(160)	20%	(46)	6%	(14)	1%	(3)	2%	(4)	1%	(3)	230
Boomers: Age 54-72	88%	(150)	11%	(18)	1%	(2)	—	(0)	—	(0)	—	(0)	170
PID: Dem (no lean)	54%	(175)	29%	(93)	11%	(34)	3%	(11)	1%	(4)	2%	(5)	323
PID: Ind (no lean)	59%	(154)	29%	(76)	10%	(26)	1%	(1)	1%	(2)	1%	(2)	262
PID: Rep (no lean)	63%	(159)	29%	(74)	3%	(8)	2%	(5)	2%	(6)	—	(1)	253
PID/Gender: Dem Men	47%	(58)	29%	(36)	12%	(15)	6%	(8)	2%	(2)	4%	(5)	123
PID/Gender: Dem Women	59%	(117)	29%	(57)	10%	(20)	2%	(4)	1%	(2)	—	(0)	199
PID/Gender: Ind Men	60%	(61)	28%	(28)	10%	(10)	1%	(1)	—	(0)	1%	(1)	101
PID/Gender: Ind Women	58%	(93)	30%	(48)	10%	(16)	—	(1)	1%	(2)	—	(1)	161
PID/Gender: Rep Men	53%	(66)	36%	(44)	3%	(4)	4%	(5)	3%	(4)	1%	(1)	124
PID/Gender: Rep Women	72%	(93)	23%	(29)	3%	(4)	—	(0)	1%	(2)	—	(1)	129
Ideo: Liberal (1-3)	54%	(177)	32%	(104)	8%	(26)	3%	(8)	1%	(5)	2%	(5)	325
Ideo: Moderate (4)	54%	(98)	25%	(44)	13%	(24)	4%	(7)	3%	(5)	1%	(2)	180
Ideo: Conservative (5-7)	69%	(174)	25%	(62)	3%	(8)	1%	(2)	1%	(3)	1%	(1)	251
Educ: < College	57%	(278)	29%	(141)	9%	(43)	3%	(13)	1%	(7)	2%	(8)	489
Educ: Bachelors degree	60%	(140)	29%	(68)	8%	(18)	2%	(4)	2%	(4)	—	(0)	233
Educ: Post-grad	61%	(70)	30%	(35)	7%	(8)	1%	(1)	1%	(1)	—	(0)	115

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Table PSM3_4: How much time each day do you spend on the following social media platforms?*Instagram*

Demographic	Less than 1					More than 10					Total N
	hour	1 to 3 hours	4 to 6 hours	7 to 10 hours	hours	Don't know					
Adults	58% (487)	29% (243)	8% (69)	2% (18)	1% (12)	1% (8)	838				
Income: Under 50k	53% (221)	31% (128)	10% (41)	3% (13)	1% (4)	2% (7)	414				
Income: 50k-100k	62% (184)	27% (79)	7% (20)	2% (5)	3% (8)	— (1)	298				
Income: 100k+	65% (82)	28% (36)	6% (8)	— (0)	— (0)	— (0)	126				
Ethnicity: White	65% (403)	26% (163)	6% (35)	2% (10)	1% (7)	— (1)	620				
Ethnicity: Hispanic	37% (48)	35% (46)	19% (25)	2% (2)	4% (5)	3% (3)	130				
Ethnicity: Afr. Am.	36% (49)	37% (49)	18% (24)	5% (6)	2% (3)	2% (3)	134				
Ethnicity: Other	43% (36)	36% (31)	12% (10)	1% (1)	3% (2)	5% (4)	84				
Relig: Protestant	70% (140)	24% (47)	3% (6)	2% (3)	2% (4)	— (1)	201				
Relig: Roman Catholic	57% (99)	23% (40)	13% (22)	3% (4)	2% (3)	3% (4)	174				
Relig: Something Else	64% (47)	27% (20)	5% (3)	1% (1)	3% (2)	1% (1)	73				
Relig: Evangelical	62% (191)	25% (77)	8% (25)	3% (8)	2% (5)	1% (3)	309				
Relig: Non-Evang. Catholics	69% (96)	21% (30)	5% (7)	— (0)	3% (4)	2% (3)	139				
Relig: All Christian	64% (287)	24% (107)	7% (32)	2% (8)	2% (9)	1% (6)	448				
Relig: All Non-Christian	45% (36)	39% (32)	11% (9)	5% (4)	— (0)	— (0)	81				
Community: Urban	46% (100)	35% (77)	11% (24)	3% (7)	3% (7)	1% (2)	218				
Community: Suburban	63% (274)	28% (122)	7% (30)	1% (6)	1% (3)	1% (3)	438				
Community: Rural	62% (113)	25% (45)	8% (15)	3% (5)	1% (2)	2% (3)	182				
Employ: Private Sector	59% (177)	31% (93)	7% (20)	1% (3)	2% (7)	— (1)	302				
Employ: Government	62% (43)	29% (20)	6% (4)	2% (2)	— (0)	— (0)	69				
Employ: Self-Employed	53% (51)	39% (38)	6% (6)	1% (1)	— (0)	1% (1)	96				
Employ: Homemaker	68% (49)	20% (15)	10% (7)	— (0)	2% (1)	— (0)	72				
Employ: Student	23% (16)	49% (34)	9% (6)	13% (9)	4% (3)	1% (1)	69				
Employ: Retired	85% (75)	13% (12)	2% (2)	— (0)	— (0)	— (0)	89				
Employ: Unemployed	48% (43)	20% (18)	24% (21)	3% (2)	1% (1)	4% (4)	88				
Employ: Other	63% (34)	28% (15)	4% (2)	— (0)	1% (1)	4% (2)	53				
Military HH: Yes	59% (66)	30% (34)	5% (6)	1% (1)	3% (3)	2% (2)	112				
Military HH: No	58% (422)	29% (209)	9% (63)	2% (17)	1% (9)	1% (6)	726				
RD/WT: Right Direction	54% (158)	31% (91)	10% (30)	2% (7)	2% (6)	1% (2)	294				
RD/WT: Wrong Track	60% (329)	28% (152)	7% (39)	2% (11)	1% (7)	1% (6)	544				

Continued on next page

Table PSM3_4: How much time each day do you spend on the following social media platforms?

Instagram

Demographic	Less than 10 hours						More than 10 hours		Don't know	Total N
	Less than 1 hour	1 to 3 hours	4 to 6 hours	7 to 10 hours	More than 10 hours	hours				
Adults	58% (487)	29% (243)	8% (69)	2% (18)	1% (12)	1% (8)	838			
Trump Job Approve	60% (181)	27% (80)	9% (26)	2% (7)	2% (6)	— (1)	301			
Trump Job Disapprove	58% (292)	30% (152)	8% (40)	2% (11)	1% (7)	1% (5)	506			
Trump Job Strongly Approve	54% (87)	30% (48)	10% (16)	2% (3)	3% (4)	1% (1)	161			
Trump Job Somewhat Approve	67% (94)	23% (32)	7% (10)	2% (3)	1% (1)	— (0)	140			
Trump Job Somewhat Disapprove	56% (61)	24% (27)	9% (10)	5% (6)	3% (3)	3% (3)	110			
Trump Job Strongly Disapprove	58% (231)	32% (125)	7% (30)	1% (6)	1% (4)	— (1)	396			
#1 Issue: Economy	59% (129)	28% (61)	8% (18)	4% (8)	1% (1)	— (1)	219			
#1 Issue: Security	59% (86)	32% (48)	4% (6)	1% (1)	3% (5)	1% (1)	147			
#1 Issue: Health Care	60% (94)	31% (49)	7% (11)	1% (1)	1% (1)	— (0)	156			
#1 Issue: Medicare / Social Security	73% (55)	14% (11)	8% (6)	2% (1)	— (0)	3% (2)	75			
#1 Issue: Women's Issues	45% (25)	43% (24)	6% (3)	— (0)	6% (3)	1% (1)	56			
#1 Issue: Education	49% (43)	32% (28)	14% (12)	3% (3)	2% (2)	— (0)	87			
#1 Issue: Energy	53% (29)	26% (14)	17% (10)	1% (1)	— (0)	2% (1)	55			
2018 House Vote: Democrat	57% (191)	30% (99)	9% (31)	2% (6)	1% (4)	1% (3)	333			
2018 House Vote: Republican	64% (151)	28% (65)	4% (10)	2% (4)	2% (4)	1% (1)	237			
2018 House Vote: Didnt Vote	51% (118)	31% (71)	12% (27)	3% (8)	1% (2)	2% (4)	230			
2016 Vote: Hillary Clinton	63% (167)	27% (71)	8% (22)	2% (5)	— (1)	— (1)	267			
2016 Vote: Donald Trump	62% (152)	27% (65)	6% (16)	2% (5)	2% (6)	1% (1)	246			
2016 Vote: Someone else	66% (42)	24% (15)	4% (2)	2% (1)	— (0)	5% (3)	64			
2016 Vote: Didnt Vote	48% (124)	35% (91)	11% (29)	3% (7)	2% (5)	1% (3)	260			
Voted in 2014: Yes	66% (325)	24% (118)	6% (30)	2% (8)	2% (8)	1% (5)	493			
Voted in 2014: No	47% (162)	36% (125)	11% (39)	3% (10)	1% (4)	1% (4)	345			
2012 Vote: Barack Obama	64% (204)	25% (79)	6% (20)	2% (8)	1% (2)	1% (5)	317			
2012 Vote: Mitt Romney	70% (119)	24% (41)	4% (7)	— (0)	3% (5)	— (0)	172			
2012 Vote: Didn't Vote	44% (144)	37% (122)	13% (41)	3% (10)	2% (5)	1% (4)	325			
4-Region: Northeast	60% (97)	30% (49)	5% (9)	2% (3)	2% (4)	— (1)	162			
4-Region: Midwest	68% (115)	24% (41)	6% (9)	1% (2)	— (0)	1% (2)	169			
4-Region: South	55% (179)	29% (95)	9% (30)	4% (13)	2% (6)	1% (2)	324			
4-Region: West	52% (96)	32% (59)	11% (21)	— (1)	2% (3)	2% (3)	183			

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

Table PSM4_1: Would you say you use the following social media platforms mostly for work or for fun?

Twitter

Demographic	Mostly for work		Mostly for fun		Don't know		Total N
Adults	9%	(69)	88%	(648)	2%	(16)	733
Gender: Male	12%	(47)	85%	(328)	3%	(10)	385
Gender: Female	6%	(21)	92%	(320)	2%	(6)	347
Age: 18-29	14%	(22)	84%	(132)	2%	(3)	157
Age: 30-44	10%	(22)	87%	(193)	3%	(6)	222
Age: 45-54	10%	(14)	89%	(125)	1%	(2)	141
Age: 55-64	6%	(7)	92%	(111)	2%	(3)	121
Age: 65+	4%	(3)	94%	(87)	2%	(2)	92
Generation Z: 18-21	13%	(8)	82%	(52)	6%	(3)	63
Millennial: Age 22-37	14%	(33)	85%	(194)	1%	(2)	229
Generation X: Age 38-53	7%	(16)	90%	(194)	3%	(6)	216
Boomers: Age 54-72	6%	(12)	92%	(193)	2%	(5)	210
PID: Dem (no lean)	10%	(28)	89%	(256)	1%	(3)	287
PID: Ind (no lean)	11%	(24)	85%	(182)	4%	(8)	214
PID: Rep (no lean)	7%	(17)	91%	(210)	2%	(5)	232
PID/Gender: Dem Men	14%	(18)	85%	(109)	1%	(2)	128
PID/Gender: Dem Women	6%	(10)	92%	(147)	1%	(2)	159
PID/Gender: Ind Men	15%	(17)	81%	(95)	4%	(5)	117
PID/Gender: Ind Women	7%	(7)	90%	(87)	3%	(3)	97
PID/Gender: Rep Men	9%	(13)	88%	(124)	2%	(4)	140
PID/Gender: Rep Women	4%	(4)	94%	(86)	2%	(2)	91
Ideo: Liberal (1-3)	11%	(32)	87%	(245)	1%	(3)	280
Ideo: Moderate (4)	13%	(20)	84%	(135)	4%	(6)	161
Ideo: Conservative (5-7)	6%	(14)	93%	(227)	2%	(4)	245
Educ: < College	9%	(37)	89%	(373)	2%	(9)	420
Educ: Bachelors degree	7%	(14)	91%	(181)	2%	(3)	199
Educ: Post-grad	15%	(18)	82%	(93)	3%	(3)	115

Continued on next page

Table PSM4_1: Would you say you use the following social media platforms mostly for work or for fun?

Twitter

Demographic	Mostly for work		Mostly for fun		Don't know		Total N
Adults	9%	(69)	88%	(648)	2%	(16)	733
Income: Under 50k	11%	(39)	86%	(299)	3%	(9)	347
Income: 50k-100k	7%	(20)	91%	(240)	1%	(3)	263
Income: 100k+	8%	(10)	89%	(109)	3%	(4)	123
Ethnicity: White	7%	(39)	91%	(501)	2%	(10)	550
Ethnicity: Hispanic	13%	(13)	86%	(87)	1%	(1)	101
Ethnicity: Afr. Am.	18%	(21)	79%	(94)	3%	(4)	119
Ethnicity: Other	13%	(8)	82%	(53)	5%	(3)	64
Relig: Protestant	6%	(12)	92%	(177)	2%	(4)	193
Relig: Roman Catholic	12%	(20)	86%	(142)	2%	(3)	165
Relig: Evangelical	9%	(23)	88%	(228)	3%	(7)	258
Relig: Non-Evang. Catholics	10%	(13)	90%	(126)	1%	(1)	140
Relig: All Christian	9%	(36)	89%	(354)	2%	(8)	399
Relig: All Non-Christian	13%	(9)	86%	(61)	1%	(1)	71
Community: Urban	15%	(30)	84%	(165)	1%	(2)	198
Community: Suburban	7%	(26)	91%	(334)	2%	(7)	367
Community: Rural	7%	(12)	89%	(149)	4%	(7)	168
Employ: Private Sector	8%	(23)	89%	(242)	3%	(8)	273
Employ: Government	16%	(10)	84%	(52)	—	(0)	62
Employ: Self-Employed	22%	(16)	73%	(52)	5%	(3)	71
Employ: Homemaker	5%	(3)	93%	(51)	2%	(1)	55
Employ: Retired	1%	(1)	97%	(118)	2%	(2)	121
Employ: Unemployed	8%	(6)	91%	(69)	1%	(1)	76
Military HH: Yes	8%	(10)	88%	(108)	4%	(4)	123
Military HH: No	10%	(59)	88%	(539)	2%	(12)	610
RD/WT: Right Direction	11%	(31)	86%	(241)	3%	(8)	279
RD/WT: Wrong Track	8%	(38)	90%	(407)	2%	(9)	454
Trump Job Approve	8%	(25)	89%	(261)	3%	(8)	294
Trump Job Disapprove	10%	(44)	88%	(372)	2%	(8)	424

Continued on next page

Table PSM4_1: Would you say you use the following social media platforms mostly for work or for fun?

Twitter

Demographic	Mostly for work		Mostly for fun		Don't know		Total N
Adults	9%	(69)	88%	(648)	2%	(16)	733
Trump Job Strongly Approve	8%	(14)	90%	(150)	2%	(3)	166
Trump Job Somewhat Approve	9%	(11)	88%	(112)	4%	(5)	127
Trump Job Somewhat Disapprove	18%	(16)	78%	(66)	4%	(3)	85
Trump Job Strongly Disapprove	8%	(28)	90%	(306)	1%	(5)	340
#1 Issue: Economy	10%	(19)	88%	(167)	2%	(4)	191
#1 Issue: Security	4%	(6)	94%	(137)	2%	(2)	146
#1 Issue: Health Care	9%	(14)	88%	(130)	2%	(4)	147
#1 Issue: Medicare / Social Security	10%	(9)	87%	(77)	2%	(2)	89
#1 Issue: Education	18%	(10)	76%	(42)	5%	(3)	55
2018 House Vote: Democrat	11%	(34)	88%	(278)	2%	(6)	318
2018 House Vote: Republican	7%	(18)	91%	(228)	2%	(5)	251
2018 House Vote: Didn't Vote	10%	(12)	87%	(111)	4%	(5)	128
2016 Vote: Hillary Clinton	10%	(26)	88%	(229)	2%	(5)	260
2016 Vote: Donald Trump	8%	(21)	89%	(222)	3%	(7)	250
2016 Vote: Someone else	14%	(10)	86%	(60)	—	(0)	70
2016 Vote: Didn't Vote	8%	(12)	89%	(136)	3%	(5)	152
Voted in 2014: Yes	9%	(46)	89%	(437)	2%	(9)	492
Voted in 2014: No	9%	(23)	87%	(210)	3%	(8)	241
2012 Vote: Barack Obama	11%	(36)	86%	(278)	2%	(8)	322
2012 Vote: Mitt Romney	7%	(12)	93%	(165)	—	(1)	178
2012 Vote: Didn't Vote	10%	(19)	87%	(175)	3%	(7)	201
4-Region: Northeast	7%	(10)	91%	(130)	2%	(2)	143
4-Region: Midwest	9%	(15)	90%	(154)	1%	(2)	171
4-Region: South	12%	(31)	85%	(228)	3%	(8)	267
4-Region: West	8%	(12)	89%	(135)	3%	(4)	152

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

Table PSM4_2: Would you say you use the following social media platforms mostly for work or for fun?
Facebook

Demographic	Mostly for work		Mostly for fun		Don't know		Total N
Adults	5%	(90)	93%	(1518)	2%	(28)	1636
Gender: Male	7%	(49)	91%	(652)	2%	(12)	713
Gender: Female	4%	(41)	94%	(866)	2%	(16)	923
Age: 18-29	11%	(30)	86%	(227)	3%	(7)	265
Age: 30-44	7%	(30)	92%	(402)	1%	(5)	437
Age: 45-54	4%	(12)	93%	(270)	3%	(7)	289
Age: 55-64	3%	(9)	95%	(294)	2%	(5)	308
Age: 65+	2%	(8)	97%	(325)	1%	(3)	337
Generation Z: 18-21	13%	(11)	82%	(68)	5%	(4)	83
Millennial: Age 22-37	10%	(44)	88%	(385)	2%	(7)	435
Generation X: Age 38-53	4%	(18)	94%	(412)	2%	(9)	439
Boomers: Age 54-72	3%	(17)	96%	(579)	1%	(8)	603
PID: Dem (no lean)	6%	(37)	92%	(543)	2%	(10)	590
PID: Ind (no lean)	6%	(28)	92%	(461)	2%	(12)	501
PID: Rep (no lean)	4%	(24)	94%	(514)	1%	(6)	544
PID/Gender: Dem Men	6%	(15)	93%	(221)	—	(1)	237
PID/Gender: Dem Women	6%	(22)	91%	(323)	3%	(9)	354
PID/Gender: Ind Men	7%	(16)	88%	(194)	4%	(9)	220
PID/Gender: Ind Women	4%	(12)	95%	(267)	1%	(3)	281
PID/Gender: Rep Men	7%	(17)	93%	(237)	1%	(2)	257
PID/Gender: Rep Women	2%	(7)	96%	(276)	1%	(4)	288
Ideo: Liberal (1-3)	7%	(39)	91%	(503)	1%	(8)	550
Ideo: Moderate (4)	6%	(21)	92%	(324)	2%	(5)	351
Ideo: Conservative (5-7)	5%	(27)	94%	(559)	1%	(8)	594
Educ: < College	6%	(60)	92%	(948)	2%	(21)	1029
Educ: Bachelors degree	4%	(15)	96%	(372)	—	(2)	389
Educ: Post-grad	6%	(14)	91%	(199)	2%	(5)	218

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Table PSM4_2: Would you say you use the following social media platforms mostly for work or for fun?

Facebook

Demographic	Mostly for work		Mostly for fun		Don't know		Total N
Adults	5%	(90)	93%	(1518)	2%	(28)	1636
Income: Under 50k	7%	(54)	91%	(755)	2%	(18)	827
Income: 50k-100k	4%	(25)	94%	(538)	1%	(8)	571
Income: 100k+	4%	(10)	95%	(225)	1%	(3)	238
Ethnicity: White	4%	(57)	94%	(1264)	1%	(19)	1341
Ethnicity: Hispanic	10%	(15)	88%	(128)	2%	(2)	145
Ethnicity: Afr. Am.	13%	(25)	85%	(166)	2%	(5)	195
Ethnicity: Other	8%	(8)	88%	(88)	4%	(4)	100
Relig: Protestant	4%	(22)	94%	(471)	2%	(10)	502
Relig: Roman Catholic	6%	(19)	92%	(298)	2%	(6)	324
Relig: Something Else	7%	(8)	92%	(107)	2%	(2)	117
Relig: Evangelical	5%	(31)	93%	(588)	2%	(15)	635
Relig: Non-Evang. Catholics	6%	(18)	93%	(288)	1%	(3)	308
Relig: All Christian	5%	(49)	93%	(876)	2%	(18)	943
Relig: All Non-Christian	5%	(8)	94%	(150)	—	(1)	159
Community: Urban	9%	(34)	87%	(321)	4%	(14)	369
Community: Suburban	4%	(37)	94%	(777)	1%	(11)	825
Community: Rural	4%	(18)	95%	(421)	1%	(3)	442
Employ: Private Sector	6%	(33)	93%	(499)	1%	(7)	539
Employ: Government	4%	(4)	94%	(101)	2%	(2)	107
Employ: Self-Employed	18%	(25)	80%	(112)	2%	(3)	140
Employ: Homemaker	1%	(1)	98%	(132)	2%	(2)	135
Employ: Student	17%	(11)	78%	(51)	5%	(3)	65
Employ: Retired	—	(2)	98%	(401)	1%	(5)	408
Employ: Unemployed	5%	(8)	93%	(132)	2%	(2)	142
Employ: Other	6%	(6)	91%	(90)	3%	(3)	99
Military HH: Yes	7%	(19)	92%	(260)	2%	(5)	284
Military HH: No	5%	(71)	93%	(1258)	2%	(23)	1351
RD/WT: Right Direction	6%	(38)	93%	(584)	1%	(9)	631
RD/WT: Wrong Track	5%	(52)	93%	(934)	2%	(19)	1005
Trump Job Approve	5%	(36)	94%	(637)	1%	(7)	679
Trump Job Disapprove	6%	(54)	92%	(833)	2%	(19)	906

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Table PSM4_2: Would you say you use the following social media platforms mostly for work or for fun?

Facebook

Demographic	Mostly for work		Mostly for fun		Don't know		Total N
Adults	5%	(90)	93%	(1518)	2%	(28)	1636
Trump Job Strongly Approve	6%	(21)	93%	(341)	2%	(6)	368
Trump Job Somewhat Approve	5%	(15)	95%	(296)	—	(1)	312
Trump Job Somewhat Disapprove	8%	(15)	90%	(175)	2%	(5)	195
Trump Job Strongly Disapprove	5%	(39)	93%	(658)	2%	(14)	711
#1 Issue: Economy	6%	(25)	93%	(378)	1%	(4)	407
#1 Issue: Security	4%	(13)	95%	(325)	1%	(4)	342
#1 Issue: Health Care	5%	(14)	93%	(275)	2%	(6)	295
#1 Issue: Medicare / Social Security	5%	(11)	94%	(231)	1%	(2)	245
#1 Issue: Women's Issues	14%	(10)	86%	(66)	—	(0)	76
#1 Issue: Education	8%	(9)	92%	(96)	—	(0)	105
#1 Issue: Energy	6%	(6)	93%	(86)	1%	(1)	93
#1 Issue: Other	2%	(1)	84%	(61)	14%	(10)	72
2018 House Vote: Democrat	7%	(46)	91%	(580)	2%	(11)	637
2018 House Vote: Republican	5%	(26)	94%	(531)	1%	(6)	562
2018 House Vote: Someone else	11%	(6)	85%	(49)	4%	(2)	57
2018 House Vote: Didnt Vote	3%	(12)	95%	(352)	2%	(8)	372
2016 Vote: Hillary Clinton	6%	(31)	92%	(503)	2%	(10)	544
2016 Vote: Donald Trump	5%	(28)	94%	(539)	1%	(5)	572
2016 Vote: Someone else	10%	(13)	88%	(116)	2%	(2)	131
2016 Vote: Didnt Vote	5%	(18)	93%	(358)	3%	(11)	387
Voted in 2014: Yes	5%	(55)	93%	(1012)	2%	(17)	1084
Voted in 2014: No	6%	(35)	92%	(506)	2%	(11)	552
2012 Vote: Barack Obama	6%	(37)	93%	(623)	1%	(7)	667
2012 Vote: Mitt Romney	4%	(18)	94%	(416)	2%	(8)	442
2012 Vote: Other	3%	(2)	92%	(51)	5%	(3)	56
2012 Vote: Didn't Vote	7%	(32)	91%	(426)	2%	(11)	469
4-Region: Northeast	6%	(19)	92%	(281)	2%	(7)	307
4-Region: Midwest	5%	(18)	95%	(371)	1%	(3)	392
4-Region: South	5%	(32)	94%	(579)	1%	(8)	618
4-Region: West	6%	(20)	90%	(287)	3%	(11)	318

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

Table PSM4_3: *Would you say you use the following social media platforms mostly for work or for fun?*
 Snapchat

Demographic	Mostly for work		Mostly for fun		Don't know		Total N
Adults	5%	(25)	94%	(457)	1%	(5)	487
Gender: Male	8%	(17)	90%	(188)	1%	(3)	208
Gender: Female	3%	(8)	97%	(269)	1%	(2)	279
Age: 18-29	5%	(13)	94%	(216)	1%	(2)	230
Age: 30-44	6%	(9)	94%	(148)	—	(0)	157
Age: 45-54	4%	(2)	91%	(52)	5%	(3)	57
Generation Z: 18-21	4%	(5)	95%	(101)	1%	(1)	107
Millennial: Age 22-37	7%	(17)	93%	(215)	—	(1)	232
Generation X: Age 38-53	2%	(2)	96%	(96)	2%	(2)	100
PID: Dem (no lean)	8%	(14)	91%	(169)	1%	(2)	186
PID: Ind (no lean)	—	(1)	98%	(154)	2%	(3)	157
PID: Rep (no lean)	7%	(10)	93%	(134)	—	(0)	144
PID/Gender: Dem Men	9%	(7)	88%	(70)	3%	(2)	80
PID/Gender: Dem Women	6%	(7)	94%	(99)	—	(0)	106
PID/Gender: Ind Men	1%	(1)	97%	(51)	1%	(1)	52
PID/Gender: Ind Women	—	(0)	98%	(103)	2%	(2)	105
PID/Gender: Rep Men	12%	(9)	88%	(67)	—	(0)	76
PID/Gender: Rep Women	1%	(1)	99%	(67)	—	(0)	68
Ideo: Liberal (1-3)	7%	(13)	91%	(177)	2%	(3)	194
Ideo: Moderate (4)	8%	(9)	92%	(98)	—	(0)	107
Ideo: Conservative (5-7)	2%	(3)	98%	(120)	—	(0)	123
Educ: < College	6%	(19)	92%	(288)	1%	(5)	312
Educ: Bachelors degree	—	(0)	100%	(114)	—	(0)	114
Educ: Post-grad	10%	(6)	90%	(55)	—	(0)	61
Income: Under 50k	7%	(18)	91%	(244)	2%	(5)	267
Income: 50k-100k	4%	(6)	96%	(149)	—	(0)	155
Income: 100k+	1%	(1)	99%	(63)	—	(0)	64
Ethnicity: White	5%	(16)	95%	(329)	—	(1)	346
Ethnicity: Hispanic	10%	(9)	89%	(80)	1%	(1)	90

Continued on next page

Table PSM4_3: Would you say you use the following social media platforms mostly for work or for fun?

Snapchat

Demographic	Mostly for work		Mostly for fun		Don't know		Total N
Adults	5%	(25)	94%	(457)	1%	(5)	487
Ethnicity: Afr. Am.	8%	(8)	89%	(81)	2%	(2)	91
Ethnicity: Other	4%	(2)	94%	(47)	2%	(1)	50
Relig: Protestant	6%	(6)	94%	(86)	—	(0)	92
Relig: Roman Catholic	10%	(10)	88%	(87)	2%	(2)	99
Relig: Evangelical	6%	(10)	94%	(150)	—	(0)	160
Relig: Non-Evang. Catholics	10%	(7)	87%	(60)	3%	(2)	69
Relig: All Christian	7%	(17)	92%	(210)	1%	(2)	229
Relig: All Non-Christian	8%	(4)	92%	(49)	—	(0)	53
Community: Urban	9%	(13)	91%	(122)	—	(0)	135
Community: Suburban	5%	(12)	94%	(220)	—	(1)	233
Community: Rural	1%	(1)	96%	(115)	3%	(4)	119
Employ: Private Sector	5%	(8)	95%	(160)	—	(0)	168
Employ: Self-Employed	9%	(5)	90%	(47)	1%	(1)	52
Employ: Student	4%	(2)	96%	(66)	—	(0)	69
Employ: Unemployed	7%	(4)	93%	(52)	—	(0)	56
Military HH: Yes	8%	(5)	88%	(58)	3%	(2)	65
Military HH: No	5%	(20)	95%	(399)	1%	(3)	421
RD/WT: Right Direction	11%	(18)	87%	(149)	2%	(4)	171
RD/WT: Wrong Track	2%	(7)	97%	(308)	—	(1)	316
Trump Job Approve	9%	(16)	90%	(150)	—	(1)	166
Trump Job Disapprove	3%	(9)	96%	(286)	1%	(3)	299
Trump Job Strongly Approve	12%	(11)	87%	(79)	1%	(1)	91
Trump Job Somewhat Approve	6%	(4)	94%	(71)	—	(0)	75
Trump Job Somewhat Disapprove	7%	(5)	88%	(59)	4%	(3)	67
Trump Job Strongly Disapprove	2%	(4)	98%	(227)	—	(0)	232
#1 Issue: Economy	6%	(8)	93%	(120)	1%	(1)	129
#1 Issue: Security	4%	(3)	96%	(71)	—	(0)	74
#1 Issue: Health Care	6%	(6)	94%	(83)	—	(0)	89
#1 Issue: Education	9%	(6)	91%	(60)	—	(0)	66

Continued on next page

Table PSM4_3: Would you say you use the following social media platforms mostly for work or for fun?*Snapchat*

Demographic	Mostly for work		Mostly for fun		Don't know		Total N
Adults	5%	(25)	94%	(457)	1%	(5)	487
2018 House Vote: Democrat	8%	(15)	91%	(167)	1%	(2)	184
2018 House Vote: Republican	7%	(9)	93%	(124)	—	(0)	133
2018 House Vote: Didnt Vote	1%	(1)	97%	(146)	2%	(3)	150
2016 Vote: Hillary Clinton	8%	(10)	92%	(121)	—	(0)	130
2016 Vote: Donald Trump	8%	(11)	92%	(124)	—	(0)	136
2016 Vote: Didnt Vote	2%	(4)	97%	(179)	1%	(3)	186
Voted in 2014: Yes	7%	(18)	92%	(219)	1%	(2)	239
Voted in 2014: No	3%	(7)	96%	(238)	1%	(3)	248
2012 Vote: Barack Obama	8%	(13)	91%	(144)	1%	(2)	159
2012 Vote: Mitt Romney	5%	(4)	95%	(71)	—	(0)	75
2012 Vote: Didn't Vote	3%	(8)	96%	(228)	1%	(3)	239
4-Region: Northeast	2%	(2)	98%	(90)	—	(0)	93
4-Region: Midwest	3%	(4)	95%	(105)	2%	(2)	110
4-Region: South	8%	(15)	91%	(178)	1%	(2)	196
4-Region: West	5%	(4)	94%	(84)	1%	(1)	88

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

Table PSM4_4: *Would you say you use the following social media platforms mostly for work or for fun?*

Instagram

Demographic	Mostly for work		Mostly for fun		Don't know		Total N
Adults	10%	(82)	89%	(748)	1%	(7)	838
Gender: Male	14%	(47)	85%	(297)	1%	(4)	348
Gender: Female	7%	(34)	92%	(452)	1%	(3)	489
Age: 18-29	12%	(30)	87%	(224)	1%	(3)	256
Age: 30-44	10%	(26)	90%	(247)	1%	(2)	275
Age: 45-54	10%	(14)	89%	(125)	1%	(2)	141
Age: 55-64	9%	(9)	91%	(90)	—	(0)	99
Age: 65+	4%	(3)	94%	(62)	2%	(1)	66
Generation Z: 18-21	14%	(15)	83%	(86)	3%	(3)	103
Millennial: Age 22-37	12%	(37)	88%	(284)	1%	(2)	323
Generation X: Age 38-53	7%	(17)	92%	(212)	—	(1)	230
Boomers: Age 54-72	7%	(12)	92%	(157)	1%	(2)	170
PID: Dem (no lean)	9%	(29)	90%	(290)	1%	(3)	323
PID: Ind (no lean)	9%	(24)	89%	(233)	2%	(4)	262
PID: Rep (no lean)	11%	(28)	89%	(225)	—	(0)	253
PID/Gender: Dem Men	10%	(12)	88%	(109)	1%	(2)	123
PID/Gender: Dem Women	8%	(17)	91%	(181)	1%	(1)	199
PID/Gender: Ind Men	15%	(15)	82%	(83)	3%	(3)	101
PID/Gender: Ind Women	6%	(9)	93%	(150)	1%	(2)	161
PID/Gender: Rep Men	16%	(20)	84%	(104)	—	(0)	124
PID/Gender: Rep Women	7%	(8)	93%	(121)	—	(0)	129
Ideo: Liberal (1-3)	12%	(38)	87%	(283)	1%	(4)	325
Ideo: Moderate (4)	11%	(20)	89%	(159)	—	(1)	180
Ideo: Conservative (5-7)	8%	(21)	91%	(228)	1%	(1)	251
Educ: < College	10%	(47)	89%	(435)	2%	(7)	489
Educ: Bachelors degree	7%	(17)	93%	(216)	—	(0)	233
Educ: Post-grad	16%	(18)	84%	(97)	—	(0)	115

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Table PSM4_4: Would you say you use the following social media platforms mostly for work or for fun?*Instagram*

Demographic	Mostly for work		Mostly for fun		Don't know		Total N
Adults	10%	(82)	89%	(748)	1%	(7)	838
Income: Under 50k	12%	(48)	87%	(358)	2%	(7)	414
Income: 50k-100k	7%	(22)	93%	(276)	—	(0)	298
Income: 100k+	9%	(12)	91%	(114)	—	(0)	126
Ethnicity: White	9%	(55)	91%	(561)	1%	(4)	620
Ethnicity: Hispanic	18%	(23)	82%	(106)	1%	(1)	130
Ethnicity: Afr. Am.	16%	(21)	83%	(111)	1%	(2)	134
Ethnicity: Other	7%	(6)	91%	(76)	2%	(2)	84
Relig: Protestant	9%	(19)	91%	(183)	—	(0)	201
Relig: Roman Catholic	15%	(26)	84%	(146)	1%	(1)	174
Relig: Something Else	9%	(6)	91%	(67)	—	(0)	73
Relig: Evangelical	11%	(33)	89%	(275)	—	(1)	309
Relig: Non-Evang. Catholics	13%	(18)	87%	(121)	—	(0)	139
Relig: All Christian	11%	(51)	88%	(396)	—	(1)	448
Relig: All Non-Christian	5%	(4)	92%	(74)	3%	(2)	81
Community: Urban	16%	(34)	84%	(183)	—	(1)	218
Community: Suburban	8%	(35)	91%	(400)	1%	(3)	438
Community: Rural	7%	(12)	91%	(165)	2%	(4)	182
Employ: Private Sector	10%	(30)	90%	(272)	—	(0)	302
Employ: Government	17%	(11)	83%	(57)	—	(0)	69
Employ: Self-Employed	18%	(17)	80%	(77)	2%	(2)	96
Employ: Homemaker	2%	(2)	98%	(71)	—	(0)	72
Employ: Student	11%	(7)	87%	(60)	3%	(2)	69
Employ: Retired	1%	(1)	98%	(87)	1%	(1)	89
Employ: Unemployed	10%	(9)	89%	(78)	1%	(1)	88
Employ: Other	9%	(5)	88%	(46)	3%	(2)	53
Military HH: Yes	12%	(13)	88%	(99)	—	(0)	112
Military HH: No	9%	(69)	90%	(650)	1%	(7)	726
RD/WT: Right Direction	12%	(36)	87%	(257)	—	(1)	294
RD/WT: Wrong Track	8%	(45)	90%	(492)	1%	(7)	544
Trump Job Approve	13%	(38)	87%	(261)	—	(1)	301
Trump Job Disapprove	9%	(43)	91%	(459)	1%	(3)	506

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Table PSM4_4: Would you say you use the following social media platforms mostly for work or for fun?

Instagram

Demographic	Mostly for work		Mostly for fun		Don't know		Total N
Adults	10%	(82)	89%	(748)	1%	(7)	838
Trump Job Strongly Approve	16%	(26)	83%	(133)	1%	(1)	161
Trump Job Somewhat Approve	9%	(12)	91%	(128)	—	(0)	140
Trump Job Somewhat Disapprove	10%	(11)	87%	(96)	3%	(3)	110
Trump Job Strongly Disapprove	8%	(32)	92%	(364)	—	(0)	396
#1 Issue: Economy	11%	(24)	88%	(192)	1%	(2)	219
#1 Issue: Security	11%	(17)	89%	(130)	—	(0)	147
#1 Issue: Health Care	6%	(9)	93%	(145)	1%	(2)	156
#1 Issue: Medicare / Social Security	11%	(8)	88%	(67)	1%	(1)	75
#1 Issue: Women's Issues	9%	(5)	91%	(51)	—	(0)	56
#1 Issue: Education	15%	(13)	85%	(75)	—	(0)	87
#1 Issue: Energy	5%	(3)	95%	(52)	—	(0)	55
2018 House Vote: Democrat	12%	(39)	88%	(294)	—	(0)	333
2018 House Vote: Republican	10%	(24)	90%	(212)	—	(0)	237
2018 House Vote: Didnt Vote	7%	(15)	90%	(207)	3%	(7)	230
2016 Vote: Hillary Clinton	10%	(26)	90%	(241)	—	(0)	267
2016 Vote: Donald Trump	13%	(31)	87%	(215)	—	(0)	246
2016 Vote: Someone else	10%	(6)	88%	(57)	2%	(1)	64
2016 Vote: Didnt Vote	7%	(19)	90%	(235)	2%	(6)	260
Voted in 2014: Yes	11%	(56)	88%	(436)	—	(1)	493
Voted in 2014: No	7%	(26)	91%	(312)	2%	(7)	345
2012 Vote: Barack Obama	11%	(36)	89%	(281)	—	(0)	317
2012 Vote: Mitt Romney	11%	(18)	89%	(153)	—	(0)	172
2012 Vote: Didn't Vote	8%	(26)	90%	(292)	2%	(7)	325
4-Region: Northeast	6%	(10)	93%	(150)	1%	(1)	162
4-Region: Midwest	10%	(17)	89%	(151)	1%	(1)	169
4-Region: South	9%	(28)	90%	(291)	2%	(5)	324
4-Region: West	14%	(26)	86%	(157)	—	(0)	183

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

Table PSM5: Which platform do you use the most?

Demographic	Twitter		Facebook		Snapchat		Instagram		Other		Total N
Adults	11%	(132)	62%	(725)	6%	(69)	18%	(206)	3%	(30)	1161
Gender: Male	18%	(94)	57%	(298)	5%	(24)	18%	(93)	3%	(14)	523
Gender: Female	6%	(38)	67%	(427)	7%	(44)	18%	(112)	3%	(16)	638
Age: 18-29	8%	(25)	36%	(107)	19%	(56)	34%	(103)	3%	(8)	300
Age: 30-44	13%	(47)	64%	(228)	3%	(12)	19%	(67)	1%	(3)	357
Age: 45-54	14%	(29)	70%	(141)	—	(0)	11%	(22)	5%	(11)	203
Age: 55-64	12%	(20)	80%	(133)	—	(0)	4%	(7)	4%	(6)	166
Age: 65+	7%	(10)	85%	(116)	—	(0)	5%	(7)	2%	(3)	136
Generation Z: 18-21	8%	(10)	20%	(24)	29%	(36)	39%	(49)	4%	(5)	123
Millennial: Age 22-37	12%	(48)	54%	(211)	7%	(29)	26%	(100)	1%	(6)	393
Generation X: Age 38-53	13%	(42)	70%	(227)	1%	(4)	13%	(41)	3%	(9)	322
Boomers: Age 54-72	11%	(32)	81%	(242)	—	(0)	5%	(15)	3%	(10)	300
PID: Dem (no lean)	11%	(48)	62%	(273)	5%	(22)	20%	(89)	2%	(9)	441
PID: Ind (no lean)	13%	(48)	59%	(215)	7%	(24)	18%	(67)	4%	(13)	367
PID: Rep (no lean)	10%	(36)	67%	(237)	6%	(22)	14%	(50)	2%	(9)	353
PID/Gender: Dem Men	15%	(27)	57%	(101)	4%	(7)	22%	(40)	2%	(4)	179
PID/Gender: Dem Women	8%	(21)	66%	(171)	6%	(15)	19%	(49)	2%	(5)	262
PID/Gender: Ind Men	25%	(40)	54%	(86)	3%	(5)	14%	(22)	3%	(6)	158
PID/Gender: Ind Women	4%	(8)	62%	(129)	9%	(20)	22%	(45)	4%	(7)	209
PID/Gender: Rep Men	15%	(27)	59%	(110)	7%	(13)	17%	(31)	2%	(4)	186
PID/Gender: Rep Women	5%	(8)	76%	(127)	6%	(9)	11%	(19)	3%	(4)	167
Ideo: Liberal (1-3)	12%	(51)	56%	(242)	6%	(28)	24%	(104)	2%	(10)	434
Ideo: Moderate (4)	12%	(29)	68%	(170)	5%	(13)	13%	(33)	2%	(5)	251
Ideo: Conservative (5-7)	12%	(45)	67%	(248)	4%	(14)	13%	(49)	4%	(13)	369
Educ: < College	9%	(62)	65%	(450)	7%	(52)	16%	(112)	3%	(20)	696
Educ: Bachelors degree	16%	(49)	57%	(176)	3%	(9)	22%	(67)	2%	(6)	307
Educ: Post-grad	13%	(20)	62%	(99)	5%	(8)	17%	(27)	3%	(4)	159
Income: Under 50k	9%	(54)	62%	(368)	8%	(48)	18%	(104)	3%	(19)	594
Income: 50k-100k	13%	(49)	64%	(249)	4%	(15)	18%	(70)	2%	(8)	392
Income: 100k+	16%	(29)	61%	(107)	3%	(5)	18%	(31)	2%	(4)	176

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Table PSM5: Which platform do you use the most?

Demographic	Twitter		Facebook		Snapchat		Instagram		Other		Total N
Adults	11%	(132)	62%	(725)	6%	(69)	18%	(206)	3%	(30)	1161
Ethnicity: White	11%	(99)	67%	(590)	4%	(37)	15%	(133)	3%	(25)	885
Ethnicity: Hispanic	11%	(17)	50%	(76)	9%	(14)	28%	(44)	2%	(3)	154
Ethnicity: Afr. Am.	13%	(23)	49%	(86)	9%	(16)	27%	(47)	2%	(3)	176
Ethnicity: Other	9%	(9)	49%	(49)	15%	(15)	25%	(25)	2%	(2)	100
Relig: Protestant	9%	(27)	76%	(227)	3%	(10)	10%	(29)	2%	(7)	301
Relig: Roman Catholic	16%	(37)	58%	(134)	5%	(13)	18%	(42)	3%	(6)	232
Relig: Something Else	4%	(3)	61%	(55)	6%	(5)	25%	(22)	4%	(4)	90
Relig: Evangelical	12%	(51)	62%	(267)	4%	(18)	19%	(80)	3%	(11)	428
Relig: Non-Evang. Catholics	8%	(17)	76%	(149)	5%	(10)	7%	(14)	3%	(6)	196
Relig: All Christian	11%	(68)	67%	(416)	5%	(28)	15%	(94)	3%	(17)	623
Relig: All Non-Christian	9%	(10)	66%	(73)	4%	(4)	19%	(21)	1%	(1)	111
Community: Urban	14%	(43)	52%	(154)	5%	(16)	27%	(80)	2%	(6)	298
Community: Suburban	11%	(66)	63%	(370)	6%	(37)	17%	(102)	2%	(11)	587
Community: Rural	8%	(23)	73%	(201)	6%	(16)	9%	(24)	5%	(13)	276
Employ: Private Sector	16%	(65)	60%	(243)	3%	(11)	19%	(76)	2%	(6)	402
Employ: Government	5%	(5)	70%	(65)	6%	(5)	16%	(15)	3%	(3)	93
Employ: Self-Employed	14%	(16)	47%	(56)	9%	(11)	27%	(32)	3%	(3)	119
Employ: Homemaker	6%	(5)	82%	(71)	1%	(1)	11%	(10)	—	(0)	87
Employ: Student	7%	(6)	23%	(20)	25%	(22)	41%	(36)	4%	(3)	88
Employ: Retired	8%	(14)	88%	(158)	—	(0)	3%	(5)	1%	(3)	180
Employ: Unemployed	12%	(15)	58%	(72)	6%	(8)	20%	(25)	3%	(4)	124
Employ: Other	7%	(5)	57%	(39)	15%	(10)	10%	(7)	11%	(8)	69
Military HH: Yes	10%	(17)	65%	(114)	5%	(10)	15%	(27)	4%	(7)	175
Military HH: No	12%	(114)	62%	(611)	6%	(59)	18%	(179)	2%	(24)	987
RD/WT: Right Direction	12%	(51)	63%	(264)	6%	(25)	16%	(68)	3%	(11)	419
RD/WT: Wrong Track	11%	(81)	62%	(461)	6%	(43)	19%	(137)	3%	(20)	743
Trump Job Approve	12%	(51)	68%	(297)	4%	(19)	14%	(60)	2%	(8)	434
Trump Job Disapprove	12%	(80)	60%	(411)	6%	(44)	19%	(134)	2%	(17)	686
Trump Job Strongly Approve	12%	(28)	68%	(160)	3%	(7)	15%	(34)	3%	(6)	235
Trump Job Somewhat Approve	12%	(23)	69%	(137)	6%	(12)	13%	(26)	1%	(2)	200
Trump Job Somewhat Disapprove	9%	(12)	62%	(89)	4%	(6)	21%	(30)	4%	(6)	144
Trump Job Strongly Disapprove	13%	(68)	59%	(322)	7%	(38)	19%	(104)	2%	(11)	542

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Table PSM5: Which platform do you use the most?

Demographic	Twitter		Facebook		Snapchat		Instagram		Other		Total N
Adults	11%	(132)	62%	(725)	6%	(69)	18%	(206)	3%	(30)	1161
#1 Issue: Economy	12%	(37)	61%	(190)	4%	(11)	21%	(66)	2%	(8)	312
#1 Issue: Security	11%	(23)	70%	(146)	5%	(11)	12%	(25)	1%	(3)	207
#1 Issue: Health Care	15%	(32)	64%	(138)	4%	(9)	14%	(31)	2%	(5)	215
#1 Issue: Medicare / Social Security	5%	(6)	82%	(106)	4%	(5)	5%	(7)	5%	(6)	131
#1 Issue: Women's Issues	5%	(3)	50%	(32)	7%	(4)	37%	(24)	1%	(1)	65
#1 Issue: Education	10%	(10)	54%	(56)	13%	(14)	22%	(22)	1%	(1)	103
#1 Issue: Energy	19%	(14)	47%	(36)	9%	(7)	23%	(17)	2%	(2)	76
#1 Issue: Other	11%	(6)	39%	(20)	15%	(8)	25%	(13)	10%	(5)	52
2018 House Vote: Democrat	13%	(62)	62%	(286)	4%	(19)	18%	(82)	3%	(12)	461
2018 House Vote: Republican	13%	(48)	68%	(243)	4%	(13)	12%	(44)	2%	(9)	357
2018 House Vote: Didnt Vote	6%	(17)	56%	(166)	11%	(32)	24%	(71)	3%	(8)	294
2016 Vote: Hillary Clinton	13%	(50)	66%	(243)	4%	(13)	16%	(58)	2%	(7)	370
2016 Vote: Donald Trump	12%	(46)	69%	(255)	3%	(10)	13%	(50)	3%	(10)	371
2016 Vote: Someone else	8%	(7)	70%	(63)	5%	(4)	13%	(12)	4%	(4)	90
2016 Vote: Didnt Vote	9%	(29)	49%	(163)	12%	(41)	26%	(87)	3%	(10)	329
Voted in 2014: Yes	12%	(86)	70%	(494)	3%	(18)	13%	(89)	3%	(18)	705
Voted in 2014: No	10%	(46)	51%	(231)	11%	(50)	26%	(117)	3%	(12)	457
2012 Vote: Barack Obama	13%	(56)	68%	(305)	4%	(17)	13%	(60)	2%	(11)	449
2012 Vote: Mitt Romney	13%	(34)	73%	(191)	1%	(3)	11%	(28)	3%	(8)	264
2012 Vote: Didn't Vote	9%	(38)	48%	(197)	12%	(48)	28%	(116)	2%	(10)	409
4-Region: Northeast	13%	(27)	63%	(137)	3%	(7)	20%	(44)	1%	(2)	218
4-Region: Midwest	11%	(27)	66%	(171)	9%	(24)	11%	(28)	3%	(8)	259
4-Region: South	9%	(40)	64%	(289)	6%	(25)	18%	(82)	3%	(14)	450
4-Region: West	15%	(36)	55%	(129)	5%	(12)	22%	(52)	3%	(6)	235

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

Table PSM6: If you had to give up using one of the following platforms, which would you choose?

Demographic	Twitter		Facebook		Snapchat		Instagram		Don't know / no opinion	Total N	
Adults	23%	(270)	27%	(313)	16%	(187)	22%	(255)	12%	(136)	1161
Gender: Male	22%	(114)	32%	(168)	13%	(69)	21%	(111)	12%	(61)	523
Gender: Female	24%	(156)	23%	(145)	18%	(117)	23%	(144)	12%	(76)	638
Age: 18-29	15%	(45)	34%	(101)	23%	(70)	20%	(58)	9%	(25)	300
Age: 30-44	23%	(82)	29%	(102)	19%	(67)	20%	(72)	9%	(33)	357
Age: 45-54	22%	(45)	26%	(52)	16%	(33)	22%	(44)	15%	(29)	203
Age: 55-64	29%	(49)	21%	(35)	8%	(13)	29%	(48)	13%	(21)	166
Age: 65+	37%	(50)	17%	(23)	3%	(4)	24%	(33)	20%	(27)	136
Generation Z: 18-21	18%	(23)	31%	(39)	20%	(24)	22%	(28)	8%	(10)	123
Millennial: Age 22-37	19%	(74)	32%	(124)	22%	(87)	19%	(74)	9%	(34)	393
Generation X: Age 38-53	22%	(72)	27%	(87)	18%	(57)	21%	(66)	12%	(39)	322
Boomers: Age 54-72	30%	(91)	20%	(60)	6%	(17)	28%	(83)	16%	(49)	300
PID: Dem (no lean)	25%	(112)	22%	(99)	16%	(70)	24%	(104)	13%	(57)	441
PID: Ind (no lean)	20%	(74)	31%	(112)	18%	(67)	21%	(78)	10%	(36)	367
PID: Rep (no lean)	24%	(85)	29%	(102)	14%	(49)	21%	(74)	12%	(44)	353
PID/Gender: Dem Men	27%	(48)	25%	(45)	13%	(23)	23%	(42)	12%	(21)	179
PID/Gender: Dem Women	24%	(64)	21%	(54)	18%	(47)	24%	(62)	13%	(35)	262
PID/Gender: Ind Men	18%	(28)	34%	(54)	17%	(27)	23%	(36)	8%	(13)	158
PID/Gender: Ind Women	22%	(46)	28%	(58)	19%	(40)	20%	(42)	11%	(23)	209
PID/Gender: Rep Men	20%	(38)	37%	(69)	10%	(19)	18%	(33)	14%	(27)	186
PID/Gender: Rep Women	28%	(47)	19%	(32)	18%	(30)	24%	(41)	10%	(17)	167
Ideo: Liberal (1-3)	24%	(103)	26%	(113)	18%	(76)	21%	(92)	11%	(50)	434
Ideo: Moderate (4)	24%	(60)	28%	(71)	15%	(37)	21%	(53)	12%	(30)	251
Ideo: Conservative (5-7)	24%	(90)	28%	(102)	14%	(50)	23%	(83)	12%	(44)	369
Educ: < College	22%	(152)	28%	(193)	16%	(112)	22%	(156)	12%	(83)	696
Educ: Bachelors degree	24%	(73)	27%	(82)	16%	(48)	23%	(72)	10%	(31)	307
Educ: Post-grad	29%	(45)	24%	(38)	17%	(26)	17%	(27)	14%	(22)	159

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Table PSM6: *If you had to give up using one of the following platforms, which would you choose?*

Demographic	Twitter	Facebook	Snapchat	Instagram	Don't know / no opinion	Total N
Adults	23% (270)	27% (313)	16% (187)	22% (255)	12% (136)	1161
Income: Under 50k	22% (128)	27% (159)	17% (99)	23% (134)	12% (74)	594
Income: 50k-100k	25% (97)	27% (108)	15% (59)	22% (86)	11% (43)	392
Income: 100k+	26% (45)	27% (47)	16% (29)	20% (35)	11% (20)	176
Ethnicity: White	24% (209)	26% (230)	16% (142)	23% (199)	12% (104)	885
Ethnicity: Hispanic	23% (36)	27% (42)	20% (30)	16% (24)	14% (22)	154
Ethnicity: Afr. Am.	24% (42)	29% (51)	17% (30)	19% (34)	11% (19)	176
Ethnicity: Other	19% (19)	31% (32)	14% (14)	22% (22)	13% (13)	100
Relig: Protestant	27% (80)	22% (67)	12% (37)	25% (75)	14% (42)	301
Relig: Roman Catholic	25% (57)	28% (65)	14% (32)	18% (41)	16% (37)	232
Relig: Something Else	26% (23)	29% (26)	11% (10)	19% (17)	16% (14)	90
Relig: Evangelical	25% (107)	26% (112)	13% (56)	20% (83)	16% (69)	428
Relig: Non-Evang. Catholics	28% (54)	23% (45)	12% (23)	25% (50)	12% (24)	196
Relig: All Christian	26% (161)	25% (157)	13% (79)	21% (133)	15% (93)	623
Relig: All Non-Christian	19% (21)	34% (38)	22% (24)	18% (20)	7% (7)	111
Community: Urban	23% (68)	30% (91)	16% (48)	17% (52)	13% (40)	298
Community: Suburban	24% (141)	28% (166)	15% (89)	24% (138)	9% (53)	587
Community: Rural	22% (62)	20% (56)	18% (49)	24% (65)	16% (44)	276
Employ: Private Sector	23% (94)	32% (129)	17% (69)	17% (70)	10% (41)	402
Employ: Government	23% (22)	23% (22)	26% (24)	18% (17)	10% (9)	93
Employ: Self-Employed	22% (26)	31% (36)	11% (13)	23% (27)	14% (16)	119
Employ: Homemaker	22% (19)	16% (14)	20% (17)	28% (24)	14% (12)	87
Employ: Student	16% (14)	35% (31)	23% (20)	17% (15)	10% (8)	88
Employ: Retired	36% (64)	18% (31)	5% (8)	31% (55)	12% (21)	180
Employ: Unemployed	18% (23)	32% (39)	20% (25)	19% (24)	11% (14)	124
Employ: Other	14% (9)	15% (10)	16% (11)	33% (23)	22% (15)	69
Military HH: Yes	25% (43)	25% (43)	14% (24)	19% (33)	18% (31)	175
Military HH: No	23% (227)	27% (270)	16% (163)	23% (222)	11% (105)	987
RD/WT: Right Direction	22% (93)	30% (125)	15% (64)	22% (92)	11% (45)	419
RD/WT: Wrong Track	24% (177)	25% (188)	17% (123)	22% (163)	12% (92)	743
Trump Job Approve	24% (106)	27% (118)	14% (63)	23% (98)	11% (49)	434
Trump Job Disapprove	24% (162)	27% (182)	17% (117)	22% (148)	11% (77)	686

Continued on next page

Table PSM6: If you had to give up using one of the following platforms, which would you choose?

Demographic	Twitter	Facebook	Snapchat	Instagram	Don't know / no opinion	Total N
Adults	23% (270)	27% (313)	16% (187)	22% (255)	12% (136)	1161
Trump Job Strongly Approve	23% (53)	29% (68)	13% (30)	23% (55)	12% (28)	235
Trump Job Somewhat Approve	26% (52)	25% (50)	16% (33)	22% (44)	11% (21)	200
Trump Job Somewhat Disapprove	23% (32)	27% (39)	18% (26)	20% (28)	13% (18)	144
Trump Job Strongly Disapprove	24% (129)	26% (143)	17% (92)	22% (119)	11% (59)	542
#1 Issue: Economy	24% (74)	27% (85)	18% (57)	20% (63)	10% (31)	312
#1 Issue: Security	26% (53)	27% (56)	12% (24)	25% (52)	11% (22)	207
#1 Issue: Health Care	22% (47)	28% (61)	16% (35)	23% (49)	11% (24)	215
#1 Issue: Medicare / Social Security	34% (44)	18% (24)	9% (11)	21% (28)	18% (24)	131
#1 Issue: Women's Issues	20% (13)	33% (22)	22% (15)	10% (7)	14% (9)	65
#1 Issue: Education	18% (19)	24% (25)	23% (23)	25% (26)	10% (10)	103
#1 Issue: Energy	17% (13)	31% (24)	21% (16)	24% (18)	7% (5)	76
#1 Issue: Other	13% (7)	34% (18)	9% (5)	23% (12)	21% (11)	52
2018 House Vote: Democrat	26% (119)	25% (113)	15% (69)	24% (110)	11% (50)	461
2018 House Vote: Republican	25% (88)	29% (105)	16% (56)	20% (71)	10% (37)	357
2018 House Vote: Didn't Vote	18% (53)	29% (84)	18% (54)	23% (68)	12% (36)	294
2016 Vote: Hillary Clinton	28% (104)	26% (95)	13% (48)	21% (78)	12% (44)	370
2016 Vote: Donald Trump	22% (83)	28% (104)	15% (55)	23% (84)	12% (44)	371
2016 Vote: Someone else	24% (22)	21% (19)	18% (17)	26% (23)	11% (9)	90
2016 Vote: Didn't Vote	18% (60)	29% (95)	20% (67)	21% (69)	12% (38)	329
Voted in 2014: Yes	26% (183)	25% (177)	14% (98)	23% (162)	12% (84)	705
Voted in 2014: No	19% (88)	30% (136)	19% (88)	20% (93)	11% (52)	457
2012 Vote: Barack Obama	29% (129)	25% (111)	12% (53)	23% (104)	12% (52)	449
2012 Vote: Mitt Romney	25% (65)	29% (77)	13% (35)	23% (62)	10% (25)	264
2012 Vote: Didn't Vote	17% (69)	29% (118)	22% (92)	20% (81)	12% (49)	409
4-Region: Northeast	24% (53)	30% (66)	15% (32)	21% (46)	10% (22)	218
4-Region: Midwest	24% (62)	25% (65)	14% (36)	24% (62)	13% (34)	259
4-Region: South	24% (106)	25% (112)	20% (91)	20% (91)	11% (49)	450
4-Region: West	21% (50)	30% (70)	12% (28)	24% (56)	13% (31)	235

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

Table PSM7_1: Would you ever pay to use any of the following social media platforms?

Twitter

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't know		Total N
Adults	9%	(67)	9%	(69)	22%	(163)	58%	(426)	1%	(8)	733
Gender: Male	12%	(46)	12%	(47)	26%	(98)	49%	(189)	1%	(4)	385
Gender: Female	6%	(21)	6%	(21)	19%	(65)	68%	(237)	1%	(3)	347
Age: 18-29	14%	(22)	13%	(21)	26%	(42)	46%	(73)	—	(0)	157
Age: 30-44	17%	(38)	10%	(21)	20%	(45)	53%	(116)	1%	(1)	222
Age: 45-54	5%	(7)	3%	(5)	22%	(31)	66%	(93)	4%	(6)	141
Age: 55-64	1%	(1)	13%	(15)	22%	(26)	64%	(78)	1%	(1)	121
Age: 65+	—	(0)	7%	(6)	21%	(19)	72%	(67)	—	(0)	92
Generation Z: 18-21	9%	(6)	14%	(9)	25%	(16)	51%	(32)	—	(0)	63
Millennial: Age 22-37	20%	(46)	11%	(26)	25%	(57)	44%	(100)	—	(0)	229
Generation X: Age 38-53	7%	(14)	5%	(12)	19%	(41)	66%	(142)	3%	(7)	216
Boomers: Age 54-72	1%	(1)	10%	(22)	22%	(46)	67%	(140)	—	(1)	210
PID: Dem (no lean)	11%	(33)	12%	(35)	21%	(60)	55%	(157)	1%	(2)	287
PID: Ind (no lean)	5%	(10)	6%	(13)	21%	(45)	67%	(143)	2%	(3)	214
PID: Rep (no lean)	11%	(25)	9%	(21)	25%	(58)	54%	(126)	1%	(2)	232
PID/Gender: Dem Men	15%	(19)	16%	(20)	24%	(30)	44%	(57)	2%	(2)	128
PID/Gender: Dem Women	9%	(14)	9%	(15)	18%	(29)	63%	(101)	—	(0)	159
PID/Gender: Ind Men	8%	(9)	8%	(9)	24%	(28)	60%	(71)	1%	(1)	117
PID/Gender: Ind Women	1%	(1)	4%	(4)	18%	(17)	75%	(72)	3%	(3)	97
PID/Gender: Rep Men	14%	(19)	13%	(18)	29%	(40)	44%	(62)	1%	(1)	140
PID/Gender: Rep Women	6%	(5)	3%	(3)	20%	(18)	70%	(64)	1%	(1)	91
Ideo: Liberal (1-3)	12%	(32)	11%	(30)	21%	(57)	57%	(158)	1%	(2)	280
Ideo: Moderate (4)	8%	(12)	12%	(19)	23%	(37)	56%	(90)	2%	(3)	161
Ideo: Conservative (5-7)	8%	(21)	7%	(18)	24%	(60)	59%	(146)	1%	(2)	245
Educ: < College	9%	(38)	9%	(38)	23%	(96)	58%	(242)	1%	(6)	420
Educ: Bachelors degree	9%	(18)	11%	(23)	21%	(41)	58%	(115)	1%	(2)	199
Educ: Post-grad	10%	(11)	7%	(8)	23%	(27)	60%	(68)	—	(0)	115

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Table PSM7_1: Would you ever pay to use any of the following social media platforms?

Twitter

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't know		Total N
Adults	9%	(67)	9%	(69)	22%	(163)	58%	(426)	1%	(8)	733
Income: Under 50k	10%	(36)	10%	(34)	20%	(69)	59%	(204)	1%	(5)	347
Income: 50k-100k	10%	(26)	8%	(21)	24%	(64)	57%	(150)	—	(1)	263
Income: 100k+	4%	(5)	11%	(13)	25%	(31)	58%	(72)	1%	(2)	123
Ethnicity: White	6%	(33)	9%	(47)	21%	(118)	63%	(348)	1%	(5)	550
Ethnicity: Hispanic	15%	(16)	14%	(14)	30%	(30)	41%	(41)	—	(0)	101
Ethnicity: Afr. Am.	20%	(24)	13%	(16)	24%	(28)	40%	(48)	3%	(3)	119
Ethnicity: Other	17%	(11)	9%	(6)	26%	(16)	48%	(31)	—	(0)	64
Relig: Protestant	7%	(14)	10%	(19)	18%	(35)	64%	(124)	—	(0)	193
Relig: Roman Catholic	10%	(16)	11%	(19)	23%	(38)	54%	(89)	2%	(3)	165
Relig: Evangelical	7%	(19)	10%	(27)	20%	(53)	61%	(159)	—	(1)	258
Relig: Non-Evang. Catholics	9%	(13)	10%	(13)	22%	(30)	58%	(81)	2%	(2)	140
Relig: All Christian	8%	(32)	10%	(40)	21%	(83)	60%	(240)	1%	(3)	399
Relig: All Non-Christian	14%	(10)	6%	(4)	29%	(20)	47%	(33)	4%	(2)	71
Community: Urban	17%	(35)	12%	(23)	26%	(52)	44%	(88)	—	(0)	198
Community: Suburban	6%	(22)	9%	(35)	21%	(75)	63%	(232)	1%	(3)	367
Community: Rural	6%	(10)	6%	(11)	21%	(35)	63%	(107)	3%	(5)	168
Employ: Private Sector	14%	(38)	9%	(25)	22%	(60)	54%	(148)	1%	(2)	273
Employ: Government	11%	(7)	8%	(5)	25%	(15)	54%	(34)	2%	(1)	62
Employ: Self-Employed	6%	(4)	7%	(5)	24%	(17)	61%	(43)	2%	(1)	71
Employ: Homemaker	11%	(6)	7%	(4)	20%	(11)	62%	(34)	—	(0)	55
Employ: Retired	2%	(2)	11%	(13)	16%	(20)	71%	(86)	—	(0)	121
Employ: Unemployed	11%	(8)	13%	(10)	17%	(13)	58%	(44)	2%	(1)	76
Military HH: Yes	6%	(8)	8%	(10)	20%	(25)	64%	(78)	2%	(2)	123
Military HH: No	10%	(59)	10%	(59)	23%	(138)	57%	(348)	1%	(6)	610
RD/WT: Right Direction	14%	(38)	9%	(24)	21%	(60)	54%	(151)	2%	(6)	279
RD/WT: Wrong Track	6%	(29)	10%	(45)	23%	(103)	61%	(275)	—	(2)	454
Trump Job Approve	10%	(30)	10%	(29)	24%	(70)	55%	(161)	1%	(4)	294
Trump Job Disapprove	8%	(36)	9%	(37)	22%	(92)	61%	(257)	1%	(3)	424

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Table PSM7_1: Would you ever pay to use any of the following social media platforms?

Twitter

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't know		Total N
Adults	9%	(67)	9%	(69)	22%	(163)	58%	(426)	1%	(8)	733
Trump Job Strongly Approve	16%	(26)	10%	(16)	17%	(29)	55%	(92)	2%	(4)	166
Trump Job Somewhat Approve	3%	(4)	10%	(13)	32%	(41)	54%	(69)	—	(0)	127
Trump Job Somewhat Disapprove	11%	(9)	9%	(8)	21%	(18)	57%	(48)	3%	(2)	85
Trump Job Strongly Disapprove	8%	(26)	9%	(29)	22%	(74)	62%	(209)	—	(1)	340
#1 Issue: Economy	9%	(17)	10%	(19)	23%	(44)	57%	(108)	1%	(1)	191
#1 Issue: Security	9%	(12)	7%	(11)	22%	(32)	61%	(88)	1%	(2)	146
#1 Issue: Health Care	9%	(14)	10%	(15)	23%	(34)	57%	(83)	—	(0)	147
#1 Issue: Medicare / Social Security	6%	(5)	7%	(6)	24%	(21)	61%	(54)	2%	(2)	89
#1 Issue: Education	13%	(7)	15%	(8)	22%	(12)	49%	(27)	2%	(1)	55
2018 House Vote: Democrat	12%	(38)	11%	(34)	22%	(69)	55%	(175)	1%	(2)	318
2018 House Vote: Republican	8%	(21)	10%	(24)	23%	(58)	58%	(147)	—	(1)	251
2018 House Vote: Didnt Vote	4%	(5)	7%	(9)	24%	(31)	61%	(79)	3%	(4)	128
2016 Vote: Hillary Clinton	12%	(31)	11%	(28)	23%	(59)	55%	(142)	—	(0)	260
2016 Vote: Donald Trump	10%	(25)	10%	(24)	22%	(55)	57%	(142)	1%	(3)	250
2016 Vote: Someone else	5%	(3)	3%	(2)	26%	(18)	63%	(44)	3%	(2)	70
2016 Vote: Didnt Vote	5%	(8)	9%	(14)	20%	(30)	64%	(98)	2%	(2)	152
Voted in 2014: Yes	10%	(48)	9%	(45)	23%	(115)	57%	(282)	1%	(3)	492
Voted in 2014: No	8%	(20)	10%	(24)	20%	(48)	60%	(144)	2%	(5)	241
2012 Vote: Barack Obama	7%	(23)	9%	(30)	27%	(86)	56%	(181)	1%	(2)	322
2012 Vote: Mitt Romney	11%	(20)	9%	(16)	17%	(31)	61%	(109)	1%	(2)	178
2012 Vote: Didn't Vote	11%	(22)	11%	(22)	17%	(35)	59%	(117)	2%	(4)	201
4-Region: Northeast	10%	(15)	14%	(20)	26%	(37)	49%	(70)	1%	(1)	143
4-Region: Midwest	5%	(8)	6%	(10)	25%	(42)	63%	(108)	2%	(3)	171
4-Region: South	10%	(28)	9%	(25)	21%	(55)	58%	(156)	1%	(4)	267
4-Region: West	11%	(16)	9%	(14)	19%	(29)	61%	(92)	—	(0)	152

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

Table PSM7_2: Would you ever pay to use any of the following social media platforms?
Facebook

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't know		Total N
Adults	7%	(114)	10%	(158)	23%	(380)	59%	(957)	2%	(27)	1636
Gender: Male	9%	(65)	11%	(79)	21%	(153)	56%	(403)	2%	(13)	713
Gender: Female	5%	(49)	8%	(78)	25%	(227)	60%	(554)	2%	(14)	923
Age: 18-29	10%	(28)	14%	(38)	20%	(52)	55%	(146)	—	(1)	265
Age: 30-44	11%	(48)	10%	(42)	20%	(85)	58%	(252)	2%	(10)	437
Age: 45-54	4%	(13)	10%	(30)	22%	(65)	61%	(175)	2%	(6)	289
Age: 55-64	6%	(17)	9%	(26)	26%	(82)	57%	(177)	2%	(6)	308
Age: 65+	2%	(8)	6%	(21)	28%	(96)	61%	(206)	2%	(5)	337
Generation Z: 18-21	9%	(7)	9%	(7)	29%	(24)	54%	(45)	—	(0)	83
Millennial: Age 22-37	12%	(52)	13%	(59)	19%	(84)	54%	(236)	1%	(5)	435
Generation X: Age 38-53	7%	(29)	10%	(43)	18%	(81)	63%	(276)	2%	(11)	439
Boomers: Age 54-72	4%	(26)	8%	(46)	28%	(171)	58%	(352)	1%	(9)	603
PID: Dem (no lean)	9%	(53)	10%	(60)	26%	(156)	53%	(312)	2%	(9)	590
PID: Ind (no lean)	4%	(18)	9%	(45)	20%	(101)	66%	(330)	1%	(7)	501
PID: Rep (no lean)	8%	(43)	10%	(53)	23%	(123)	58%	(314)	2%	(11)	544
PID/Gender: Dem Men	12%	(28)	13%	(30)	22%	(53)	50%	(118)	4%	(9)	237
PID/Gender: Dem Women	7%	(25)	8%	(30)	29%	(103)	55%	(194)	—	(1)	354
PID/Gender: Ind Men	4%	(8)	9%	(20)	20%	(44)	67%	(148)	—	(1)	220
PID/Gender: Ind Women	4%	(10)	9%	(25)	20%	(57)	65%	(183)	2%	(6)	281
PID/Gender: Rep Men	12%	(30)	11%	(29)	22%	(56)	54%	(137)	2%	(4)	257
PID/Gender: Rep Women	5%	(14)	8%	(23)	23%	(67)	62%	(177)	2%	(7)	288
Ideo: Liberal (1-3)	9%	(48)	12%	(66)	23%	(128)	54%	(299)	2%	(10)	550
Ideo: Moderate (4)	7%	(23)	10%	(35)	23%	(81)	58%	(204)	2%	(7)	351
Ideo: Conservative (5-7)	6%	(36)	7%	(40)	25%	(148)	62%	(366)	1%	(4)	594
Educ: < College	7%	(75)	10%	(101)	23%	(233)	58%	(597)	2%	(24)	1029
Educ: Bachelors degree	6%	(22)	11%	(41)	25%	(96)	58%	(227)	—	(2)	389
Educ: Post-grad	8%	(17)	7%	(15)	23%	(51)	61%	(133)	1%	(2)	218

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Table PSM7_2: Would you ever pay to use any of the following social media platforms?**Facebook**

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't know		Total N
Adults	7%	(114)	10%	(158)	23%	(380)	59%	(957)	2%	(27)	1636
Income: Under 50k	8%	(65)	11%	(92)	21%	(170)	58%	(480)	2%	(20)	827
Income: 50k-100k	7%	(38)	7%	(43)	27%	(154)	58%	(331)	1%	(5)	571
Income: 100k+	5%	(11)	10%	(23)	23%	(56)	61%	(145)	1%	(3)	238
Ethnicity: White	6%	(79)	9%	(124)	24%	(327)	59%	(789)	2%	(22)	1341
Ethnicity: Hispanic	9%	(14)	13%	(20)	17%	(25)	58%	(84)	2%	(3)	145
Ethnicity: Afr. Am.	15%	(30)	10%	(19)	18%	(35)	56%	(109)	1%	(2)	195
Ethnicity: Other	5%	(5)	14%	(14)	18%	(18)	60%	(60)	3%	(3)	100
Relig: Protestant	6%	(30)	10%	(51)	25%	(126)	58%	(291)	1%	(5)	502
Relig: Roman Catholic	7%	(24)	9%	(28)	23%	(75)	58%	(189)	2%	(8)	324
Relig: Something Else	4%	(5)	11%	(13)	21%	(24)	63%	(74)	1%	(1)	117
Relig: Evangelical	5%	(31)	10%	(64)	23%	(146)	61%	(386)	1%	(8)	635
Relig: Non-Evang. Catholics	9%	(28)	9%	(28)	26%	(79)	55%	(168)	2%	(5)	308
Relig: All Christian	6%	(59)	10%	(92)	24%	(225)	59%	(554)	1%	(13)	943
Relig: All Non-Christian	12%	(19)	7%	(12)	23%	(37)	55%	(87)	3%	(4)	159
Community: Urban	10%	(38)	11%	(41)	20%	(74)	57%	(211)	1%	(5)	369
Community: Suburban	6%	(51)	10%	(80)	24%	(197)	59%	(484)	2%	(13)	825
Community: Rural	6%	(25)	8%	(37)	25%	(109)	59%	(262)	2%	(9)	442
Employ: Private Sector	8%	(43)	10%	(53)	22%	(116)	59%	(320)	1%	(7)	539
Employ: Government	8%	(9)	8%	(8)	26%	(28)	58%	(62)	—	(0)	107
Employ: Self-Employed	9%	(12)	9%	(13)	19%	(27)	61%	(86)	2%	(2)	140
Employ: Homemaker	13%	(17)	6%	(8)	25%	(34)	54%	(73)	2%	(3)	135
Employ: Student	7%	(5)	14%	(9)	28%	(18)	49%	(32)	2%	(1)	65
Employ: Retired	4%	(15)	9%	(37)	27%	(111)	59%	(240)	1%	(5)	408
Employ: Unemployed	7%	(10)	11%	(16)	18%	(26)	63%	(89)	1%	(2)	142
Employ: Other	3%	(3)	14%	(14)	21%	(21)	55%	(55)	7%	(7)	99
Military HH: Yes	6%	(18)	7%	(20)	24%	(68)	61%	(175)	1%	(4)	284
Military HH: No	7%	(96)	10%	(138)	23%	(311)	58%	(782)	2%	(23)	1351
RD/WT: Right Direction	8%	(51)	11%	(69)	22%	(140)	57%	(357)	2%	(14)	631
RD/WT: Wrong Track	6%	(63)	9%	(89)	24%	(240)	60%	(600)	1%	(13)	1005

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Table PSM7_2: Would you ever pay to use any of the following social media platforms?

Facebook

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't know		Total N
Adults	7%	(114)	10%	(158)	23%	(380)	59%	(957)	2%	(27)	1636
Trump Job Approve	8%	(52)	9%	(64)	23%	(159)	58%	(391)	2%	(14)	679
Trump Job Disapprove	6%	(58)	10%	(91)	23%	(212)	59%	(532)	1%	(12)	906
Trump Job Strongly Approve	9%	(32)	8%	(30)	20%	(73)	61%	(226)	2%	(6)	368
Trump Job Somewhat Approve	7%	(20)	11%	(33)	27%	(85)	53%	(165)	3%	(8)	312
Trump Job Somewhat Disapprove	3%	(7)	13%	(26)	23%	(44)	59%	(115)	1%	(3)	195
Trump Job Strongly Disapprove	7%	(52)	9%	(66)	24%	(168)	59%	(417)	1%	(9)	711
#1 Issue: Economy	6%	(25)	10%	(40)	25%	(100)	58%	(237)	1%	(5)	407
#1 Issue: Security	6%	(20)	8%	(26)	23%	(80)	61%	(209)	2%	(7)	342
#1 Issue: Health Care	11%	(32)	11%	(31)	26%	(77)	52%	(153)	1%	(2)	295
#1 Issue: Medicare / Social Security	4%	(11)	10%	(24)	27%	(66)	56%	(137)	3%	(7)	245
#1 Issue: Women's Issues	12%	(9)	13%	(10)	12%	(9)	59%	(45)	4%	(3)	76
#1 Issue: Education	12%	(13)	11%	(12)	17%	(18)	59%	(62)	1%	(1)	105
#1 Issue: Energy	5%	(5)	10%	(9)	15%	(14)	70%	(65)	—	(0)	93
#1 Issue: Other	1%	(1)	6%	(4)	24%	(18)	67%	(48)	2%	(1)	72
2018 House Vote: Democrat	8%	(53)	10%	(67)	24%	(156)	55%	(351)	2%	(10)	637
2018 House Vote: Republican	6%	(33)	9%	(53)	23%	(130)	60%	(337)	1%	(8)	562
2018 House Vote: Someone else	5%	(3)	9%	(5)	14%	(8)	71%	(41)	1%	(1)	57
2018 House Vote: Didn't Vote	6%	(22)	9%	(33)	23%	(84)	60%	(225)	2%	(8)	372
2016 Vote: Hillary Clinton	8%	(46)	10%	(53)	27%	(145)	54%	(292)	1%	(7)	544
2016 Vote: Donald Trump	7%	(38)	10%	(58)	21%	(122)	60%	(345)	2%	(9)	572
2016 Vote: Someone else	8%	(10)	6%	(8)	20%	(26)	64%	(84)	2%	(2)	131
2016 Vote: Didn't Vote	5%	(20)	10%	(38)	22%	(86)	61%	(235)	2%	(9)	387
Voted in 2014: Yes	7%	(81)	10%	(107)	24%	(256)	58%	(627)	1%	(13)	1084
Voted in 2014: No	6%	(33)	9%	(51)	22%	(124)	60%	(330)	3%	(14)	552
2012 Vote: Barack Obama	8%	(53)	9%	(61)	26%	(171)	55%	(370)	2%	(12)	667
2012 Vote: Mitt Romney	6%	(27)	9%	(41)	23%	(100)	61%	(271)	1%	(3)	442
2012 Vote: Other	7%	(4)	5%	(3)	27%	(15)	61%	(34)	—	(0)	56
2012 Vote: Didn't Vote	6%	(29)	11%	(53)	20%	(93)	60%	(282)	2%	(12)	469

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Table PSM7_2: *Would you ever pay to use any of the following social media platforms?**Facebook*

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't know		Total N
Adults	7%	(114)	10%	(158)	23%	(380)	59%	(957)	2%	(27)	1636
4-Region: Northeast	9%	(29)	12%	(38)	24%	(74)	53%	(162)	1%	(4)	307
4-Region: Midwest	6%	(24)	7%	(26)	25%	(97)	61%	(240)	1%	(4)	392
4-Region: South	7%	(41)	11%	(67)	21%	(130)	59%	(366)	2%	(14)	618
4-Region: West	6%	(20)	8%	(26)	25%	(79)	59%	(189)	1%	(4)	318

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

Table PSM7_3: Would you ever pay to use any of the following social media platforms?
Snapchat

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't know		Total N
Adults	9%	(44)	11%	(56)	23%	(113)	55%	(267)	1%	(7)	487
Gender: Male	11%	(23)	15%	(31)	26%	(55)	47%	(97)	1%	(2)	208
Gender: Female	8%	(21)	9%	(25)	21%	(59)	61%	(169)	2%	(5)	279
Age: 18-29	10%	(24)	13%	(31)	24%	(55)	51%	(117)	2%	(3)	230
Age: 30-44	13%	(20)	12%	(19)	23%	(36)	51%	(80)	2%	(3)	157
Age: 45-54	1%	(1)	7%	(4)	21%	(12)	71%	(41)	—	(0)	57
Generation Z: 18-21	9%	(10)	11%	(12)	34%	(36)	45%	(49)	1%	(1)	107
Millennial: Age 22-37	12%	(29)	15%	(35)	19%	(43)	52%	(121)	2%	(4)	232
Generation X: Age 38-53	6%	(6)	7%	(7)	20%	(21)	65%	(66)	2%	(2)	100
PID: Dem (no lean)	9%	(17)	10%	(19)	23%	(43)	58%	(107)	—	(0)	186
PID: Ind (no lean)	5%	(8)	9%	(15)	24%	(37)	58%	(92)	4%	(6)	157
PID: Rep (no lean)	13%	(19)	16%	(23)	23%	(33)	47%	(68)	1%	(1)	144
PID/Gender: Dem Men	9%	(7)	11%	(9)	27%	(21)	53%	(42)	—	(0)	80
PID/Gender: Dem Women	9%	(9)	9%	(10)	21%	(22)	61%	(65)	—	(0)	106
PID/Gender: Ind Men	3%	(1)	10%	(5)	34%	(18)	49%	(26)	4%	(2)	52
PID/Gender: Ind Women	6%	(7)	9%	(9)	19%	(20)	63%	(66)	3%	(3)	105
PID/Gender: Rep Men	18%	(14)	22%	(17)	20%	(16)	39%	(30)	—	(0)	76
PID/Gender: Rep Women	8%	(5)	8%	(5)	25%	(17)	57%	(39)	2%	(1)	68
Ideo: Liberal (1-3)	13%	(25)	9%	(18)	19%	(37)	59%	(115)	—	(0)	194
Ideo: Moderate (4)	4%	(4)	14%	(15)	28%	(31)	53%	(57)	—	(1)	107
Ideo: Conservative (5-7)	9%	(12)	14%	(17)	26%	(32)	50%	(61)	1%	(1)	123
Educ: < College	7%	(22)	13%	(40)	23%	(71)	55%	(172)	2%	(7)	312
Educ: Bachelors degree	11%	(12)	9%	(10)	22%	(26)	58%	(66)	—	(0)	114
Educ: Post-grad	16%	(10)	9%	(6)	28%	(17)	47%	(28)	—	(0)	61
Income: Under 50k	10%	(26)	11%	(31)	21%	(57)	55%	(147)	2%	(6)	267
Income: 50k-100k	10%	(15)	13%	(20)	25%	(39)	52%	(81)	—	(1)	155
Income: 100k+	5%	(3)	9%	(6)	26%	(17)	60%	(38)	—	(0)	64
Ethnicity: White	6%	(22)	11%	(39)	24%	(83)	57%	(197)	2%	(5)	346

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Table PSM7_3: Would you ever pay to use any of the following social media platforms?*Snapchat*

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't know		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(44)	11%	(56)	23%	(113)	55%	(267)	1%	(7)	487
Ethnicity: Hispanic	15%	(13)	16%	(14)	25%	(23)	41%	(37)	4%	(3)	90
Ethnicity: Afr. Am.	18%	(16)	12%	(11)	22%	(20)	49%	(44)	—	(0)	91
Ethnicity: Other	12%	(6)	13%	(7)	20%	(10)	51%	(26)	3%	(2)	50
Relig: Protestant	6%	(5)	15%	(14)	28%	(25)	51%	(47)	—	(0)	92
Relig: Roman Catholic	11%	(11)	17%	(17)	22%	(22)	50%	(49)	—	(0)	99
Relig: Evangelical	8%	(13)	13%	(20)	25%	(40)	55%	(88)	—	(0)	160
Relig: Non-Evang. Catholics	8%	(6)	19%	(13)	24%	(17)	49%	(34)	—	(0)	69
Relig: All Christian	8%	(18)	14%	(33)	25%	(56)	53%	(121)	—	(0)	229
Relig: All Non-Christian	14%	(8)	11%	(6)	26%	(14)	49%	(26)	—	(0)	53
Community: Urban	15%	(21)	16%	(22)	21%	(29)	44%	(60)	2%	(3)	135
Community: Suburban	6%	(14)	11%	(25)	25%	(58)	57%	(133)	1%	(3)	233
Community: Rural	8%	(9)	8%	(9)	22%	(26)	62%	(73)	1%	(1)	119
Employ: Private Sector	15%	(25)	12%	(19)	20%	(34)	53%	(90)	—	(1)	168
Employ: Self-Employed	5%	(3)	10%	(5)	26%	(14)	59%	(30)	—	(0)	52
Employ: Student	2%	(1)	21%	(14)	31%	(21)	43%	(29)	3%	(2)	69
Employ: Unemployed	13%	(7)	12%	(7)	10%	(5)	62%	(35)	4%	(2)	56
Military HH: Yes	8%	(5)	6%	(4)	24%	(16)	62%	(40)	—	(0)	65
Military HH: No	9%	(39)	12%	(52)	23%	(97)	54%	(226)	2%	(7)	421
RD/WT: Right Direction	17%	(30)	15%	(26)	25%	(42)	41%	(70)	1%	(2)	171
RD/WT: Wrong Track	5%	(15)	9%	(29)	23%	(71)	62%	(196)	1%	(4)	316
Trump Job Approve	12%	(20)	16%	(26)	26%	(43)	45%	(75)	1%	(2)	166
Trump Job Disapprove	8%	(23)	9%	(28)	21%	(64)	61%	(182)	1%	(3)	299
Trump Job Strongly Approve	18%	(17)	15%	(14)	19%	(17)	47%	(43)	1%	(1)	91
Trump Job Somewhat Approve	4%	(3)	17%	(13)	34%	(25)	43%	(32)	2%	(2)	75
Trump Job Somewhat Disapprove	8%	(5)	8%	(5)	26%	(18)	59%	(39)	—	(0)	67
Trump Job Strongly Disapprove	8%	(17)	10%	(23)	20%	(46)	61%	(142)	1%	(3)	232
#1 Issue: Economy	8%	(11)	16%	(20)	20%	(26)	54%	(70)	2%	(2)	129
#1 Issue: Security	13%	(10)	14%	(10)	30%	(22)	42%	(31)	1%	(1)	74
#1 Issue: Health Care	8%	(8)	8%	(7)	23%	(20)	60%	(53)	—	(0)	89
#1 Issue: Education	12%	(8)	10%	(7)	19%	(13)	59%	(39)	—	(0)	66

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Table PSM7_3: Would you ever pay to use any of the following social media platforms?
Snapchat

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't know		Total N
Adults	9%	(44)	11%	(56)	23%	(113)	55%	(267)	1%	(7)	487
2018 House Vote: Democrat	10%	(19)	12%	(22)	23%	(43)	54%	(100)	—	(1)	184
2018 House Vote: Republican	11%	(15)	13%	(17)	23%	(31)	52%	(70)	1%	(1)	133
2018 House Vote: Didnt Vote	7%	(11)	9%	(14)	25%	(37)	55%	(82)	4%	(6)	150
2016 Vote: Hillary Clinton	12%	(16)	7%	(9)	22%	(28)	59%	(77)	—	(1)	130
2016 Vote: Donald Trump	10%	(14)	14%	(19)	24%	(33)	52%	(70)	—	(0)	136
2016 Vote: Didnt Vote	7%	(12)	12%	(22)	24%	(45)	54%	(100)	3%	(6)	186
Voted in 2014: Yes	11%	(26)	14%	(33)	22%	(54)	53%	(126)	—	(1)	239
Voted in 2014: No	7%	(18)	9%	(22)	24%	(60)	57%	(141)	3%	(6)	248
2012 Vote: Barack Obama	6%	(9)	16%	(25)	24%	(38)	54%	(86)	—	(1)	159
2012 Vote: Mitt Romney	18%	(13)	12%	(9)	19%	(14)	52%	(39)	—	(0)	75
2012 Vote: Didn't Vote	9%	(21)	9%	(21)	23%	(56)	56%	(134)	3%	(6)	239
4-Region: Northeast	9%	(8)	17%	(15)	22%	(20)	50%	(46)	2%	(2)	93
4-Region: Midwest	6%	(7)	14%	(16)	21%	(23)	57%	(63)	2%	(2)	110
4-Region: South	10%	(20)	11%	(21)	24%	(47)	54%	(106)	1%	(2)	196
4-Region: West	10%	(9)	5%	(4)	26%	(23)	59%	(52)	—	(0)	88

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

Table PSM7_4: *Would you ever pay to use any of the following social media platforms?*

Instagram

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't know		Total N
Adults	8%	(65)	14%	(113)	23%	(189)	55%	(457)	2%	(13)	838
Gender: Male	11%	(40)	19%	(65)	23%	(80)	45%	(158)	2%	(6)	348
Gender: Female	5%	(25)	10%	(48)	22%	(109)	61%	(299)	2%	(8)	489
Age: 18-29	11%	(28)	18%	(46)	23%	(59)	46%	(119)	2%	(5)	256
Age: 30-44	12%	(34)	13%	(37)	21%	(57)	53%	(144)	1%	(3)	275
Age: 45-54	2%	(3)	15%	(21)	19%	(26)	63%	(88)	2%	(3)	141
Age: 55-64	—	(0)	5%	(5)	23%	(23)	72%	(72)	—	(0)	99
Age: 65+	1%	(1)	7%	(5)	36%	(24)	51%	(34)	4%	(3)	66
Generation Z: 18-21	11%	(11)	17%	(17)	32%	(33)	40%	(42)	1%	(1)	103
Millennial: Age 22-37	13%	(43)	17%	(56)	20%	(63)	48%	(156)	2%	(6)	323
Generation X: Age 38-53	4%	(10)	12%	(28)	18%	(41)	64%	(146)	2%	(4)	230
Boomers: Age 54-72	—	(1)	6%	(10)	29%	(50)	63%	(107)	2%	(3)	170
PID: Dem (no lean)	7%	(24)	14%	(44)	25%	(82)	53%	(170)	1%	(4)	323
PID: Ind (no lean)	5%	(13)	10%	(26)	22%	(58)	61%	(160)	2%	(5)	262
PID: Rep (no lean)	11%	(29)	17%	(44)	19%	(49)	50%	(128)	2%	(4)	253
PID/Gender: Dem Men	12%	(15)	15%	(19)	26%	(32)	45%	(56)	2%	(2)	123
PID/Gender: Dem Women	5%	(9)	12%	(25)	25%	(50)	57%	(114)	1%	(2)	199
PID/Gender: Ind Men	4%	(4)	15%	(15)	23%	(23)	56%	(56)	2%	(2)	101
PID/Gender: Ind Women	5%	(9)	6%	(10)	22%	(35)	65%	(104)	2%	(3)	161
PID/Gender: Rep Men	17%	(21)	25%	(31)	20%	(25)	38%	(47)	1%	(1)	124
PID/Gender: Rep Women	6%	(7)	10%	(13)	19%	(24)	63%	(81)	2%	(3)	129
Ideo: Liberal (1-3)	9%	(29)	13%	(44)	22%	(71)	54%	(175)	2%	(6)	325
Ideo: Moderate (4)	7%	(12)	17%	(30)	23%	(42)	52%	(94)	1%	(2)	180
Ideo: Conservative (5-7)	8%	(20)	13%	(31)	24%	(60)	56%	(139)	—	(1)	251
Educ: < College	8%	(39)	14%	(70)	22%	(105)	54%	(264)	2%	(10)	489
Educ: Bachelors degree	6%	(14)	13%	(30)	23%	(53)	57%	(133)	1%	(3)	233
Educ: Post-grad	10%	(12)	11%	(13)	26%	(30)	52%	(60)	—	(0)	115

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Table PSM7_4: Would you ever pay to use any of the following social media platforms?

Instagram

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't know		Total N
Adults	8%	(65)	14%	(113)	23%	(189)	55%	(457)	2%	(13)	838
Income: Under 50k	9%	(38)	14%	(56)	20%	(82)	55%	(226)	3%	(11)	414
Income: 50k-100k	8%	(22)	14%	(42)	26%	(78)	52%	(155)	—	(1)	298
Income: 100k+	4%	(5)	12%	(15)	23%	(28)	60%	(76)	1%	(1)	126
Ethnicity: White	6%	(36)	12%	(73)	22%	(139)	58%	(361)	2%	(10)	620
Ethnicity: Hispanic	13%	(16)	28%	(36)	14%	(19)	43%	(56)	3%	(4)	130
Ethnicity: Afr. Am.	16%	(22)	16%	(21)	25%	(33)	41%	(55)	2%	(2)	134
Ethnicity: Other	9%	(7)	23%	(19)	19%	(16)	48%	(40)	1%	(1)	84
Relig: Protestant	6%	(12)	17%	(34)	27%	(53)	51%	(102)	—	(0)	201
Relig: Roman Catholic	10%	(18)	11%	(20)	21%	(36)	56%	(97)	2%	(3)	174
Relig: Something Else	3%	(2)	18%	(13)	22%	(16)	56%	(41)	1%	(1)	73
Relig: Evangelical	7%	(22)	13%	(40)	25%	(78)	54%	(168)	1%	(2)	309
Relig: Non-Evang. Catholics	7%	(10)	20%	(27)	20%	(28)	51%	(71)	2%	(2)	139
Relig: All Christian	7%	(32)	15%	(67)	24%	(106)	53%	(240)	1%	(4)	448
Relig: All Non-Christian	12%	(10)	11%	(9)	24%	(20)	49%	(40)	3%	(3)	81
Community: Urban	15%	(34)	18%	(39)	20%	(44)	45%	(99)	1%	(2)	218
Community: Suburban	5%	(22)	12%	(55)	25%	(108)	57%	(248)	1%	(6)	438
Community: Rural	5%	(10)	10%	(19)	20%	(37)	61%	(111)	3%	(5)	182
Employ: Private Sector	11%	(33)	14%	(42)	21%	(62)	53%	(161)	1%	(4)	302
Employ: Government	4%	(3)	23%	(15)	27%	(19)	46%	(32)	—	(0)	69
Employ: Self-Employed	6%	(6)	14%	(14)	25%	(24)	55%	(53)	—	(0)	96
Employ: Homemaker	6%	(5)	10%	(7)	19%	(14)	65%	(47)	—	(0)	72
Employ: Student	11%	(7)	18%	(12)	32%	(22)	38%	(26)	1%	(1)	69
Employ: Retired	1%	(1)	10%	(9)	26%	(23)	60%	(53)	3%	(3)	89
Employ: Unemployed	10%	(9)	8%	(7)	15%	(14)	63%	(55)	4%	(4)	88
Employ: Other	4%	(2)	13%	(7)	21%	(11)	58%	(31)	4%	(2)	53
Military HH: Yes	6%	(7)	15%	(17)	25%	(27)	52%	(59)	2%	(2)	112
Military HH: No	8%	(58)	13%	(96)	22%	(161)	55%	(398)	2%	(11)	726
RD/WT: Right Direction	15%	(44)	14%	(41)	21%	(63)	47%	(139)	2%	(7)	294
RD/WT: Wrong Track	4%	(22)	13%	(72)	23%	(126)	58%	(318)	1%	(7)	544

Continued on next page

Table PSM7_4: Would you ever pay to use any of the following social media platforms?*Instagram*

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't know		Total N
Adults	8%	(65)	14%	(113)	23%	(189)	55%	(457)	2%	(13)	838
Trump Job Approve	11%	(33)	14%	(43)	23%	(68)	50%	(151)	2%	(5)	301
Trump Job Disapprove	6%	(32)	13%	(65)	22%	(111)	57%	(291)	1%	(7)	506
Trump Job Strongly Approve	16%	(26)	14%	(22)	19%	(31)	50%	(80)	1%	(2)	161
Trump Job Somewhat Approve	5%	(7)	15%	(21)	27%	(38)	51%	(71)	2%	(2)	140
Trump Job Somewhat Disapprove	6%	(7)	20%	(21)	17%	(19)	55%	(60)	2%	(2)	110
Trump Job Strongly Disapprove	6%	(25)	11%	(44)	23%	(92)	58%	(231)	1%	(5)	396
#1 Issue: Economy	8%	(17)	16%	(35)	21%	(46)	54%	(119)	1%	(2)	219
#1 Issue: Security	10%	(15)	15%	(22)	26%	(38)	47%	(70)	1%	(2)	147
#1 Issue: Health Care	7%	(11)	14%	(21)	26%	(40)	52%	(81)	1%	(2)	156
#1 Issue: Medicare / Social Security	4%	(3)	12%	(9)	20%	(15)	57%	(43)	7%	(5)	75
#1 Issue: Women's Issues	13%	(7)	13%	(7)	18%	(10)	52%	(29)	4%	(2)	56
#1 Issue: Education	11%	(10)	8%	(7)	22%	(19)	59%	(51)	—	(0)	87
#1 Issue: Energy	2%	(1)	10%	(5)	18%	(10)	70%	(38)	—	(0)	55
2018 House Vote: Democrat	8%	(26)	14%	(45)	25%	(84)	52%	(174)	1%	(4)	333
2018 House Vote: Republican	10%	(25)	15%	(34)	22%	(52)	52%	(123)	1%	(3)	237
2018 House Vote: Didn't Vote	6%	(14)	12%	(28)	20%	(46)	59%	(135)	2%	(6)	230
2016 Vote: Hillary Clinton	7%	(19)	12%	(33)	26%	(69)	54%	(144)	1%	(2)	267
2016 Vote: Donald Trump	10%	(25)	16%	(39)	20%	(50)	52%	(129)	1%	(3)	246
2016 Vote: Someone else	6%	(4)	10%	(6)	21%	(14)	60%	(39)	3%	(2)	64
2016 Vote: Didn't Vote	7%	(17)	14%	(35)	22%	(56)	56%	(145)	3%	(7)	260
Voted in 2014: Yes	8%	(40)	15%	(72)	22%	(109)	54%	(265)	1%	(6)	493
Voted in 2014: No	7%	(26)	12%	(41)	23%	(79)	56%	(192)	2%	(7)	345
2012 Vote: Barack Obama	5%	(16)	12%	(39)	26%	(81)	55%	(175)	2%	(6)	317
2012 Vote: Mitt Romney	12%	(20)	17%	(29)	17%	(30)	53%	(91)	—	(1)	172
2012 Vote: Didn't Vote	9%	(28)	14%	(45)	22%	(70)	54%	(176)	2%	(7)	325
4-Region: Northeast	9%	(15)	15%	(25)	22%	(36)	51%	(83)	2%	(4)	162
4-Region: Midwest	4%	(6)	14%	(24)	26%	(44)	54%	(92)	2%	(3)	169
4-Region: South	10%	(31)	11%	(35)	22%	(72)	56%	(181)	1%	(4)	324
4-Region: West	7%	(13)	16%	(29)	20%	(37)	55%	(101)	2%	(3)	183

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

Table PSM8: *Would you pay a monthly fee to use Twitter if you could edit your tweets?*

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't know		Total N
Adults	6%	(42)	10%	(73)	20%	(149)	61%	(448)	3%	(21)	733
Gender: Male	8%	(30)	14%	(54)	24%	(92)	51%	(197)	3%	(13)	385
Gender: Female	4%	(12)	5%	(19)	16%	(57)	72%	(251)	2%	(8)	347
Age: 18-29	9%	(15)	12%	(20)	22%	(34)	51%	(80)	5%	(8)	157
Age: 30-44	9%	(20)	13%	(30)	18%	(40)	58%	(128)	2%	(5)	222
Age: 45-54	4%	(5)	9%	(12)	16%	(23)	68%	(96)	3%	(5)	141
Age: 55-64	2%	(2)	9%	(10)	23%	(28)	66%	(79)	1%	(2)	121
Age: 65+	1%	(1)	1%	(1)	27%	(25)	70%	(65)	1%	(1)	92
Generation Z: 18-21	6%	(4)	12%	(7)	22%	(14)	53%	(34)	7%	(4)	63
Millennial: Age 22-37	10%	(23)	14%	(32)	22%	(50)	51%	(117)	3%	(6)	229
Generation X: Age 38-53	6%	(13)	9%	(19)	14%	(29)	68%	(147)	4%	(8)	216
Boomers: Age 54-72	1%	(3)	6%	(14)	24%	(51)	67%	(140)	1%	(3)	210
PID: Dem (no lean)	6%	(16)	10%	(29)	23%	(66)	58%	(166)	3%	(10)	287
PID: Ind (no lean)	2%	(4)	6%	(13)	16%	(35)	71%	(152)	5%	(10)	214
PID: Rep (no lean)	9%	(22)	13%	(31)	21%	(48)	56%	(130)	—	(1)	232
PID/Gender: Dem Men	7%	(9)	15%	(19)	26%	(34)	47%	(60)	5%	(6)	128
PID/Gender: Dem Women	5%	(8)	6%	(10)	20%	(32)	66%	(106)	2%	(4)	159
PID/Gender: Ind Men	4%	(4)	8%	(9)	21%	(25)	62%	(73)	5%	(6)	117
PID/Gender: Ind Women	—	(0)	4%	(4)	10%	(9)	82%	(79)	5%	(4)	97
PID/Gender: Rep Men	12%	(17)	18%	(26)	24%	(33)	45%	(63)	1%	(1)	140
PID/Gender: Rep Women	5%	(5)	5%	(5)	16%	(15)	73%	(67)	—	(0)	91
Ideo: Liberal (1-3)	7%	(19)	10%	(27)	20%	(56)	60%	(167)	4%	(11)	280
Ideo: Moderate (4)	4%	(6)	12%	(20)	24%	(38)	58%	(94)	2%	(4)	161
Ideo: Conservative (5-7)	6%	(14)	10%	(24)	20%	(50)	63%	(155)	1%	(3)	245
Educ: < College	5%	(20)	8%	(34)	22%	(92)	62%	(260)	3%	(13)	420
Educ: Bachelors degree	8%	(15)	15%	(30)	14%	(28)	59%	(117)	4%	(8)	199
Educ: Post-grad	6%	(7)	7%	(8)	25%	(28)	62%	(71)	—	(0)	115

Continued on next page

Table PSM8: *Would you pay a monthly fee to use Twitter if you could edit your tweets?*

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't know		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	6%	(42)	10%	(73)	20%	(149)	61%	(448)	3%	(21)	733
Income: Under 50k	6%	(20)	11%	(38)	19%	(65)	62%	(214)	3%	(10)	347
Income: 50k-100k	6%	(16)	9%	(24)	22%	(58)	60%	(159)	2%	(6)	263
Income: 100k+	5%	(6)	9%	(11)	20%	(25)	61%	(75)	4%	(5)	123
Ethnicity: White	4%	(23)	8%	(46)	19%	(106)	66%	(364)	2%	(11)	550
Ethnicity: Hispanic	9%	(9)	17%	(17)	19%	(19)	47%	(47)	8%	(8)	101
Ethnicity: Afr. Am.	12%	(14)	13%	(16)	25%	(30)	44%	(52)	6%	(7)	119
Ethnicity: Other	7%	(5)	17%	(11)	21%	(14)	50%	(32)	4%	(3)	64
Relig: Protestant	5%	(10)	10%	(20)	17%	(33)	66%	(128)	1%	(2)	193
Relig: Roman Catholic	9%	(15)	12%	(20)	18%	(29)	57%	(93)	5%	(8)	165
Relig: Evangelical	5%	(14)	9%	(24)	17%	(43)	66%	(171)	3%	(7)	258
Relig: Non-Evang. Catholics	9%	(13)	11%	(16)	17%	(24)	60%	(84)	3%	(4)	140
Relig: All Christian	7%	(27)	10%	(40)	17%	(67)	64%	(254)	3%	(11)	399
Relig: All Non-Christian	8%	(6)	8%	(5)	31%	(22)	48%	(34)	5%	(4)	71
Community: Urban	10%	(20)	14%	(28)	21%	(42)	52%	(103)	3%	(5)	198
Community: Suburban	5%	(19)	9%	(32)	19%	(70)	64%	(235)	3%	(12)	367
Community: Rural	2%	(3)	8%	(13)	22%	(37)	66%	(110)	3%	(5)	168
Employ: Private Sector	9%	(24)	12%	(32)	22%	(59)	55%	(149)	3%	(8)	273
Employ: Government	9%	(6)	14%	(8)	19%	(12)	57%	(35)	2%	(1)	62
Employ: Self-Employed	6%	(4)	12%	(8)	19%	(14)	63%	(45)	—	(0)	71
Employ: Homemaker	8%	(5)	5%	(3)	12%	(6)	72%	(40)	3%	(2)	55
Employ: Retired	2%	(3)	4%	(5)	23%	(28)	70%	(85)	1%	(1)	121
Employ: Unemployed	—	(0)	14%	(10)	15%	(11)	67%	(51)	5%	(3)	76
Military HH: Yes	7%	(8)	9%	(10)	19%	(23)	61%	(75)	5%	(6)	123
Military HH: No	6%	(34)	10%	(62)	21%	(126)	61%	(373)	2%	(15)	610
RD/WT: Right Direction	10%	(29)	11%	(31)	20%	(56)	55%	(154)	3%	(9)	279
RD/WT: Wrong Track	3%	(14)	9%	(41)	20%	(93)	65%	(294)	3%	(12)	454
Trump Job Approve	8%	(24)	12%	(35)	20%	(58)	59%	(174)	1%	(3)	294
Trump Job Disapprove	4%	(18)	8%	(35)	21%	(91)	63%	(267)	3%	(13)	424

Continued on next page

Table PSM8: *Would you pay a monthly fee to use Twitter if you could edit your tweets?*

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't know		Total N
Adults	6%	(42)	10%	(73)	20%	(149)	61%	(448)	3%	(21)	733
Trump Job Strongly Approve	12%	(20)	10%	(16)	19%	(32)	58%	(96)	1%	(1)	166
Trump Job Somewhat Approve	3%	(4)	15%	(19)	20%	(25)	61%	(78)	1%	(2)	127
Trump Job Somewhat Disapprove	4%	(3)	10%	(9)	28%	(24)	53%	(45)	4%	(4)	85
Trump Job Strongly Disapprove	4%	(15)	8%	(27)	20%	(67)	65%	(222)	3%	(9)	340
#1 Issue: Economy	7%	(13)	10%	(19)	21%	(39)	60%	(113)	3%	(6)	191
#1 Issue: Security	6%	(9)	14%	(20)	16%	(24)	62%	(90)	2%	(3)	146
#1 Issue: Health Care	4%	(6)	10%	(15)	22%	(33)	61%	(89)	3%	(4)	147
#1 Issue: Medicare / Social Security	6%	(6)	4%	(4)	23%	(20)	64%	(57)	2%	(2)	89
#1 Issue: Education	8%	(4)	7%	(4)	21%	(12)	60%	(33)	5%	(2)	55
2018 House Vote: Democrat	6%	(21)	9%	(29)	22%	(70)	60%	(190)	3%	(9)	318
2018 House Vote: Republican	8%	(20)	13%	(32)	20%	(50)	58%	(146)	1%	(3)	251
2018 House Vote: Didnt Vote	—	(0)	8%	(10)	19%	(25)	66%	(85)	6%	(8)	128
2016 Vote: Hillary Clinton	7%	(19)	10%	(26)	25%	(65)	55%	(143)	3%	(7)	260
2016 Vote: Donald Trump	8%	(20)	14%	(35)	20%	(50)	57%	(142)	1%	(3)	250
2016 Vote: Someone else	—	(0)	2%	(2)	20%	(14)	75%	(52)	3%	(2)	70
2016 Vote: Didnt Vote	2%	(4)	6%	(9)	13%	(20)	72%	(110)	6%	(9)	152
Voted in 2014: Yes	7%	(33)	10%	(50)	21%	(104)	60%	(296)	2%	(10)	492
Voted in 2014: No	4%	(9)	9%	(23)	19%	(45)	63%	(153)	5%	(11)	241
2012 Vote: Barack Obama	5%	(16)	10%	(32)	22%	(71)	60%	(192)	3%	(11)	322
2012 Vote: Mitt Romney	8%	(15)	10%	(18)	20%	(36)	61%	(108)	1%	(1)	178
2012 Vote: Didn't Vote	6%	(11)	10%	(20)	18%	(35)	62%	(125)	5%	(9)	201
4-Region: Northeast	5%	(8)	16%	(23)	24%	(34)	52%	(74)	3%	(4)	143
4-Region: Midwest	5%	(8)	5%	(9)	22%	(38)	64%	(109)	4%	(8)	171
4-Region: South	7%	(18)	10%	(27)	19%	(51)	62%	(165)	2%	(6)	267
4-Region: West	6%	(8)	9%	(13)	17%	(26)	66%	(101)	2%	(3)	152

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1030	47%
	Gender: Female	1170	53%
	N	2200	
age5	Age: 18-29	361	16%
	Age: 30-44	526	24%
	Age: 45-54	376	17%
	Age: 55-64	426	19%
	Age: 65+	512	23%
	N	2200	
demAgeGeneration	Generation Z: 18-21	137	6%
	Millennial: Age 22-37	528	24%
	Generation X: Age 38-53	552	25%
	Boomers: Age 54-72	861	39%
	N	2078	
xpid3	PID: Dem (no lean)	783	36%
	PID: Ind (no lean)	702	32%
	PID: Rep (no lean)	715	32%
	N	2200	
xpidGender	PID/Gender: Dem Men	338	15%
	PID/Gender: Dem Women	446	20%
	PID/Gender: Ind Men	342	16%
	PID/Gender: Ind Women	360	16%
	PID/Gender: Rep Men	350	16%
	PID/Gender: Rep Women	365	17%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	730	33%
	Ideo: Moderate (4)	476	22%
	Ideo: Conservative (5-7)	809	37%
	N	2015	
xeduc3	Educ: < College	1384	63%
	Educ: Bachelors degree	520	24%
	Educ: Post-grad	296	13%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1128	51%
	Income: 50k-100k	751	34%
	Income: 100k+	321	15%
	N	2200	
xdemWhite	Ethnicity: White	1779	81%
xdemHispBin	Ethnicity: Hispanic	213	10%
demBlackBin	Ethnicity: Afr. Am.	279	13%
demRaceOther	Ethnicity: Other	142	6%
xrelNet	Relig: Protestant	639	29%
	Relig: Roman Catholic	431	20%
	Relig: Something Else	152	7%
	N	1222	
xreligion1	Relig: Jewish	58	3%
xreligion2	Relig: Evangelical	833	38%
	Relig: Non-Evang. Catholics	389	18%
	N	1222	
xreligion3	Relig: All Christian	1222	56%
	Relig: All Non-Christian	214	10%
	N	1436	
xdemUsr	Community: Urban	505	23%
	Community: Suburban	1102	50%
	Community: Rural	593	27%
	N	2200	
xdemEmploy	Employ: Private Sector	680	31%
	Employ: Government	153	7%
	Employ: Self-Employed	180	8%
	Employ: Homemaker	162	7%
	Employ: Student	96	4%
	Employ: Retired	595	27%
	Employ: Unemployed	198	9%
	Employ: Other	136	6%
	N	2200	
xdemMilHH1	Military HH: Yes	408	19%
	Military HH: No	1792	81%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	844	38%
	RD/WT: Wrong Track	1356	62%
	N	2200	
Trump_Approve	Trump Job Approve	912	41%
	Trump Job Disapprove	1207	55%
	N	2119	
Trump_Approve2	Trump Job Strongly Approve	498	23%
	Trump Job Somewhat Approve	415	19%
	Trump Job Somewhat Disapprove	254	12%
	Trump Job Strongly Disapprove	953	43%
	N	2119	
xnr3	#1 Issue: Economy	523	24%
	#1 Issue: Security	470	21%
	#1 Issue: Health Care	382	17%
	#1 Issue: Medicare / Social Security	349	16%
	#1 Issue: Women's Issues	98	4%
	#1 Issue: Education	134	6%
	#1 Issue: Energy	125	6%
	#1 Issue: Other	118	5%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	838	38%
	2018 House Vote: Republican	739	34%
	2018 House Vote: Someone else	87	4%
	2018 House Vote: Didnt Vote	530	24%
	N	2193	
xsubVote16O	2016 Vote: Hillary Clinton	719	33%
	2016 Vote: Donald Trump	749	34%
	2016 Vote: Someone else	186	8%
	2016 Vote: Didnt Vote	544	25%
	N	2198	
xsubVote14O	Voted in 2014: Yes	1462	66%
	Voted in 2014: No	738	34%
	N	2200	
xsubVote12O	2012 Vote: Barack Obama	882	40%
	2012 Vote: Mitt Romney	585	27%
	2012 Vote: Other	88	4%
	2012 Vote: Didn't Vote	644	29%
	N	2198	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xreg4	4-Region: Northeast	393	18%
	4-Region: Midwest	505	23%
	4-Region: South	821	37%
	4-Region: West	481	22%
	N	2200	

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

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

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