



National Tracking Poll #190235
February 14-21, 2019

Crosstabulation Results

Methodology:

This poll was conducted from February 14-21, 2019, among a national sample of 2150 Adult Instagram Users. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 1 percentage points.

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Crosstabulation Results by Respondent Demographics

Table IAP1: How often do you use Instagram on a weekly basis?

Demographic	Less than		Once every		Multiple		Don't know / No opinion	Total N
	once a week	Once a week	couple of days	Once a day	times a day			
Adults	28% (598)	10% (224)	13% (274)	12% (259)	25% (544)	12% (250)	2150	
Gender: Male	25% (218)	11% (100)	13% (111)	13% (112)	28% (244)	11% (94)	880	
Gender: Female	30% (380)	10% (124)	13% (163)	12% (147)	24% (300)	12% (156)	1270	
Age: 18-29	13% (84)	8% (50)	14% (87)	13% (79)	43% (271)	9% (58)	629	
Age: 30-44	31% (196)	11% (70)	13% (79)	11% (67)	26% (163)	9% (57)	632	
Age: 45-54	33% (125)	12% (47)	12% (45)	13% (48)	16% (62)	14% (55)	383	
Age: 55-64	36% (104)	10% (29)	13% (37)	12% (35)	11% (31)	17% (49)	286	
Age: 65+	40% (89)	13% (28)	12% (26)	14% (30)	7% (16)	14% (32)	221	
Generation Z: 18-22	12% (32)	6% (15)	15% (38)	10% (27)	49% (126)	8% (21)	258	
Millennial: Age 23-38	22% (161)	10% (75)	13% (96)	12% (88)	33% (242)	9% (66)	728	
Generation X: Age 39-54	32% (202)	12% (73)	12% (73)	12% (77)	20% (125)	13% (79)	630	
Boomers: Age 55-73	38% (189)	12% (58)	13% (63)	12% (60)	10% (48)	16% (81)	499	
PID: Dem (no lean)	26% (196)	11% (82)	10% (78)	13% (95)	31% (232)	8% (63)	746	
PID: Ind (no lean)	27% (215)	10% (76)	14% (107)	11% (84)	24% (188)	15% (120)	791	
PID: Rep (no lean)	30% (187)	11% (65)	15% (89)	13% (80)	20% (124)	11% (67)	613	
PID/Gender: Dem Men	20% (59)	12% (34)	11% (31)	13% (39)	34% (99)	9% (27)	288	
PID/Gender: Dem Women	30% (137)	11% (48)	10% (47)	12% (56)	29% (133)	8% (36)	458	
PID/Gender: Ind Men	27% (85)	10% (32)	13% (41)	11% (36)	26% (82)	12% (39)	314	
PID/Gender: Ind Women	27% (130)	9% (44)	14% (67)	10% (48)	22% (106)	17% (82)	477	
PID/Gender: Rep Men	27% (74)	12% (34)	14% (40)	14% (38)	23% (63)	10% (28)	277	
PID/Gender: Rep Women	33% (112)	9% (32)	15% (49)	13% (42)	18% (61)	12% (39)	336	
Ideo: Liberal (1-3)	28% (219)	12% (93)	13% (99)	11% (90)	28% (223)	9% (68)	792	
Ideo: Moderate (4)	26% (109)	12% (51)	11% (45)	12% (52)	27% (113)	12% (51)	421	
Ideo: Conservative (5-7)	31% (191)	9% (58)	15% (93)	13% (80)	20% (126)	11% (70)	617	
Educ: < College	26% (342)	11% (145)	13% (172)	11% (142)	26% (349)	14% (184)	1334	
Educ: Bachelors degree	30% (161)	10% (51)	13% (66)	16% (85)	23% (122)	8% (45)	530	
Educ: Post-grad	33% (95)	10% (28)	13% (36)	11% (32)	26% (74)	7% (21)	286	

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Table IAP1: How often do you use Instagram on a weekly basis?

Demographic	Frequency						Total N
	Less than once a week	Once a week	Once every couple of days	Once a day	Multiple times a day	Don't know / No opinion	
Adults	28% (598)	10% (224)	13% (274)	12% (259)	25% (544)	12% (250)	2150
Income: Under 50k	27% (323)	11% (130)	12% (145)	11% (137)	25% (300)	15% (176)	1210
Income: 50k-100k	31% (194)	10% (65)	13% (84)	13% (83)	25% (159)	8% (49)	634
Income: 100k+	27% (81)	10% (29)	15% (45)	13% (39)	28% (85)	8% (25)	305
Ethnicity: White	30% (483)	10% (170)	13% (217)	13% (208)	23% (369)	12% (189)	1637
Ethnicity: Hispanic	19% (55)	8% (22)	12% (33)	11% (32)	43% (123)	7% (21)	287
Ethnicity: Afr. Am.	22% (74)	10% (33)	11% (39)	9% (29)	36% (123)	12% (42)	341
Ethnicity: Other	23% (40)	12% (21)	11% (18)	13% (22)	30% (52)	11% (19)	172
Relig: Protestant	36% (148)	12% (51)	15% (62)	12% (50)	17% (70)	8% (35)	417
Relig: Roman Catholic	25% (97)	10% (39)	11% (43)	14% (54)	29% (114)	12% (47)	395
Relig: Ath./Agn./None	25% (173)	9% (61)	13% (91)	13% (92)	30% (204)	10% (68)	688
Relig: Something Else	28% (103)	13% (47)	12% (45)	12% (46)	23% (84)	12% (46)	370
Relig: Jewish	33% (14)	5% (2)	12% (5)	15% (6)	20% (9)	14% (6)	42
Relig: Evangelical	30% (177)	11% (61)	14% (78)	10% (57)	21% (123)	14% (83)	580
Relig: Non-Evang. Catholics	28% (144)	11% (55)	12% (60)	13% (64)	26% (133)	10% (53)	511
Relig: All Christian	29% (321)	11% (117)	13% (139)	11% (122)	23% (256)	13% (136)	1091
Relig: All Non-Christian	26% (276)	10% (107)	13% (136)	13% (137)	27% (288)	11% (114)	1059
Community: Urban	24% (141)	12% (71)	12% (72)	11% (66)	29% (176)	12% (73)	599
Community: Suburban	27% (255)	10% (98)	14% (135)	12% (118)	27% (261)	9% (87)	954
Community: Rural	34% (202)	9% (55)	11% (68)	13% (76)	18% (107)	15% (90)	597
Employ: Private Sector	27% (194)	12% (89)	13% (93)	12% (84)	27% (193)	9% (64)	716
Employ: Government	34% (63)	4% (8)	18% (33)	9% (16)	27% (50)	7% (14)	184
Employ: Self-Employed	30% (67)	11% (24)	16% (36)	12% (27)	23% (51)	9% (20)	225
Employ: Homemaker	32% (55)	9% (16)	11% (18)	18% (31)	19% (33)	10% (17)	171
Employ: Student	11% (17)	6% (10)	12% (19)	14% (21)	49% (75)	7% (11)	151
Employ: Retired	37% (96)	13% (33)	12% (30)	13% (35)	9% (23)	16% (42)	258
Employ: Unemployed	24% (53)	12% (27)	10% (22)	10% (22)	28% (63)	17% (37)	225
Employ: Other	24% (53)	8% (17)	11% (23)	11% (24)	26% (56)	21% (47)	219
Military HH: Yes	30% (105)	10% (37)	13% (48)	10% (36)	24% (85)	12% (43)	353
Military HH: No	27% (492)	10% (187)	13% (227)	12% (224)	26% (459)	12% (208)	1797

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Table IAP1: How often do you use Instagram on a weekly basis?

Demographic	Once every						Don't know / No opinion	Total N
	Less than once a week	Once a week	couple of days	Once a day	Multiple times a day			
Adults	28% (598)	10% (224)	13% (274)	12% (259)	25% (544)	12% (250)	2150	
RD/WT: Right Direction	30% (222)	11% (80)	14% (104)	11% (83)	21% (156)	13% (95)	741	
RD/WT: Wrong Track	27% (376)	10% (144)	12% (170)	13% (176)	28% (388)	11% (155)	1409	
Trump Job Approve	32% (258)	10% (80)	14% (110)	13% (101)	19% (154)	13% (106)	809	
Trump Job Disapprove	25% (308)	11% (132)	13% (154)	12% (141)	30% (364)	9% (114)	1213	
Trump Job Strongly Approve	31% (136)	12% (51)	12% (50)	13% (55)	19% (81)	13% (58)	431	
Trump Job Somewhat Approve	32% (122)	8% (29)	16% (60)	12% (46)	19% (73)	13% (48)	378	
Trump Job Somewhat Disapprove	24% (69)	13% (38)	16% (48)	12% (34)	25% (74)	11% (31)	294	
Trump Job Strongly Disapprove	26% (239)	10% (94)	11% (106)	12% (107)	32% (291)	9% (83)	919	
Favorable of Trump	31% (250)	10% (77)	15% (120)	12% (98)	19% (155)	13% (101)	802	
Unfavorable of Trump	27% (319)	11% (129)	12% (142)	12% (143)	29% (339)	10% (117)	1190	
Very Favorable of Trump	31% (135)	12% (53)	13% (57)	11% (49)	19% (86)	14% (62)	441	
Somewhat Favorable of Trump	32% (116)	7% (24)	17% (63)	14% (49)	19% (70)	11% (40)	361	
Somewhat Unfavorable of Trump	28% (60)	14% (30)	12% (25)	15% (32)	17% (37)	14% (29)	213	
Very Unfavorable of Trump	27% (259)	10% (99)	12% (117)	11% (111)	31% (303)	9% (88)	977	
#1 Issue: Economy	26% (166)	11% (71)	13% (84)	11% (73)	28% (178)	11% (74)	646	
#1 Issue: Security	32% (119)	10% (38)	12% (43)	13% (46)	18% (66)	15% (55)	366	
#1 Issue: Health Care	29% (108)	10% (37)	11% (41)	13% (48)	26% (100)	12% (44)	377	
#1 Issue: Medicare / Social Security	32% (59)	17% (31)	12% (21)	11% (21)	10% (19)	18% (34)	185	
#1 Issue: Women's Issues	25% (39)	7% (11)	14% (22)	8% (12)	41% (65)	5% (7)	157	
#1 Issue: Education	26% (48)	7% (14)	17% (32)	11% (21)	30% (55)	8% (15)	184	
#1 Issue: Energy	22% (23)	8% (9)	14% (15)	22% (23)	29% (31)	5% (5)	106	
#1 Issue: Other	29% (37)	11% (14)	13% (17)	12% (15)	24% (31)	12% (15)	128	
2018 House Vote: Democrat	27% (220)	11% (89)	10% (84)	12% (96)	31% (248)	8% (66)	804	
2018 House Vote: Republican	33% (195)	10% (62)	15% (87)	14% (84)	18% (106)	11% (66)	600	
2018 House Vote: Someone else	27% (28)	11% (11)	15% (15)	14% (14)	18% (19)	17% (18)	106	
2018 House Vote: Didnt Vote	24% (153)	10% (61)	14% (88)	10% (65)	27% (171)	16% (99)	638	
2016 Vote: Hillary Clinton	29% (204)	12% (80)	11% (78)	12% (81)	28% (193)	9% (60)	697	
2016 Vote: Donald Trump	35% (206)	11% (67)	14% (82)	11% (64)	17% (104)	12% (71)	594	
2016 Vote: Someone else	24% (40)	13% (22)	13% (22)	16% (28)	20% (34)	14% (24)	172	
2016 Vote: Didnt Vote	21% (145)	8% (54)	13% (90)	12% (85)	31% (214)	14% (95)	684	

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Table IAP1: How often do you use Instagram on a weekly basis?

Demographic	Less than once a week	Once a week	Once every couple of days	Once a day	Multiple times a day	Don't know / No opinion	Total N
Adults	28% (598)	10% (224)	13% (274)	12% (259)	25% (544)	12% (250)	2150
Voted in 2014: Yes	31% (401)	11% (146)	13% (163)	12% (161)	22% (281)	11% (139)	1290
Voted in 2014: No	23% (197)	9% (78)	13% (112)	11% (98)	31% (264)	13% (111)	860
2012 Vote: Barack Obama	30% (251)	12% (100)	11% (89)	12% (98)	25% (211)	10% (84)	833
2012 Vote: Mitt Romney	35% (154)	9% (41)	16% (70)	14% (62)	15% (68)	12% (52)	447
2012 Vote: Other	37% (31)	10% (9)	15% (13)	15% (13)	9% (8)	13% (11)	83
2012 Vote: Didn't Vote	21% (162)	10% (75)	13% (104)	11% (84)	33% (256)	13% (103)	783
4-Region: Northeast	28% (107)	9% (36)	11% (43)	11% (44)	32% (125)	9% (33)	387
4-Region: Midwest	30% (133)	12% (53)	16% (71)	13% (58)	18% (82)	11% (47)	444
4-Region: South	27% (226)	10% (84)	11% (93)	12% (98)	26% (215)	13% (109)	825
4-Region: West	27% (133)	10% (51)	14% (68)	12% (59)	25% (122)	12% (61)	494
190229	28% (290)	12% (123)	13% (142)	11% (119)	24% (248)	12% (132)	1054
190235	28% (307)	9% (101)	12% (132)	13% (141)	27% (296)	11% (119)	1096
Yes, I currently have one	26% (460)	12% (207)	15% (253)	14% (252)	30% (529)	2% (42)	1743
No, but I had one previously	33% (134)	4% (17)	5% (21)	2% (8)	4% (15)	52% (208)	402
No, I have never had an Instagram account	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	0
Comfortable with ads	19% (155)	13% (108)	15% (123)	13% (112)	36% (306)	4% (34)	838
Not comfortable with ads	32% (239)	10% (74)	14% (107)	12% (90)	21% (156)	11% (83)	749

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

Table IAP2: Do you think there are too many or too few advertisements on Instagram, or the right amount?

Demographic	Too few advertisements on the site		The right amount	Too many advertisements on the site		Don't know / No opinion		Total N	
	%	(N)		%	(N)	%	(N)		
Adults	5%	(104)	36%	(781)	29%	(623)	30%	(642)	2150
Gender: Male	7%	(58)	38%	(338)	29%	(255)	26%	(229)	880
Gender: Female	4%	(46)	35%	(443)	29%	(368)	33%	(413)	1270
Age: 18-29	7%	(43)	45%	(286)	30%	(187)	18%	(112)	629
Age: 30-44	5%	(33)	39%	(244)	29%	(180)	28%	(174)	632
Age: 45-54	3%	(11)	34%	(129)	29%	(110)	35%	(133)	383
Age: 55-64	3%	(8)	28%	(80)	29%	(84)	40%	(113)	286
Age: 65+	4%	(8)	19%	(42)	28%	(62)	49%	(109)	221
Generation Z: 18-22	9%	(24)	48%	(123)	27%	(70)	16%	(40)	258
Millennial: Age 23-38	5%	(35)	42%	(304)	31%	(222)	23%	(167)	728
Generation X: Age 39-54	5%	(28)	35%	(221)	29%	(184)	31%	(196)	630
Boomers: Age 55-73	3%	(15)	26%	(128)	27%	(137)	44%	(219)	499
PID: Dem (no lean)	6%	(42)	42%	(314)	28%	(206)	25%	(185)	746
PID: Ind (no lean)	4%	(28)	31%	(245)	29%	(232)	36%	(287)	791
PID: Rep (no lean)	6%	(34)	36%	(223)	30%	(186)	28%	(170)	613
PID/Gender: Dem Men	6%	(18)	48%	(139)	26%	(76)	19%	(55)	288
PID/Gender: Dem Women	5%	(23)	38%	(174)	28%	(130)	28%	(130)	458
PID/Gender: Ind Men	5%	(17)	31%	(99)	32%	(100)	31%	(99)	314
PID/Gender: Ind Women	2%	(11)	31%	(146)	28%	(131)	39%	(188)	477
PID/Gender: Rep Men	8%	(22)	36%	(100)	29%	(79)	27%	(75)	277
PID/Gender: Rep Women	3%	(12)	37%	(123)	32%	(107)	28%	(95)	336
Ideo: Liberal (1-3)	7%	(55)	40%	(319)	28%	(221)	25%	(197)	792
Ideo: Moderate (4)	4%	(18)	37%	(158)	31%	(131)	27%	(114)	421
Ideo: Conservative (5-7)	3%	(18)	35%	(216)	29%	(181)	33%	(202)	617
Educ: < College	5%	(69)	35%	(465)	29%	(383)	31%	(417)	1334
Educ: Bachelors degree	3%	(16)	38%	(200)	31%	(164)	28%	(149)	530
Educ: Post-grad	6%	(18)	40%	(116)	27%	(76)	27%	(76)	286

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Table IAP2: Do you think there are too many or too few advertisements on Instagram, or the right amount?

Demographic	Too few advertisements on the site		The right amount	Too many advertisements on the site		Don't know / No opinion		Total N	
	%	(N)		%	(N)	%	(N)		
Adults	5%	(104)	36%	(781)	29%	(623)	30%	(642)	2150
Income: Under 50k	6%	(74)	34%	(413)	28%	(336)	32%	(388)	1210
Income: 50k-100k	2%	(14)	38%	(239)	31%	(196)	29%	(185)	634
Income: 100k+	5%	(16)	42%	(129)	30%	(91)	23%	(69)	305
Ethnicity: White	3%	(53)	34%	(555)	30%	(498)	32%	(530)	1637
Ethnicity: Hispanic	10%	(29)	49%	(141)	26%	(76)	15%	(42)	287
Ethnicity: Afr. Am.	11%	(37)	46%	(157)	22%	(75)	21%	(72)	341
Ethnicity: Other	8%	(13)	41%	(70)	29%	(50)	23%	(39)	172
Relig: Protestant	3%	(14)	30%	(124)	32%	(133)	35%	(146)	417
Relig: Roman Catholic	3%	(13)	44%	(174)	28%	(113)	24%	(96)	395
Relig: Ath./Agn./None	5%	(36)	37%	(257)	30%	(210)	27%	(186)	688
Relig: Something Else	5%	(20)	36%	(134)	26%	(97)	32%	(120)	370
Relig: Jewish	10%	(4)	29%	(12)	23%	(10)	39%	(16)	42
Relig: Evangelical	7%	(38)	32%	(187)	28%	(159)	34%	(195)	580
Relig: Non-Evang. Catholics	2%	(10)	40%	(203)	31%	(158)	27%	(141)	511
Relig: All Christian	4%	(48)	36%	(391)	29%	(317)	31%	(336)	1091
Relig: All Non-Christian	5%	(56)	37%	(390)	29%	(306)	29%	(306)	1059
Community: Urban	7%	(43)	40%	(241)	29%	(176)	23%	(138)	599
Community: Suburban	4%	(37)	38%	(362)	29%	(274)	29%	(281)	954
Community: Rural	4%	(24)	30%	(178)	29%	(173)	37%	(223)	597
Employ: Private Sector	5%	(34)	41%	(296)	32%	(228)	22%	(159)	716
Employ: Government	6%	(11)	40%	(74)	28%	(51)	26%	(49)	184
Employ: Self-Employed	7%	(15)	34%	(77)	29%	(65)	30%	(67)	225
Employ: Homemaker	5%	(8)	36%	(62)	27%	(47)	32%	(54)	171
Employ: Student	8%	(12)	43%	(64)	33%	(49)	17%	(25)	151
Employ: Retired	4%	(11)	19%	(49)	29%	(75)	48%	(124)	258
Employ: Unemployed	3%	(7)	38%	(86)	24%	(53)	35%	(79)	225
Employ: Other	3%	(7)	33%	(73)	25%	(54)	39%	(86)	219
Military HH: Yes	7%	(23)	35%	(124)	29%	(103)	29%	(103)	353
Military HH: No	4%	(81)	37%	(657)	29%	(520)	30%	(539)	1797

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Table IAP2: Do you think there are too many or too few advertisements on Instagram, or the right amount?

Demographic	Too few advertisements on the site		The right amount	Too many advertisements on the site		Don't know / No opinion		Total N	
	%	(N)		%	(N)	%	(N)		
Adults	5%	(104)	36%	(781)	29%	(623)	30%	(642)	2150
RD/WT: Right Direction	8%	(58)	37%	(271)	27%	(203)	28%	(208)	741
RD/WT: Wrong Track	3%	(46)	36%	(510)	30%	(420)	31%	(434)	1409
Trump Job Approve	6%	(48)	35%	(279)	28%	(229)	31%	(252)	809
Trump Job Disapprove	4%	(51)	39%	(469)	30%	(368)	27%	(326)	1213
Trump Job Strongly Approve	9%	(38)	31%	(135)	27%	(115)	33%	(144)	431
Trump Job Somewhat Approve	3%	(11)	38%	(144)	30%	(114)	29%	(108)	378
Trump Job Somewhat Disapprove	4%	(12)	41%	(120)	29%	(86)	26%	(77)	294
Trump Job Strongly Disapprove	4%	(39)	38%	(349)	31%	(282)	27%	(249)	919
Favorable of Trump	7%	(53)	34%	(274)	27%	(217)	32%	(258)	802
Unfavorable of Trump	3%	(41)	38%	(455)	31%	(366)	28%	(329)	1190
Very Favorable of Trump	9%	(38)	32%	(141)	26%	(117)	33%	(146)	441
Somewhat Favorable of Trump	4%	(15)	37%	(133)	28%	(101)	31%	(112)	361
Somewhat Unfavorable of Trump	3%	(6)	41%	(88)	28%	(59)	28%	(60)	213
Very Unfavorable of Trump	4%	(35)	38%	(367)	31%	(306)	27%	(269)	977
#1 Issue: Economy	4%	(26)	39%	(249)	28%	(180)	29%	(190)	646
#1 Issue: Security	4%	(13)	36%	(132)	27%	(100)	33%	(120)	366
#1 Issue: Health Care	7%	(27)	36%	(135)	31%	(116)	26%	(99)	377
#1 Issue: Medicare / Social Security	4%	(8)	28%	(51)	28%	(52)	40%	(74)	185
#1 Issue: Women's Issues	3%	(4)	46%	(71)	31%	(49)	20%	(32)	157
#1 Issue: Education	8%	(15)	38%	(70)	28%	(52)	25%	(47)	184
#1 Issue: Energy	7%	(7)	39%	(41)	36%	(38)	18%	(19)	106
#1 Issue: Other	2%	(3)	24%	(30)	27%	(35)	47%	(60)	128
2018 House Vote: Democrat	5%	(38)	40%	(318)	30%	(245)	25%	(203)	804
2018 House Vote: Republican	6%	(34)	34%	(204)	28%	(170)	32%	(192)	600
2018 House Vote: Someone else	3%	(4)	32%	(34)	32%	(33)	33%	(34)	106
2018 House Vote: Didnt Vote	4%	(28)	35%	(224)	27%	(174)	33%	(212)	638
2016 Vote: Hillary Clinton	5%	(35)	39%	(271)	29%	(202)	27%	(189)	697
2016 Vote: Donald Trump	6%	(34)	33%	(195)	28%	(169)	33%	(197)	594
2016 Vote: Someone else	1%	(2)	35%	(60)	35%	(60)	29%	(50)	172
2016 Vote: Didnt Vote	5%	(33)	37%	(253)	28%	(193)	30%	(205)	684

Continued on next page

Table IAP2: Do you think there are too many or too few advertisements on Instagram, or the right amount?

Demographic	Too few advertisements on the site		The right amount	Too many advertisements on the site		Don't know / No opinion		Total N	
Adults	5%	(104)	36%	(781)	29%	(623)	30%	(642)	2150
Voted in 2014: Yes	4%	(56)	37%	(476)	29%	(374)	30%	(384)	1290
Voted in 2014: No	6%	(48)	35%	(305)	29%	(249)	30%	(258)	860
2012 Vote: Barack Obama	4%	(33)	39%	(324)	28%	(233)	29%	(243)	833
2012 Vote: Mitt Romney	4%	(20)	32%	(142)	30%	(134)	34%	(151)	447
2012 Vote: Other	1%	(1)	34%	(28)	28%	(23)	38%	(31)	83
2012 Vote: Didn't Vote	6%	(51)	37%	(286)	29%	(229)	28%	(217)	783
4-Region: Northeast	5%	(19)	39%	(152)	32%	(125)	23%	(91)	387
4-Region: Midwest	5%	(21)	32%	(144)	29%	(131)	34%	(149)	444
4-Region: South	5%	(40)	36%	(296)	26%	(215)	33%	(274)	825
4-Region: West	5%	(24)	38%	(189)	31%	(153)	26%	(128)	494
190229	4%	(45)	36%	(374)	30%	(318)	30%	(316)	1054
190235	5%	(59)	37%	(407)	28%	(305)	30%	(325)	1096
Yes, I currently have one	5%	(90)	42%	(724)	30%	(516)	24%	(413)	1743
No, but I had one previously	3%	(14)	14%	(57)	26%	(106)	56%	(225)	402
No, I have never had an Instagram account	—	(0)	—	(0)	—	(0)	—	(0)	0
Comfortable with ads	9%	(75)	59%	(496)	19%	(162)	13%	(106)	838
Not comfortable with ads	3%	(21)	23%	(169)	50%	(376)	24%	(182)	749

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

Table IAP3: How likely are you to click on an Instagram ad?

Demographic	Very likely		Somewhat likely		Not that likely		Not at all likely		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(141)	22%	(466)	25%	(542)	39%	(839)	8%	(162)	2150
Gender: Male	11%	(96)	20%	(180)	23%	(202)	38%	(332)	8%	(68)	880
Gender: Female	3%	(44)	22%	(286)	27%	(340)	40%	(507)	7%	(94)	1270
Age: 18-29	7%	(44)	26%	(164)	26%	(164)	33%	(210)	8%	(48)	629
Age: 30-44	10%	(63)	22%	(137)	24%	(154)	36%	(226)	8%	(52)	632
Age: 45-54	6%	(21)	21%	(79)	27%	(104)	42%	(160)	5%	(18)	383
Age: 55-64	3%	(8)	19%	(53)	24%	(68)	46%	(132)	9%	(24)	286
Age: 65+	2%	(5)	15%	(32)	23%	(51)	51%	(112)	9%	(20)	221
Generation Z: 18-22	6%	(16)	26%	(68)	28%	(72)	33%	(86)	6%	(15)	258
Millennial: Age 23-38	8%	(59)	24%	(174)	25%	(181)	34%	(248)	9%	(66)	728
Generation X: Age 39-54	8%	(53)	21%	(133)	25%	(158)	40%	(252)	5%	(34)	630
Boomers: Age 55-73	2%	(11)	17%	(86)	24%	(118)	48%	(241)	9%	(43)	499
PID: Dem (no lean)	9%	(65)	26%	(191)	25%	(189)	35%	(261)	5%	(41)	746
PID: Ind (no lean)	4%	(31)	19%	(149)	25%	(201)	42%	(334)	10%	(75)	791
PID: Rep (no lean)	7%	(44)	20%	(126)	25%	(153)	40%	(244)	8%	(46)	613
PID/Gender: Dem Men	16%	(45)	27%	(78)	24%	(69)	27%	(79)	6%	(18)	288
PID/Gender: Dem Women	4%	(20)	25%	(113)	26%	(120)	40%	(182)	5%	(23)	458
PID/Gender: Ind Men	5%	(17)	16%	(50)	23%	(74)	46%	(146)	9%	(28)	314
PID/Gender: Ind Women	3%	(14)	21%	(99)	27%	(127)	40%	(188)	10%	(47)	477
PID/Gender: Rep Men	13%	(35)	19%	(52)	22%	(60)	39%	(108)	8%	(22)	277
PID/Gender: Rep Women	3%	(10)	22%	(73)	28%	(92)	41%	(136)	7%	(24)	336
Ideo: Liberal (1-3)	10%	(83)	24%	(189)	27%	(213)	34%	(271)	5%	(37)	792
Ideo: Moderate (4)	6%	(23)	23%	(97)	24%	(99)	40%	(167)	8%	(35)	421
Ideo: Conservative (5-7)	5%	(31)	19%	(117)	26%	(160)	43%	(264)	7%	(45)	617
Educ: < College	6%	(79)	21%	(278)	25%	(330)	39%	(524)	9%	(123)	1334
Educ: Bachelors degree	7%	(36)	24%	(125)	27%	(141)	38%	(201)	5%	(27)	530
Educ: Post-grad	9%	(26)	22%	(63)	25%	(71)	40%	(114)	4%	(12)	286

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Table IAP3: How likely are you to click on an Instagram ad?

Demographic	Very likely		Somewhat likely		Not that likely		Not at all likely		Don't know / No opinion		Total N
Adults	7%	(141)	22%	(466)	25%	(542)	39%	(839)	8%	(162)	2150
Income: Under 50k	7%	(85)	20%	(242)	24%	(292)	40%	(481)	9%	(110)	1210
Income: 50k-100k	5%	(29)	23%	(148)	27%	(171)	39%	(249)	6%	(37)	634
Income: 100k+	9%	(27)	25%	(75)	26%	(79)	36%	(109)	5%	(15)	305
Ethnicity: White	5%	(78)	20%	(334)	26%	(429)	41%	(670)	8%	(127)	1637
Ethnicity: Hispanic	14%	(40)	24%	(70)	23%	(66)	35%	(100)	4%	(12)	287
Ethnicity: Afr. Am.	14%	(49)	27%	(92)	21%	(73)	31%	(106)	6%	(21)	341
Ethnicity: Other	8%	(14)	23%	(39)	23%	(40)	37%	(64)	8%	(14)	172
Relig: Protestant	4%	(17)	19%	(81)	28%	(116)	40%	(167)	8%	(35)	417
Relig: Roman Catholic	13%	(52)	22%	(87)	26%	(101)	34%	(135)	5%	(20)	395
Relig: Ath./Agn./None	5%	(33)	20%	(138)	25%	(171)	43%	(294)	8%	(52)	688
Relig: Something Else	6%	(23)	26%	(97)	23%	(85)	38%	(141)	7%	(24)	370
Relig: Jewish	11%	(5)	29%	(12)	16%	(7)	34%	(14)	9%	(4)	42
Relig: Evangelical	8%	(44)	22%	(126)	24%	(139)	36%	(211)	10%	(59)	580
Relig: Non-Evang. Catholics	8%	(40)	20%	(104)	29%	(146)	38%	(193)	5%	(27)	511
Relig: All Christian	8%	(85)	21%	(230)	26%	(286)	37%	(404)	8%	(86)	1091
Relig: All Non-Christian	5%	(56)	22%	(235)	24%	(256)	41%	(435)	7%	(76)	1059
Community: Urban	11%	(65)	24%	(146)	23%	(140)	35%	(208)	7%	(40)	599
Community: Suburban	6%	(55)	22%	(211)	27%	(254)	39%	(368)	7%	(65)	954
Community: Rural	3%	(21)	18%	(109)	25%	(147)	44%	(264)	10%	(57)	597
Employ: Private Sector	9%	(63)	24%	(175)	26%	(187)	35%	(254)	5%	(38)	716
Employ: Government	9%	(17)	24%	(45)	25%	(46)	38%	(69)	4%	(7)	184
Employ: Self-Employed	9%	(21)	24%	(54)	25%	(55)	33%	(75)	9%	(20)	225
Employ: Homemaker	6%	(10)	21%	(36)	30%	(51)	35%	(60)	8%	(14)	171
Employ: Student	4%	(7)	28%	(42)	26%	(40)	37%	(55)	5%	(8)	151
Employ: Retired	2%	(4)	13%	(34)	22%	(57)	55%	(142)	8%	(20)	258
Employ: Unemployed	5%	(12)	18%	(40)	25%	(56)	40%	(90)	12%	(26)	225
Employ: Other	3%	(7)	19%	(41)	23%	(49)	43%	(93)	13%	(29)	219
Military HH: Yes	7%	(26)	18%	(63)	23%	(82)	45%	(158)	7%	(24)	353
Military HH: No	6%	(115)	22%	(402)	26%	(460)	38%	(681)	8%	(138)	1797
RD/WT: Right Direction	10%	(75)	20%	(148)	22%	(165)	38%	(282)	9%	(70)	741
RD/WT: Wrong Track	5%	(65)	23%	(317)	27%	(377)	40%	(557)	7%	(92)	1409

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Table IAP3: How likely are you to click on an Instagram ad?

Demographic	Very likely		Somewhat likely		Not that likely		Not at all likely		Don't know / No opinion		Total N
Adults	7%	(141)	22%	(466)	25%	(542)	39%	(839)	8%	(162)	2150
Trump Job Approve	8%	(64)	20%	(159)	24%	(192)	40%	(322)	9%	(71)	809
Trump Job Disapprove	6%	(72)	23%	(282)	27%	(323)	38%	(465)	6%	(71)	1213
Trump Job Strongly Approve	12%	(51)	18%	(77)	21%	(90)	39%	(170)	10%	(43)	431
Trump Job Somewhat Approve	3%	(13)	22%	(82)	27%	(102)	40%	(152)	8%	(29)	378
Trump Job Somewhat Disapprove	7%	(19)	26%	(78)	27%	(78)	33%	(99)	7%	(21)	294
Trump Job Strongly Disapprove	6%	(53)	22%	(204)	27%	(244)	40%	(367)	5%	(50)	919
Favorable of Trump	9%	(70)	20%	(156)	23%	(183)	41%	(331)	8%	(62)	802
Unfavorable of Trump	5%	(59)	23%	(274)	28%	(327)	39%	(462)	6%	(68)	1190
Very Favorable of Trump	12%	(51)	18%	(79)	22%	(96)	39%	(173)	10%	(43)	441
Somewhat Favorable of Trump	5%	(19)	22%	(78)	24%	(87)	44%	(157)	5%	(20)	361
Somewhat Unfavorable of Trump	5%	(10)	23%	(50)	29%	(62)	34%	(73)	8%	(18)	213
Very Unfavorable of Trump	5%	(48)	23%	(225)	27%	(265)	40%	(389)	5%	(51)	977
#1 Issue: Economy	5%	(33)	23%	(148)	28%	(184)	36%	(233)	7%	(48)	646
#1 Issue: Security	7%	(26)	21%	(77)	23%	(83)	41%	(149)	8%	(31)	366
#1 Issue: Health Care	7%	(25)	21%	(80)	25%	(95)	42%	(157)	5%	(20)	377
#1 Issue: Medicare / Social Security	4%	(8)	21%	(38)	16%	(29)	52%	(96)	8%	(14)	185
#1 Issue: Women's Issues	7%	(11)	24%	(38)	32%	(51)	31%	(49)	5%	(8)	157
#1 Issue: Education	12%	(22)	24%	(43)	23%	(43)	31%	(57)	10%	(19)	184
#1 Issue: Energy	11%	(12)	15%	(16)	30%	(32)	38%	(40)	6%	(6)	106
#1 Issue: Other	3%	(3)	19%	(25)	20%	(25)	46%	(58)	13%	(16)	128
2018 House Vote: Democrat	8%	(66)	24%	(193)	26%	(205)	37%	(301)	5%	(39)	804
2018 House Vote: Republican	8%	(48)	18%	(111)	25%	(152)	40%	(243)	8%	(47)	600
2018 House Vote: Someone else	5%	(5)	21%	(22)	28%	(30)	41%	(43)	6%	(6)	106
2018 House Vote: Didnt Vote	3%	(21)	22%	(140)	24%	(154)	40%	(253)	11%	(70)	638
2016 Vote: Hillary Clinton	8%	(59)	23%	(159)	27%	(185)	37%	(256)	5%	(37)	697
2016 Vote: Donald Trump	9%	(52)	19%	(111)	25%	(146)	40%	(236)	8%	(50)	594
2016 Vote: Someone else	2%	(3)	21%	(36)	24%	(42)	47%	(80)	6%	(10)	172
2016 Vote: Didnt Vote	4%	(27)	23%	(157)	25%	(169)	39%	(266)	9%	(65)	684
Voted in 2014: Yes	7%	(95)	22%	(280)	26%	(330)	39%	(506)	6%	(80)	1290
Voted in 2014: No	5%	(46)	22%	(186)	25%	(212)	39%	(333)	10%	(82)	860

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Table IAP3: How likely are you to click on an Instagram ad?

Demographic	Very likely		Somewhat likely		Not that likely		Not at all likely		Don't know / No opinion		Total N
Adults	7%	(141)	22%	(466)	25%	(542)	39%	(839)	8%	(162)	2150
2012 Vote: Barack Obama	8%	(66)	24%	(197)	25%	(207)	38%	(317)	5%	(46)	833
2012 Vote: Mitt Romney	6%	(29)	18%	(82)	27%	(120)	40%	(180)	8%	(37)	447
2012 Vote: Other	2%	(1)	14%	(12)	29%	(24)	48%	(40)	7%	(6)	83
2012 Vote: Didn't Vote	6%	(44)	22%	(174)	24%	(190)	38%	(301)	9%	(74)	783
4-Region: Northeast	8%	(31)	23%	(88)	27%	(103)	37%	(142)	6%	(22)	387
4-Region: Midwest	4%	(19)	19%	(84)	25%	(110)	42%	(188)	10%	(43)	444
4-Region: South	7%	(58)	22%	(183)	24%	(198)	39%	(320)	8%	(66)	825
4-Region: West	6%	(32)	22%	(111)	27%	(131)	38%	(189)	6%	(31)	494
190229	7%	(70)	22%	(231)	24%	(255)	40%	(420)	7%	(77)	1054
190235	6%	(70)	21%	(234)	26%	(287)	38%	(419)	8%	(85)	1096
Yes, I currently have one	8%	(136)	24%	(414)	28%	(480)	37%	(643)	4%	(70)	1743
No, but I had one previously	1%	(4)	13%	(52)	15%	(60)	48%	(194)	23%	(92)	402
No, I have never had an Instagram account	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	0
Comfortable with ads	16%	(132)	39%	(325)	26%	(221)	17%	(146)	2%	(14)	838
Not comfortable with ads	1%	(5)	11%	(83)	30%	(221)	56%	(418)	3%	(22)	749

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

Table IAP4: How comfortable are you with accounts on Instagram posting ads on their profiles?

Demographic	Very comfortable	Somewhat comfortable	Not that comfortable	Not comfortable at all	Don't know / No opinion	Total N
Adults	12% (261)	27% (577)	19% (413)	16% (336)	26% (563)	2150
Gender: Male	18% (159)	28% (243)	18% (158)	16% (143)	20% (176)	880
Gender: Female	8% (101)	26% (334)	20% (255)	15% (193)	30% (386)	1270
Age: 18-29	13% (84)	31% (196)	19% (119)	13% (80)	24% (151)	629
Age: 30-44	16% (99)	29% (184)	18% (112)	13% (80)	25% (157)	632
Age: 45-54	10% (40)	23% (87)	21% (79)	19% (72)	28% (106)	383
Age: 55-64	8% (24)	25% (72)	19% (54)	19% (56)	28% (81)	286
Age: 65+	7% (14)	17% (39)	22% (49)	22% (49)	32% (70)	221
Generation Z: 18-22	14% (37)	32% (82)	18% (47)	13% (32)	23% (60)	258
Millennial: Age 23-38	14% (100)	30% (221)	19% (137)	14% (99)	23% (171)	728
Generation X: Age 39-54	13% (85)	25% (158)	19% (121)	15% (96)	27% (171)	630
Boomers: Age 55-73	7% (35)	22% (112)	19% (97)	21% (103)	31% (153)	499
PID: Dem (no lean)	17% (126)	28% (208)	20% (152)	12% (92)	23% (168)	746
PID: Ind (no lean)	7% (56)	25% (195)	19% (153)	17% (134)	32% (253)	791
PID: Rep (no lean)	13% (78)	28% (175)	18% (108)	18% (110)	23% (142)	613
PID/Gender: Dem Men	27% (78)	29% (84)	16% (45)	11% (32)	17% (50)	288
PID/Gender: Dem Women	11% (48)	27% (125)	23% (107)	13% (60)	26% (118)	458
PID/Gender: Ind Men	10% (32)	28% (89)	20% (62)	18% (55)	24% (76)	314
PID/Gender: Ind Women	5% (24)	22% (105)	19% (91)	17% (79)	37% (178)	477
PID/Gender: Rep Men	18% (50)	25% (70)	18% (51)	20% (55)	18% (51)	277
PID/Gender: Rep Women	8% (29)	31% (104)	17% (58)	16% (54)	27% (91)	336
Ideo: Liberal (1-3)	16% (129)	29% (230)	21% (163)	13% (105)	21% (165)	792
Ideo: Moderate (4)	11% (46)	30% (125)	21% (87)	14% (59)	25% (104)	421
Ideo: Conservative (5-7)	10% (63)	26% (162)	19% (120)	18% (114)	26% (159)	617
Educ: < College	11% (153)	26% (345)	18% (237)	15% (205)	30% (394)	1334
Educ: Bachelors degree	11% (58)	29% (155)	22% (115)	16% (83)	23% (120)	530
Educ: Post-grad	18% (50)	27% (77)	21% (61)	17% (49)	17% (49)	286

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Table IAP4: How comfortable are you with accounts on Instagram posting ads on their profiles?

Demographic	Very comfortable		Somewhat comfortable		Not that comfortable		Not comfortable at all		Don't know / No opinion		Total N
Adults	12%	(261)	27%	(577)	19%	(413)	16%	(336)	26%	(563)	2150
Income: Under 50k	13%	(152)	23%	(280)	19%	(225)	16%	(193)	30%	(361)	1210
Income: 50k-100k	10%	(62)	32%	(200)	21%	(134)	13%	(84)	24%	(153)	634
Income: 100k+	15%	(46)	32%	(98)	17%	(53)	19%	(59)	16%	(49)	305
Ethnicity: White	10%	(158)	27%	(449)	20%	(320)	16%	(269)	27%	(441)	1637
Ethnicity: Hispanic	18%	(52)	30%	(86)	19%	(53)	15%	(43)	19%	(53)	287
Ethnicity: Afr. Am.	24%	(83)	26%	(89)	15%	(52)	11%	(38)	23%	(79)	341
Ethnicity: Other	12%	(20)	23%	(39)	23%	(40)	16%	(28)	25%	(44)	172
Relig: Protestant	10%	(41)	25%	(105)	23%	(97)	15%	(62)	27%	(112)	417
Relig: Roman Catholic	15%	(61)	30%	(119)	19%	(77)	16%	(62)	19%	(76)	395
Relig: Ath./Agn./None	10%	(69)	26%	(178)	20%	(135)	16%	(113)	28%	(194)	688
Relig: Something Else	12%	(45)	28%	(104)	19%	(70)	13%	(47)	28%	(104)	370
Relig: Jewish	18%	(7)	31%	(13)	16%	(7)	10%	(4)	25%	(10)	42
Relig: Evangelical	16%	(90)	25%	(143)	17%	(97)	16%	(95)	27%	(154)	580
Relig: Non-Evang. Catholics	11%	(57)	30%	(153)	22%	(110)	16%	(81)	22%	(111)	511
Relig: All Christian	13%	(147)	27%	(295)	19%	(207)	16%	(176)	24%	(265)	1091
Relig: All Non-Christian	11%	(114)	27%	(282)	19%	(206)	15%	(160)	28%	(298)	1059
Community: Urban	16%	(96)	28%	(166)	20%	(120)	14%	(82)	23%	(135)	599
Community: Suburban	11%	(109)	30%	(289)	19%	(183)	15%	(142)	24%	(231)	954
Community: Rural	9%	(56)	21%	(123)	18%	(110)	19%	(112)	33%	(197)	597
Employ: Private Sector	14%	(104)	29%	(211)	21%	(152)	14%	(97)	21%	(152)	716
Employ: Government	13%	(23)	33%	(60)	19%	(35)	16%	(29)	20%	(37)	184
Employ: Self-Employed	15%	(33)	28%	(63)	21%	(46)	14%	(31)	23%	(51)	225
Employ: Homemaker	11%	(18)	27%	(47)	17%	(29)	15%	(26)	30%	(51)	171
Employ: Student	17%	(26)	31%	(47)	21%	(31)	11%	(16)	20%	(30)	151
Employ: Retired	5%	(13)	16%	(41)	21%	(55)	24%	(63)	34%	(87)	258
Employ: Unemployed	10%	(22)	25%	(56)	16%	(36)	17%	(39)	32%	(71)	225
Employ: Other	9%	(20)	24%	(53)	13%	(29)	16%	(34)	38%	(83)	219
Military HH: Yes	14%	(49)	25%	(88)	21%	(73)	18%	(63)	23%	(80)	353
Military HH: No	12%	(212)	27%	(489)	19%	(340)	15%	(273)	27%	(483)	1797

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Table IAP4: How comfortable are you with accounts on Instagram posting ads on their profiles?

Demographic	Very comfortable		Somewhat comfortable		Not that comfortable		Not comfortable at all		Don't know / No opinion		Total N
Adults	12%	(261)	27%	(577)	19%	(413)	16%	(336)	26%	(563)	2150
RD/WT: Right Direction	16%	(117)	27%	(197)	17%	(129)	17%	(124)	23%	(172)	741
RD/WT: Wrong Track	10%	(143)	27%	(380)	20%	(284)	15%	(212)	28%	(390)	1409
Trump Job Approve	13%	(108)	25%	(205)	18%	(144)	17%	(140)	26%	(211)	809
Trump Job Disapprove	12%	(143)	29%	(346)	21%	(256)	15%	(177)	24%	(291)	1213
Trump Job Strongly Approve	17%	(75)	23%	(98)	15%	(65)	19%	(81)	26%	(114)	431
Trump Job Somewhat Approve	9%	(34)	28%	(108)	21%	(79)	16%	(60)	26%	(97)	378
Trump Job Somewhat Disapprove	12%	(37)	30%	(88)	19%	(56)	16%	(46)	23%	(67)	294
Trump Job Strongly Disapprove	12%	(106)	28%	(258)	22%	(200)	14%	(131)	24%	(224)	919
Favorable of Trump	14%	(113)	26%	(207)	16%	(128)	18%	(142)	26%	(211)	802
Unfavorable of Trump	11%	(127)	29%	(339)	22%	(263)	15%	(173)	24%	(287)	1190
Very Favorable of Trump	16%	(71)	23%	(101)	15%	(66)	19%	(82)	28%	(122)	441
Somewhat Favorable of Trump	12%	(42)	29%	(106)	17%	(62)	17%	(60)	25%	(90)	361
Somewhat Unfavorable of Trump	14%	(30)	25%	(54)	21%	(44)	14%	(31)	25%	(54)	213
Very Unfavorable of Trump	10%	(97)	29%	(285)	22%	(219)	15%	(142)	24%	(233)	977
#1 Issue: Economy	11%	(72)	29%	(190)	18%	(115)	17%	(111)	24%	(158)	646
#1 Issue: Security	13%	(47)	26%	(96)	17%	(61)	17%	(62)	27%	(101)	366
#1 Issue: Health Care	14%	(51)	27%	(102)	22%	(81)	14%	(51)	24%	(92)	377
#1 Issue: Medicare / Social Security	8%	(15)	22%	(40)	17%	(32)	21%	(40)	31%	(58)	185
#1 Issue: Women's Issues	12%	(19)	31%	(49)	23%	(36)	11%	(18)	22%	(35)	157
#1 Issue: Education	17%	(31)	30%	(54)	17%	(31)	13%	(25)	24%	(43)	184
#1 Issue: Energy	16%	(17)	25%	(26)	37%	(39)	6%	(7)	16%	(17)	106
#1 Issue: Other	6%	(8)	15%	(19)	14%	(18)	18%	(23)	46%	(60)	128
2018 House Vote: Democrat	15%	(123)	28%	(229)	20%	(165)	15%	(122)	21%	(165)	804
2018 House Vote: Republican	12%	(73)	28%	(165)	19%	(111)	18%	(108)	24%	(142)	600
2018 House Vote: Someone else	6%	(7)	28%	(29)	24%	(25)	14%	(15)	28%	(30)	106
2018 House Vote: Didnt Vote	9%	(57)	24%	(154)	18%	(112)	14%	(92)	35%	(223)	638
2016 Vote: Hillary Clinton	17%	(117)	26%	(184)	22%	(153)	14%	(99)	21%	(144)	697
2016 Vote: Donald Trump	12%	(73)	27%	(158)	18%	(105)	18%	(110)	25%	(149)	594
2016 Vote: Someone else	2%	(3)	29%	(50)	26%	(45)	15%	(26)	27%	(47)	172
2016 Vote: Didnt Vote	9%	(64)	27%	(184)	16%	(110)	15%	(101)	33%	(224)	684

Continued on next page

Table IAP4: How comfortable are you with accounts on Instagram posting ads on their profiles?

Demographic	Very comfortable		Somewhat comfortable		Not that comfortable		Not comfortable at all		Don't know / No opinion		Total N
Adults	12%	(261)	27%	(577)	19%	(413)	16%	(336)	26%	(563)	2150
Voted in 2014: Yes	14%	(175)	26%	(338)	21%	(269)	16%	(206)	23%	(302)	1290
Voted in 2014: No	10%	(86)	28%	(239)	17%	(144)	15%	(130)	30%	(260)	860
2012 Vote: Barack Obama	15%	(123)	28%	(229)	20%	(169)	14%	(115)	24%	(197)	833
2012 Vote: Mitt Romney	10%	(45)	24%	(109)	19%	(85)	20%	(88)	27%	(119)	447
2012 Vote: Other	8%	(7)	27%	(22)	26%	(22)	20%	(16)	19%	(16)	83
2012 Vote: Didn't Vote	11%	(86)	28%	(216)	17%	(137)	15%	(114)	29%	(230)	783
4-Region: Northeast	14%	(52)	27%	(105)	21%	(79)	14%	(56)	24%	(94)	387
4-Region: Midwest	10%	(46)	26%	(115)	18%	(78)	18%	(78)	28%	(127)	444
4-Region: South	13%	(110)	28%	(228)	18%	(145)	15%	(127)	26%	(215)	825
4-Region: West	11%	(53)	26%	(129)	22%	(111)	15%	(75)	26%	(127)	494
190229	11%	(115)	28%	(292)	19%	(198)	16%	(167)	27%	(282)	1054
190235	13%	(146)	26%	(286)	20%	(215)	15%	(169)	26%	(281)	1096
Yes, I currently have one	14%	(245)	29%	(512)	20%	(346)	14%	(246)	23%	(394)	1743
No, but I had one previously	4%	(16)	16%	(65)	17%	(67)	22%	(89)	41%	(166)	402
No, I have never had an Instagram account	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	0
Comfortable with ads	31%	(261)	69%	(577)	—	(0)	—	(0)	—	(0)	838
Not comfortable with ads	—	(0)	—	(0)	55%	(413)	45%	(336)	—	(0)	749

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

Table IAP5: Do you agree or disagree that the government should regulate paid partnerships on Instagram?

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	13%	(278)	20%	(429)	17%	(360)	24%	(513)	26%	(569)	2150
Gender: Male	17%	(148)	20%	(175)	16%	(142)	26%	(226)	21%	(188)	880
Gender: Female	10%	(130)	20%	(255)	17%	(218)	23%	(287)	30%	(381)	1270
Age: 18-29	16%	(101)	20%	(128)	18%	(113)	19%	(122)	26%	(164)	629
Age: 30-44	13%	(83)	19%	(123)	17%	(104)	23%	(148)	27%	(173)	632
Age: 45-54	12%	(45)	20%	(75)	17%	(66)	27%	(105)	24%	(90)	383
Age: 55-64	9%	(27)	18%	(52)	14%	(41)	30%	(86)	28%	(79)	286
Age: 65+	10%	(22)	23%	(50)	16%	(35)	23%	(51)	28%	(62)	221
Generation Z: 18-22	17%	(44)	21%	(54)	18%	(47)	18%	(46)	26%	(67)	258
Millennial: Age 23-38	13%	(96)	21%	(154)	18%	(133)	21%	(156)	26%	(188)	728
Generation X: Age 39-54	14%	(86)	18%	(110)	16%	(99)	26%	(167)	26%	(167)	630
Boomers: Age 55-73	9%	(46)	21%	(104)	15%	(75)	27%	(137)	27%	(137)	499
PID: Dem (no lean)	15%	(111)	22%	(166)	18%	(131)	20%	(150)	25%	(189)	746
PID: Ind (no lean)	11%	(89)	19%	(150)	15%	(120)	24%	(194)	30%	(238)	791
PID: Rep (no lean)	13%	(79)	19%	(114)	18%	(109)	28%	(169)	23%	(142)	613
PID/Gender: Dem Men	18%	(52)	22%	(64)	17%	(50)	22%	(62)	21%	(60)	288
PID/Gender: Dem Women	13%	(58)	22%	(102)	18%	(81)	19%	(88)	28%	(129)	458
PID/Gender: Ind Men	14%	(45)	19%	(61)	16%	(51)	27%	(84)	23%	(73)	314
PID/Gender: Ind Women	9%	(44)	19%	(89)	14%	(69)	23%	(109)	35%	(166)	477
PID/Gender: Rep Men	18%	(51)	18%	(50)	15%	(40)	29%	(80)	20%	(56)	277
PID/Gender: Rep Women	8%	(28)	19%	(64)	20%	(68)	27%	(89)	26%	(86)	336
Ideo: Liberal (1-3)	17%	(136)	25%	(196)	16%	(128)	20%	(161)	21%	(170)	792
Ideo: Moderate (4)	11%	(48)	20%	(86)	21%	(88)	23%	(95)	25%	(104)	421
Ideo: Conservative (5-7)	10%	(59)	17%	(107)	17%	(104)	32%	(196)	24%	(151)	617
Educ: < College	12%	(166)	19%	(256)	16%	(208)	23%	(308)	30%	(395)	1334
Educ: Bachelors degree	12%	(63)	22%	(115)	21%	(110)	24%	(127)	22%	(116)	530
Educ: Post-grad	17%	(49)	20%	(58)	15%	(43)	27%	(78)	20%	(58)	286

Continued on next page

Table IAP5: Do you agree or disagree that the government should regulate paid partnerships on Instagram?

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	13% (278)	20% (429)	17% (360)	24% (513)	26% (569)	2150
Income: Under 50k	15% (180)	19% (234)	15% (181)	21% (258)	30% (358)	1210
Income: 50k-100k	9% (57)	22% (138)	21% (133)	26% (168)	22% (139)	634
Income: 100k+	14% (42)	19% (58)	15% (47)	29% (87)	24% (72)	305
Ethnicity: White	11% (172)	20% (328)	17% (282)	26% (430)	26% (425)	1637
Ethnicity: Hispanic	23% (67)	22% (64)	15% (44)	22% (64)	17% (49)	287
Ethnicity: Afr. Am.	22% (77)	19% (64)	14% (49)	16% (55)	28% (96)	341
Ethnicity: Other	17% (30)	22% (37)	17% (29)	16% (28)	28% (48)	172
Relig: Protestant	11% (44)	19% (80)	20% (83)	26% (109)	24% (100)	417
Relig: Roman Catholic	15% (58)	23% (90)	17% (69)	25% (97)	21% (81)	395
Relig: Ath./Agn./None	11% (73)	22% (153)	16% (110)	23% (161)	28% (191)	688
Relig: Something Else	15% (56)	18% (65)	17% (65)	22% (80)	28% (104)	370
Relig: Jewish	14% (6)	30% (13)	10% (4)	25% (10)	21% (9)	42
Relig: Evangelical	15% (88)	18% (104)	14% (81)	25% (148)	27% (159)	580
Relig: Non-Evang. Catholics	12% (60)	21% (107)	20% (105)	24% (124)	23% (116)	511
Relig: All Christian	14% (148)	19% (211)	17% (186)	25% (272)	25% (274)	1091
Relig: All Non-Christian	12% (130)	21% (219)	16% (174)	23% (241)	28% (295)	1059
Community: Urban	19% (116)	19% (116)	15% (91)	21% (126)	25% (149)	599
Community: Suburban	12% (113)	23% (217)	18% (176)	23% (223)	24% (225)	954
Community: Rural	8% (49)	16% (96)	16% (93)	28% (164)	33% (195)	597
Employ: Private Sector	14% (102)	22% (155)	18% (131)	25% (177)	21% (151)	716
Employ: Government	12% (23)	19% (35)	19% (35)	25% (46)	25% (45)	184
Employ: Self-Employed	12% (27)	26% (59)	17% (38)	24% (54)	21% (47)	225
Employ: Homemaker	12% (21)	20% (34)	14% (24)	24% (41)	30% (51)	171
Employ: Student	14% (22)	17% (26)	22% (33)	26% (39)	22% (33)	151
Employ: Retired	9% (24)	21% (54)	13% (35)	25% (64)	32% (82)	258
Employ: Unemployed	15% (35)	13% (29)	14% (31)	22% (50)	35% (80)	225
Employ: Other	11% (25)	17% (37)	15% (33)	19% (43)	37% (81)	219
Military HH: Yes	16% (55)	17% (61)	16% (58)	28% (98)	23% (81)	353
Military HH: No	12% (223)	20% (368)	17% (302)	23% (415)	27% (488)	1797
RD/WT: Right Direction	14% (105)	20% (149)	15% (115)	26% (190)	24% (181)	741
RD/WT: Wrong Track	12% (173)	20% (280)	17% (246)	23% (323)	28% (388)	1409

Continued on next page

Table IAP5: Do you agree or disagree that the government should regulate paid partnerships on Instagram?

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	13% (278)	20% (429)	17% (360)	24% (513)	26% (569)	2150
Trump Job Approve	12% (101)	19% (156)	17% (136)	28% (224)	24% (192)	809
Trump Job Disapprove	13% (162)	22% (261)	18% (214)	22% (272)	25% (304)	1213
Trump Job Strongly Approve	17% (74)	19% (81)	12% (54)	29% (126)	22% (96)	431
Trump Job Somewhat Approve	7% (27)	20% (74)	22% (83)	26% (98)	25% (96)	378
Trump Job Somewhat Disapprove	14% (43)	23% (69)	19% (56)	22% (64)	21% (63)	294
Trump Job Strongly Disapprove	13% (120)	21% (192)	17% (158)	23% (208)	26% (241)	919
Favorable of Trump	14% (111)	19% (156)	16% (132)	26% (210)	24% (193)	802
Unfavorable of Trump	12% (143)	21% (248)	18% (217)	24% (283)	25% (300)	1190
Very Favorable of Trump	17% (73)	19% (83)	13% (57)	28% (124)	23% (103)	441
Somewhat Favorable of Trump	10% (38)	20% (73)	21% (74)	24% (86)	25% (90)	361
Somewhat Unfavorable of Trump	16% (33)	17% (36)	24% (50)	25% (53)	19% (41)	213
Very Unfavorable of Trump	11% (110)	22% (211)	17% (166)	24% (231)	27% (259)	977
#1 Issue: Economy	10% (65)	21% (137)	19% (122)	25% (158)	25% (164)	646
#1 Issue: Security	14% (52)	22% (79)	13% (48)	27% (97)	25% (91)	366
#1 Issue: Health Care	16% (59)	22% (84)	18% (67)	21% (78)	24% (90)	377
#1 Issue: Medicare / Social Security	13% (24)	21% (38)	11% (20)	25% (47)	30% (56)	185
#1 Issue: Women's Issues	13% (20)	22% (34)	23% (37)	18% (28)	24% (37)	157
#1 Issue: Education	16% (30)	13% (24)	19% (36)	23% (43)	28% (52)	184
#1 Issue: Energy	17% (17)	22% (23)	16% (17)	25% (27)	20% (21)	106
#1 Issue: Other	8% (11)	8% (10)	12% (15)	27% (35)	45% (58)	128
2018 House Vote: Democrat	15% (124)	23% (187)	18% (146)	21% (169)	22% (179)	804
2018 House Vote: Republican	12% (75)	20% (118)	17% (103)	29% (173)	22% (131)	600
2018 House Vote: Someone else	6% (7)	22% (23)	20% (21)	28% (30)	23% (25)	106
2018 House Vote: Didnt Vote	12% (73)	16% (101)	14% (91)	22% (140)	36% (232)	638
2016 Vote: Hillary Clinton	15% (104)	23% (160)	18% (126)	20% (141)	24% (165)	697
2016 Vote: Donald Trump	12% (71)	21% (128)	17% (102)	27% (161)	22% (132)	594
2016 Vote: Someone else	7% (12)	19% (32)	19% (33)	34% (58)	21% (37)	172
2016 Vote: Didnt Vote	13% (90)	16% (109)	14% (97)	22% (151)	34% (235)	684
Voted in 2014: Yes	13% (167)	22% (287)	18% (230)	25% (322)	22% (284)	1290
Voted in 2014: No	13% (111)	17% (143)	15% (130)	22% (191)	33% (285)	860

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Table IAP5: Do you agree or disagree that the government should regulate paid partnerships on Instagram?

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	13%	(278)	20%	(429)	17%	(360)	24%	(513)	26%	(569)	2150
2012 Vote: Barack Obama	14%	(119)	25%	(205)	16%	(135)	22%	(186)	22%	(187)	833
2012 Vote: Mitt Romney	10%	(44)	20%	(87)	18%	(78)	31%	(138)	22%	(98)	447
2012 Vote: Other	5%	(4)	21%	(18)	22%	(18)	27%	(23)	25%	(21)	83
2012 Vote: Didn't Vote	14%	(111)	15%	(119)	16%	(126)	21%	(164)	34%	(263)	783
4-Region: Northeast	13%	(50)	23%	(89)	14%	(54)	25%	(96)	25%	(97)	387
4-Region: Midwest	10%	(43)	21%	(91)	22%	(96)	21%	(95)	27%	(119)	444
4-Region: South	14%	(114)	19%	(153)	16%	(134)	25%	(207)	26%	(217)	825
4-Region: West	14%	(71)	19%	(95)	15%	(76)	23%	(115)	28%	(137)	494
190229	13%	(138)	20%	(215)	16%	(166)	23%	(243)	28%	(292)	1054
190235	13%	(140)	20%	(214)	18%	(194)	25%	(270)	25%	(277)	1096
Yes, I currently have one	13%	(232)	20%	(344)	17%	(301)	25%	(442)	24%	(425)	1743
No, but I had one previously	11%	(46)	21%	(85)	14%	(58)	18%	(71)	35%	(142)	402
No, I have never had an Instagram account	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	0
Comfortable with ads	20%	(169)	25%	(206)	19%	(158)	23%	(191)	13%	(113)	838
Not comfortable with ads	12%	(88)	21%	(160)	16%	(123)	27%	(204)	23%	(174)	749

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

Table IAP6: Which statement comes closest to your view, even if neither is exactly right?

Demographic	People being paid to promote things on Instagram should make it clear when posts are ads.	I don't mind if people being paid to promote things on Instagram don't make it clear when posts are ads.	Don't know / No opinion	Total N
Adults	62% (1343)	21% (455)	16% (352)	2150
Gender: Male	60% (530)	26% (227)	14% (122)	880
Gender: Female	64% (813)	18% (228)	18% (230)	1270
Age: 18-29	54% (341)	29% (184)	16% (103)	629
Age: 30-44	64% (403)	21% (133)	15% (96)	632
Age: 45-54	65% (249)	18% (68)	17% (66)	383
Age: 55-64	67% (192)	19% (54)	14% (40)	286
Age: 65+	72% (158)	7% (17)	21% (46)	221
Generation Z: 18-22	49% (126)	34% (87)	18% (45)	258
Millennial: Age 23-38	61% (445)	24% (173)	15% (110)	728
Generation X: Age 39-54	64% (405)	19% (122)	16% (103)	630
Boomers: Age 55-73	69% (343)	14% (72)	17% (84)	499
PID: Dem (no lean)	65% (487)	22% (161)	13% (98)	746
PID: Ind (no lean)	60% (473)	19% (153)	21% (166)	791
PID: Rep (no lean)	63% (384)	23% (141)	14% (88)	613
PID/Gender: Dem Men	62% (178)	27% (79)	11% (31)	288
PID/Gender: Dem Women	67% (309)	18% (82)	15% (67)	458
PID/Gender: Ind Men	58% (184)	23% (72)	19% (59)	314
PID/Gender: Ind Women	61% (289)	17% (81)	22% (107)	477
PID/Gender: Rep Men	61% (169)	27% (76)	12% (32)	277
PID/Gender: Rep Women	64% (215)	19% (65)	17% (56)	336
Ideo: Liberal (1-3)	67% (531)	22% (171)	11% (90)	792
Ideo: Moderate (4)	64% (268)	21% (89)	15% (64)	421
Ideo: Conservative (5-7)	65% (399)	21% (128)	15% (90)	617

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Table IAP6: Which statement comes closest to your view, even if neither is exactly right?

Demographic	People being paid to promote things on Instagram should make it clear when posts are ads.	I don't mind if people being paid to promote things on Instagram don't make it clear when posts are ads.	Don't know / No opinion	Total N
Adults	62% (1343)	21% (455)	16% (352)	2150
Educ: < College	56% (750)	23% (306)	21% (278)	1334
Educ: Bachelors degree	72% (384)	18% (96)	9% (50)	530
Educ: Post-grad	73% (209)	19% (53)	8% (24)	286
Income: Under 50k	58% (696)	23% (274)	20% (240)	1210
Income: 50k-100k	68% (430)	20% (124)	13% (80)	634
Income: 100k+	71% (217)	19% (57)	10% (32)	305
Ethnicity: White	65% (1068)	19% (315)	15% (253)	1637
Ethnicity: Hispanic	60% (173)	27% (77)	13% (37)	287
Ethnicity: Afr. Am.	53% (181)	27% (94)	20% (67)	341
Ethnicity: Other	55% (94)	27% (46)	19% (32)	172
Relig: Protestant	70% (290)	18% (74)	13% (52)	417
Relig: Roman Catholic	68% (269)	20% (79)	12% (47)	395
Relig: Ath./Agn./None	59% (404)	22% (154)	19% (131)	688
Relig: Something Else	63% (235)	20% (75)	16% (60)	370
Relig: Jewish	65% (27)	21% (9)	15% (6)	42
Relig: Evangelical	59% (342)	23% (131)	18% (107)	580
Relig: Non-Evang. Catholics	71% (362)	18% (94)	11% (55)	511
Relig: All Christian	65% (704)	21% (225)	15% (161)	1091
Relig: All Non-Christian	60% (639)	22% (229)	18% (191)	1059
Community: Urban	58% (346)	24% (145)	18% (108)	599
Community: Suburban	65% (620)	21% (200)	14% (133)	954
Community: Rural	63% (377)	18% (109)	19% (111)	597

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Table IAP6: Which statement comes closest to your view, even if neither is exactly right?

Demographic	People being paid to promote things on Instagram should make it clear when posts are ads.	I don't mind if people being paid to promote things on Instagram don't make it clear when posts are ads.	Don't know / No opinion	Total N
Adults	62% (1343)	21% (455)	16% (352)	2150
Employ: Private Sector	68% (484)	21% (148)	12% (83)	716
Employ: Government	64% (118)	25% (45)	11% (21)	184
Employ: Self-Employed	61% (138)	28% (62)	11% (25)	225
Employ: Homemaker	56% (96)	27% (47)	17% (28)	171
Employ: Student	52% (78)	35% (53)	13% (20)	151
Employ: Retired	69% (177)	8% (20)	24% (61)	258
Employ: Unemployed	55% (123)	23% (51)	22% (50)	225
Employ: Other	58% (128)	13% (28)	29% (63)	219
Military HH: Yes	64% (227)	24% (85)	12% (41)	353
Military HH: No	62% (1116)	21% (370)	17% (311)	1797
RD/WT: Right Direction	61% (451)	22% (165)	17% (125)	741
RD/WT: Wrong Track	63% (892)	21% (290)	16% (227)	1409
Trump Job Approve	62% (505)	21% (173)	16% (132)	809
Trump Job Disapprove	65% (787)	21% (252)	14% (174)	1213
Trump Job Strongly Approve	61% (262)	20% (87)	19% (82)	431
Trump Job Somewhat Approve	64% (243)	23% (86)	13% (49)	378
Trump Job Somewhat Disapprove	61% (178)	26% (77)	13% (39)	294
Trump Job Strongly Disapprove	66% (609)	19% (175)	15% (135)	919
Favorable of Trump	63% (507)	21% (169)	16% (126)	802
Unfavorable of Trump	65% (776)	21% (249)	14% (165)	1190
Very Favorable of Trump	62% (272)	20% (90)	18% (80)	441
Somewhat Favorable of Trump	65% (235)	22% (79)	13% (47)	361
Somewhat Unfavorable of Trump	62% (133)	26% (55)	12% (25)	213
Very Unfavorable of Trump	66% (643)	20% (194)	14% (140)	977

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Table IAP6: Which statement comes closest to your view, even if neither is exactly right?

Demographic	People being paid to promote things on Instagram should make it clear when posts are ads.	I don't mind if people being paid to promote things on Instagram don't make it clear when posts are ads.	Don't know / No opinion	Total N
Adults	62% (1343)	21% (455)	16% (352)	2150
#1 Issue: Economy	64% (411)	22% (144)	14% (92)	646
#1 Issue: Security	59% (215)	22% (82)	19% (70)	366
#1 Issue: Health Care	64% (242)	21% (79)	15% (56)	377
#1 Issue: Medicare / Social Security	65% (121)	15% (28)	20% (36)	185
#1 Issue: Women's Issues	69% (109)	19% (29)	12% (19)	157
#1 Issue: Education	59% (108)	26% (47)	16% (29)	184
#1 Issue: Energy	62% (66)	25% (27)	13% (13)	106
#1 Issue: Other	57% (73)	15% (19)	28% (36)	128
2018 House Vote: Democrat	70% (561)	20% (157)	11% (85)	804
2018 House Vote: Republican	66% (397)	19% (115)	15% (88)	600
2018 House Vote: Someone else	62% (65)	19% (20)	20% (21)	106
2018 House Vote: Didn't Vote	50% (319)	26% (163)	24% (156)	638
2016 Vote: Hillary Clinton	67% (469)	21% (144)	12% (84)	697
2016 Vote: Donald Trump	68% (404)	18% (107)	14% (84)	594
2016 Vote: Someone else	66% (113)	21% (36)	13% (23)	172
2016 Vote: Didn't Vote	52% (356)	24% (167)	23% (160)	684
Voted in 2014: Yes	68% (877)	19% (247)	13% (166)	1290
Voted in 2014: No	54% (466)	24% (208)	22% (186)	860
2012 Vote: Barack Obama	68% (565)	21% (173)	11% (94)	833
2012 Vote: Mitt Romney	70% (314)	15% (68)	14% (64)	447
2012 Vote: Other	58% (48)	21% (17)	21% (18)	83
2012 Vote: Didn't Vote	53% (412)	25% (196)	22% (175)	783
4-Region: Northeast	59% (230)	23% (90)	17% (67)	387
4-Region: Midwest	62% (276)	20% (91)	17% (78)	444
4-Region: South	62% (513)	22% (181)	16% (131)	825
4-Region: West	66% (325)	19% (94)	15% (76)	494
190229	61% (642)	22% (235)	17% (177)	1054
190235	64% (701)	20% (220)	16% (175)	1096

Continued on next page

Table IAP6: Which statement comes closest to your view, even if neither is exactly right?

Demographic	People being paid to promote things on Instagram should make it clear when posts are ads.	I don't mind if people being paid to promote things on Instagram don't make it clear when posts are ads.	Don't know / No opinion	Total N
Adults	62% (1343)	21% (455)	16% (352)	2150
Yes, I currently have one	63% (1106)	22% (385)	14% (252)	1743
No, but I had one previously	58% (234)	17% (70)	25% (99)	402
No, I have never had an Instagram account	— (0)	— (0)	— (0)	0
Comfortable with ads	62% (516)	31% (258)	8% (65)	838
Not comfortable with ads	72% (539)	16% (119)	12% (91)	749

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

Table IAP7: How many followers do you think an Instagram account needs to have before it can justify being paid for posts about products?

Demographic	Less than 10,000 followers	10,000 to under 100,000 followers	100,000 to under 500,000 followers	500,000 to under 1 million followers	Over 1 million followers	It doesn't matter	Don't know / No opinion	Total N
Adults	14% (311)	18% (389)	12% (258)	7% (143)	5% (104)	24% (524)	20% (421)	2150
Gender: Male	17% (147)	19% (170)	12% (108)	7% (58)	5% (44)	25% (216)	16% (136)	880
Gender: Female	13% (164)	17% (219)	12% (150)	7% (84)	5% (60)	24% (308)	22% (285)	1270
Age: 18-29	15% (97)	19% (122)	17% (106)	8% (52)	5% (34)	24% (150)	11% (70)	629
Age: 30-44	16% (101)	19% (122)	12% (78)	7% (41)	6% (38)	23% (145)	17% (106)	632
Age: 45-54	17% (64)	19% (72)	9% (33)	7% (26)	4% (16)	23% (87)	22% (85)	383
Age: 55-64	12% (35)	13% (38)	8% (23)	5% (15)	3% (7)	31% (89)	28% (79)	286
Age: 65+	6% (14)	16% (36)	8% (19)	4% (9)	4% (9)	24% (54)	37% (81)	221
Generation Z: 18-22	14% (35)	17% (43)	22% (57)	11% (27)	5% (13)	24% (62)	8% (21)	258
Millennial: Age 23-38	16% (118)	21% (153)	13% (94)	7% (48)	6% (44)	22% (164)	15% (107)	728
Generation X: Age 39-54	17% (107)	18% (112)	10% (66)	6% (41)	5% (31)	23% (147)	20% (126)	630
Boomers: Age 55-73	10% (50)	15% (76)	8% (39)	5% (25)	3% (16)	28% (141)	30% (152)	499
PID: Dem (no lean)	15% (109)	23% (171)	12% (90)	6% (48)	5% (35)	22% (167)	17% (126)	746
PID: Ind (no lean)	13% (107)	15% (122)	12% (94)	7% (52)	5% (40)	26% (207)	21% (170)	791
PID: Rep (no lean)	16% (95)	16% (96)	12% (75)	7% (43)	5% (29)	24% (150)	20% (125)	613
PID/Gender: Dem Men	18% (52)	25% (72)	11% (33)	7% (19)	6% (18)	17% (50)	16% (45)	288
PID/Gender: Dem Women	13% (58)	22% (99)	12% (57)	6% (29)	4% (17)	26% (117)	18% (81)	458
PID/Gender: Ind Men	15% (47)	15% (47)	12% (39)	7% (22)	5% (16)	30% (93)	16% (52)	314
PID/Gender: Ind Women	12% (60)	16% (75)	12% (55)	6% (30)	5% (25)	24% (114)	25% (118)	477
PID/Gender: Rep Men	17% (48)	18% (51)	13% (36)	6% (18)	4% (11)	26% (73)	14% (40)	277
PID/Gender: Rep Women	14% (47)	13% (45)	11% (39)	7% (25)	5% (18)	23% (77)	25% (86)	336
Ideo: Liberal (1-3)	17% (131)	20% (162)	14% (113)	7% (57)	4% (33)	23% (179)	15% (116)	792
Ideo: Moderate (4)	13% (54)	19% (79)	12% (51)	9% (37)	5% (21)	23% (98)	19% (81)	421
Ideo: Conservative (5-7)	13% (78)	18% (110)	11% (70)	6% (36)	5% (32)	27% (167)	20% (125)	617
Educ: < College	16% (218)	15% (205)	13% (168)	7% (90)	4% (57)	24% (320)	21% (275)	1334
Educ: Bachelors degree	12% (66)	22% (115)	10% (55)	7% (38)	6% (32)	26% (138)	16% (86)	530
Educ: Post-grad	10% (27)	24% (68)	13% (36)	5% (14)	5% (16)	23% (66)	21% (59)	286

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Table IAP7: How many followers do you think an Instagram account needs to have before it can justify being paid for posts about products?

Demographic	Less than 10,000 followers	10,000 to under 100,000 followers	100,000 to under 500,000 followers	500,000 to under 1 million followers	Over 1 million followers	It doesn't matter	Don't know / No opinion	Total N
Adults	14% (311)	18% (389)	12% (258)	7% (143)	5% (104)	24% (524)	20% (421)	2150
Income: Under 50k	18% (218)	17% (206)	11% (131)	6% (74)	4% (52)	24% (288)	20% (241)	1210
Income: 50k-100k	9% (60)	20% (126)	14% (88)	8% (50)	6% (35)	26% (163)	18% (113)	634
Income: 100k+	11% (33)	19% (57)	13% (40)	6% (19)	6% (17)	24% (73)	22% (67)	305
Ethnicity: White	12% (202)	18% (290)	12% (193)	6% (105)	5% (78)	27% (434)	20% (336)	1637
Ethnicity: Hispanic	15% (43)	17% (49)	19% (54)	8% (24)	9% (25)	17% (50)	15% (42)	287
Ethnicity: Afr. Am.	26% (88)	20% (69)	12% (40)	7% (23)	4% (14)	17% (58)	14% (49)	341
Ethnicity: Other	12% (21)	17% (30)	14% (25)	8% (14)	7% (13)	19% (32)	22% (37)	172
Relig: Protestant	12% (49)	19% (79)	12% (49)	5% (19)	3% (13)	27% (112)	23% (97)	417
Relig: Roman Catholic	13% (52)	20% (78)	17% (67)	7% (26)	7% (28)	19% (74)	18% (70)	395
Relig: Ath./Agn./None	15% (103)	16% (113)	12% (83)	7% (48)	4% (27)	27% (185)	19% (130)	688
Relig: Something Else	17% (64)	18% (66)	9% (35)	9% (32)	6% (24)	23% (85)	17% (64)	370
Relig: Jewish	12% (5)	21% (9)	2% (1)	6% (2)	17% (7)	17% (7)	25% (11)	42
Relig: Evangelical	15% (87)	18% (103)	10% (60)	6% (33)	4% (24)	25% (146)	22% (128)	580
Relig: Non-Evang. Catholics	11% (58)	21% (108)	16% (80)	6% (29)	6% (29)	21% (108)	19% (100)	511
Relig: All Christian	13% (144)	19% (211)	13% (140)	6% (62)	5% (53)	23% (254)	21% (227)	1091
Relig: All Non-Christian	16% (167)	17% (178)	11% (118)	8% (80)	5% (51)	26% (270)	18% (194)	1059
Community: Urban	17% (102)	20% (121)	14% (82)	7% (42)	6% (33)	20% (123)	16% (96)	599
Community: Suburban	14% (133)	19% (177)	12% (113)	7% (63)	4% (41)	26% (247)	19% (179)	954
Community: Rural	13% (77)	15% (91)	10% (62)	6% (38)	5% (30)	26% (154)	24% (146)	597
Employ: Private Sector	13% (94)	20% (144)	14% (104)	7% (50)	4% (30)	25% (177)	16% (117)	716
Employ: Government	17% (31)	20% (36)	11% (21)	7% (14)	6% (11)	19% (35)	20% (37)	184
Employ: Self-Employed	14% (32)	26% (58)	16% (36)	8% (19)	5% (11)	22% (51)	8% (18)	225
Employ: Homemaker	18% (32)	15% (25)	8% (14)	7% (11)	7% (12)	20% (35)	25% (43)	171
Employ: Student	13% (20)	19% (29)	16% (25)	11% (16)	6% (9)	25% (38)	9% (14)	151
Employ: Retired	10% (27)	12% (31)	7% (17)	5% (12)	4% (9)	26% (68)	36% (94)	258
Employ: Unemployed	16% (36)	20% (45)	9% (20)	3% (7)	4% (8)	28% (62)	21% (47)	225
Employ: Other	18% (39)	9% (20)	10% (22)	6% (13)	7% (15)	27% (59)	24% (52)	219
Military HH: Yes	13% (47)	17% (59)	13% (46)	8% (29)	7% (24)	21% (75)	21% (74)	353
Military HH: No	15% (264)	18% (330)	12% (213)	6% (114)	4% (81)	25% (449)	19% (347)	1797

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Table IAP7: How many followers do you think an Instagram account needs to have before it can justify being paid for posts about products?

Demographic	Less than 10,000 followers	10,000 to under 100,000 followers	100,000 to under 500,000 followers	500,000 to under 1 million followers	Over 1 million followers	It doesn't matter	Don't know / No opinion	Total N
Adults	14% (311)	18% (389)	12% (258)	7% (143)	5% (104)	24% (524)	20% (421)	2150
RD/WT: Right Direction	17% (123)	17% (122)	11% (84)	7% (52)	5% (37)	23% (169)	21% (153)	741
RD/WT: Wrong Track	13% (188)	19% (266)	12% (174)	6% (91)	5% (68)	25% (355)	19% (268)	1409
Trump Job Approve	15% (118)	18% (143)	11% (93)	7% (54)	5% (40)	24% (196)	20% (164)	809
Trump Job Disapprove	14% (173)	19% (236)	13% (156)	7% (86)	5% (59)	24% (287)	18% (215)	1213
Trump Job Strongly Approve	18% (78)	15% (64)	10% (44)	6% (24)	5% (22)	27% (115)	19% (84)	431
Trump Job Somewhat Approve	11% (41)	21% (79)	13% (48)	8% (30)	5% (18)	21% (81)	21% (80)	378
Trump Job Somewhat Disapprove	15% (45)	21% (61)	13% (40)	10% (30)	6% (19)	20% (60)	14% (41)	294
Trump Job Strongly Disapprove	14% (129)	19% (175)	13% (117)	6% (56)	4% (40)	25% (228)	19% (174)	919
Favorable of Trump	14% (116)	18% (143)	12% (99)	6% (50)	5% (39)	24% (193)	20% (162)	802
Unfavorable of Trump	14% (166)	19% (231)	13% (149)	7% (83)	5% (56)	25% (300)	17% (205)	1190
Very Favorable of Trump	17% (73)	15% (68)	11% (50)	7% (32)	4% (20)	26% (113)	20% (87)	441
Somewhat Favorable of Trump	12% (43)	21% (75)	14% (49)	5% (19)	5% (20)	22% (80)	21% (75)	361
Somewhat Unfavorable of Trump	14% (31)	21% (44)	11% (24)	11% (23)	4% (9)	27% (58)	12% (25)	213
Very Unfavorable of Trump	14% (136)	19% (186)	13% (125)	6% (60)	5% (47)	25% (243)	18% (180)	977
#1 Issue: Economy	14% (93)	20% (128)	13% (82)	6% (41)	5% (31)	26% (165)	16% (106)	646
#1 Issue: Security	16% (60)	16% (58)	11% (41)	6% (23)	3% (10)	22% (82)	25% (93)	366
#1 Issue: Health Care	14% (51)	17% (65)	11% (41)	8% (31)	5% (20)	23% (88)	22% (81)	377
#1 Issue: Medicare / Social Security	14% (26)	14% (26)	11% (20)	4% (8)	6% (11)	25% (47)	25% (47)	185
#1 Issue: Women's Issues	16% (25)	25% (39)	15% (24)	7% (11)	6% (9)	20% (32)	11% (17)	157
#1 Issue: Education	15% (27)	27% (50)	12% (23)	8% (15)	6% (11)	24% (44)	8% (15)	184
#1 Issue: Energy	15% (16)	15% (16)	13% (14)	11% (12)	5% (5)	27% (28)	13% (14)	106
#1 Issue: Other	10% (13)	5% (7)	10% (13)	2% (3)	5% (7)	30% (38)	37% (48)	128
2018 House Vote: Democrat	15% (118)	23% (185)	12% (94)	7% (54)	5% (41)	23% (181)	16% (130)	804
2018 House Vote: Republican	15% (87)	15% (91)	12% (72)	7% (45)	5% (29)	25% (149)	21% (127)	600
2018 House Vote: Someone else	14% (15)	21% (23)	8% (8)	5% (6)	4% (4)	29% (31)	18% (19)	106
2018 House Vote: Didnt Vote	14% (91)	14% (90)	13% (84)	6% (38)	5% (30)	25% (162)	22% (143)	638

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Table IAP7: How many followers do you think an Instagram account needs to have before it can justify being paid for posts about products?

Demographic	Less than 10,000 followers	10,000 to under 100,000 followers	100,000 to under 500,000 followers	500,000 to under 1 million followers	Over 1 million followers	It doesn't matter	Don't know / No opinion	Total N
Adults	14% (311)	18% (389)	12% (258)	7% (143)	5% (104)	24% (524)	20% (421)	2150
2016 Vote: Hillary Clinton	15% (105)	22% (155)	11% (79)	7% (48)	5% (32)	23% (157)	17% (120)	697
2016 Vote: Donald Trump	15% (86)	16% (92)	11% (65)	7% (42)	5% (29)	25% (151)	22% (129)	594
2016 Vote: Someone else	11% (20)	23% (39)	13% (22)	5% (9)	5% (9)	23% (39)	19% (33)	172
2016 Vote: Didn't Vote	15% (100)	15% (99)	13% (91)	6% (43)	5% (34)	26% (175)	20% (140)	684
Voted in 2014: Yes	14% (184)	19% (246)	11% (147)	7% (90)	5% (62)	23% (302)	20% (259)	1290
Voted in 2014: No	15% (127)	17% (143)	13% (111)	6% (52)	5% (43)	26% (222)	19% (162)	860
2012 Vote: Barack Obama	15% (126)	21% (176)	11% (92)	6% (54)	5% (39)	23% (191)	18% (154)	833
2012 Vote: Mitt Romney	13% (57)	15% (68)	8% (37)	7% (33)	5% (24)	28% (123)	24% (105)	447
2012 Vote: Other	13% (11)	22% (18)	13% (11)	3% (3)	4% (4)	16% (13)	29% (24)	83
2012 Vote: Didn't Vote	15% (117)	16% (126)	15% (118)	7% (53)	5% (38)	25% (193)	18% (138)	783
4-Region: Northeast	15% (58)	17% (64)	14% (55)	5% (19)	5% (19)	23% (89)	21% (82)	387
4-Region: Midwest	13% (57)	17% (76)	12% (53)	6% (28)	5% (20)	28% (123)	19% (86)	444
4-Region: South	15% (121)	20% (167)	11% (90)	8% (62)	5% (37)	23% (192)	19% (156)	825
4-Region: West	15% (75)	17% (82)	12% (60)	7% (33)	6% (28)	24% (120)	20% (97)	494
190229	14% (153)	18% (188)	12% (123)	6% (63)	6% (60)	25% (261)	19% (205)	1054
190235	14% (159)	18% (201)	12% (135)	7% (79)	4% (44)	24% (263)	20% (216)	1096
Yes, I currently have one	15% (262)	19% (337)	12% (212)	7% (123)	5% (79)	24% (426)	17% (303)	1743
No, but I had one previously	12% (49)	13% (52)	11% (45)	5% (19)	6% (25)	24% (97)	29% (116)	402
No, I have never had an Instagram account	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	0
Comfortable with ads	21% (174)	24% (199)	14% (118)	7% (58)	4% (37)	22% (184)	8% (68)	838
Not comfortable with ads	12% (91)	17% (128)	13% (100)	7% (55)	6% (47)	23% (171)	21% (157)	749

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

Table IAP8_1NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply
 Paid advertisements to promote a product or service

Demographic	Selected	Not Selected	Total N
Adults	54% (1157)	46% (993)	2150
Gender: Male	51% (452)	49% (428)	880
Gender: Female	55% (705)	45% (566)	1270
Age: 18-29	49% (307)	51% (322)	629
Age: 30-44	52% (327)	48% (305)	632
Age: 45-54	55% (210)	45% (173)	383
Age: 55-64	63% (181)	37% (105)	286
Age: 65+	60% (132)	40% (89)	221
Generation Z: 18-22	48% (123)	52% (135)	258
Millennial: Age 23-38	51% (369)	49% (359)	728
Generation X: Age 39-54	54% (338)	46% (292)	630
Boomers: Age 55-73	61% (304)	39% (195)	499
PID: Dem (no lean)	53% (399)	47% (348)	746
PID: Ind (no lean)	53% (423)	47% (368)	791
PID: Rep (no lean)	55% (336)	45% (277)	613
PID/Gender: Dem Men	48% (140)	52% (149)	288
PID/Gender: Dem Women	57% (259)	43% (199)	458
PID/Gender: Ind Men	52% (164)	48% (150)	314
PID/Gender: Ind Women	54% (258)	46% (218)	477
PID/Gender: Rep Men	53% (148)	47% (129)	277
PID/Gender: Rep Women	56% (187)	44% (148)	336
Ideo: Liberal (1-3)	57% (451)	43% (341)	792
Ideo: Moderate (4)	56% (235)	44% (186)	421
Ideo: Conservative (5-7)	56% (348)	44% (270)	617
Educ: < College	49% (647)	51% (687)	1334
Educ: Bachelors degree	62% (326)	38% (204)	530
Educ: Post-grad	64% (183)	36% (103)	286

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Table IAP8_1NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply
Paid advertisements to promote a product or service

Demographic	Selected	Not Selected	Total N
Adults	54% (1157)	46% (993)	2150
Income: Under 50k	48% (578)	52% (633)	1210
Income: 50k-100k	63% (399)	37% (235)	634
Income: 100k+	59% (180)	41% (125)	305
Ethnicity: White	57% (936)	43% (701)	1637
Ethnicity: Hispanic	44% (126)	56% (161)	287
Ethnicity: Afr. Am.	42% (143)	58% (198)	341
Ethnicity: Other	45% (78)	55% (94)	172
Relig: Protestant	61% (254)	39% (162)	417
Relig: Roman Catholic	57% (224)	43% (171)	395
Relig: Ath./Agn./None	50% (347)	50% (342)	688
Relig: Something Else	57% (211)	43% (159)	370
Relig: Jewish	64% (27)	36% (15)	42
Relig: Evangelical	50% (292)	50% (288)	580
Relig: Non-Evang. Catholics	60% (306)	40% (205)	511
Relig: All Christian	55% (598)	45% (493)	1091
Relig: All Non-Christian	53% (558)	47% (500)	1059
Community: Urban	50% (301)	50% (298)	599
Community: Suburban	57% (544)	43% (409)	954
Community: Rural	52% (311)	48% (286)	597
Employ: Private Sector	60% (427)	40% (289)	716
Employ: Government	55% (101)	45% (83)	184
Employ: Self-Employed	51% (115)	49% (109)	225
Employ: Homemaker	53% (91)	47% (81)	171
Employ: Student	54% (81)	46% (70)	151
Employ: Retired	56% (145)	44% (113)	258
Employ: Unemployed	44% (100)	56% (125)	225
Employ: Other	44% (96)	56% (123)	219
Military HH: Yes	53% (185)	47% (168)	353
Military HH: No	54% (971)	46% (826)	1797

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Table IAP8_1NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply
 Paid advertisements to promote a product or service

Demographic	Selected	Not Selected	Total N
Adults	54% (1157)	46% (993)	2150
RD/WT: Right Direction	52% (384)	48% (357)	741
RD/WT: Wrong Track	55% (773)	45% (637)	1409
Trump Job Approve	55% (446)	45% (363)	809
Trump Job Disapprove	55% (666)	45% (548)	1213
Trump Job Strongly Approve	53% (226)	47% (205)	431
Trump Job Somewhat Approve	58% (219)	42% (158)	378
Trump Job Somewhat Disapprove	53% (155)	47% (140)	294
Trump Job Strongly Disapprove	56% (511)	44% (408)	919
Favorable of Trump	56% (446)	44% (356)	802
Unfavorable of Trump	56% (662)	44% (528)	1190
Very Favorable of Trump	52% (229)	48% (212)	441
Somewhat Favorable of Trump	60% (216)	40% (144)	361
Somewhat Unfavorable of Trump	56% (118)	44% (95)	213
Very Unfavorable of Trump	56% (544)	44% (433)	977
#1 Issue: Economy	58% (373)	42% (273)	646
#1 Issue: Security	53% (194)	47% (172)	366
#1 Issue: Health Care	51% (192)	49% (185)	377
#1 Issue: Medicare / Social Security	50% (92)	50% (93)	185
#1 Issue: Women's Issues	57% (89)	43% (68)	157
#1 Issue: Education	48% (88)	52% (96)	184
#1 Issue: Energy	61% (65)	39% (41)	106
#1 Issue: Other	50% (64)	50% (64)	128
2018 House Vote: Democrat	59% (471)	41% (332)	804
2018 House Vote: Republican	54% (327)	46% (274)	600
2018 House Vote: Someone else	41% (43)	59% (62)	106
2018 House Vote: Didnt Vote	49% (315)	51% (323)	638
2016 Vote: Hillary Clinton	57% (399)	43% (298)	697
2016 Vote: Donald Trump	55% (326)	45% (268)	594
2016 Vote: Someone else	51% (87)	49% (84)	172
2016 Vote: Didnt Vote	50% (340)	50% (343)	684

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Table IAP8_1NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply
Paid advertisements to promote a product or service

Demographic	Selected	Not Selected	Total N
Adults	54% (1157)	46% (993)	2150
Voted in 2014: Yes	56% (720)	44% (570)	1290
Voted in 2014: No	51% (436)	49% (423)	860
2012 Vote: Barack Obama	56% (463)	44% (369)	833
2012 Vote: Mitt Romney	58% (258)	42% (189)	447
2012 Vote: Other	52% (43)	48% (40)	83
2012 Vote: Didn't Vote	50% (391)	50% (392)	783
4-Region: Northeast	53% (206)	47% (180)	387
4-Region: Midwest	56% (249)	44% (195)	444
4-Region: South	54% (444)	46% (381)	825
4-Region: West	52% (257)	48% (237)	494
190229	50% (532)	50% (522)	1054
190235	57% (625)	43% (471)	1096
Yes, I currently have one	55% (956)	45% (787)	1743
No, but I had one previously	49% (199)	51% (203)	402
No, I have never had an Instagram account	— (0)	— (0)	0
Comfortable with ads	59% (493)	41% (345)	838
Not comfortable with ads	51% (379)	49% (370)	749

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

Table IAP8_2NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply

Corporate sponsorship, such as companies sponsoring sporting events or particular athletes

Demographic	Selected	Not Selected	Total N
Adults	43% (923)	57% (1227)	2150
Gender: Male	42% (369)	58% (510)	880
Gender: Female	44% (554)	56% (717)	1270
Age: 18-29	39% (245)	61% (384)	629
Age: 30-44	43% (270)	57% (362)	632
Age: 45-54	43% (163)	57% (220)	383
Age: 55-64	51% (146)	49% (140)	286
Age: 65+	45% (100)	55% (121)	221
Generation Z: 18-22	42% (109)	58% (149)	258
Millennial: Age 23-38	39% (287)	61% (441)	728
Generation X: Age 39-54	43% (270)	57% (360)	630
Boomers: Age 55-73	48% (240)	52% (259)	499
PID: Dem (no lean)	42% (313)	58% (434)	746
PID: Ind (no lean)	43% (340)	57% (451)	791
PID: Rep (no lean)	44% (271)	56% (342)	613
PID/Gender: Dem Men	39% (112)	61% (176)	288
PID/Gender: Dem Women	44% (201)	56% (257)	458
PID/Gender: Ind Men	42% (132)	58% (182)	314
PID/Gender: Ind Women	44% (207)	56% (269)	477
PID/Gender: Rep Men	45% (125)	55% (152)	277
PID/Gender: Rep Women	43% (146)	57% (190)	336
Ideo: Liberal (1-3)	46% (362)	54% (430)	792
Ideo: Moderate (4)	44% (185)	56% (236)	421
Ideo: Conservative (5-7)	47% (291)	53% (327)	617
Educ: < College	37% (490)	63% (844)	1334
Educ: Bachelors degree	53% (281)	47% (249)	530
Educ: Post-grad	53% (152)	47% (134)	286

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Table IAP8_2NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply
Corporate sponsorship, such as companies sponsoring sporting events or particular athletes

Demographic	Selected	Not Selected	Total N
Adults	43% (923)	57% (1227)	2150
Income: Under 50k	35% (424)	65% (786)	1210
Income: 50k-100k	55% (347)	45% (287)	634
Income: 100k+	50% (152)	50% (154)	305
Ethnicity: White	46% (761)	54% (876)	1637
Ethnicity: Hispanic	35% (100)	65% (187)	287
Ethnicity: Afr. Am.	32% (110)	68% (231)	341
Ethnicity: Other	31% (52)	69% (119)	172
Relig: Protestant	51% (210)	49% (206)	417
Relig: Roman Catholic	45% (176)	55% (219)	395
Relig: Ath./Agn./None	41% (286)	59% (403)	688
Relig: Something Else	44% (163)	56% (208)	370
Relig: Jewish	50% (21)	50% (21)	42
Relig: Evangelical	39% (224)	61% (356)	580
Relig: Non-Evang. Catholics	49% (251)	51% (260)	511
Relig: All Christian	44% (475)	56% (616)	1091
Relig: All Non-Christian	42% (448)	58% (610)	1059
Community: Urban	38% (228)	62% (371)	599
Community: Suburban	47% (444)	53% (510)	954
Community: Rural	42% (251)	58% (346)	597
Employ: Private Sector	48% (346)	52% (370)	716
Employ: Government	51% (94)	49% (90)	184
Employ: Self-Employed	42% (95)	58% (129)	225
Employ: Homemaker	42% (73)	58% (98)	171
Employ: Student	40% (60)	60% (91)	151
Employ: Retired	43% (110)	57% (149)	258
Employ: Unemployed	28% (64)	72% (161)	225
Employ: Other	37% (80)	63% (139)	219
Military HH: Yes	42% (148)	58% (205)	353
Military HH: No	43% (775)	57% (1021)	1797

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Table IAP8_2NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply

Corporate sponsorship, such as companies sponsoring sporting events or particular athletes

Demographic	Selected	Not Selected	Total N
Adults	43% (923)	57% (1227)	2150
RD/WT: Right Direction	41% (302)	59% (438)	741
RD/WT: Wrong Track	44% (621)	56% (789)	1409
Trump Job Approve	42% (344)	58% (465)	809
Trump Job Disapprove	45% (545)	55% (669)	1213
Trump Job Strongly Approve	40% (172)	60% (259)	431
Trump Job Somewhat Approve	45% (171)	55% (206)	378
Trump Job Somewhat Disapprove	45% (133)	55% (162)	294
Trump Job Strongly Disapprove	45% (412)	55% (507)	919
Favorable of Trump	44% (354)	56% (448)	802
Unfavorable of Trump	45% (539)	55% (651)	1190
Very Favorable of Trump	40% (176)	60% (265)	441
Somewhat Favorable of Trump	49% (178)	51% (183)	361
Somewhat Unfavorable of Trump	46% (99)	54% (114)	213
Very Unfavorable of Trump	45% (440)	55% (537)	977
#1 Issue: Economy	47% (305)	53% (341)	646
#1 Issue: Security	41% (149)	59% (217)	366
#1 Issue: Health Care	39% (149)	61% (229)	377
#1 Issue: Medicare / Social Security	41% (76)	59% (109)	185
#1 Issue: Women's Issues	50% (78)	50% (79)	157
#1 Issue: Education	38% (71)	62% (114)	184
#1 Issue: Energy	49% (52)	51% (54)	106
#1 Issue: Other	34% (43)	66% (85)	128
2018 House Vote: Democrat	47% (379)	53% (424)	804
2018 House Vote: Republican	45% (273)	55% (327)	600
2018 House Vote: Someone else	38% (40)	62% (66)	106
2018 House Vote: Didnt Vote	36% (231)	64% (407)	638
2016 Vote: Hillary Clinton	46% (318)	54% (378)	697
2016 Vote: Donald Trump	45% (265)	55% (329)	594
2016 Vote: Someone else	42% (73)	58% (99)	172
2016 Vote: Didnt Vote	39% (267)	61% (417)	684

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Table IAP8_2NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply
Corporate sponsorship, such as companies sponsoring sporting events or particular athletes

Demographic	Selected	Not Selected	Total N
Adults	43% (923)	57% (1227)	2150
Voted in 2014: Yes	45% (585)	55% (706)	1290
Voted in 2014: No	39% (338)	61% (521)	860
2012 Vote: Barack Obama	45% (371)	55% (462)	833
2012 Vote: Mitt Romney	48% (212)	52% (235)	447
2012 Vote: Other	38% (31)	62% (52)	83
2012 Vote: Didn't Vote	39% (309)	61% (474)	783
4-Region: Northeast	43% (166)	57% (221)	387
4-Region: Midwest	46% (205)	54% (239)	444
4-Region: South	43% (353)	57% (472)	825
4-Region: West	40% (199)	60% (295)	494
190229	41% (430)	59% (624)	1054
190235	45% (493)	55% (603)	1096
Yes, I currently have one	45% (779)	55% (964)	1743
No, but I had one previously	35% (142)	65% (260)	402
No, I have never had an Instagram account	— (0)	— (0)	0
Comfortable with ads	46% (389)	54% (450)	838
Not comfortable with ads	41% (305)	59% (444)	749

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

Table IAP8_3NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply

A paid spokesperson to promote a product or service

Demographic	Selected	Not Selected	Total N
Adults	42% (909)	58% (1241)	2150
Gender: Male	43% (377)	57% (503)	880
Gender: Female	42% (532)	58% (738)	1270
Age: 18-29	38% (239)	62% (390)	629
Age: 30-44	42% (263)	58% (369)	632
Age: 45-54	44% (167)	56% (215)	383
Age: 55-64	51% (146)	49% (140)	286
Age: 65+	42% (93)	58% (127)	221
Generation Z: 18-22	38% (98)	62% (160)	258
Millennial: Age 23-38	40% (292)	60% (436)	728
Generation X: Age 39-54	42% (267)	58% (363)	630
Boomers: Age 55-73	48% (240)	52% (259)	499
PID: Dem (no lean)	43% (323)	57% (424)	746
PID: Ind (no lean)	40% (316)	60% (475)	791
PID: Rep (no lean)	44% (270)	56% (342)	613
PID/Gender: Dem Men	42% (120)	58% (168)	288
PID/Gender: Dem Women	44% (203)	56% (255)	458
PID/Gender: Ind Men	43% (137)	57% (178)	314
PID/Gender: Ind Women	38% (180)	62% (297)	477
PID/Gender: Rep Men	43% (120)	57% (157)	277
PID/Gender: Rep Women	45% (150)	55% (186)	336
Ideo: Liberal (1-3)	46% (367)	54% (425)	792
Ideo: Moderate (4)	41% (171)	59% (250)	421
Ideo: Conservative (5-7)	47% (290)	53% (327)	617
Educ: < College	37% (495)	63% (839)	1334
Educ: Bachelors degree	50% (265)	50% (265)	530
Educ: Post-grad	52% (149)	48% (137)	286

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Table IAP8_3NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply
A paid spokesperson to promote a product or service

Demographic	Selected	Not Selected	Total N
Adults	42% (909)	58% (1241)	2150
Income: Under 50k	36% (433)	64% (777)	1210
Income: 50k-100k	50% (319)	50% (315)	634
Income: 100k+	51% (157)	49% (148)	305
Ethnicity: White	46% (753)	54% (884)	1637
Ethnicity: Hispanic	38% (108)	62% (179)	287
Ethnicity: Afr. Am.	31% (106)	69% (235)	341
Ethnicity: Other	29% (50)	71% (122)	172
Relig: Protestant	50% (209)	50% (208)	417
Relig: Roman Catholic	43% (172)	57% (223)	395
Relig: Ath./Agn./None	40% (275)	60% (414)	688
Relig: Something Else	45% (167)	55% (203)	370
Relig: Jewish	59% (25)	41% (17)	42
Relig: Evangelical	37% (217)	63% (362)	580
Relig: Non-Evang. Catholics	49% (250)	51% (262)	511
Relig: All Christian	43% (467)	57% (624)	1091
Relig: All Non-Christian	42% (442)	58% (617)	1059
Community: Urban	39% (233)	61% (365)	599
Community: Suburban	46% (436)	54% (518)	954
Community: Rural	40% (240)	60% (358)	597
Employ: Private Sector	47% (336)	53% (380)	716
Employ: Government	41% (76)	59% (108)	184
Employ: Self-Employed	42% (94)	58% (131)	225
Employ: Homemaker	47% (81)	53% (90)	171
Employ: Student	45% (69)	55% (82)	151
Employ: Retired	39% (101)	61% (157)	258
Employ: Unemployed	33% (73)	67% (152)	225
Employ: Other	36% (79)	64% (141)	219
Military HH: Yes	40% (141)	60% (212)	353
Military HH: No	43% (768)	57% (1029)	1797

Continued on next page

Table IAP8_3NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply
 A paid spokesperson to promote a product or service

Demographic	Selected		Not Selected		Total N
Adults	42%	(909)	58%	(1241)	2150
RD/WT: Right Direction	41%	(301)	59%	(440)	741
RD/WT: Wrong Track	43%	(609)	57%	(801)	1409
Trump Job Approve	43%	(347)	57%	(461)	809
Trump Job Disapprove	44%	(535)	56%	(678)	1213
Trump Job Strongly Approve	40%	(171)	60%	(261)	431
Trump Job Somewhat Approve	47%	(177)	53%	(201)	378
Trump Job Somewhat Disapprove	43%	(126)	57%	(169)	294
Trump Job Strongly Disapprove	45%	(409)	55%	(510)	919
Favorable of Trump	43%	(347)	57%	(455)	802
Unfavorable of Trump	45%	(531)	55%	(659)	1190
Very Favorable of Trump	40%	(176)	60%	(265)	441
Somewhat Favorable of Trump	48%	(171)	52%	(189)	361
Somewhat Unfavorable of Trump	47%	(99)	53%	(114)	213
Very Unfavorable of Trump	44%	(432)	56%	(546)	977
#1 Issue: Economy	44%	(287)	56%	(359)	646
#1 Issue: Security	41%	(149)	59%	(218)	366
#1 Issue: Health Care	40%	(152)	60%	(225)	377
#1 Issue: Medicare / Social Security	39%	(72)	61%	(113)	185
#1 Issue: Women's Issues	46%	(73)	54%	(84)	157
#1 Issue: Education	40%	(74)	60%	(110)	184
#1 Issue: Energy	50%	(53)	50%	(53)	106
#1 Issue: Other	39%	(50)	61%	(78)	128
2018 House Vote: Democrat	46%	(371)	54%	(432)	804
2018 House Vote: Republican	44%	(266)	56%	(334)	600
2018 House Vote: Someone else	34%	(36)	66%	(70)	106
2018 House Vote: Didnt Vote	37%	(236)	63%	(402)	638
2016 Vote: Hillary Clinton	45%	(314)	55%	(383)	697
2016 Vote: Donald Trump	42%	(251)	58%	(343)	594
2016 Vote: Someone else	45%	(76)	55%	(95)	172
2016 Vote: Didnt Vote	39%	(267)	61%	(416)	684

Continued on next page

Table IAP8_3NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply
A paid spokesperson to promote a product or service

Demographic	Selected	Not Selected	Total N
Adults	42% (909)	58% (1241)	2150
Voted in 2014: Yes	44% (570)	56% (720)	1290
Voted in 2014: No	39% (339)	61% (521)	860
2012 Vote: Barack Obama	44% (367)	56% (465)	833
2012 Vote: Mitt Romney	48% (215)	52% (232)	447
2012 Vote: Other	35% (29)	65% (54)	83
2012 Vote: Didn't Vote	38% (298)	62% (485)	783
4-Region: Northeast	42% (163)	58% (223)	387
4-Region: Midwest	44% (196)	56% (248)	444
4-Region: South	43% (354)	57% (471)	825
4-Region: West	40% (196)	60% (298)	494
190229	41% (428)	59% (626)	1054
190235	44% (481)	56% (615)	1096
Yes, I currently have one	44% (764)	56% (979)	1743
No, but I had one previously	35% (142)	65% (260)	402
No, I have never had an Instagram account	— (0)	— (0)	0
Comfortable with ads	46% (383)	54% (455)	838
Not comfortable with ads	39% (290)	61% (459)	749

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

Table IAP8_4NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply

Paying for a specific brand name product to be used in movies or TV (television) shows like having a character on a sitcom drinking a specific brand of soda;

Demographic	Selected	Not Selected	Total N
Adults	41% (887)	59% (1263)	2150
Gender: Male	40% (349)	60% (531)	880
Gender: Female	42% (538)	58% (733)	1270
Age: 18-29	45% (284)	55% (345)	629
Age: 30-44	42% (268)	58% (364)	632
Age: 45-54	37% (143)	63% (240)	383
Age: 55-64	39% (112)	61% (174)	286
Age: 65+	36% (80)	64% (141)	221
Generation Z: 18-22	48% (123)	52% (135)	258
Millennial: Age 23-38	42% (307)	58% (421)	728
Generation X: Age 39-54	40% (251)	60% (378)	630
Boomers: Age 55-73	40% (197)	60% (302)	499
PID: Dem (no lean)	43% (320)	57% (427)	746
PID: Ind (no lean)	40% (313)	60% (478)	791
PID: Rep (no lean)	42% (254)	58% (358)	613
PID/Gender: Dem Men	41% (119)	59% (169)	288
PID/Gender: Dem Women	44% (200)	56% (258)	458
PID/Gender: Ind Men	39% (123)	61% (191)	314
PID/Gender: Ind Women	40% (190)	60% (287)	477
PID/Gender: Rep Men	38% (106)	62% (170)	277
PID/Gender: Rep Women	44% (148)	56% (188)	336
Ideo: Liberal (1-3)	44% (345)	56% (447)	792
Ideo: Moderate (4)	44% (187)	56% (234)	421
Ideo: Conservative (5-7)	43% (267)	57% (350)	617
Educ: < College	39% (519)	61% (815)	1334
Educ: Bachelors degree	46% (241)	54% (289)	530
Educ: Post-grad	44% (127)	56% (159)	286

Continued on next page

Table IAP8_4NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply
Paying for a specific brand name product to be used in movies or TV (television) shows like having a character on a sitcom drinking a specific brand of soda;

Demographic	Selected	Not Selected	Total N
Adults	41% (887)	59% (1263)	2150
Income: Under 50k	38% (463)	62% (747)	1210
Income: 50k-100k	45% (287)	55% (347)	634
Income: 100k+	45% (137)	55% (169)	305
Ethnicity: White	43% (709)	57% (928)	1637
Ethnicity: Hispanic	42% (122)	58% (165)	287
Ethnicity: Afr. Am.	35% (119)	65% (222)	341
Ethnicity: Other	35% (59)	65% (113)	172
Relig: Protestant	44% (183)	56% (234)	417
Relig: Roman Catholic	43% (171)	57% (224)	395
Relig: Ath./Agn./None	40% (276)	60% (412)	688
Relig: Something Else	43% (158)	57% (212)	370
Relig: Jewish	40% (17)	60% (25)	42
Relig: Evangelical	37% (215)	63% (365)	580
Relig: Non-Evang. Catholics	47% (238)	53% (273)	511
Relig: All Christian	42% (453)	58% (638)	1091
Relig: All Non-Christian	41% (434)	59% (625)	1059
Community: Urban	39% (236)	61% (363)	599
Community: Suburban	43% (409)	57% (545)	954
Community: Rural	40% (242)	60% (356)	597
Employ: Private Sector	44% (317)	56% (399)	716
Employ: Government	46% (84)	54% (100)	184
Employ: Self-Employed	39% (87)	61% (138)	225
Employ: Homemaker	44% (75)	56% (96)	171
Employ: Student	52% (79)	48% (73)	151
Employ: Retired	34% (89)	66% (169)	258
Employ: Unemployed	35% (78)	65% (147)	225
Employ: Other	36% (79)	64% (140)	219
Military HH: Yes	42% (147)	58% (206)	353
Military HH: No	41% (740)	59% (1057)	1797

Continued on next page

Table IAP8_4NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply

Paying for a specific brand name product to be used in movies or TV (television) shows like having a character on a sitcom drinking a specific brand of soda;

Demographic	Selected	Not Selected	Total N
Adults	41% (887)	59% (1263)	2150
RD/WT: Right Direction	39% (287)	61% (454)	741
RD/WT: Wrong Track	43% (600)	57% (809)	1409
Trump Job Approve	41% (330)	59% (479)	809
Trump Job Disapprove	43% (526)	57% (687)	1213
Trump Job Strongly Approve	38% (163)	62% (268)	431
Trump Job Somewhat Approve	44% (167)	56% (210)	378
Trump Job Somewhat Disapprove	44% (128)	56% (166)	294
Trump Job Strongly Disapprove	43% (398)	57% (521)	919
Favorable of Trump	42% (333)	58% (469)	802
Unfavorable of Trump	43% (515)	57% (675)	1190
Very Favorable of Trump	39% (172)	61% (269)	441
Somewhat Favorable of Trump	45% (161)	55% (200)	361
Somewhat Unfavorable of Trump	43% (92)	57% (121)	213
Very Unfavorable of Trump	43% (423)	57% (554)	977
#1 Issue: Economy	46% (295)	54% (351)	646
#1 Issue: Security	37% (137)	63% (229)	366
#1 Issue: Health Care	41% (156)	59% (222)	377
#1 Issue: Medicare / Social Security	35% (64)	65% (121)	185
#1 Issue: Women's Issues	46% (72)	54% (85)	157
#1 Issue: Education	41% (75)	59% (110)	184
#1 Issue: Energy	38% (40)	62% (65)	106
#1 Issue: Other	37% (48)	63% (80)	128
2018 House Vote: Democrat	44% (356)	56% (448)	804
2018 House Vote: Republican	40% (243)	60% (358)	600
2018 House Vote: Someone else	32% (34)	68% (72)	106
2018 House Vote: Didnt Vote	40% (254)	60% (384)	638

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Table IAP8_4NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply
Paying for a specific brand name product to be used in movies or TV (television) shows like having a character on a sitcom drinking a specific brand of soda;

Demographic	Selected	Not Selected	Total N
Adults	41% (887)	59% (1263)	2150
2016 Vote: Hillary Clinton	43% (298)	57% (398)	697
2016 Vote: Donald Trump	40% (239)	60% (355)	594
2016 Vote: Someone else	36% (61)	64% (111)	172
2016 Vote: Didnt Vote	42% (287)	58% (397)	684
Voted in 2014: Yes	41% (525)	59% (765)	1290
Voted in 2014: No	42% (362)	58% (498)	860
2012 Vote: Barack Obama	41% (340)	59% (492)	833
2012 Vote: Mitt Romney	41% (181)	59% (266)	447
2012 Vote: Other	31% (26)	69% (58)	83
2012 Vote: Didn't Vote	43% (340)	57% (443)	783
4-Region: Northeast	39% (153)	61% (234)	387
4-Region: Midwest	46% (203)	54% (241)	444
4-Region: South	41% (336)	59% (489)	825
4-Region: West	39% (195)	61% (299)	494
190229	39% (413)	61% (641)	1054
190235	43% (474)	57% (622)	1096
Yes, I currently have one	43% (750)	57% (993)	1743
No, but I had one previously	33% (134)	67% (268)	402
No, I have never had an Instagram account	— (0)	— (0)	0
Comfortable with ads	49% (411)	51% (427)	838
Not comfortable with ads	36% (268)	64% (481)	749

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

Table IAP8_5NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply

Gaining coverage of products, services or issues in a news story, for example in a story about migraine headaches that mentions a specific drug to treat migraines;

Demographic	Selected	Not Selected	Total N
Adults	25% (540)	75% (1610)	2150
Gender: Male	27% (233)	73% (646)	880
Gender: Female	24% (307)	76% (964)	1270
Age: 18-29	29% (184)	71% (445)	629
Age: 30-44	27% (169)	73% (463)	632
Age: 45-54	23% (90)	77% (293)	383
Age: 55-64	21% (59)	79% (227)	286
Age: 65+	17% (39)	83% (182)	221
Generation Z: 18-22	33% (84)	67% (174)	258
Millennial: Age 23-38	28% (202)	72% (526)	728
Generation X: Age 39-54	24% (150)	76% (480)	630
Boomers: Age 55-73	20% (102)	80% (397)	499
PID: Dem (no lean)	25% (183)	75% (563)	746
PID: Ind (no lean)	24% (190)	76% (601)	791
PID: Rep (no lean)	27% (167)	73% (446)	613
PID/Gender: Dem Men	28% (81)	72% (207)	288
PID/Gender: Dem Women	22% (102)	78% (356)	458
PID/Gender: Ind Men	22% (70)	78% (244)	314
PID/Gender: Ind Women	25% (120)	75% (357)	477
PID/Gender: Rep Men	30% (82)	70% (195)	277
PID/Gender: Rep Women	25% (85)	75% (251)	336
Ideo: Liberal (1-3)	26% (207)	74% (585)	792
Ideo: Moderate (4)	25% (104)	75% (317)	421
Ideo: Conservative (5-7)	25% (155)	75% (463)	617
Educ: < College	25% (333)	75% (1001)	1334
Educ: Bachelors degree	26% (140)	74% (390)	530
Educ: Post-grad	24% (67)	76% (219)	286

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Table IAP8_5NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply

Gaining coverage of products, services or issues in a news story, for example in a story about migraine headaches that mentions a specific drug to treat migraines;

Demographic	Selected		Not Selected		Total N
Adults	25%	(540)	75%	(1610)	2150
Income: Under 50k	25%	(297)	75%	(914)	1210
Income: 50k-100k	27%	(170)	73%	(464)	634
Income: 100k+	24%	(73)	76%	(232)	305
Ethnicity: White	25%	(417)	75%	(1220)	1637
Ethnicity: Hispanic	31%	(89)	69%	(198)	287
Ethnicity: Afr. Am.	21%	(73)	79%	(269)	341
Ethnicity: Other	29%	(50)	71%	(121)	172
Relig: Protestant	23%	(96)	77%	(321)	417
Relig: Roman Catholic	28%	(110)	72%	(285)	395
Relig: Ath./Agn./None	24%	(164)	76%	(524)	688
Relig: Something Else	26%	(96)	74%	(274)	370
Relig: Jewish	27%	(11)	73%	(31)	42
Relig: Evangelical	26%	(152)	74%	(427)	580
Relig: Non-Evang. Catholics	25%	(127)	75%	(384)	511
Relig: All Christian	26%	(279)	74%	(811)	1091
Relig: All Non-Christian	25%	(260)	75%	(798)	1059
Community: Urban	27%	(164)	73%	(435)	599
Community: Suburban	25%	(238)	75%	(715)	954
Community: Rural	23%	(138)	77%	(460)	597
Employ: Private Sector	28%	(203)	72%	(513)	716
Employ: Government	30%	(55)	70%	(129)	184
Employ: Self-Employed	27%	(60)	73%	(165)	225
Employ: Homemaker	21%	(36)	79%	(135)	171
Employ: Student	29%	(45)	71%	(107)	151
Employ: Retired	14%	(35)	86%	(223)	258
Employ: Unemployed	21%	(47)	79%	(178)	225
Employ: Other	27%	(59)	73%	(161)	219
Military HH: Yes	22%	(78)	78%	(275)	353
Military HH: No	26%	(462)	74%	(1335)	1797

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Table IAP8_5NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply

Gaining coverage of products, services or issues in a news story, for example in a story about migraine headaches that mentions a specific drug to treat migraines;

Demographic	Selected	Not Selected	Total N
Adults	25% (540)	75% (1610)	2150
RD/WT: Right Direction	25% (186)	75% (554)	741
RD/WT: Wrong Track	25% (354)	75% (1056)	1409
Trump Job Approve	26% (208)	74% (601)	809
Trump Job Disapprove	25% (308)	75% (906)	1213
Trump Job Strongly Approve	25% (107)	75% (325)	431
Trump Job Somewhat Approve	27% (102)	73% (276)	378
Trump Job Somewhat Disapprove	27% (80)	73% (214)	294
Trump Job Strongly Disapprove	25% (228)	75% (691)	919
Favorable of Trump	26% (208)	74% (594)	802
Unfavorable of Trump	26% (313)	74% (877)	1190
Very Favorable of Trump	25% (110)	75% (332)	441
Somewhat Favorable of Trump	27% (99)	73% (262)	361
Somewhat Unfavorable of Trump	32% (69)	68% (144)	213
Very Unfavorable of Trump	25% (244)	75% (733)	977
#1 Issue: Economy	28% (184)	72% (462)	646
#1 Issue: Security	23% (83)	77% (284)	366
#1 Issue: Health Care	24% (90)	76% (287)	377
#1 Issue: Medicare / Social Security	26% (48)	74% (137)	185
#1 Issue: Women's Issues	23% (37)	77% (120)	157
#1 Issue: Education	24% (44)	76% (140)	184
#1 Issue: Energy	25% (26)	75% (79)	106
#1 Issue: Other	22% (28)	78% (100)	128
2018 House Vote: Democrat	25% (197)	75% (606)	804
2018 House Vote: Republican	26% (159)	74% (441)	600
2018 House Vote: Someone else	23% (24)	77% (82)	106
2018 House Vote: Didnt Vote	25% (160)	75% (478)	638

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Table IAP8_5NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply

Gaining coverage of products, services or issues in a news story, for example in a story about migraine headaches that mentions a specific drug to treat migraines;

Demographic	Selected		Not Selected		Total N
Adults	25%	(540)	75%	(1610)	2150
2016 Vote: Hillary Clinton	24%	(170)	76%	(527)	697
2016 Vote: Donald Trump	26%	(155)	74%	(439)	594
2016 Vote: Someone else	23%	(39)	77%	(133)	172
2016 Vote: Didnt Vote	26%	(175)	74%	(508)	684
Voted in 2014: Yes	24%	(312)	76%	(978)	1290
Voted in 2014: No	27%	(228)	73%	(632)	860
2012 Vote: Barack Obama	24%	(201)	76%	(632)	833
2012 Vote: Mitt Romney	25%	(114)	75%	(333)	447
2012 Vote: Other	18%	(15)	82%	(68)	83
2012 Vote: Didn't Vote	27%	(210)	73%	(573)	783
4-Region: Northeast	20%	(79)	80%	(308)	387
4-Region: Midwest	28%	(126)	72%	(318)	444
4-Region: South	27%	(222)	73%	(603)	825
4-Region: West	23%	(113)	77%	(381)	494
190229	25%	(264)	75%	(790)	1054
190235	25%	(276)	75%	(820)	1096
Yes, I currently have one	26%	(457)	74%	(1286)	1743
No, but I had one previously	20%	(82)	80%	(320)	402
No, I have never had an Instagram account	—	(0)	—	(0)	0
Comfortable with ads	32%	(269)	68%	(570)	838
Not comfortable with ads	21%	(154)	79%	(595)	749

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

Table IAP8_6NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply

Providing financial support to grassroots organizations to help promote their messages;

Demographic	Selected	Not Selected	Total N
Adults	27% (588)	73% (1562)	2150
Gender: Male	28% (246)	72% (633)	880
Gender: Female	27% (341)	73% (929)	1270
Age: 18-29	25% (156)	75% (473)	629
Age: 30-44	30% (187)	70% (445)	632
Age: 45-54	25% (97)	75% (286)	383
Age: 55-64	27% (78)	73% (208)	286
Age: 65+	32% (70)	68% (151)	221
Generation Z: 18-22	24% (62)	76% (196)	258
Millennial: Age 23-38	27% (196)	73% (532)	728
Generation X: Age 39-54	28% (176)	72% (454)	630
Boomers: Age 55-73	29% (142)	71% (357)	499
PID: Dem (no lean)	28% (211)	72% (536)	746
PID: Ind (no lean)	30% (236)	70% (555)	791
PID: Rep (no lean)	23% (141)	77% (472)	613
PID/Gender: Dem Men	29% (85)	71% (204)	288
PID/Gender: Dem Women	27% (126)	73% (332)	458
PID/Gender: Ind Men	28% (89)	72% (225)	314
PID/Gender: Ind Women	31% (147)	69% (329)	477
PID/Gender: Rep Men	26% (73)	74% (204)	277
PID/Gender: Rep Women	20% (68)	80% (268)	336
Ideo: Liberal (1-3)	33% (265)	67% (527)	792
Ideo: Moderate (4)	28% (120)	72% (301)	421
Ideo: Conservative (5-7)	24% (151)	76% (467)	617
Educ: < College	23% (310)	77% (1024)	1334
Educ: Bachelors degree	33% (173)	67% (357)	530
Educ: Post-grad	37% (106)	63% (181)	286

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Table IAP8_6NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply
Providing financial support to grassroots organizations to help promote their messages;

Demographic	Selected	Not Selected	Total N
Adults	27% (588)	73% (1562)	2150
Income: Under 50k	24% (291)	76% (919)	1210
Income: 50k-100k	31% (196)	69% (439)	634
Income: 100k+	33% (101)	67% (204)	305
Ethnicity: White	28% (463)	72% (1174)	1637
Ethnicity: Hispanic	23% (67)	77% (220)	287
Ethnicity: Afr. Am.	26% (87)	74% (254)	341
Ethnicity: Other	22% (38)	78% (134)	172
Relig: Protestant	32% (132)	68% (284)	417
Relig: Roman Catholic	27% (107)	73% (288)	395
Relig: Ath./Agn./None	26% (181)	74% (507)	688
Relig: Something Else	29% (108)	71% (262)	370
Relig: Jewish	42% (18)	58% (24)	42
Relig: Evangelical	24% (137)	76% (443)	580
Relig: Non-Evang. Catholics	32% (162)	68% (349)	511
Relig: All Christian	27% (299)	73% (792)	1091
Relig: All Non-Christian	27% (289)	73% (769)	1059
Community: Urban	29% (172)	71% (427)	599
Community: Suburban	29% (278)	71% (676)	954
Community: Rural	23% (137)	77% (460)	597
Employ: Private Sector	28% (204)	72% (512)	716
Employ: Government	32% (58)	68% (126)	184
Employ: Self-Employed	37% (84)	63% (141)	225
Employ: Homemaker	26% (44)	74% (127)	171
Employ: Student	26% (39)	74% (112)	151
Employ: Retired	22% (57)	78% (201)	258
Employ: Unemployed	20% (44)	80% (180)	225
Employ: Other	26% (57)	74% (162)	219
Military HH: Yes	28% (99)	72% (254)	353
Military HH: No	27% (488)	73% (1309)	1797

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Table IAP8_6NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply

Providing financial support to grassroots organizations to help promote their messages;

Demographic	Selected	Not Selected	Total N
Adults	27% (588)	73% (1562)	2150
RD/WT: Right Direction	21% (157)	79% (584)	741
RD/WT: Wrong Track	31% (431)	69% (978)	1409
Trump Job Approve	22% (180)	78% (629)	809
Trump Job Disapprove	31% (382)	69% (832)	1213
Trump Job Strongly Approve	20% (85)	80% (346)	431
Trump Job Somewhat Approve	25% (95)	75% (282)	378
Trump Job Somewhat Disapprove	33% (97)	67% (197)	294
Trump Job Strongly Disapprove	31% (284)	69% (635)	919
Favorable of Trump	23% (187)	77% (615)	802
Unfavorable of Trump	32% (378)	68% (812)	1190
Very Favorable of Trump	20% (89)	80% (352)	441
Somewhat Favorable of Trump	27% (98)	73% (263)	361
Somewhat Unfavorable of Trump	32% (69)	68% (144)	213
Very Unfavorable of Trump	32% (309)	68% (668)	977
#1 Issue: Economy	27% (177)	73% (469)	646
#1 Issue: Security	20% (75)	80% (292)	366
#1 Issue: Health Care	28% (106)	72% (271)	377
#1 Issue: Medicare / Social Security	32% (59)	68% (126)	185
#1 Issue: Women's Issues	33% (52)	67% (105)	157
#1 Issue: Education	24% (44)	76% (141)	184
#1 Issue: Energy	35% (37)	65% (69)	106
#1 Issue: Other	30% (38)	70% (90)	128
2018 House Vote: Democrat	34% (270)	66% (533)	804
2018 House Vote: Republican	23% (139)	77% (461)	600
2018 House Vote: Someone else	25% (27)	75% (79)	106
2018 House Vote: Didnt Vote	24% (151)	76% (487)	638
2016 Vote: Hillary Clinton	32% (226)	68% (471)	697
2016 Vote: Donald Trump	24% (143)	76% (451)	594
2016 Vote: Someone else	29% (50)	71% (121)	172
2016 Vote: Didnt Vote	25% (168)	75% (516)	684

Continued on next page

Table IAP8_6NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply
Providing financial support to grassroots organizations to help promote their messages;

Demographic	Selected	Not Selected	Total N
Adults	27% (588)	73% (1562)	2150
Voted in 2014: Yes	29% (376)	71% (915)	1290
Voted in 2014: No	25% (212)	75% (647)	860
2012 Vote: Barack Obama	31% (260)	69% (573)	833
2012 Vote: Mitt Romney	25% (111)	75% (336)	447
2012 Vote: Other	22% (18)	78% (65)	83
2012 Vote: Didn't Vote	25% (199)	75% (584)	783
4-Region: Northeast	25% (96)	75% (291)	387
4-Region: Midwest	30% (132)	70% (313)	444
4-Region: South	27% (223)	73% (602)	825
4-Region: West	28% (138)	72% (356)	494
190229	27% (284)	73% (770)	1054
190235	28% (304)	72% (792)	1096
Yes, I currently have one	28% (495)	72% (1248)	1743
No, but I had one previously	23% (91)	77% (311)	402
No, I have never had an Instagram account	— (0)	— (0)	0
Comfortable with ads	32% (268)	68% (570)	838
Not comfortable with ads	24% (180)	76% (569)	749

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

Table IAP8_7NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply

Paying to have a specific brand name product appear on TV news shows like a 'Great Gifts' segment on a morning news show;

Demographic	Selected	Not Selected	Total N
Adults	35% (746)	65% (1404)	2150
Gender: Male	36% (318)	64% (561)	880
Gender: Female	34% (428)	66% (842)	1270
Age: 18-29	37% (231)	63% (397)	629
Age: 30-44	38% (240)	62% (392)	632
Age: 45-54	33% (127)	67% (256)	383
Age: 55-64	30% (87)	70% (199)	286
Age: 65+	28% (62)	72% (159)	221
Generation Z: 18-22	38% (99)	62% (159)	258
Millennial: Age 23-38	37% (273)	63% (455)	728
Generation X: Age 39-54	34% (216)	66% (413)	630
Boomers: Age 55-73	30% (152)	70% (347)	499
PID: Dem (no lean)	35% (260)	65% (486)	746
PID: Ind (no lean)	34% (269)	66% (522)	791
PID: Rep (no lean)	35% (217)	65% (396)	613
PID/Gender: Dem Men	39% (112)	61% (176)	288
PID/Gender: Dem Women	32% (148)	68% (310)	458
PID/Gender: Ind Men	33% (104)	67% (210)	314
PID/Gender: Ind Women	35% (165)	65% (312)	477
PID/Gender: Rep Men	37% (102)	63% (175)	277
PID/Gender: Rep Women	34% (115)	66% (221)	336
Ideo: Liberal (1-3)	37% (289)	63% (503)	792
Ideo: Moderate (4)	35% (147)	65% (273)	421
Ideo: Conservative (5-7)	36% (224)	64% (393)	617
Educ: < College	32% (433)	68% (901)	1334
Educ: Bachelors degree	39% (208)	61% (322)	530
Educ: Post-grad	37% (105)	63% (181)	286

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Table IAP8_7NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply

Paying to have a specific brand name product appear on TV news shows like a 'Great Gifts' segment on a morning news show;

Demographic	Selected	Not Selected	Total N
Adults	35% (746)	65% (1404)	2150
Income: Under 50k	32% (385)	68% (825)	1210
Income: 50k-100k	40% (255)	60% (379)	634
Income: 100k+	35% (107)	65% (199)	305
Ethnicity: White	36% (590)	64% (1047)	1637
Ethnicity: Hispanic	36% (102)	64% (185)	287
Ethnicity: Afr. Am.	32% (108)	68% (233)	341
Ethnicity: Other	28% (48)	72% (124)	172
Relig: Protestant	38% (157)	62% (259)	417
Relig: Roman Catholic	37% (147)	63% (248)	395
Relig: Ath./Agn./None	33% (227)	67% (461)	688
Relig: Something Else	35% (129)	65% (242)	370
Relig: Jewish	35% (15)	65% (27)	42
Relig: Evangelical	33% (189)	67% (391)	580
Relig: Non-Evang. Catholics	39% (202)	61% (310)	511
Relig: All Christian	36% (390)	64% (700)	1091
Relig: All Non-Christian	34% (356)	66% (703)	1059
Community: Urban	35% (208)	65% (391)	599
Community: Suburban	36% (343)	64% (611)	954
Community: Rural	33% (196)	67% (402)	597
Employ: Private Sector	39% (281)	61% (435)	716
Employ: Government	34% (63)	66% (121)	184
Employ: Self-Employed	34% (77)	66% (148)	225
Employ: Homemaker	32% (54)	68% (117)	171
Employ: Student	44% (66)	56% (85)	151
Employ: Retired	29% (74)	71% (184)	258
Employ: Unemployed	28% (62)	72% (163)	225
Employ: Other	31% (69)	69% (150)	219
Military HH: Yes	36% (126)	64% (227)	353
Military HH: No	35% (620)	65% (1177)	1797

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Table IAP8_7NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply

Paying to have a specific brand name product appear on TV news shows like a 'Great Gifts' segment on a morning news show;

Demographic	Selected	Not Selected	Total N
Adults	35% (746)	65% (1404)	2150
RD/WT: Right Direction	35% (262)	65% (479)	741
RD/WT: Wrong Track	34% (485)	66% (925)	1409
Trump Job Approve	37% (297)	63% (512)	809
Trump Job Disapprove	35% (420)	65% (793)	1213
Trump Job Strongly Approve	34% (147)	66% (285)	431
Trump Job Somewhat Approve	40% (150)	60% (227)	378
Trump Job Somewhat Disapprove	36% (105)	64% (189)	294
Trump Job Strongly Disapprove	34% (315)	66% (604)	919
Favorable of Trump	38% (305)	62% (497)	802
Unfavorable of Trump	34% (405)	66% (785)	1190
Very Favorable of Trump	35% (153)	65% (288)	441
Somewhat Favorable of Trump	42% (152)	58% (209)	361
Somewhat Unfavorable of Trump	35% (75)	65% (138)	213
Very Unfavorable of Trump	34% (331)	66% (647)	977
#1 Issue: Economy	38% (245)	62% (401)	646
#1 Issue: Security	33% (123)	67% (244)	366
#1 Issue: Health Care	30% (114)	70% (263)	377
#1 Issue: Medicare / Social Security	28% (51)	72% (134)	185
#1 Issue: Women's Issues	43% (68)	57% (89)	157
#1 Issue: Education	36% (67)	64% (118)	184
#1 Issue: Energy	37% (39)	63% (67)	106
#1 Issue: Other	31% (40)	69% (88)	128
2018 House Vote: Democrat	36% (289)	64% (514)	804
2018 House Vote: Republican	36% (219)	64% (381)	600
2018 House Vote: Someone else	28% (30)	72% (76)	106
2018 House Vote: Didnt Vote	33% (208)	67% (430)	638
2016 Vote: Hillary Clinton	35% (242)	65% (454)	697
2016 Vote: Donald Trump	35% (209)	65% (386)	594
2016 Vote: Someone else	31% (53)	69% (119)	172
2016 Vote: Didnt Vote	35% (242)	65% (442)	684

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Table IAP8_7NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply

Paying to have a specific brand name product appear on TV news shows like a 'Great Gifts' segment on a morning news show;

Demographic	Selected	Not Selected	Total N
Adults	35% (746)	65% (1404)	2150
Voted in 2014: Yes	34% (441)	66% (849)	1290
Voted in 2014: No	35% (305)	65% (554)	860
2012 Vote: Barack Obama	34% (283)	66% (549)	833
2012 Vote: Mitt Romney	37% (164)	63% (283)	447
2012 Vote: Other	28% (24)	72% (60)	83
2012 Vote: Didn't Vote	35% (275)	65% (507)	783
4-Region: Northeast	34% (133)	66% (253)	387
4-Region: Midwest	36% (158)	64% (286)	444
4-Region: South	35% (288)	65% (537)	825
4-Region: West	34% (167)	66% (327)	494
190229	32% (337)	68% (717)	1054
190235	37% (409)	63% (687)	1096
Yes, I currently have one	35% (614)	65% (1129)	1743
No, but I had one previously	32% (128)	68% (274)	402
No, I have never had an Instagram account	— (0)	— (0)	0
Comfortable with ads	42% (348)	58% (490)	838
Not comfortable with ads	30% (228)	70% (521)	749

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

Table IAP8_8NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply

Paying private citizens to promote a product or service like paying customers at a restaurant to drink a certain brand of beverage, product placement in schools, such as vending machines;

Demographic	Selected	Not Selected	Total N
Adults	28% (606)	72% (1544)	2150
Gender: Male	29% (258)	71% (622)	880
Gender: Female	27% (348)	73% (923)	1270
Age: 18-29	28% (175)	72% (453)	629
Age: 30-44	32% (201)	68% (430)	632
Age: 45-54	30% (113)	70% (269)	383
Age: 55-64	27% (77)	73% (209)	286
Age: 65+	17% (38)	83% (183)	221
Generation Z: 18-22	25% (65)	75% (193)	258
Millennial: Age 23-38	31% (223)	69% (505)	728
Generation X: Age 39-54	31% (196)	69% (434)	630
Boomers: Age 55-73	24% (120)	76% (379)	499
PID: Dem (no lean)	26% (191)	74% (555)	746
PID: Ind (no lean)	28% (222)	72% (569)	791
PID: Rep (no lean)	31% (192)	69% (421)	613
PID/Gender: Dem Men	27% (77)	73% (211)	288
PID/Gender: Dem Women	25% (114)	75% (344)	458
PID/Gender: Ind Men	28% (89)	72% (225)	314
PID/Gender: Ind Women	28% (133)	72% (343)	477
PID/Gender: Rep Men	33% (92)	67% (185)	277
PID/Gender: Rep Women	30% (100)	70% (235)	336
Ideo: Liberal (1-3)	28% (220)	72% (572)	792
Ideo: Moderate (4)	30% (126)	70% (295)	421
Ideo: Conservative (5-7)	31% (189)	69% (428)	617
Educ: < College	27% (356)	73% (978)	1334
Educ: Bachelors degree	32% (168)	68% (362)	530
Educ: Post-grad	28% (81)	72% (205)	286

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Table IAP8_8NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply

Paying private citizens to promote a product or service like paying customers at a restaurant to drink a certain brand of beverage, product placement in schools, such as vending machines;

Demographic	Selected		Not Selected		Total N
Adults	28%	(606)	72%	(1544)	2150
Income: Under 50k	27%	(328)	73%	(883)	1210
Income: 50k-100k	30%	(189)	70%	(445)	634
Income: 100k+	29%	(89)	71%	(216)	305
Ethnicity: White	29%	(472)	71%	(1165)	1637
Ethnicity: Hispanic	26%	(74)	74%	(214)	287
Ethnicity: Afr. Am.	28%	(97)	72%	(245)	341
Ethnicity: Other	21%	(37)	79%	(135)	172
Relig: Protestant	27%	(114)	73%	(303)	417
Relig: Roman Catholic	28%	(109)	72%	(286)	395
Relig: Ath./Agn./None	27%	(185)	73%	(503)	688
Relig: Something Else	31%	(115)	69%	(255)	370
Relig: Jewish	37%	(16)	63%	(26)	42
Relig: Evangelical	28%	(163)	72%	(416)	580
Relig: Non-Evang. Catholics	28%	(141)	72%	(370)	511
Relig: All Christian	28%	(304)	72%	(786)	1091
Relig: All Non-Christian	28%	(301)	72%	(758)	1059
Community: Urban	29%	(172)	71%	(427)	599
Community: Suburban	28%	(266)	72%	(688)	954
Community: Rural	28%	(168)	72%	(429)	597
Employ: Private Sector	31%	(221)	69%	(495)	716
Employ: Government	33%	(61)	67%	(123)	184
Employ: Self-Employed	28%	(63)	72%	(162)	225
Employ: Homemaker	36%	(61)	64%	(110)	171
Employ: Student	28%	(42)	72%	(109)	151
Employ: Retired	19%	(49)	81%	(209)	258
Employ: Unemployed	26%	(58)	74%	(167)	225
Employ: Other	23%	(51)	77%	(168)	219
Military HH: Yes	26%	(91)	74%	(263)	353
Military HH: No	29%	(515)	71%	(1282)	1797

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Table IAP8_8NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply

Paying private citizens to promote a product or service like paying customers at a restaurant to drink a certain brand of beverage, product placement in schools, such as vending machines;

Demographic	Selected	Not Selected	Total N
Adults	28% (606)	72% (1544)	2150
RD/WT: Right Direction	28% (211)	72% (530)	741
RD/WT: Wrong Track	28% (395)	72% (1015)	1409
Trump Job Approve	31% (250)	69% (559)	809
Trump Job Disapprove	27% (331)	73% (882)	1213
Trump Job Strongly Approve	29% (126)	71% (305)	431
Trump Job Somewhat Approve	33% (124)	67% (254)	378
Trump Job Somewhat Disapprove	31% (91)	69% (204)	294
Trump Job Strongly Disapprove	26% (241)	74% (678)	919
Favorable of Trump	31% (247)	69% (555)	802
Unfavorable of Trump	28% (335)	72% (855)	1190
Very Favorable of Trump	28% (124)	72% (317)	441
Somewhat Favorable of Trump	34% (123)	66% (238)	361
Somewhat Unfavorable of Trump	34% (73)	66% (140)	213
Very Unfavorable of Trump	27% (262)	73% (716)	977
#1 Issue: Economy	33% (213)	67% (434)	646
#1 Issue: Security	27% (100)	73% (266)	366
#1 Issue: Health Care	27% (101)	73% (276)	377
#1 Issue: Medicare / Social Security	28% (53)	72% (133)	185
#1 Issue: Women's Issues	24% (37)	76% (119)	157
#1 Issue: Education	23% (42)	77% (142)	184
#1 Issue: Energy	24% (26)	76% (80)	106
#1 Issue: Other	27% (34)	73% (94)	128
2018 House Vote: Democrat	27% (217)	73% (587)	804
2018 House Vote: Republican	30% (181)	70% (419)	600
2018 House Vote: Someone else	24% (25)	76% (81)	106
2018 House Vote: Didnt Vote	29% (182)	71% (456)	638

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Table IAP8_8NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply

Paying private citizens to promote a product or service like paying customers at a restaurant to drink a certain brand of beverage, product placement in schools, such as vending machines;

Demographic	Selected	Not Selected	Total N
Adults	28% (606)	72% (1544)	2150
2016 Vote: Hillary Clinton	26% (178)	74% (518)	697
2016 Vote: Donald Trump	30% (180)	70% (414)	594
2016 Vote: Someone else	28% (47)	72% (124)	172
2016 Vote: Didnt Vote	29% (199)	71% (485)	684
Voted in 2014: Yes	29% (371)	71% (919)	1290
Voted in 2014: No	27% (234)	73% (625)	860
2012 Vote: Barack Obama	28% (231)	72% (601)	833
2012 Vote: Mitt Romney	31% (140)	69% (307)	447
2012 Vote: Other	27% (22)	73% (61)	83
2012 Vote: Didn't Vote	27% (213)	73% (570)	783
4-Region: Northeast	27% (105)	73% (282)	387
4-Region: Midwest	30% (133)	70% (311)	444
4-Region: South	29% (237)	71% (588)	825
4-Region: West	26% (130)	74% (364)	494
190229	27% (280)	73% (774)	1054
190235	30% (325)	70% (771)	1096
Yes, I currently have one	30% (515)	70% (1228)	1743
No, but I had one previously	22% (90)	78% (312)	402
No, I have never had an Instagram account	— (0)	— (0)	0
Comfortable with ads	36% (301)	64% (537)	838
Not comfortable with ads	22% (168)	78% (581)	749

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

Table IAP8_9NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply

The use of text messaging to deliver commercial messages to consumers, Internet pop-up ads

Demographic	Selected		Not Selected		Total N
Adults	13%	(275)	87%	(1875)	2150
Gender: Male	15%	(136)	85%	(744)	880
Gender: Female	11%	(139)	89%	(1131)	1270
Age: 18-29	15%	(94)	85%	(535)	629
Age: 30-44	15%	(97)	85%	(534)	632
Age: 45-54	12%	(44)	88%	(339)	383
Age: 55-64	11%	(31)	89%	(255)	286
Age: 65+	4%	(9)	96%	(212)	221
Generation Z: 18-22	16%	(41)	84%	(217)	258
Millennial: Age 23-38	16%	(115)	84%	(613)	728
Generation X: Age 39-54	12%	(76)	88%	(554)	630
Boomers: Age 55-73	8%	(40)	92%	(459)	499
PID: Dem (no lean)	14%	(103)	86%	(643)	746
PID: Ind (no lean)	12%	(99)	88%	(692)	791
PID: Rep (no lean)	12%	(73)	88%	(540)	613
PID/Gender: Dem Men	19%	(54)	81%	(234)	288
PID/Gender: Dem Women	11%	(49)	89%	(409)	458
PID/Gender: Ind Men	12%	(39)	88%	(276)	314
PID/Gender: Ind Women	13%	(60)	87%	(417)	477
PID/Gender: Rep Men	16%	(43)	84%	(234)	277
PID/Gender: Rep Women	9%	(30)	91%	(306)	336
Ideo: Liberal (1-3)	15%	(120)	85%	(672)	792
Ideo: Moderate (4)	14%	(58)	86%	(363)	421
Ideo: Conservative (5-7)	12%	(73)	88%	(545)	617
Educ: < College	13%	(167)	87%	(1167)	1334
Educ: Bachelors degree	12%	(63)	88%	(467)	530
Educ: Post-grad	16%	(45)	84%	(241)	286

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Table IAP8_9NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply

The use of text messaging to deliver commercial messages to consumers, Internet pop-up ads

Demographic	Selected	Not Selected	Total N
Adults	13% (275)	87% (1875)	2150
Income: Under 50k	13% (159)	87% (1052)	1210
Income: 50k-100k	13% (85)	87% (549)	634
Income: 100k+	10% (31)	90% (274)	305
Ethnicity: White	12% (193)	88% (1444)	1637
Ethnicity: Hispanic	20% (56)	80% (231)	287
Ethnicity: Afr. Am.	16% (56)	84% (286)	341
Ethnicity: Other	16% (27)	84% (145)	172
Relig: Protestant	10% (41)	90% (376)	417
Relig: Roman Catholic	17% (65)	83% (330)	395
Relig: Ath./Agn./None	12% (84)	88% (605)	688
Relig: Something Else	14% (51)	86% (319)	370
Relig: Jewish	12% (5)	88% (37)	42
Relig: Evangelical	11% (62)	89% (518)	580
Relig: Non-Evang. Catholics	15% (78)	85% (433)	511
Relig: All Christian	13% (140)	87% (951)	1091
Relig: All Non-Christian	13% (135)	87% (923)	1059
Community: Urban	16% (95)	84% (504)	599
Community: Suburban	12% (116)	88% (837)	954
Community: Rural	11% (64)	89% (534)	597
Employ: Private Sector	14% (98)	86% (618)	716
Employ: Government	17% (32)	83% (152)	184
Employ: Self-Employed	15% (35)	85% (190)	225
Employ: Homemaker	10% (17)	90% (155)	171
Employ: Student	18% (27)	82% (124)	151
Employ: Retired	5% (12)	95% (246)	258
Employ: Unemployed	11% (25)	89% (200)	225
Employ: Other	13% (29)	87% (191)	219
Military HH: Yes	11% (37)	89% (316)	353
Military HH: No	13% (238)	87% (1559)	1797

Continued on next page

Table IAP8_9NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply

The use of text messaging to deliver commercial messages to consumers, Internet pop-up ads

Demographic	Selected	Not Selected	Total N
Adults	13% (275)	87% (1875)	2150
RD/WT: Right Direction	13% (97)	87% (644)	741
RD/WT: Wrong Track	13% (178)	87% (1231)	1409
Trump Job Approve	12% (100)	88% (708)	809
Trump Job Disapprove	13% (162)	87% (1052)	1213
Trump Job Strongly Approve	13% (57)	87% (374)	431
Trump Job Somewhat Approve	11% (43)	89% (334)	378
Trump Job Somewhat Disapprove	14% (41)	86% (253)	294
Trump Job Strongly Disapprove	13% (120)	87% (798)	919
Favorable of Trump	13% (108)	87% (694)	802
Unfavorable of Trump	13% (152)	87% (1038)	1190
Very Favorable of Trump	13% (59)	87% (382)	441
Somewhat Favorable of Trump	13% (49)	87% (312)	361
Somewhat Unfavorable of Trump	14% (29)	86% (184)	213
Very Unfavorable of Trump	13% (123)	87% (854)	977
#1 Issue: Economy	14% (91)	86% (555)	646
#1 Issue: Security	13% (48)	87% (318)	366
#1 Issue: Health Care	13% (49)	87% (328)	377
#1 Issue: Medicare / Social Security	11% (20)	89% (165)	185
#1 Issue: Women's Issues	14% (21)	86% (136)	157
#1 Issue: Education	10% (19)	90% (166)	184
#1 Issue: Energy	15% (16)	85% (89)	106
#1 Issue: Other	8% (10)	92% (118)	128
2018 House Vote: Democrat	13% (105)	87% (698)	804
2018 House Vote: Republican	13% (79)	87% (521)	600
2018 House Vote: Someone else	9% (9)	91% (97)	106
2018 House Vote: Didnt Vote	13% (82)	87% (556)	638
2016 Vote: Hillary Clinton	13% (94)	87% (603)	697
2016 Vote: Donald Trump	11% (64)	89% (530)	594
2016 Vote: Someone else	10% (16)	90% (155)	172
2016 Vote: Didnt Vote	15% (99)	85% (584)	684

Continued on next page

Table IAP8_9NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply

The use of text messaging to deliver commercial messages to consumers, Internet pop-up ads

Demographic	Selected	Not Selected	Total N
Adults	13% (275)	87% (1875)	2150
Voted in 2014: Yes	12% (161)	88% (1130)	1290
Voted in 2014: No	13% (114)	87% (745)	860
2012 Vote: Barack Obama	13% (109)	87% (724)	833
2012 Vote: Mitt Romney	12% (53)	88% (394)	447
2012 Vote: Other	9% (7)	91% (76)	83
2012 Vote: Didn't Vote	14% (106)	86% (677)	783
4-Region: Northeast	14% (55)	86% (332)	387
4-Region: Midwest	15% (67)	85% (377)	444
4-Region: South	12% (101)	88% (724)	825
4-Region: West	11% (53)	89% (441)	494
190229	12% (128)	88% (926)	1054
190235	13% (147)	87% (949)	1096
Yes, I currently have one	14% (235)	86% (1508)	1743
No, but I had one previously	10% (40)	90% (363)	402
No, I have never had an Instagram account	— (0)	— (0)	0
Comfortable with ads	19% (162)	81% (677)	838
Not comfortable with ads	9% (71)	91% (678)	749

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

Table IAP8_10NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply
 Don't know / No opinion

Demographic	Selected	Not Selected	Total N
Adults	22% (463)	78% (1687)	2150
Gender: Male	20% (174)	80% (706)	880
Gender: Female	23% (289)	77% (981)	1270
Age: 18-29	22% (141)	78% (488)	629
Age: 30-44	20% (128)	80% (504)	632
Age: 45-54	21% (79)	79% (303)	383
Age: 55-64	21% (60)	79% (226)	286
Age: 65+	25% (55)	75% (166)	221
Generation Z: 18-22	23% (59)	77% (199)	258
Millennial: Age 23-38	21% (154)	79% (574)	728
Generation X: Age 39-54	20% (125)	80% (505)	630
Boomers: Age 55-73	23% (114)	77% (385)	499
PID: Dem (no lean)	19% (143)	81% (604)	746
PID: Ind (no lean)	25% (197)	75% (594)	791
PID: Rep (no lean)	20% (123)	80% (489)	613
PID/Gender: Dem Men	17% (50)	83% (239)	288
PID/Gender: Dem Women	20% (93)	80% (365)	458
PID/Gender: Ind Men	24% (77)	76% (237)	314
PID/Gender: Ind Women	25% (120)	75% (357)	477
PID/Gender: Rep Men	17% (47)	83% (230)	277
PID/Gender: Rep Women	23% (76)	77% (260)	336
Ideo: Liberal (1-3)	15% (121)	85% (671)	792
Ideo: Moderate (4)	18% (75)	82% (346)	421
Ideo: Conservative (5-7)	21% (129)	79% (488)	617
Educ: < College	27% (355)	73% (979)	1334
Educ: Bachelors degree	15% (77)	85% (453)	530
Educ: Post-grad	11% (30)	89% (256)	286

Continued on next page

Table IAP8_10NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply
Don't know / No opinion

Demographic	Selected	Not Selected	Total N
Adults	22% (463)	78% (1687)	2150
Income: Under 50k	27% (324)	73% (887)	1210
Income: 50k-100k	14% (89)	86% (545)	634
Income: 100k+	16% (50)	84% (256)	305
Ethnicity: White	20% (334)	80% (1303)	1637
Ethnicity: Hispanic	20% (57)	80% (230)	287
Ethnicity: Afr. Am.	25% (87)	75% (254)	341
Ethnicity: Other	24% (42)	76% (130)	172
Relig: Protestant	16% (68)	84% (348)	417
Relig: Roman Catholic	15% (59)	85% (336)	395
Relig: Ath./Agn./None	25% (175)	75% (514)	688
Relig: Something Else	21% (76)	79% (294)	370
Relig: Jewish	11% (5)	89% (38)	42
Relig: Evangelical	24% (139)	76% (441)	580
Relig: Non-Evang. Catholics	14% (73)	86% (438)	511
Relig: All Christian	19% (212)	81% (879)	1091
Relig: All Non-Christian	24% (251)	76% (808)	1059
Community: Urban	20% (119)	80% (480)	599
Community: Suburban	19% (185)	81% (769)	954
Community: Rural	27% (159)	73% (439)	597
Employ: Private Sector	15% (106)	85% (610)	716
Employ: Government	15% (28)	85% (156)	184
Employ: Self-Employed	17% (39)	83% (185)	225
Employ: Homemaker	29% (49)	71% (122)	171
Employ: Student	19% (29)	81% (122)	151
Employ: Retired	25% (64)	75% (195)	258
Employ: Unemployed	34% (77)	66% (148)	225
Employ: Other	32% (70)	68% (149)	219
Military HH: Yes	22% (78)	78% (276)	353
Military HH: No	21% (385)	79% (1412)	1797

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Table IAP8_10NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply
 Don't know / No opinion

Demographic	Selected	Not Selected	Total N
Adults	22% (463)	78% (1687)	2150
RD/WT: Right Direction	21% (155)	79% (586)	741
RD/WT: Wrong Track	22% (308)	78% (1102)	1409
Trump Job Approve	20% (162)	80% (646)	809
Trump Job Disapprove	20% (240)	80% (974)	1213
Trump Job Strongly Approve	23% (97)	77% (334)	431
Trump Job Somewhat Approve	17% (65)	83% (313)	378
Trump Job Somewhat Disapprove	19% (55)	81% (240)	294
Trump Job Strongly Disapprove	20% (185)	80% (734)	919
Favorable of Trump	19% (152)	81% (650)	802
Unfavorable of Trump	19% (231)	81% (959)	1190
Very Favorable of Trump	22% (97)	78% (344)	441
Somewhat Favorable of Trump	15% (55)	85% (306)	361
Somewhat Unfavorable of Trump	16% (34)	84% (179)	213
Very Unfavorable of Trump	20% (197)	80% (780)	977
#1 Issue: Economy	20% (127)	80% (519)	646
#1 Issue: Security	21% (76)	79% (291)	366
#1 Issue: Health Care	21% (81)	79% (297)	377
#1 Issue: Medicare / Social Security	24% (45)	76% (140)	185
#1 Issue: Women's Issues	20% (32)	80% (125)	157
#1 Issue: Education	23% (42)	77% (142)	184
#1 Issue: Energy	14% (15)	86% (90)	106
#1 Issue: Other	35% (45)	65% (83)	128
2018 House Vote: Democrat	16% (131)	84% (672)	804
2018 House Vote: Republican	20% (119)	80% (481)	600
2018 House Vote: Someone else	35% (37)	65% (69)	106
2018 House Vote: Didnt Vote	27% (173)	73% (465)	638
2016 Vote: Hillary Clinton	18% (126)	82% (570)	697
2016 Vote: Donald Trump	19% (115)	81% (479)	594
2016 Vote: Someone else	25% (43)	75% (129)	172
2016 Vote: Didnt Vote	26% (179)	74% (504)	684

Continued on next page

Table IAP8_10NET: Which of the following, if any, do you think are acceptable ways for companies and organizations to market to consumers? Please select all that apply
Don't know / No opinion

Demographic	Selected	Not Selected	Total N
Adults	22% (463)	78% (1687)	2150
Voted in 2014: Yes	19% (242)	81% (1048)	1290
Voted in 2014: No	26% (221)	74% (639)	860
2012 Vote: Barack Obama	19% (159)	81% (673)	833
2012 Vote: Mitt Romney	19% (86)	81% (361)	447
2012 Vote: Other	24% (20)	76% (63)	83
2012 Vote: Didn't Vote	25% (194)	75% (589)	783
4-Region: Northeast	22% (86)	78% (300)	387
4-Region: Midwest	20% (91)	80% (353)	444
4-Region: South	21% (174)	79% (651)	825
4-Region: West	23% (112)	77% (382)	494
190229	25% (261)	75% (793)	1054
190235	18% (202)	82% (894)	1096
Yes, I currently have one	21% (360)	79% (1383)	1743
No, but I had one previously	25% (102)	75% (300)	402
No, I have never had an Instagram account	— (0)	— (0)	0
Comfortable with ads	12% (101)	88% (737)	838
Not comfortable with ads	23% (169)	77% (580)	749

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	4404	100%
xdemGender	Gender: Male	2061	47%
	Gender: Female	2343	53%
	N	4404	
age5	Age: 18-29	781	18%
	Age: 30-44	995	23%
	Age: 45-54	771	18%
	Age: 55-64	833	19%
	Age: 65+	1025	23%
	N	4404	
demAgeGeneration	Generation Z: 18-22	304	7%
	Millennial: Age 23-38	1023	23%
	Generation X: Age 39-54	1146	26%
	Boomers: Age 55-73	1693	38%
	N	4166	
xpid3	PID: Dem (no lean)	1453	33%
	PID: Ind (no lean)	1601	36%
	PID: Rep (no lean)	1351	31%
	N	4404	
xpidGender	PID/Gender: Dem Men	612	14%
	PID/Gender: Dem Women	841	19%
	PID/Gender: Ind Men	744	17%
	PID/Gender: Ind Women	857	19%
	PID/Gender: Rep Men	705	16%
	PID/Gender: Rep Women	646	15%
	N	4404	
xdemIdeo3	Ideo: Liberal (1-3)	1418	32%
	Ideo: Moderate (4)	941	21%
	Ideo: Conservative (5-7)	1459	33%
	N	3818	
xeduc3	Educ: < College	2770	63%
	Educ: Bachelors degree	1041	24%
	Educ: Post-grad	592	13%
	N	4404	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	2559	58%
	Income: 50k-100k	1249	28%
	Income: 100k+	596	14%
	N	4404	
xdemWhite	Ethnicity: White	3562	81%
xdemHispBin	Ethnicity: Hispanic	427	10%
demBlackBin	Ethnicity: Afr. Am.	558	13%
demRaceOther	Ethnicity: Other	284	6%
xrelNet	Relig: Protestant	1076	24%
	Relig: Roman Catholic	848	19%
	Relig: Ath./Agn./None	1326	30%
	Relig: Something Else	649	15%
	N	3898	
xreligion1	Relig: Jewish	94	2%
xreligion2	Relig: Evangelical	1194	27%
	Relig: Non-Evang. Catholics	1231	28%
	N	2424	
xreligion3	Relig: All Christian	2424	55%
	Relig: All Non-Christian	1975	45%
	N	4399	
xdemUsr	Community: Urban	1053	24%
	Community: Suburban	1993	45%
	Community: Rural	1358	31%
	N	4404	
xdemEmploy	Employ: Private Sector	1245	28%
	Employ: Government	292	7%
	Employ: Self-Employed	390	9%
	Employ: Homemaker	297	7%
	Employ: Student	173	4%
	Employ: Retired	1137	26%
	Employ: Unemployed	425	10%
	Employ: Other	445	10%
	N	4404	
xdemMilHH1	Military HH: Yes	824	19%
	Military HH: No	3580	81%
	N	4404	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	1606	36%
	RD/WT: Wrong Track	2798	64%
	N	4404	
Trump_Approve	Trump Job Approve	1783	40%
	Trump Job Disapprove	2377	54%
	N	4160	
Trump_Approve2	Trump Job Strongly Approve	994	23%
	Trump Job Somewhat Approve	788	18%
	Trump Job Somewhat Disapprove	525	12%
	Trump Job Strongly Disapprove	1852	42%
	N	4160	
Trump_Fav	Favorable of Trump	1776	40%
	Unfavorable of Trump	2338	53%
	N	4114	
Trump_Fav_FULL	Very Favorable of Trump	1039	24%
	Somewhat Favorable of Trump	737	17%
	Somewhat Unfavorable of Trump	413	9%
	Very Unfavorable of Trump	1925	44%
	N	4114	
xnr3	#1 Issue: Economy	1178	27%
	#1 Issue: Security	861	20%
	#1 Issue: Health Care	746	17%
	#1 Issue: Medicare / Social Security	669	15%
	#1 Issue: Women's Issues	218	5%
	#1 Issue: Education	289	7%
	#1 Issue: Energy	196	4%
	#1 Issue: Other	248	6%
	N	4404	
xsubVote18O	2018 House Vote: Democrat	1615	37%
	2018 House Vote: Republican	1414	32%
	2018 House Vote: Someone else	226	5%
	2018 House Vote: Didnt Vote	1146	26%
	N	4401	
xsubVote16O	2016 Vote: Hillary Clinton	1400	32%
	2016 Vote: Donald Trump	1470	33%
	2016 Vote: Someone else	343	8%
	2016 Vote: Didnt Vote	1183	27%
	N	4396	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote14O	Voted in 2014: Yes	2910	66%
	Voted in 2014: No	1494	34%
	<i>N</i>	4404	
xsubVote12O	2012 Vote: Barack Obama	1731	39%
	2012 Vote: Mitt Romney	1120	25%
	2012 Vote: Other	194	4%
	2012 Vote: Didn't Vote	1350	31%
	<i>N</i>	4395	
xreg4	4-Region: Northeast	786	18%
	4-Region: Midwest	1012	23%
	4-Region: South	1644	37%
	4-Region: West	962	22%
	<i>N</i>	4404	
poll	190229	2208	50%
	190235	2196	50%
	<i>N</i>	4404	
IAPdem1	Yes, I currently have one	1743	40%
	No, but I had one previously	402	9%
	No, I have never had an Instagram account	2254	51%
	<i>N</i>	4399	
xdemAd	Comfortable with ads	838	19%
	Not comfortable with ads	749	17%
	<i>N</i>	1587	

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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