



National Tracking Poll #190242  
February 21-24, 2019

*Crosstabulation Results*

*Methodology:*

This poll was conducted from February 14-21, 2019, among a national sample of 1130 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 INF1a:** Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	75% (844)	12% (138)	13% (148)	1130
Gender: Male	74% (365)	13% (64)	13% (62)	492
Gender: Female	75% (479)	12% (74)	13% (85)	638
Age: 18-29	77% (247)	10% (33)	13% (42)	323
Age: 30-44	80% (257)	14% (45)	6% (20)	321
Age: 45-54	71% (176)	13% (32)	17% (41)	250
Age: 55-64	69% (98)	13% (18)	18% (26)	142
Age: 65+	70% (67)	11% (10)	20% (19)	95
Generation Z: 18-22	74% (100)	13% (17)	13% (18)	135
Millennial: Age 23-38	81% (291)	10% (34)	10% (34)	360
Generation X: Age 39-54	73% (277)	14% (54)	13% (48)	379
Boomers: Age 55-73	68% (163)	14% (33)	18% (44)	240
PID: Dem (no lean)	75% (305)	12% (47)	13% (54)	406
PID: Ind (no lean)	72% (307)	13% (57)	14% (61)	426
PID: Rep (no lean)	78% (232)	11% (34)	11% (33)	299
PID/Gender: Dem Men	76% (130)	11% (19)	13% (23)	172
PID/Gender: Dem Women	75% (175)	12% (28)	13% (31)	234
PID/Gender: Ind Men	72% (122)	16% (27)	12% (21)	170
PID/Gender: Ind Women	72% (186)	12% (30)	16% (40)	256
PID/Gender: Rep Men	75% (113)	12% (18)	12% (18)	150
PID/Gender: Rep Women	80% (119)	10% (15)	10% (14)	149
Ideo: Liberal (1-3)	79% (324)	12% (49)	10% (40)	412
Ideo: Moderate (4)	75% (176)	12% (29)	13% (30)	236
Ideo: Conservative (5-7)	78% (252)	11% (34)	11% (36)	322
Educ: < College	70% (488)	14% (94)	16% (114)	696
Educ: Bachelors degree	82% (232)	9% (25)	9% (25)	282
Educ: Post-grad	81% (125)	12% (19)	6% (9)	153

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**Table INF1a:** Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	75% (844)	12% (138)	13% (148)	1130
Income: Under 50k	71% (456)	14% (90)	15% (99)	645
Income: 50k-100k	79% (251)	9% (28)	12% (36)	316
Income: 100k+	81% (137)	12% (21)	7% (12)	170
Ethnicity: White	77% (652)	11% (93)	12% (104)	849
Ethnicity: Hispanic	71% (92)	14% (18)	15% (19)	128
Ethnicity: Afr. Am.	69% (128)	16% (30)	15% (28)	186
Ethnicity: Other	66% (63)	17% (16)	17% (16)	96
Relig: Protestant	74% (171)	15% (35)	11% (26)	232
Relig: Roman Catholic	74% (139)	13% (25)	13% (25)	189
Relig: Ath./Agn./None	77% (282)	8% (31)	15% (54)	368
Relig: Something Else	74% (135)	14% (26)	12% (22)	183
Relig: Jewish	82% (20)	9% (2)	9% (2)	24
Relig: Evangelical	73% (231)	14% (43)	13% (42)	317
Relig: Non-Evang. Catholics	74% (195)	15% (38)	11% (29)	262
Relig: All Christian	74% (426)	14% (81)	12% (71)	579
Relig: All Non-Christian	76% (417)	10% (57)	14% (76)	550
Community: Urban	72% (214)	12% (36)	16% (47)	297
Community: Suburban	76% (382)	11% (58)	12% (62)	502
Community: Rural	75% (249)	13% (44)	11% (38)	331
Employ: Private Sector	81% (305)	11% (41)	8% (31)	376
Employ: Government	74% (70)	14% (13)	12% (11)	94
Employ: Self-Employed	73% (89)	19% (23)	8% (10)	122
Employ: Homemaker	69% (55)	10% (8)	21% (16)	79
Employ: Student	79% (64)	13% (10)	8% (6)	81
Employ: Retired	71% (86)	10% (12)	20% (24)	122
Employ: Unemployed	73% (94)	11% (14)	16% (21)	129
Employ: Other	64% (81)	14% (18)	22% (28)	127
Military HH: Yes	71% (124)	17% (30)	12% (21)	175
Military HH: No	75% (720)	11% (108)	13% (126)	955
RD/WT: Right Direction	74% (290)	13% (50)	13% (49)	389
RD/WT: Wrong Track	75% (554)	12% (88)	13% (98)	741

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**Table INF1a:** Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	75% (844)	12% (138)	13% (148)	1130
Trump Job Approve	76% (318)	13% (52)	11% (47)	417
Trump Job Disapprove	76% (485)	12% (80)	12% (74)	639
Trump Job Strongly Approve	79% (185)	10% (24)	11% (26)	235
Trump Job Somewhat Approve	73% (133)	16% (29)	11% (20)	182
Trump Job Somewhat Disapprove	72% (103)	15% (22)	13% (19)	144
Trump Job Strongly Disapprove	77% (382)	12% (57)	11% (56)	495
Favorable of Trump	78% (317)	12% (48)	10% (41)	407
Unfavorable of Trump	75% (477)	12% (79)	13% (82)	639
Very Favorable of Trump	79% (191)	11% (27)	10% (25)	243
Somewhat Favorable of Trump	77% (127)	13% (22)	10% (16)	164
Somewhat Unfavorable of Trump	74% (82)	16% (18)	10% (11)	111
Very Unfavorable of Trump	75% (395)	12% (61)	13% (71)	527
#1 Issue: Economy	76% (271)	12% (42)	12% (41)	355
#1 Issue: Security	72% (131)	15% (27)	13% (24)	182
#1 Issue: Health Care	72% (125)	14% (24)	15% (26)	175
#1 Issue: Medicare / Social Security	69% (74)	11% (11)	21% (22)	108
#1 Issue: Women's Issues	82% (71)	12% (10)	7% (6)	87
#1 Issue: Education	76% (77)	10% (11)	13% (13)	101
#1 Issue: Energy	83% (57)	12% (8)	6% (4)	69
#1 Issue: Other	70% (38)	10% (5)	20% (11)	54
2018 House Vote: Democrat	78% (336)	12% (50)	11% (46)	432
2018 House Vote: Republican	77% (224)	12% (34)	11% (33)	291
2018 House Vote: Someone else	70% (35)	17% (8)	14% (7)	50
2018 House Vote: Didnt Vote	70% (248)	13% (46)	17% (62)	356
2016 Vote: Hillary Clinton	77% (284)	11% (42)	11% (42)	367
2016 Vote: Donald Trump	77% (230)	13% (39)	10% (29)	298
2016 Vote: Someone else	71% (61)	17% (14)	12% (10)	86
2016 Vote: Didnt Vote	72% (267)	11% (41)	17% (63)	371
Voted in 2014: Yes	75% (501)	12% (81)	13% (84)	666
Voted in 2014: No	74% (344)	12% (58)	14% (63)	465

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**Table INF1a:** Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	75% (844)	12% (138)	13% (148)	1130
2012 Vote: Barack Obama	76% (336)	12% (54)	12% (51)	442
2012 Vote: Mitt Romney	80% (179)	9% (21)	11% (24)	224
2012 Vote: Other	63% (28)	13% (6)	24% (11)	44
2012 Vote: Didn't Vote	72% (301)	14% (57)	15% (62)	420
4-Region: Northeast	72% (147)	13% (27)	15% (30)	204
4-Region: Midwest	71% (165)	15% (34)	14% (32)	231
4-Region: South	76% (342)	13% (59)	11% (51)	452
4-Region: West	78% (191)	8% (19)	14% (34)	244
190242	74% (426)	11% (63)	15% (83)	572
190247	75% (418)	14% (76)	12% (64)	559
Yes, I currently have one	78% (710)	11% (100)	11% (96)	906
No, but I had one previously	60% (134)	17% (39)	23% (52)	224
No, I have never had an Instagram account	— (0)	— (0)	— (0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table INF2: Based on what you saw, how likely are you to consider purchasing the product or subscribing to the service?**

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	5%	(57)	11%	(128)	28%	(314)	43%	(491)	12%	(140)	1130
Gender: Male	9%	(45)	11%	(53)	30%	(146)	40%	(198)	10%	(49)	492
Gender: Female	2%	(12)	12%	(75)	26%	(167)	46%	(293)	14%	(91)	638
Age: 18-29	5%	(15)	13%	(43)	30%	(95)	40%	(131)	12%	(38)	323
Age: 30-44	8%	(24)	12%	(40)	29%	(93)	38%	(122)	13%	(41)	321
Age: 45-54	4%	(9)	12%	(29)	26%	(64)	47%	(118)	12%	(30)	250
Age: 55-64	5%	(8)	6%	(8)	21%	(30)	51%	(72)	16%	(23)	142
Age: 65+	1%	(1)	8%	(8)	32%	(31)	51%	(48)	8%	(8)	95
Generation Z: 18-22	5%	(6)	15%	(20)	29%	(39)	37%	(51)	14%	(19)	135
Millennial: Age 23-38	7%	(24)	12%	(43)	31%	(112)	39%	(141)	11%	(41)	360
Generation X: Age 39-54	5%	(19)	12%	(47)	26%	(100)	43%	(164)	13%	(49)	379
Boomers: Age 55-73	3%	(8)	7%	(16)	23%	(54)	55%	(131)	12%	(30)	240
PID: Dem (no lean)	7%	(29)	10%	(41)	28%	(114)	43%	(173)	12%	(50)	406
PID: Ind (no lean)	2%	(8)	11%	(47)	28%	(119)	43%	(185)	16%	(67)	426
PID: Rep (no lean)	7%	(20)	14%	(41)	27%	(81)	45%	(134)	8%	(23)	299
PID/Gender: Dem Men	13%	(23)	11%	(20)	30%	(51)	35%	(61)	10%	(17)	172
PID/Gender: Dem Women	3%	(6)	9%	(21)	27%	(63)	48%	(112)	14%	(32)	234
PID/Gender: Ind Men	3%	(5)	10%	(17)	36%	(60)	39%	(67)	12%	(21)	170
PID/Gender: Ind Women	1%	(3)	12%	(30)	23%	(58)	46%	(118)	18%	(46)	256
PID/Gender: Rep Men	12%	(18)	11%	(16)	23%	(34)	48%	(71)	7%	(10)	150
PID/Gender: Rep Women	2%	(3)	16%	(24)	31%	(46)	42%	(63)	9%	(13)	149
Ideo: Liberal (1-3)	7%	(29)	11%	(44)	29%	(120)	44%	(182)	9%	(37)	412
Ideo: Moderate (4)	4%	(10)	14%	(33)	30%	(71)	37%	(86)	15%	(35)	236
Ideo: Conservative (5-7)	5%	(17)	11%	(37)	27%	(87)	47%	(152)	9%	(29)	322
Educ: < College	3%	(24)	12%	(84)	28%	(194)	41%	(285)	16%	(108)	696
Educ: Bachelors degree	5%	(15)	11%	(32)	29%	(81)	48%	(134)	7%	(19)	282
Educ: Post-grad	12%	(18)	8%	(12)	25%	(38)	47%	(72)	8%	(12)	153

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**Table INF2: Based on what you saw, how likely are you to consider purchasing the product or subscribing to the service?**

Demographic	Very likely		Somewhat likely		Not that likely		Not at all likely		Don't know / No opinion		Total N
Adults	5%	(57)	11%	(128)	28%	(314)	43%	(491)	12%	(140)	1130
Income: Under 50k	4%	(29)	13%	(83)	27%	(173)	40%	(258)	16%	(102)	645
Income: 50k-100k	4%	(12)	12%	(37)	32%	(102)	44%	(140)	8%	(25)	316
Income: 100k+	10%	(16)	5%	(8)	22%	(38)	55%	(94)	8%	(13)	170
Ethnicity: White	4%	(33)	11%	(97)	28%	(234)	46%	(393)	11%	(92)	849
Ethnicity: Hispanic	10%	(12)	15%	(19)	29%	(38)	32%	(41)	14%	(18)	128
Ethnicity: Afr. Am.	12%	(23)	10%	(18)	25%	(46)	33%	(61)	20%	(38)	186
Ethnicity: Other	2%	(2)	14%	(13)	34%	(33)	39%	(37)	11%	(10)	96
Relig: Protestant	5%	(12)	11%	(25)	29%	(68)	44%	(102)	11%	(25)	232
Relig: Roman Catholic	9%	(17)	17%	(32)	30%	(56)	32%	(61)	12%	(23)	189
Relig: Ath./Agn./None	3%	(10)	7%	(27)	28%	(104)	48%	(178)	13%	(49)	368
Relig: Something Else	5%	(8)	11%	(20)	28%	(51)	46%	(83)	11%	(20)	183
Relig: Jewish	8%	(2)	16%	(4)	15%	(4)	56%	(14)	5%	(1)	24
Relig: Evangelical	5%	(16)	15%	(47)	27%	(84)	41%	(130)	12%	(39)	317
Relig: Non-Evang. Catholics	8%	(21)	13%	(34)	28%	(75)	38%	(101)	12%	(32)	262
Relig: All Christian	6%	(38)	14%	(81)	27%	(159)	40%	(230)	12%	(71)	579
Relig: All Non-Christian	3%	(19)	9%	(47)	28%	(155)	47%	(261)	12%	(69)	550
Community: Urban	7%	(22)	11%	(33)	27%	(81)	39%	(116)	16%	(47)	297
Community: Suburban	5%	(24)	10%	(48)	27%	(138)	47%	(237)	11%	(55)	502
Community: Rural	4%	(12)	14%	(48)	29%	(95)	42%	(139)	11%	(38)	331
Employ: Private Sector	7%	(28)	12%	(45)	27%	(103)	45%	(170)	8%	(30)	376
Employ: Government	4%	(4)	12%	(11)	27%	(25)	50%	(47)	8%	(8)	94
Employ: Self-Employed	9%	(11)	12%	(14)	33%	(40)	35%	(43)	12%	(15)	122
Employ: Homemaker	2%	(2)	10%	(8)	30%	(23)	41%	(32)	18%	(14)	79
Employ: Student	2%	(2)	11%	(9)	29%	(23)	46%	(37)	12%	(9)	81
Employ: Retired	3%	(4)	5%	(6)	26%	(31)	55%	(67)	11%	(13)	122
Employ: Unemployed	3%	(4)	13%	(16)	27%	(35)	34%	(44)	22%	(29)	129
Employ: Other	3%	(3)	15%	(19)	25%	(32)	40%	(51)	17%	(22)	127
Military HH: Yes	5%	(8)	8%	(14)	30%	(52)	48%	(85)	10%	(17)	175
Military HH: No	5%	(49)	12%	(115)	27%	(262)	43%	(406)	13%	(123)	955
RD/WT: Right Direction	8%	(32)	15%	(59)	29%	(111)	37%	(145)	11%	(42)	389
RD/WT: Wrong Track	3%	(25)	9%	(69)	27%	(202)	47%	(347)	13%	(97)	741

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**Table INF2:** Based on what you saw, how likely are you to consider purchasing the product or subscribing to the service?

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	5%	(57)	11%	(128)	28%	(314)	43%	(491)	12%	(140)	1130
Trump Job Approve	7%	(30)	14%	(57)	28%	(118)	40%	(169)	11%	(44)	417
Trump Job Disapprove	4%	(28)	9%	(60)	29%	(183)	47%	(300)	11%	(68)	639
Trump Job Strongly Approve	9%	(22)	14%	(32)	25%	(58)	42%	(100)	10%	(23)	235
Trump Job Somewhat Approve	4%	(8)	13%	(25)	33%	(60)	38%	(69)	12%	(21)	182
Trump Job Somewhat Disapprove	3%	(4)	15%	(21)	38%	(54)	31%	(45)	13%	(19)	144
Trump Job Strongly Disapprove	5%	(24)	8%	(39)	26%	(128)	52%	(256)	10%	(49)	495
Favorable of Trump	7%	(29)	15%	(61)	28%	(114)	40%	(164)	10%	(39)	407
Unfavorable of Trump	3%	(22)	9%	(57)	29%	(183)	48%	(307)	11%	(69)	639
Very Favorable of Trump	7%	(18)	15%	(36)	27%	(65)	44%	(107)	8%	(18)	243
Somewhat Favorable of Trump	7%	(12)	15%	(25)	30%	(49)	35%	(57)	13%	(21)	164
Somewhat Unfavorable of Trump	6%	(7)	7%	(8)	35%	(39)	41%	(46)	11%	(12)	111
Very Unfavorable of Trump	3%	(15)	9%	(49)	27%	(144)	50%	(261)	11%	(58)	527
#1 Issue: Economy	5%	(19)	11%	(40)	31%	(109)	41%	(144)	12%	(44)	355
#1 Issue: Security	3%	(6)	10%	(19)	23%	(42)	51%	(93)	12%	(22)	182
#1 Issue: Health Care	6%	(10)	11%	(18)	28%	(50)	45%	(79)	10%	(17)	175
#1 Issue: Medicare / Social Security	2%	(2)	11%	(12)	28%	(30)	45%	(48)	14%	(16)	108
#1 Issue: Women's Issues	4%	(4)	13%	(11)	28%	(25)	44%	(38)	10%	(9)	87
#1 Issue: Education	5%	(5)	12%	(12)	32%	(33)	39%	(39)	12%	(12)	101
#1 Issue: Energy	14%	(10)	19%	(13)	20%	(14)	35%	(24)	12%	(8)	69
#1 Issue: Other	4%	(2)	5%	(3)	23%	(12)	48%	(26)	21%	(11)	54
2018 House Vote: Democrat	5%	(22)	11%	(46)	29%	(126)	46%	(197)	9%	(40)	432
2018 House Vote: Republican	8%	(24)	13%	(39)	27%	(78)	43%	(126)	8%	(24)	291
2018 House Vote: Someone else	—	(0)	14%	(7)	26%	(13)	50%	(25)	11%	(5)	50
2018 House Vote: Didnt Vote	3%	(11)	10%	(36)	27%	(96)	40%	(143)	20%	(70)	356
2016 Vote: Hillary Clinton	6%	(24)	11%	(39)	29%	(107)	45%	(165)	9%	(32)	367
2016 Vote: Donald Trump	6%	(19)	13%	(39)	26%	(78)	44%	(132)	10%	(30)	298
2016 Vote: Someone else	2%	(2)	9%	(8)	29%	(25)	51%	(44)	9%	(8)	86
2016 Vote: Didnt Vote	3%	(12)	11%	(41)	27%	(99)	40%	(149)	19%	(69)	371
Voted in 2014: Yes	6%	(42)	11%	(73)	27%	(180)	46%	(307)	10%	(64)	666
Voted in 2014: No	3%	(15)	12%	(55)	29%	(134)	40%	(185)	16%	(76)	465

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**Table INF2:** Based on what you saw, how likely are you to consider purchasing the product or subscribing to the service?

Demographic	Very likely		Somewhat likely		Not that likely		Not at all likely		Don't know / No opinion		Total N
Adults	5%	(57)	11%	(128)	28%	(314)	43%	(491)	12%	(140)	1130
2012 Vote: Barack Obama	6%	(28)	11%	(47)	29%	(127)	44%	(196)	10%	(44)	442
2012 Vote: Mitt Romney	5%	(12)	12%	(27)	26%	(58)	47%	(106)	9%	(21)	224
2012 Vote: Other	2%	(1)	7%	(3)	28%	(12)	48%	(21)	14%	(6)	44
2012 Vote: Didn't Vote	4%	(17)	12%	(51)	28%	(116)	40%	(168)	16%	(67)	420
4-Region: Northeast	11%	(21)	7%	(15)	25%	(51)	43%	(88)	14%	(28)	204
4-Region: Midwest	3%	(6)	13%	(31)	28%	(64)	42%	(97)	14%	(32)	231
4-Region: South	5%	(24)	12%	(55)	29%	(132)	41%	(185)	12%	(56)	452
4-Region: West	2%	(6)	12%	(28)	27%	(65)	50%	(121)	10%	(23)	244
190242	5%	(26)	11%	(61)	29%	(166)	45%	(255)	11%	(63)	572
190247	6%	(31)	12%	(67)	26%	(147)	42%	(236)	14%	(77)	559
Yes, I currently have one	5%	(45)	11%	(98)	27%	(248)	45%	(408)	12%	(107)	906
No, but I had one previously	6%	(12)	13%	(30)	29%	(66)	37%	(83)	15%	(33)	224
No, I have never had an Instagram account	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table INF3: Based on what you saw, how likely are you to follow this account?**

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	5%	(55)	10%	(114)	23%	(265)	54%	(614)	7%	(81)	1130
Gender: Male	8%	(41)	10%	(51)	26%	(126)	50%	(247)	6%	(27)	492
Gender: Female	2%	(14)	10%	(63)	22%	(140)	57%	(367)	8%	(54)	638
Age: 18-29	5%	(17)	10%	(31)	24%	(78)	52%	(167)	9%	(29)	323
Age: 30-44	7%	(22)	13%	(42)	25%	(79)	49%	(158)	7%	(21)	321
Age: 45-54	4%	(10)	11%	(27)	23%	(58)	55%	(137)	7%	(17)	250
Age: 55-64	5%	(7)	5%	(7)	18%	(26)	64%	(90)	9%	(12)	142
Age: 65+	—	(0)	9%	(8)	25%	(24)	64%	(61)	2%	(2)	95
Generation Z: 18-22	5%	(6)	11%	(15)	26%	(36)	47%	(64)	11%	(15)	135
Millennial: Age 23-38	6%	(21)	11%	(40)	24%	(87)	53%	(191)	6%	(21)	360
Generation X: Age 39-54	5%	(20)	12%	(44)	24%	(92)	51%	(192)	8%	(31)	379
Boomers: Age 55-73	3%	(8)	6%	(14)	19%	(46)	66%	(158)	6%	(14)	240
PID: Dem (no lean)	7%	(27)	9%	(37)	23%	(94)	53%	(215)	8%	(32)	406
PID: Ind (no lean)	2%	(8)	10%	(42)	23%	(96)	56%	(240)	9%	(39)	426
PID: Rep (no lean)	7%	(20)	12%	(36)	25%	(75)	53%	(158)	3%	(10)	299
PID/Gender: Dem Men	11%	(20)	11%	(18)	27%	(46)	43%	(73)	8%	(14)	172
PID/Gender: Dem Women	3%	(7)	8%	(18)	21%	(48)	61%	(142)	8%	(18)	234
PID/Gender: Ind Men	3%	(6)	9%	(16)	26%	(44)	56%	(95)	6%	(10)	170
PID/Gender: Ind Women	1%	(2)	10%	(26)	21%	(53)	57%	(145)	12%	(29)	256
PID/Gender: Rep Men	10%	(16)	11%	(17)	24%	(36)	52%	(78)	2%	(3)	150
PID/Gender: Rep Women	3%	(4)	13%	(19)	26%	(39)	54%	(80)	4%	(7)	149
Ideo: Liberal (1-3)	6%	(25)	10%	(40)	23%	(96)	56%	(230)	5%	(21)	412
Ideo: Moderate (4)	6%	(13)	10%	(24)	29%	(68)	47%	(110)	9%	(21)	236
Ideo: Conservative (5-7)	5%	(15)	10%	(33)	22%	(71)	59%	(190)	4%	(13)	322
Educ: < College	4%	(26)	11%	(76)	25%	(173)	51%	(354)	9%	(66)	696
Educ: Bachelors degree	5%	(14)	9%	(25)	24%	(67)	60%	(168)	3%	(8)	282
Educ: Post-grad	10%	(15)	9%	(13)	17%	(25)	60%	(91)	5%	(8)	153

Continued on next page

**Table INF3:** Based on what you saw, how likely are you to follow this account?

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	5%	(55)	10%	(114)	23%	(265)	54%	(614)	7%	(81)	1130
Income: Under 50k	5%	(30)	12%	(78)	23%	(151)	50%	(326)	9%	(60)	645
Income: 50k-100k	4%	(12)	9%	(29)	27%	(86)	54%	(170)	6%	(19)	316
Income: 100k+	8%	(13)	4%	(7)	17%	(28)	70%	(118)	1%	(2)	170
Ethnicity: White	4%	(34)	9%	(79)	22%	(191)	58%	(494)	6%	(51)	849
Ethnicity: Hispanic	8%	(11)	17%	(21)	17%	(22)	50%	(64)	9%	(11)	128
Ethnicity: Afr. Am.	9%	(18)	11%	(21)	30%	(57)	37%	(69)	12%	(22)	186
Ethnicity: Other	4%	(4)	15%	(14)	19%	(18)	53%	(50)	9%	(9)	96
Relig: Protestant	5%	(12)	6%	(13)	28%	(65)	53%	(122)	8%	(19)	232
Relig: Roman Catholic	7%	(14)	16%	(30)	22%	(41)	50%	(94)	6%	(11)	189
Relig: Ath./Agn./None	3%	(9)	8%	(29)	21%	(79)	61%	(223)	7%	(27)	368
Relig: Something Else	6%	(11)	9%	(17)	24%	(45)	54%	(99)	6%	(12)	183
Relig: Jewish	8%	(2)	10%	(2)	12%	(3)	70%	(17)	—	(0)	24
Relig: Evangelical	6%	(18)	12%	(38)	28%	(88)	46%	(146)	9%	(27)	317
Relig: Non-Evang. Catholics	6%	(16)	12%	(31)	21%	(54)	56%	(146)	6%	(16)	262
Relig: All Christian	6%	(34)	12%	(69)	25%	(142)	50%	(291)	7%	(43)	579
Relig: All Non-Christian	4%	(20)	8%	(46)	22%	(124)	59%	(322)	7%	(39)	550
Community: Urban	5%	(16)	11%	(33)	25%	(74)	49%	(145)	10%	(29)	297
Community: Suburban	5%	(23)	8%	(41)	23%	(117)	57%	(288)	7%	(33)	502
Community: Rural	5%	(16)	12%	(41)	22%	(74)	55%	(181)	6%	(19)	331
Employ: Private Sector	6%	(24)	11%	(42)	20%	(76)	59%	(221)	4%	(14)	376
Employ: Government	7%	(7)	9%	(8)	24%	(23)	59%	(55)	1%	(1)	94
Employ: Self-Employed	8%	(9)	12%	(14)	29%	(36)	44%	(53)	7%	(9)	122
Employ: Homemaker	2%	(2)	7%	(6)	23%	(18)	54%	(43)	13%	(10)	79
Employ: Student	2%	(2)	6%	(5)	26%	(21)	57%	(46)	9%	(7)	81
Employ: Retired	3%	(4)	6%	(7)	19%	(23)	69%	(84)	4%	(5)	122
Employ: Unemployed	3%	(4)	12%	(16)	27%	(35)	45%	(58)	13%	(16)	129
Employ: Other	3%	(4)	13%	(17)	26%	(33)	42%	(53)	15%	(19)	127
Military HH: Yes	5%	(9)	9%	(15)	21%	(36)	60%	(105)	6%	(10)	175
Military HH: No	5%	(46)	10%	(99)	24%	(229)	53%	(509)	7%	(71)	955
RD/WT: Right Direction	8%	(30)	15%	(59)	25%	(95)	47%	(185)	5%	(21)	389
RD/WT: Wrong Track	3%	(26)	7%	(55)	23%	(170)	58%	(429)	8%	(61)	741

Continued on next page

**Table INF3:** Based on what you saw, how likely are you to follow this account?

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	5%	(55)	10%	(114)	23%	(265)	54%	(614)	7%	(81)	1130
Trump Job Approve	6%	(26)	13%	(53)	22%	(94)	54%	(226)	4%	(19)	417
Trump Job Disapprove	5%	(30)	8%	(53)	25%	(163)	56%	(360)	5%	(33)	639
Trump Job Strongly Approve	8%	(18)	12%	(29)	21%	(50)	55%	(129)	4%	(9)	235
Trump Job Somewhat Approve	4%	(8)	14%	(25)	24%	(43)	53%	(97)	5%	(10)	182
Trump Job Somewhat Disapprove	5%	(7)	15%	(21)	33%	(47)	42%	(61)	6%	(8)	144
Trump Job Strongly Disapprove	5%	(23)	6%	(32)	23%	(116)	60%	(299)	5%	(25)	495
Favorable of Trump	7%	(30)	13%	(51)	23%	(94)	53%	(216)	4%	(15)	407
Unfavorable of Trump	3%	(19)	8%	(53)	25%	(158)	58%	(372)	6%	(37)	639
Very Favorable of Trump	8%	(19)	12%	(29)	22%	(54)	56%	(136)	2%	(4)	243
Somewhat Favorable of Trump	7%	(11)	13%	(22)	25%	(40)	49%	(80)	7%	(11)	164
Somewhat Unfavorable of Trump	3%	(4)	16%	(17)	25%	(28)	50%	(56)	6%	(6)	111
Very Unfavorable of Trump	3%	(15)	7%	(35)	25%	(130)	60%	(316)	6%	(31)	527
#1 Issue: Economy	4%	(16)	9%	(33)	27%	(96)	50%	(177)	9%	(33)	355
#1 Issue: Security	5%	(8)	7%	(13)	21%	(39)	62%	(113)	5%	(9)	182
#1 Issue: Health Care	3%	(6)	15%	(27)	22%	(39)	54%	(95)	5%	(9)	175
#1 Issue: Medicare / Social Security	5%	(6)	11%	(12)	22%	(24)	60%	(64)	2%	(2)	108
#1 Issue: Women's Issues	6%	(5)	7%	(6)	24%	(21)	54%	(47)	9%	(7)	87
#1 Issue: Education	6%	(6)	10%	(10)	22%	(22)	56%	(57)	6%	(6)	101
#1 Issue: Energy	10%	(7)	16%	(11)	17%	(12)	49%	(34)	8%	(5)	69
#1 Issue: Other	4%	(2)	6%	(3)	24%	(13)	49%	(27)	17%	(9)	54
2018 House Vote: Democrat	5%	(22)	9%	(37)	25%	(106)	56%	(243)	6%	(24)	432
2018 House Vote: Republican	8%	(23)	11%	(33)	21%	(61)	56%	(163)	3%	(10)	291
2018 House Vote: Someone else	—	(0)	16%	(8)	20%	(10)	58%	(29)	6%	(3)	50
2018 House Vote: Didnt Vote	3%	(10)	10%	(36)	24%	(87)	50%	(179)	13%	(45)	356
2016 Vote: Hillary Clinton	6%	(23)	10%	(38)	22%	(80)	57%	(210)	4%	(16)	367
2016 Vote: Donald Trump	6%	(18)	11%	(33)	23%	(68)	56%	(166)	4%	(11)	298
2016 Vote: Someone else	2%	(2)	7%	(6)	30%	(26)	56%	(48)	5%	(4)	86
2016 Vote: Didnt Vote	3%	(11)	10%	(36)	24%	(89)	50%	(185)	13%	(50)	371
Voted in 2014: Yes	6%	(41)	10%	(64)	24%	(157)	56%	(373)	5%	(31)	666
Voted in 2014: No	3%	(14)	11%	(50)	23%	(108)	52%	(241)	11%	(51)	465

Continued on next page

**Table INF3:** Based on what you saw, how likely are you to follow this account?

Demographic	Very likely		Somewhat likely		Not that likely		Not at all likely		Don't know / No opinion		Total N
Adults	5%	(55)	10%	(114)	23%	(265)	54%	(614)	7%	(81)	1130
2012 Vote: Barack Obama	5%	(24)	11%	(50)	22%	(99)	56%	(247)	5%	(21)	442
2012 Vote: Mitt Romney	6%	(13)	8%	(18)	24%	(53)	59%	(132)	3%	(8)	224
2012 Vote: Other	4%	(2)	6%	(3)	26%	(12)	52%	(23)	12%	(5)	44
2012 Vote: Didn't Vote	4%	(17)	10%	(43)	24%	(101)	50%	(212)	11%	(47)	420
4-Region: Northeast	8%	(15)	10%	(21)	17%	(34)	59%	(120)	7%	(13)	204
4-Region: Midwest	4%	(8)	10%	(23)	27%	(62)	51%	(118)	8%	(19)	231
4-Region: South	5%	(24)	10%	(47)	25%	(114)	51%	(232)	8%	(36)	452
4-Region: West	3%	(7)	10%	(24)	23%	(56)	59%	(144)	5%	(13)	244
190242	4%	(21)	10%	(57)	24%	(139)	56%	(322)	6%	(33)	572
190247	6%	(34)	10%	(58)	23%	(126)	52%	(292)	9%	(49)	559
Yes, I currently have one	5%	(44)	10%	(91)	23%	(210)	56%	(506)	6%	(55)	906
No, but I had one previously	5%	(12)	10%	(23)	25%	(55)	48%	(108)	12%	(27)	224
No, I have never had an Instagram account	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table INF4a: Do you consider the following post to be an advertisement on Instagram?**

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	68% (767)	20% (231)	12% (132)	1130
Gender: Male	64% (314)	25% (125)	11% (53)	492
Gender: Female	71% (453)	17% (106)	12% (79)	638
Age: 18-29	65% (208)	26% (85)	9% (29)	323
Age: 30-44	75% (241)	16% (53)	8% (27)	321
Age: 45-54	68% (171)	16% (41)	15% (38)	250
Age: 55-64	63% (90)	24% (34)	13% (18)	142
Age: 65+	60% (57)	19% (18)	21% (20)	95
Generation Z: 18-22	55% (74)	34% (45)	12% (16)	135
Millennial: Age 23-38	76% (274)	18% (64)	6% (23)	360
Generation X: Age 39-54	69% (261)	17% (64)	14% (53)	379
Boomers: Age 55-73	61% (147)	23% (56)	16% (37)	240
PID: Dem (no lean)	68% (276)	18% (74)	14% (56)	406
PID: Ind (no lean)	67% (285)	21% (91)	12% (50)	426
PID: Rep (no lean)	69% (206)	22% (66)	9% (26)	299
PID/Gender: Dem Men	64% (110)	24% (41)	12% (21)	172
PID/Gender: Dem Women	71% (166)	14% (33)	15% (35)	234
PID/Gender: Ind Men	65% (110)	24% (41)	11% (19)	170
PID/Gender: Ind Women	68% (174)	20% (50)	12% (32)	256
PID/Gender: Rep Men	62% (94)	29% (43)	9% (13)	150
PID/Gender: Rep Women	76% (113)	16% (24)	8% (12)	149
Ideo: Liberal (1-3)	70% (288)	19% (79)	11% (45)	412
Ideo: Moderate (4)	68% (161)	19% (44)	13% (30)	236
Ideo: Conservative (5-7)	70% (226)	22% (71)	8% (25)	322
Educ: < College	65% (454)	21% (146)	14% (96)	696
Educ: Bachelors degree	75% (210)	19% (54)	6% (18)	282
Educ: Post-grad	68% (104)	20% (31)	12% (18)	153

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**Table INF4a: Do you consider the following post to be an advertisement on Instagram?**

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	68% (767)	20% (231)	12% (132)	1130
Income: Under 50k	66% (426)	21% (135)	13% (84)	645
Income: 50k-100k	70% (221)	19% (60)	11% (35)	316
Income: 100k+	70% (119)	21% (36)	8% (14)	170
Ethnicity: White	70% (593)	19% (163)	11% (93)	849
Ethnicity: Hispanic	64% (82)	25% (32)	11% (14)	128
Ethnicity: Afr. Am.	64% (118)	22% (40)	15% (27)	186
Ethnicity: Other	59% (56)	28% (27)	13% (12)	96
Relig: Protestant	67% (156)	21% (48)	12% (28)	232
Relig: Roman Catholic	70% (132)	21% (40)	9% (18)	189
Relig: Ath./Agn./None	69% (255)	18% (67)	13% (46)	368
Relig: Something Else	68% (124)	22% (40)	10% (19)	183
Relig: Jewish	65% (16)	31% (8)	4% (1)	24
Relig: Evangelical	67% (214)	20% (65)	12% (38)	317
Relig: Non-Evang. Catholics	67% (174)	22% (59)	11% (29)	262
Relig: All Christian	67% (388)	21% (123)	12% (67)	579
Relig: All Non-Christian	69% (379)	19% (106)	12% (65)	550
Community: Urban	63% (186)	24% (72)	13% (39)	297
Community: Suburban	73% (368)	17% (83)	10% (50)	502
Community: Rural	64% (213)	23% (75)	13% (43)	331
Employ: Private Sector	76% (288)	18% (67)	6% (22)	376
Employ: Government	65% (61)	24% (22)	11% (10)	94
Employ: Self-Employed	61% (75)	28% (34)	11% (13)	122
Employ: Homemaker	68% (53)	15% (12)	17% (14)	79
Employ: Student	61% (49)	32% (26)	7% (6)	81
Employ: Retired	63% (77)	19% (23)	19% (23)	122
Employ: Unemployed	65% (84)	19% (25)	16% (20)	129
Employ: Other	62% (79)	18% (23)	20% (25)	127
Military HH: Yes	60% (105)	27% (47)	13% (24)	175
Military HH: No	69% (662)	19% (184)	11% (109)	955
RD/WT: Right Direction	69% (269)	21% (80)	10% (41)	389
RD/WT: Wrong Track	67% (499)	20% (151)	12% (91)	741

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**Table INF4a:** Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	68% (767)	20% (231)	12% (132)	1130
Trump Job Approve	69% (288)	21% (87)	10% (42)	417
Trump Job Disapprove	69% (441)	21% (132)	10% (65)	639
Trump Job Strongly Approve	68% (159)	23% (55)	9% (21)	235
Trump Job Somewhat Approve	71% (129)	18% (33)	11% (21)	182
Trump Job Somewhat Disapprove	66% (95)	25% (36)	8% (12)	144
Trump Job Strongly Disapprove	70% (346)	19% (96)	11% (53)	495
Favorable of Trump	71% (287)	20% (80)	10% (40)	407
Unfavorable of Trump	69% (438)	21% (131)	11% (70)	639
Very Favorable of Trump	70% (169)	22% (54)	8% (20)	243
Somewhat Favorable of Trump	72% (118)	16% (26)	12% (20)	164
Somewhat Unfavorable of Trump	69% (77)	21% (24)	10% (11)	111
Very Unfavorable of Trump	68% (361)	20% (107)	11% (59)	527
#1 Issue: Economy	72% (256)	20% (69)	8% (29)	355
#1 Issue: Security	66% (120)	23% (42)	11% (21)	182
#1 Issue: Health Care	64% (112)	20% (34)	16% (28)	175
#1 Issue: Medicare / Social Security	67% (72)	18% (19)	16% (17)	108
#1 Issue: Women's Issues	70% (61)	22% (19)	8% (7)	87
#1 Issue: Education	64% (65)	27% (28)	9% (9)	101
#1 Issue: Energy	73% (50)	17% (11)	10% (7)	69
#1 Issue: Other	57% (31)	15% (8)	28% (15)	54
2018 House Vote: Democrat	71% (308)	18% (77)	11% (47)	432
2018 House Vote: Republican	68% (197)	24% (70)	8% (24)	291
2018 House Vote: Someone else	59% (29)	18% (9)	23% (11)	50
2018 House Vote: Didnt Vote	65% (231)	21% (75)	14% (50)	356
2016 Vote: Hillary Clinton	72% (265)	16% (59)	12% (43)	367
2016 Vote: Donald Trump	69% (206)	21% (64)	9% (28)	298
2016 Vote: Someone else	66% (57)	21% (18)	13% (12)	86
2016 Vote: Didnt Vote	63% (234)	24% (90)	13% (47)	371
Voted in 2014: Yes	70% (468)	18% (120)	12% (77)	666
Voted in 2014: No	64% (299)	24% (111)	12% (55)	465

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**Table INF4a:** Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	68% (767)	20% (231)	12% (132)	1130
2012 Vote: Barack Obama	71% (314)	19% (83)	10% (45)	442
2012 Vote: Mitt Romney	70% (157)	21% (46)	9% (20)	224
2012 Vote: Other	54% (24)	19% (8)	27% (12)	44
2012 Vote: Didn't Vote	65% (272)	22% (94)	13% (55)	420
4-Region: Northeast	71% (144)	17% (35)	12% (25)	204
4-Region: Midwest	66% (152)	23% (52)	11% (26)	231
4-Region: South	68% (307)	20% (93)	12% (53)	452
4-Region: West	67% (164)	21% (51)	12% (28)	244
190242	67% (385)	20% (116)	12% (71)	572
190247	68% (382)	21% (115)	11% (62)	559
Yes, I currently have one	70% (635)	20% (179)	10% (91)	906
No, but I had one previously	59% (132)	23% (51)	18% (41)	224
No, I have never had an Instagram account	— (0)	— (0)	— (0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table INF5: Based on what you saw, how likely are you to consider purchasing the product or subscribing to the service?**

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	6%	(69)	17%	(191)	25%	(287)	41%	(462)	11%	(122)	1130
Gender: Male	7%	(37)	12%	(57)	25%	(125)	45%	(223)	10%	(50)	492
Gender: Female	5%	(32)	21%	(134)	25%	(162)	37%	(239)	11%	(72)	638
Age: 18-29	8%	(27)	22%	(72)	27%	(87)	30%	(98)	12%	(39)	323
Age: 30-44	8%	(25)	20%	(64)	24%	(76)	40%	(129)	9%	(27)	321
Age: 45-54	6%	(14)	11%	(28)	25%	(63)	47%	(117)	11%	(28)	250
Age: 55-64	2%	(3)	13%	(19)	23%	(32)	49%	(69)	13%	(18)	142
Age: 65+	—	(0)	9%	(8)	30%	(29)	51%	(49)	10%	(9)	95
Generation Z: 18-22	9%	(12)	21%	(28)	24%	(32)	31%	(42)	16%	(21)	135
Millennial: Age 23-38	8%	(28)	21%	(75)	26%	(94)	36%	(130)	9%	(32)	360
Generation X: Age 39-54	7%	(25)	15%	(58)	25%	(96)	42%	(159)	11%	(41)	379
Boomers: Age 55-73	1%	(3)	12%	(28)	24%	(59)	52%	(124)	11%	(26)	240
PID: Dem (no lean)	7%	(28)	16%	(63)	25%	(102)	40%	(162)	12%	(51)	406
PID: Ind (no lean)	5%	(20)	16%	(70)	27%	(114)	40%	(172)	12%	(50)	426
PID: Rep (no lean)	7%	(20)	19%	(58)	24%	(71)	43%	(128)	7%	(21)	299
PID/Gender: Dem Men	9%	(15)	16%	(27)	21%	(36)	42%	(73)	12%	(21)	172
PID/Gender: Dem Women	6%	(13)	15%	(36)	28%	(65)	38%	(89)	13%	(30)	234
PID/Gender: Ind Men	6%	(10)	8%	(13)	34%	(57)	42%	(72)	10%	(17)	170
PID/Gender: Ind Women	4%	(10)	22%	(57)	22%	(57)	39%	(100)	13%	(32)	256
PID/Gender: Rep Men	7%	(11)	12%	(18)	21%	(31)	52%	(79)	7%	(11)	150
PID/Gender: Rep Women	6%	(9)	27%	(40)	27%	(40)	33%	(50)	7%	(10)	149
Ideo: Liberal (1-3)	8%	(35)	16%	(65)	26%	(105)	40%	(165)	10%	(42)	412
Ideo: Moderate (4)	6%	(14)	21%	(49)	28%	(67)	34%	(81)	11%	(26)	236
Ideo: Conservative (5-7)	3%	(10)	16%	(50)	25%	(80)	50%	(160)	7%	(23)	322
Educ: < College	6%	(42)	20%	(142)	24%	(164)	37%	(258)	13%	(89)	696
Educ: Bachelors degree	4%	(11)	11%	(31)	32%	(90)	47%	(131)	7%	(19)	282
Educ: Post-grad	10%	(16)	11%	(17)	22%	(33)	47%	(73)	9%	(15)	153

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**Table INF5: Based on what you saw, how likely are you to consider purchasing the product or subscribing to the service?**

Demographic	Very likely		Somewhat likely		Not that likely		Not at all likely		Don't know / No opinion		Total N
Adults	6%	(69)	17%	(191)	25%	(287)	41%	(462)	11%	(122)	1130
Income: Under 50k	7%	(43)	19%	(124)	25%	(162)	35%	(229)	13%	(87)	645
Income: 50k-100k	2%	(8)	16%	(51)	29%	(92)	43%	(136)	9%	(28)	316
Income: 100k+	11%	(18)	9%	(15)	19%	(32)	57%	(97)	4%	(7)	170
Ethnicity: White	5%	(41)	16%	(132)	26%	(219)	43%	(363)	11%	(94)	849
Ethnicity: Hispanic	12%	(15)	17%	(21)	29%	(37)	35%	(45)	8%	(10)	128
Ethnicity: Afr. Am.	12%	(22)	21%	(38)	23%	(43)	34%	(63)	10%	(19)	186
Ethnicity: Other	6%	(6)	21%	(20)	26%	(25)	38%	(36)	9%	(9)	96
Relig: Protestant	7%	(16)	12%	(29)	29%	(66)	43%	(101)	9%	(20)	232
Relig: Roman Catholic	7%	(13)	21%	(40)	23%	(43)	41%	(77)	9%	(17)	189
Relig: Ath./Agn./None	4%	(16)	14%	(53)	25%	(91)	44%	(163)	12%	(45)	368
Relig: Something Else	5%	(9)	18%	(33)	29%	(52)	39%	(71)	10%	(17)	183
Relig: Jewish	5%	(1)	10%	(2)	27%	(6)	54%	(13)	5%	(1)	24
Relig: Evangelical	9%	(28)	19%	(59)	25%	(80)	36%	(113)	12%	(37)	317
Relig: Non-Evang. Catholics	6%	(15)	18%	(46)	24%	(63)	44%	(115)	9%	(23)	262
Relig: All Christian	8%	(44)	18%	(105)	25%	(143)	39%	(227)	10%	(60)	579
Relig: All Non-Christian	5%	(25)	16%	(86)	26%	(144)	42%	(234)	11%	(62)	550
Community: Urban	8%	(24)	17%	(51)	24%	(73)	39%	(117)	11%	(33)	297
Community: Suburban	6%	(29)	14%	(72)	25%	(124)	45%	(227)	10%	(50)	502
Community: Rural	5%	(16)	21%	(68)	27%	(90)	36%	(119)	12%	(39)	331
Employ: Private Sector	6%	(23)	19%	(70)	27%	(100)	42%	(160)	6%	(23)	376
Employ: Government	7%	(7)	9%	(8)	26%	(25)	51%	(48)	6%	(6)	94
Employ: Self-Employed	9%	(11)	17%	(21)	25%	(30)	39%	(47)	11%	(13)	122
Employ: Homemaker	6%	(5)	19%	(15)	22%	(18)	36%	(29)	16%	(13)	79
Employ: Student	5%	(4)	20%	(16)	21%	(17)	41%	(33)	14%	(11)	81
Employ: Retired	1%	(1)	12%	(15)	28%	(34)	50%	(61)	9%	(12)	122
Employ: Unemployed	7%	(9)	16%	(21)	26%	(34)	36%	(47)	15%	(19)	129
Employ: Other	7%	(9)	20%	(25)	23%	(29)	31%	(39)	20%	(25)	127
Military HH: Yes	7%	(13)	14%	(25)	26%	(46)	43%	(75)	9%	(16)	175
Military HH: No	6%	(56)	17%	(165)	25%	(241)	41%	(387)	11%	(106)	955
RD/WT: Right Direction	10%	(38)	19%	(75)	26%	(101)	37%	(142)	8%	(33)	389
RD/WT: Wrong Track	4%	(31)	16%	(115)	25%	(186)	43%	(320)	12%	(89)	741

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**Table INF5: Based on what you saw, how likely are you to consider purchasing the product or subscribing to the service?**

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	6%	(69)	17%	(191)	25%	(287)	41%	(462)	11%	(122)	1130
Trump Job Approve	8%	(32)	17%	(72)	25%	(103)	41%	(172)	9%	(38)	417
Trump Job Disapprove	5%	(34)	17%	(106)	27%	(175)	42%	(267)	9%	(58)	639
Trump Job Strongly Approve	11%	(25)	16%	(38)	23%	(55)	42%	(98)	8%	(20)	235
Trump Job Somewhat Approve	4%	(7)	19%	(34)	27%	(48)	41%	(74)	10%	(19)	182
Trump Job Somewhat Disapprove	6%	(9)	20%	(28)	36%	(52)	28%	(41)	9%	(14)	144
Trump Job Strongly Disapprove	5%	(25)	16%	(78)	25%	(122)	46%	(226)	9%	(44)	495
Favorable of Trump	7%	(29)	19%	(76)	24%	(97)	41%	(168)	9%	(37)	407
Unfavorable of Trump	5%	(34)	15%	(97)	27%	(175)	43%	(272)	10%	(61)	639
Very Favorable of Trump	9%	(22)	18%	(43)	25%	(60)	42%	(103)	6%	(15)	243
Somewhat Favorable of Trump	4%	(7)	20%	(33)	23%	(37)	39%	(65)	13%	(22)	164
Somewhat Unfavorable of Trump	6%	(6)	19%	(21)	36%	(40)	34%	(37)	6%	(7)	111
Very Unfavorable of Trump	5%	(27)	14%	(76)	26%	(136)	44%	(234)	10%	(54)	527
#1 Issue: Economy	6%	(21)	19%	(68)	30%	(105)	35%	(125)	10%	(36)	355
#1 Issue: Security	6%	(11)	14%	(26)	22%	(40)	49%	(89)	9%	(16)	182
#1 Issue: Health Care	3%	(5)	14%	(25)	27%	(47)	43%	(74)	13%	(23)	175
#1 Issue: Medicare / Social Security	7%	(7)	14%	(15)	21%	(23)	47%	(50)	12%	(12)	108
#1 Issue: Women's Issues	4%	(4)	29%	(25)	26%	(23)	33%	(29)	8%	(7)	87
#1 Issue: Education	7%	(7)	12%	(13)	24%	(24)	45%	(46)	11%	(12)	101
#1 Issue: Energy	17%	(12)	19%	(13)	18%	(12)	36%	(25)	10%	(7)	69
#1 Issue: Other	3%	(2)	12%	(6)	22%	(12)	45%	(24)	18%	(10)	54
2018 House Vote: Democrat	6%	(27)	15%	(63)	26%	(113)	43%	(185)	10%	(44)	432
2018 House Vote: Republican	7%	(19)	17%	(51)	24%	(70)	45%	(131)	7%	(20)	291
2018 House Vote: Someone else	4%	(2)	20%	(10)	23%	(11)	37%	(18)	17%	(8)	50
2018 House Vote: Didnt Vote	6%	(20)	19%	(66)	26%	(93)	36%	(127)	14%	(50)	356
2016 Vote: Hillary Clinton	7%	(25)	16%	(58)	26%	(95)	43%	(157)	9%	(33)	367
2016 Vote: Donald Trump	7%	(20)	16%	(49)	23%	(68)	45%	(135)	9%	(26)	298
2016 Vote: Someone else	3%	(2)	13%	(11)	26%	(22)	49%	(42)	10%	(9)	86
2016 Vote: Didnt Vote	5%	(20)	19%	(72)	26%	(98)	34%	(126)	15%	(55)	371
Voted in 2014: Yes	6%	(42)	16%	(104)	24%	(161)	45%	(302)	8%	(56)	666
Voted in 2014: No	6%	(27)	19%	(86)	27%	(125)	34%	(160)	14%	(66)	465

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**Table INF5:** Based on what you saw, how likely are you to consider purchasing the product or subscribing to the service?

Demographic	Very likely		Somewhat likely		Not that likely		Not at all likely		Don't know / No opinion		Total N
Adults	6%	(69)	17%	(191)	25%	(287)	41%	(462)	11%	(122)	1130
2012 Vote: Barack Obama	7%	(30)	16%	(72)	25%	(109)	44%	(192)	9%	(38)	442
2012 Vote: Mitt Romney	5%	(10)	14%	(30)	26%	(58)	49%	(109)	7%	(15)	224
2012 Vote: Other	2%	(1)	9%	(4)	19%	(8)	50%	(22)	21%	(9)	44
2012 Vote: Didn't Vote	7%	(27)	20%	(84)	26%	(110)	33%	(139)	14%	(60)	420
4-Region: Northeast	11%	(23)	14%	(29)	23%	(47)	40%	(81)	12%	(24)	204
4-Region: Midwest	3%	(7)	16%	(36)	25%	(57)	43%	(100)	13%	(30)	231
4-Region: South	7%	(31)	18%	(83)	28%	(126)	38%	(170)	10%	(43)	452
4-Region: West	3%	(8)	18%	(43)	23%	(56)	46%	(112)	10%	(25)	244
190242	5%	(31)	17%	(98)	26%	(147)	41%	(235)	11%	(61)	572
190247	7%	(38)	17%	(92)	25%	(140)	41%	(227)	11%	(61)	559
Yes, I currently have one	6%	(58)	18%	(159)	25%	(223)	42%	(377)	10%	(89)	906
No, but I had one previously	5%	(11)	14%	(32)	28%	(63)	38%	(85)	15%	(33)	224
No, I have never had an Instagram account	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table INF6:** Based on what you saw, how likely are you to follow this account?

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%	(84)	17%	(187)	22%	(248)	46%	(523)	8%	(88)	1130
Gender: Male	9%	(44)	14%	(70)	23%	(115)	46%	(227)	7%	(35)	492
Gender: Female	6%	(40)	18%	(117)	21%	(133)	46%	(296)	8%	(52)	638
Age: 18-29	11%	(36)	23%	(73)	24%	(76)	34%	(110)	8%	(27)	323
Age: 30-44	10%	(31)	17%	(55)	20%	(65)	46%	(149)	7%	(21)	321
Age: 45-54	5%	(13)	12%	(29)	23%	(58)	52%	(130)	8%	(20)	250
Age: 55-64	3%	(4)	16%	(22)	18%	(26)	53%	(75)	10%	(15)	142
Age: 65+	—	(0)	8%	(8)	25%	(24)	62%	(59)	5%	(5)	95
Generation Z: 18-22	9%	(13)	25%	(34)	22%	(30)	31%	(42)	12%	(16)	135
Millennial: Age 23-38	10%	(38)	20%	(70)	21%	(77)	43%	(154)	6%	(21)	360
Generation X: Age 39-54	7%	(28)	14%	(52)	24%	(91)	47%	(177)	8%	(30)	379
Boomers: Age 55-73	2%	(5)	12%	(29)	19%	(45)	59%	(141)	8%	(19)	240
PID: Dem (no lean)	9%	(36)	16%	(65)	20%	(81)	47%	(192)	8%	(32)	406
PID: Ind (no lean)	6%	(25)	17%	(72)	24%	(102)	45%	(190)	9%	(38)	426
PID: Rep (no lean)	8%	(23)	17%	(51)	22%	(65)	47%	(142)	6%	(18)	299
PID/Gender: Dem Men	13%	(22)	19%	(33)	17%	(30)	43%	(75)	8%	(13)	172
PID/Gender: Dem Women	6%	(14)	14%	(32)	22%	(51)	50%	(117)	8%	(19)	234
PID/Gender: Ind Men	6%	(10)	12%	(20)	31%	(53)	45%	(76)	7%	(11)	170
PID/Gender: Ind Women	6%	(15)	20%	(51)	19%	(49)	44%	(114)	10%	(26)	256
PID/Gender: Rep Men	9%	(13)	12%	(17)	22%	(32)	51%	(76)	7%	(11)	150
PID/Gender: Rep Women	7%	(10)	23%	(34)	22%	(33)	44%	(65)	4%	(6)	149
Ideo: Liberal (1-3)	11%	(44)	17%	(70)	21%	(87)	45%	(185)	6%	(26)	412
Ideo: Moderate (4)	8%	(19)	17%	(41)	25%	(59)	43%	(101)	6%	(15)	236
Ideo: Conservative (5-7)	4%	(12)	15%	(48)	21%	(67)	54%	(175)	6%	(20)	322
Educ: < College	8%	(55)	20%	(137)	22%	(151)	42%	(291)	9%	(62)	696
Educ: Bachelors degree	6%	(16)	12%	(33)	24%	(68)	52%	(147)	6%	(17)	282
Educ: Post-grad	8%	(13)	12%	(18)	19%	(29)	56%	(85)	6%	(9)	153

Continued on next page

**Table INF6:** Based on what you saw, how likely are you to follow this account?

Demographic	Very likely		Somewhat likely		Not that likely		Not at all likely		Don't know / No opinion		Total N
Adults	7%	(84)	17%	(187)	22%	(248)	46%	(523)	8%	(88)	1130
Income: Under 50k	8%	(51)	19%	(123)	22%	(140)	42%	(270)	9%	(60)	645
Income: 50k-100k	5%	(16)	15%	(47)	25%	(80)	47%	(149)	8%	(25)	316
Income: 100k+	10%	(17)	10%	(17)	17%	(28)	62%	(104)	2%	(3)	170
Ethnicity: White	6%	(54)	14%	(120)	22%	(183)	50%	(427)	8%	(66)	849
Ethnicity: Hispanic	14%	(18)	21%	(27)	24%	(31)	35%	(44)	6%	(8)	128
Ethnicity: Afr. Am.	12%	(23)	24%	(44)	23%	(43)	33%	(61)	8%	(15)	186
Ethnicity: Other	8%	(7)	25%	(24)	24%	(23)	37%	(35)	7%	(6)	96
Relig: Protestant	9%	(20)	10%	(23)	25%	(59)	50%	(115)	7%	(16)	232
Relig: Roman Catholic	11%	(21)	17%	(33)	18%	(35)	45%	(85)	8%	(16)	189
Relig: Ath./Agn./None	6%	(21)	16%	(59)	21%	(76)	50%	(184)	7%	(27)	368
Relig: Something Else	6%	(11)	20%	(36)	23%	(41)	44%	(80)	8%	(14)	183
Relig: Jewish	5%	(1)	10%	(2)	18%	(4)	62%	(15)	5%	(1)	24
Relig: Evangelical	9%	(29)	17%	(53)	24%	(76)	42%	(132)	9%	(27)	317
Relig: Non-Evang. Catholics	9%	(23)	15%	(38)	21%	(56)	48%	(127)	7%	(19)	262
Relig: All Christian	9%	(52)	16%	(92)	23%	(131)	45%	(258)	8%	(46)	579
Relig: All Non-Christian	6%	(32)	17%	(96)	21%	(117)	48%	(264)	8%	(42)	550
Community: Urban	9%	(28)	17%	(51)	22%	(64)	43%	(127)	9%	(27)	297
Community: Suburban	6%	(31)	15%	(73)	21%	(105)	51%	(255)	7%	(37)	502
Community: Rural	7%	(25)	19%	(63)	24%	(79)	43%	(141)	7%	(23)	331
Employ: Private Sector	9%	(33)	17%	(63)	23%	(85)	48%	(182)	3%	(13)	376
Employ: Government	8%	(7)	16%	(15)	16%	(15)	57%	(54)	3%	(3)	94
Employ: Self-Employed	10%	(12)	13%	(15)	26%	(31)	42%	(51)	10%	(12)	122
Employ: Homemaker	7%	(5)	19%	(15)	20%	(15)	46%	(37)	8%	(6)	79
Employ: Student	6%	(5)	25%	(20)	19%	(15)	41%	(33)	9%	(7)	81
Employ: Retired	2%	(2)	9%	(11)	19%	(24)	63%	(77)	7%	(8)	122
Employ: Unemployed	6%	(8)	23%	(30)	23%	(30)	37%	(47)	11%	(14)	129
Employ: Other	8%	(11)	14%	(17)	26%	(33)	34%	(43)	18%	(23)	127
Military HH: Yes	8%	(13)	14%	(24)	23%	(41)	49%	(85)	7%	(12)	175
Military HH: No	7%	(70)	17%	(163)	22%	(208)	46%	(438)	8%	(75)	955
RD/WT: Right Direction	10%	(39)	19%	(74)	23%	(90)	42%	(164)	6%	(22)	389
RD/WT: Wrong Track	6%	(45)	15%	(113)	21%	(158)	48%	(359)	9%	(65)	741

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**Table INF6:** Based on what you saw, how likely are you to follow this account?

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%	(84)	17%	(187)	22%	(248)	46%	(523)	8%	(88)	1130
Trump Job Approve	9%	(36)	16%	(66)	23%	(96)	47%	(197)	6%	(23)	417
Trump Job Disapprove	7%	(46)	16%	(104)	23%	(148)	47%	(303)	6%	(39)	639
Trump Job Strongly Approve	11%	(27)	14%	(33)	20%	(48)	50%	(118)	4%	(10)	235
Trump Job Somewhat Approve	5%	(10)	18%	(33)	26%	(48)	43%	(79)	7%	(13)	182
Trump Job Somewhat Disapprove	9%	(12)	20%	(28)	28%	(40)	36%	(52)	7%	(10)	144
Trump Job Strongly Disapprove	7%	(33)	15%	(75)	22%	(107)	51%	(251)	6%	(28)	495
Favorable of Trump	9%	(37)	17%	(70)	21%	(87)	46%	(188)	6%	(25)	407
Unfavorable of Trump	6%	(40)	15%	(97)	23%	(148)	49%	(314)	6%	(39)	639
Very Favorable of Trump	11%	(27)	16%	(38)	21%	(50)	49%	(119)	4%	(9)	243
Somewhat Favorable of Trump	7%	(11)	19%	(32)	22%	(36)	42%	(69)	10%	(17)	164
Somewhat Unfavorable of Trump	6%	(7)	19%	(21)	29%	(33)	41%	(46)	4%	(5)	111
Very Unfavorable of Trump	6%	(34)	14%	(76)	22%	(115)	51%	(267)	7%	(35)	527
#1 Issue: Economy	8%	(28)	15%	(53)	26%	(92)	43%	(152)	8%	(30)	355
#1 Issue: Security	8%	(14)	17%	(31)	17%	(31)	53%	(97)	5%	(9)	182
#1 Issue: Health Care	3%	(5)	19%	(33)	22%	(39)	47%	(82)	9%	(16)	175
#1 Issue: Medicare / Social Security	8%	(8)	13%	(14)	20%	(22)	53%	(57)	6%	(7)	108
#1 Issue: Women's Issues	7%	(6)	28%	(24)	23%	(20)	37%	(32)	5%	(4)	87
#1 Issue: Education	10%	(11)	11%	(12)	18%	(18)	52%	(52)	9%	(9)	101
#1 Issue: Energy	17%	(12)	18%	(13)	18%	(12)	36%	(25)	10%	(7)	69
#1 Issue: Other	—	(0)	14%	(8)	27%	(14)	48%	(26)	11%	(6)	54
2018 House Vote: Democrat	7%	(29)	15%	(65)	22%	(94)	50%	(217)	6%	(28)	432
2018 House Vote: Republican	8%	(23)	16%	(47)	20%	(59)	51%	(148)	5%	(14)	291
2018 House Vote: Someone else	7%	(3)	16%	(8)	26%	(13)	39%	(19)	12%	(6)	50
2018 House Vote: Didnt Vote	8%	(28)	19%	(66)	23%	(82)	39%	(139)	11%	(40)	356
2016 Vote: Hillary Clinton	7%	(27)	17%	(63)	21%	(79)	49%	(179)	6%	(21)	367
2016 Vote: Donald Trump	8%	(23)	14%	(41)	22%	(65)	51%	(152)	6%	(16)	298
2016 Vote: Someone else	6%	(5)	10%	(8)	22%	(19)	55%	(48)	7%	(6)	86
2016 Vote: Didnt Vote	7%	(27)	20%	(74)	22%	(82)	39%	(143)	12%	(45)	371
Voted in 2014: Yes	8%	(52)	15%	(99)	21%	(137)	51%	(337)	6%	(41)	666
Voted in 2014: No	7%	(32)	19%	(89)	24%	(111)	40%	(187)	10%	(46)	465

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**Table INF6:** Based on what you saw, how likely are you to follow this account?

Demographic	Very likely		Somewhat likely		Not that likely		Not at all likely		Don't know / No opinion		Total N
Adults	7%	(84)	17%	(187)	22%	(248)	46%	(523)	8%	(88)	1130
2012 Vote: Barack Obama	8%	(37)	16%	(71)	22%	(97)	48%	(214)	5%	(23)	442
2012 Vote: Mitt Romney	5%	(10)	14%	(31)	21%	(47)	54%	(121)	6%	(14)	224
2012 Vote: Other	3%	(1)	7%	(3)	24%	(10)	53%	(23)	14%	(6)	44
2012 Vote: Didn't Vote	8%	(36)	20%	(83)	22%	(92)	39%	(164)	11%	(45)	420
4-Region: Northeast	10%	(21)	16%	(32)	20%	(41)	46%	(93)	8%	(17)	204
4-Region: Midwest	5%	(10)	16%	(36)	27%	(62)	42%	(98)	10%	(24)	231
4-Region: South	9%	(42)	17%	(78)	21%	(96)	45%	(203)	7%	(34)	452
4-Region: West	4%	(11)	17%	(41)	20%	(50)	53%	(129)	5%	(13)	244
190242	6%	(34)	18%	(103)	23%	(130)	47%	(266)	7%	(39)	572
190247	9%	(50)	15%	(84)	21%	(119)	46%	(257)	9%	(49)	559
Yes, I currently have one	8%	(74)	17%	(158)	21%	(187)	47%	(426)	7%	(62)	906
No, but I had one previously	5%	(10)	13%	(30)	27%	(61)	44%	(98)	11%	(26)	224
No, I have never had an Instagram account	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table INF7a: Do you consider the following post to be an advertisement on Instagram?**

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	77% (870)	12% (137)	11% (123)	1130
Gender: Male	77% (379)	13% (63)	10% (49)	492
Gender: Female	77% (491)	12% (74)	12% (74)	638
Age: 18-29	79% (256)	12% (38)	9% (29)	323
Age: 30-44	77% (248)	14% (44)	9% (29)	321
Age: 45-54	76% (190)	11% (28)	12% (31)	250
Age: 55-64	72% (102)	13% (19)	14% (20)	142
Age: 65+	76% (73)	9% (9)	14% (14)	95
Generation Z: 18-22	77% (104)	12% (16)	11% (15)	135
Millennial: Age 23-38	81% (292)	11% (39)	8% (29)	360
Generation X: Age 39-54	75% (283)	14% (52)	12% (44)	379
Boomers: Age 55-73	74% (178)	13% (30)	13% (32)	240
PID: Dem (no lean)	75% (303)	12% (50)	13% (53)	406
PID: Ind (no lean)	77% (328)	12% (53)	10% (44)	426
PID: Rep (no lean)	80% (238)	12% (35)	9% (26)	299
PID/Gender: Dem Men	74% (127)	15% (27)	11% (19)	172
PID/Gender: Dem Women	75% (176)	10% (23)	15% (34)	234
PID/Gender: Ind Men	78% (132)	12% (20)	11% (19)	170
PID/Gender: Ind Women	77% (197)	13% (33)	10% (26)	256
PID/Gender: Rep Men	80% (120)	11% (17)	8% (12)	150
PID/Gender: Rep Women	79% (118)	12% (18)	9% (13)	149
Ideo: Liberal (1-3)	81% (334)	11% (47)	8% (32)	412
Ideo: Moderate (4)	73% (172)	13% (30)	14% (33)	236
Ideo: Conservative (5-7)	81% (261)	11% (34)	8% (27)	322
Educ: < College	72% (503)	14% (98)	14% (94)	696
Educ: Bachelors degree	85% (240)	8% (23)	7% (19)	282
Educ: Post-grad	83% (127)	11% (16)	7% (10)	153

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**Table INF7a: Do you consider the following post to be an advertisement on Instagram?**

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	77% (870)	12% (137)	11% (123)	1130
Income: Under 50k	74% (476)	13% (84)	13% (85)	645
Income: 50k-100k	80% (252)	11% (33)	10% (30)	316
Income: 100k+	83% (141)	12% (20)	5% (8)	170
Ethnicity: White	80% (676)	10% (89)	10% (83)	849
Ethnicity: Hispanic	81% (104)	12% (15)	7% (9)	128
Ethnicity: Afr. Am.	66% (122)	18% (33)	17% (31)	186
Ethnicity: Other	75% (71)	16% (15)	9% (9)	96
Relig: Protestant	78% (181)	12% (27)	10% (24)	232
Relig: Roman Catholic	78% (147)	13% (25)	9% (17)	189
Relig: Ath./Agn./None	77% (284)	11% (41)	12% (43)	368
Relig: Something Else	81% (149)	11% (20)	8% (14)	183
Relig: Jewish	85% (21)	— (0)	15% (4)	24
Relig: Evangelical	73% (230)	14% (45)	13% (42)	317
Relig: Non-Evang. Catholics	79% (207)	12% (31)	9% (24)	262
Relig: All Christian	76% (438)	13% (76)	11% (66)	579
Relig: All Non-Christian	79% (432)	11% (61)	10% (57)	550
Community: Urban	76% (225)	13% (40)	11% (32)	297
Community: Suburban	79% (396)	11% (53)	10% (52)	502
Community: Rural	75% (249)	13% (44)	12% (38)	331
Employ: Private Sector	83% (314)	10% (37)	7% (25)	376
Employ: Government	74% (70)	16% (15)	9% (9)	94
Employ: Self-Employed	78% (95)	17% (20)	5% (6)	122
Employ: Homemaker	67% (53)	18% (14)	15% (12)	79
Employ: Student	85% (69)	10% (8)	5% (4)	81
Employ: Retired	76% (93)	8% (10)	16% (19)	122
Employ: Unemployed	76% (98)	9% (11)	15% (20)	129
Employ: Other	62% (78)	16% (20)	22% (28)	127
Military HH: Yes	76% (133)	14% (24)	11% (19)	175
Military HH: No	77% (737)	12% (113)	11% (104)	955
RD/WT: Right Direction	78% (302)	13% (49)	10% (38)	389
RD/WT: Wrong Track	77% (567)	12% (88)	12% (85)	741

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**Table INF7a:** Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	77% (870)	12% (137)	11% (123)	1130
Trump Job Approve	80% (333)	11% (46)	9% (38)	417
Trump Job Disapprove	78% (496)	13% (83)	9% (60)	639
Trump Job Strongly Approve	77% (182)	12% (29)	11% (25)	235
Trump Job Somewhat Approve	83% (152)	10% (18)	7% (13)	182
Trump Job Somewhat Disapprove	73% (105)	21% (30)	6% (9)	144
Trump Job Strongly Disapprove	79% (391)	11% (53)	10% (52)	495
Favorable of Trump	80% (326)	11% (46)	9% (35)	407
Unfavorable of Trump	78% (499)	12% (78)	10% (62)	639
Very Favorable of Trump	79% (192)	12% (28)	9% (22)	243
Somewhat Favorable of Trump	82% (134)	11% (17)	8% (13)	164
Somewhat Unfavorable of Trump	83% (92)	13% (14)	4% (5)	111
Very Unfavorable of Trump	77% (406)	12% (64)	11% (57)	527
#1 Issue: Economy	83% (293)	9% (33)	8% (29)	355
#1 Issue: Security	77% (140)	11% (20)	12% (22)	182
#1 Issue: Health Care	73% (128)	13% (23)	14% (24)	175
#1 Issue: Medicare / Social Security	65% (70)	22% (24)	13% (14)	108
#1 Issue: Women's Issues	81% (70)	10% (8)	9% (8)	87
#1 Issue: Education	78% (79)	16% (16)	7% (7)	101
#1 Issue: Energy	76% (52)	13% (9)	11% (8)	69
#1 Issue: Other	69% (37)	7% (4)	24% (13)	54
2018 House Vote: Democrat	79% (343)	10% (44)	10% (45)	432
2018 House Vote: Republican	81% (234)	12% (35)	7% (22)	291
2018 House Vote: Someone else	66% (33)	18% (9)	16% (8)	50
2018 House Vote: Didnt Vote	72% (258)	14% (49)	14% (49)	356
2016 Vote: Hillary Clinton	77% (283)	13% (49)	10% (35)	367
2016 Vote: Donald Trump	81% (241)	11% (34)	8% (23)	298
2016 Vote: Someone else	83% (71)	4% (4)	13% (11)	86
2016 Vote: Didnt Vote	72% (268)	13% (49)	14% (53)	371
Voted in 2014: Yes	77% (514)	12% (82)	10% (69)	666
Voted in 2014: No	76% (355)	12% (55)	12% (54)	465

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**Table INF7a: Do you consider the following post to be an advertisement on Instagram?**

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	77% (870)	12% (137)	11% (123)	1130
2012 Vote: Barack Obama	78% (343)	13% (60)	9% (39)	442
2012 Vote: Mitt Romney	81% (180)	10% (22)	9% (21)	224
2012 Vote: Other	78% (34)	6% (3)	16% (7)	44
2012 Vote: Didn't Vote	74% (311)	13% (53)	13% (56)	420
4-Region: Northeast	78% (159)	12% (25)	10% (20)	204
4-Region: Midwest	78% (181)	11% (25)	11% (25)	231
4-Region: South	77% (347)	13% (59)	10% (46)	452
4-Region: West	75% (182)	12% (29)	13% (32)	244
190242	77% (439)	11% (61)	13% (72)	572
190247	77% (430)	14% (77)	9% (51)	559
Yes, I currently have one	80% (725)	11% (99)	9% (82)	906
No, but I had one previously	64% (145)	17% (38)	18% (41)	224
No, I have never had an Instagram account	— (0)	— (0)	— (0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table INF8:** Based on what you saw, how likely are you to consider purchasing the product or subscribing to the service?

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	5%	(58)	14%	(159)	22%	(249)	49%	(553)	10%	(110)	1130
Gender: Male	9%	(44)	17%	(86)	21%	(104)	44%	(218)	8%	(41)	492
Gender: Female	2%	(14)	12%	(74)	23%	(145)	53%	(335)	11%	(70)	638
Age: 18-29	7%	(22)	17%	(55)	27%	(86)	39%	(124)	11%	(36)	323
Age: 30-44	8%	(24)	19%	(60)	21%	(68)	43%	(136)	10%	(33)	321
Age: 45-54	4%	(10)	11%	(27)	21%	(52)	57%	(142)	7%	(19)	250
Age: 55-64	2%	(2)	7%	(11)	20%	(28)	60%	(85)	11%	(16)	142
Age: 65+	—	(0)	7%	(7)	17%	(16)	68%	(65)	8%	(8)	95
Generation Z: 18-22	7%	(9)	18%	(24)	20%	(27)	42%	(57)	13%	(17)	135
Millennial: Age 23-38	8%	(28)	17%	(63)	27%	(98)	38%	(138)	9%	(33)	360
Generation X: Age 39-54	5%	(18)	14%	(53)	21%	(78)	51%	(194)	9%	(35)	379
Boomers: Age 55-73	1%	(2)	8%	(19)	16%	(39)	65%	(157)	10%	(23)	240
PID: Dem (no lean)	5%	(21)	16%	(65)	22%	(88)	47%	(191)	10%	(40)	406
PID: Ind (no lean)	4%	(15)	12%	(50)	23%	(98)	50%	(212)	12%	(51)	426
PID: Rep (no lean)	7%	(22)	15%	(44)	21%	(63)	50%	(150)	6%	(19)	299
PID/Gender: Dem Men	10%	(18)	23%	(39)	19%	(33)	38%	(66)	9%	(16)	172
PID/Gender: Dem Women	1%	(3)	11%	(26)	23%	(55)	54%	(125)	10%	(24)	234
PID/Gender: Ind Men	6%	(10)	13%	(22)	26%	(44)	46%	(78)	10%	(17)	170
PID/Gender: Ind Women	2%	(6)	11%	(28)	21%	(54)	52%	(134)	13%	(34)	256
PID/Gender: Rep Men	11%	(16)	17%	(25)	18%	(27)	50%	(74)	5%	(8)	150
PID/Gender: Rep Women	4%	(6)	13%	(19)	24%	(36)	51%	(76)	8%	(12)	149
Ideo: Liberal (1-3)	7%	(28)	15%	(61)	23%	(95)	47%	(196)	8%	(33)	412
Ideo: Moderate (4)	5%	(11)	18%	(41)	26%	(60)	44%	(103)	8%	(19)	236
Ideo: Conservative (5-7)	4%	(14)	14%	(45)	21%	(67)	55%	(177)	6%	(19)	322
Educ: < College	5%	(33)	14%	(97)	21%	(149)	47%	(327)	13%	(90)	696
Educ: Bachelors degree	3%	(10)	13%	(38)	27%	(75)	53%	(150)	3%	(9)	282
Educ: Post-grad	10%	(16)	16%	(25)	16%	(25)	50%	(77)	7%	(11)	153

Continued on next page

**Table INF8:** Based on what you saw, how likely are you to consider purchasing the product or subscribing to the service?

Demographic	Very likely		Somewhat likely		Not that likely		Not at all likely		Don't know / No opinion		Total N
Adults	5%	(58)	14%	(159)	22%	(249)	49%	(553)	10%	(110)	1130
Income: Under 50k	5%	(32)	14%	(92)	22%	(143)	47%	(301)	12%	(78)	645
Income: 50k-100k	4%	(13)	14%	(44)	24%	(76)	50%	(157)	8%	(25)	316
Income: 100k+	8%	(13)	14%	(23)	18%	(30)	56%	(96)	4%	(7)	170
Ethnicity: White	4%	(34)	14%	(117)	21%	(180)	52%	(441)	9%	(76)	849
Ethnicity: Hispanic	9%	(12)	20%	(25)	27%	(35)	35%	(44)	10%	(12)	128
Ethnicity: Afr. Am.	10%	(18)	17%	(32)	22%	(41)	38%	(70)	13%	(25)	186
Ethnicity: Other	6%	(6)	11%	(10)	29%	(27)	44%	(42)	10%	(10)	96
Relig: Protestant	6%	(13)	14%	(32)	20%	(47)	53%	(123)	7%	(17)	232
Relig: Roman Catholic	7%	(14)	19%	(35)	23%	(44)	43%	(81)	9%	(16)	189
Relig: Ath./Agn./None	4%	(14)	11%	(40)	23%	(85)	50%	(185)	12%	(45)	368
Relig: Something Else	5%	(9)	14%	(26)	24%	(44)	50%	(91)	7%	(13)	183
Relig: Jewish	5%	(1)	12%	(3)	14%	(3)	60%	(15)	9%	(2)	24
Relig: Evangelical	6%	(18)	17%	(52)	19%	(61)	48%	(153)	10%	(32)	317
Relig: Non-Evang. Catholics	7%	(17)	16%	(41)	23%	(60)	47%	(123)	8%	(21)	262
Relig: All Christian	6%	(35)	16%	(93)	21%	(121)	48%	(277)	9%	(53)	579
Relig: All Non-Christian	4%	(23)	12%	(66)	23%	(128)	50%	(276)	10%	(57)	550
Community: Urban	7%	(21)	17%	(51)	23%	(68)	43%	(129)	9%	(28)	297
Community: Suburban	3%	(16)	13%	(66)	21%	(103)	53%	(267)	10%	(50)	502
Community: Rural	6%	(21)	13%	(42)	23%	(78)	48%	(158)	10%	(33)	331
Employ: Private Sector	6%	(23)	19%	(71)	21%	(78)	49%	(185)	5%	(20)	376
Employ: Government	—	(0)	19%	(18)	28%	(26)	48%	(45)	6%	(5)	94
Employ: Self-Employed	13%	(16)	14%	(17)	24%	(29)	46%	(56)	3%	(4)	122
Employ: Homemaker	2%	(2)	9%	(7)	30%	(24)	48%	(38)	11%	(9)	79
Employ: Student	8%	(6)	11%	(9)	27%	(22)	44%	(35)	11%	(9)	81
Employ: Retired	1%	(2)	8%	(10)	13%	(16)	68%	(83)	9%	(12)	122
Employ: Unemployed	4%	(6)	11%	(14)	22%	(28)	46%	(59)	17%	(22)	129
Employ: Other	4%	(5)	11%	(14)	20%	(26)	42%	(53)	23%	(29)	127
Military HH: Yes	4%	(7)	12%	(21)	20%	(35)	54%	(94)	10%	(18)	175
Military HH: No	5%	(51)	14%	(138)	22%	(214)	48%	(459)	10%	(93)	955
RD/WT: Right Direction	9%	(35)	16%	(64)	21%	(81)	45%	(176)	8%	(33)	389
RD/WT: Wrong Track	3%	(23)	13%	(95)	23%	(168)	51%	(377)	10%	(77)	741

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**Table INF8:** Based on what you saw, how likely are you to consider purchasing the product or subscribing to the service?

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	5%	(58)	14%	(159)	22%	(249)	49%	(553)	10%	(110)	1130
Trump Job Approve	8%	(33)	14%	(60)	20%	(84)	50%	(209)	8%	(32)	417
Trump Job Disapprove	4%	(24)	15%	(93)	24%	(156)	49%	(312)	8%	(54)	639
Trump Job Strongly Approve	11%	(25)	15%	(34)	19%	(44)	49%	(115)	7%	(17)	235
Trump Job Somewhat Approve	4%	(7)	14%	(26)	22%	(40)	52%	(95)	8%	(15)	182
Trump Job Somewhat Disapprove	3%	(4)	19%	(27)	25%	(36)	46%	(66)	8%	(11)	144
Trump Job Strongly Disapprove	4%	(21)	13%	(66)	24%	(120)	50%	(246)	9%	(43)	495
Favorable of Trump	7%	(29)	15%	(61)	20%	(80)	50%	(205)	8%	(32)	407
Unfavorable of Trump	4%	(23)	14%	(91)	24%	(153)	49%	(315)	9%	(57)	639
Very Favorable of Trump	10%	(24)	15%	(36)	19%	(46)	51%	(123)	6%	(13)	243
Somewhat Favorable of Trump	3%	(5)	16%	(26)	21%	(34)	50%	(82)	11%	(18)	164
Somewhat Unfavorable of Trump	8%	(9)	20%	(22)	22%	(24)	44%	(49)	7%	(8)	111
Very Unfavorable of Trump	3%	(14)	13%	(69)	25%	(129)	50%	(266)	9%	(49)	527
#1 Issue: Economy	5%	(16)	18%	(62)	23%	(80)	46%	(163)	9%	(34)	355
#1 Issue: Security	6%	(12)	14%	(25)	16%	(29)	52%	(96)	11%	(21)	182
#1 Issue: Health Care	4%	(8)	12%	(22)	24%	(42)	50%	(87)	9%	(16)	175
#1 Issue: Medicare / Social Security	3%	(3)	7%	(7)	16%	(18)	63%	(68)	11%	(12)	108
#1 Issue: Women's Issues	3%	(3)	16%	(14)	29%	(26)	44%	(38)	8%	(7)	87
#1 Issue: Education	6%	(6)	12%	(12)	25%	(25)	51%	(52)	6%	(6)	101
#1 Issue: Energy	15%	(10)	17%	(12)	29%	(20)	32%	(22)	8%	(5)	69
#1 Issue: Other	1%	(0)	11%	(6)	17%	(9)	52%	(28)	19%	(10)	54
2018 House Vote: Democrat	5%	(22)	15%	(64)	23%	(101)	49%	(211)	8%	(33)	432
2018 House Vote: Republican	7%	(20)	15%	(44)	21%	(60)	51%	(148)	6%	(19)	291
2018 House Vote: Someone else	1%	(0)	9%	(5)	23%	(11)	55%	(27)	12%	(6)	50
2018 House Vote: Didnt Vote	4%	(15)	13%	(47)	21%	(75)	47%	(168)	15%	(52)	356
2016 Vote: Hillary Clinton	4%	(15)	16%	(57)	24%	(88)	49%	(180)	7%	(27)	367
2016 Vote: Donald Trump	8%	(22)	14%	(41)	19%	(56)	53%	(157)	7%	(21)	298
2016 Vote: Someone else	3%	(2)	14%	(12)	21%	(18)	57%	(49)	6%	(5)	86
2016 Vote: Didnt Vote	5%	(17)	13%	(48)	23%	(85)	44%	(163)	15%	(57)	371
Voted in 2014: Yes	5%	(35)	14%	(95)	21%	(138)	52%	(346)	8%	(51)	666
Voted in 2014: No	5%	(23)	14%	(65)	24%	(111)	45%	(207)	13%	(59)	465

Continued on next page

**Table INF8:** Based on what you saw, how likely are you to consider purchasing the product or subscribing to the service?

Demographic	Very likely		Somewhat likely		Not that likely		Not at all likely		Don't know / No opinion		Total N
Adults	5%	(58)	14%	(159)	22%	(249)	49%	(553)	10%	(110)	1130
2012 Vote: Barack Obama	5%	(23)	16%	(70)	21%	(94)	50%	(221)	7%	(33)	442
2012 Vote: Mitt Romney	4%	(10)	12%	(27)	21%	(47)	56%	(125)	7%	(15)	224
2012 Vote: Other	5%	(2)	12%	(5)	22%	(10)	50%	(22)	11%	(5)	44
2012 Vote: Didn't Vote	6%	(23)	14%	(57)	23%	(97)	44%	(186)	14%	(57)	420
4-Region: Northeast	6%	(13)	16%	(33)	20%	(40)	46%	(93)	12%	(24)	204
4-Region: Midwest	3%	(8)	13%	(30)	26%	(59)	48%	(111)	9%	(22)	231
4-Region: South	6%	(29)	15%	(68)	22%	(101)	47%	(211)	10%	(43)	452
4-Region: West	4%	(9)	11%	(28)	20%	(48)	56%	(137)	9%	(21)	244
190242	4%	(20)	14%	(80)	24%	(135)	49%	(279)	10%	(57)	572
190247	7%	(38)	14%	(79)	20%	(114)	49%	(274)	9%	(53)	559
Yes, I currently have one	5%	(49)	14%	(130)	23%	(208)	48%	(439)	9%	(80)	906
No, but I had one previously	4%	(10)	13%	(30)	18%	(41)	51%	(115)	13%	(30)	224
No, I have never had an Instagram account	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table INF9:** Based on what you saw, how likely are you to follow this account?

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	6%	(67)	9%	(97)	23%	(258)	54%	(608)	9%	(101)	1130
Gender: Male	11%	(52)	11%	(53)	21%	(105)	50%	(245)	8%	(37)	492
Gender: Female	2%	(15)	7%	(44)	24%	(153)	57%	(363)	10%	(64)	638
Age: 18-29	8%	(25)	9%	(28)	30%	(97)	43%	(138)	11%	(34)	323
Age: 30-44	9%	(30)	12%	(40)	23%	(73)	46%	(148)	9%	(30)	321
Age: 45-54	3%	(8)	7%	(18)	20%	(51)	61%	(153)	8%	(20)	250
Age: 55-64	3%	(4)	4%	(6)	14%	(20)	72%	(102)	7%	(10)	142
Age: 65+	—	(0)	5%	(4)	19%	(18)	70%	(67)	7%	(6)	95
Generation Z: 18-22	7%	(9)	10%	(13)	29%	(40)	41%	(55)	13%	(18)	135
Millennial: Age 23-38	10%	(36)	10%	(35)	27%	(97)	45%	(164)	8%	(29)	360
Generation X: Age 39-54	5%	(18)	10%	(37)	22%	(84)	54%	(204)	9%	(36)	379
Boomers: Age 55-73	2%	(4)	5%	(12)	15%	(37)	71%	(170)	8%	(18)	240
PID: Dem (no lean)	8%	(33)	8%	(33)	23%	(94)	52%	(211)	9%	(35)	406
PID: Ind (no lean)	3%	(13)	8%	(32)	23%	(99)	55%	(233)	12%	(49)	426
PID: Rep (no lean)	7%	(21)	11%	(31)	22%	(65)	55%	(164)	6%	(17)	299
PID/Gender: Dem Men	16%	(27)	11%	(19)	21%	(37)	43%	(73)	10%	(17)	172
PID/Gender: Dem Women	2%	(6)	6%	(14)	25%	(58)	59%	(138)	8%	(18)	234
PID/Gender: Ind Men	6%	(10)	8%	(13)	26%	(44)	53%	(89)	8%	(13)	170
PID/Gender: Ind Women	1%	(3)	7%	(19)	21%	(54)	56%	(144)	14%	(36)	256
PID/Gender: Rep Men	10%	(15)	14%	(21)	16%	(24)	55%	(82)	5%	(7)	150
PID/Gender: Rep Women	4%	(6)	7%	(10)	28%	(42)	55%	(81)	7%	(10)	149
Ideo: Liberal (1-3)	8%	(34)	8%	(33)	24%	(101)	52%	(213)	8%	(32)	412
Ideo: Moderate (4)	4%	(10)	11%	(26)	27%	(64)	51%	(120)	7%	(15)	236
Ideo: Conservative (5-7)	5%	(17)	9%	(30)	19%	(61)	61%	(196)	6%	(18)	322
Educ: < College	6%	(40)	9%	(63)	22%	(152)	51%	(357)	12%	(84)	696
Educ: Bachelors degree	6%	(16)	7%	(20)	27%	(75)	57%	(162)	3%	(9)	282
Educ: Post-grad	7%	(11)	8%	(13)	21%	(31)	58%	(89)	6%	(9)	153

Continued on next page

**Table INF9:** Based on what you saw, how likely are you to follow this account?

Demographic	Very likely		Somewhat likely		Not that likely		Not at all likely		Don't know / No opinion		Total N
Adults	6%	(67)	9%	(97)	23%	(258)	54%	(608)	9%	(101)	1130
Income: Under 50k	6%	(38)	8%	(54)	23%	(149)	51%	(331)	11%	(73)	645
Income: 50k-100k	4%	(12)	11%	(36)	25%	(79)	53%	(167)	7%	(21)	316
Income: 100k+	10%	(16)	4%	(7)	18%	(30)	65%	(110)	4%	(7)	170
Ethnicity: White	4%	(38)	8%	(70)	22%	(186)	57%	(483)	8%	(71)	849
Ethnicity: Hispanic	13%	(17)	9%	(11)	30%	(39)	37%	(48)	10%	(13)	128
Ethnicity: Afr. Am.	11%	(21)	12%	(23)	23%	(42)	42%	(79)	12%	(22)	186
Ethnicity: Other	8%	(8)	4%	(4)	31%	(30)	48%	(46)	9%	(8)	96
Relig: Protestant	7%	(16)	7%	(16)	23%	(54)	57%	(131)	6%	(15)	232
Relig: Roman Catholic	8%	(16)	11%	(21)	22%	(42)	50%	(94)	9%	(16)	189
Relig: Ath./Agn./None	4%	(16)	6%	(23)	23%	(85)	56%	(204)	11%	(41)	368
Relig: Something Else	5%	(9)	11%	(19)	25%	(45)	51%	(93)	9%	(16)	183
Relig: Jewish	5%	(1)	3%	(1)	25%	(6)	62%	(15)	6%	(1)	24
Relig: Evangelical	8%	(25)	9%	(28)	22%	(71)	53%	(167)	8%	(26)	317
Relig: Non-Evang. Catholics	7%	(17)	10%	(27)	22%	(57)	54%	(142)	7%	(19)	262
Relig: All Christian	7%	(42)	9%	(55)	22%	(129)	53%	(309)	8%	(45)	579
Relig: All Non-Christian	5%	(25)	8%	(42)	24%	(130)	54%	(298)	10%	(56)	550
Community: Urban	8%	(22)	11%	(34)	20%	(61)	52%	(154)	9%	(26)	297
Community: Suburban	4%	(22)	7%	(36)	23%	(118)	56%	(282)	9%	(44)	502
Community: Rural	7%	(22)	8%	(27)	24%	(80)	52%	(172)	9%	(31)	331
Employ: Private Sector	7%	(27)	11%	(41)	27%	(102)	51%	(193)	4%	(14)	376
Employ: Government	5%	(5)	10%	(10)	18%	(17)	60%	(56)	7%	(6)	94
Employ: Self-Employed	12%	(15)	11%	(14)	25%	(31)	47%	(58)	4%	(4)	122
Employ: Homemaker	2%	(2)	6%	(5)	26%	(20)	56%	(45)	9%	(7)	79
Employ: Student	5%	(4)	4%	(3)	25%	(20)	56%	(45)	10%	(8)	81
Employ: Retired	2%	(3)	4%	(5)	13%	(16)	75%	(92)	6%	(8)	122
Employ: Unemployed	4%	(6)	8%	(10)	22%	(28)	49%	(64)	17%	(22)	129
Employ: Other	5%	(6)	7%	(9)	20%	(25)	44%	(56)	25%	(31)	127
Military HH: Yes	4%	(7)	8%	(14)	20%	(35)	60%	(105)	8%	(14)	175
Military HH: No	6%	(60)	9%	(83)	23%	(223)	53%	(502)	9%	(87)	955
RD/WT: Right Direction	9%	(35)	11%	(42)	23%	(88)	50%	(193)	8%	(31)	389
RD/WT: Wrong Track	4%	(31)	7%	(55)	23%	(170)	56%	(415)	9%	(70)	741

Continued on next page

**Table INF9:** Based on what you saw, how likely are you to follow this account?

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	6%	(67)	9%	(97)	23%	(258)	54%	(608)	9%	(101)	1130
Trump Job Approve	8%	(34)	9%	(38)	21%	(90)	54%	(227)	7%	(28)	417
Trump Job Disapprove	5%	(29)	9%	(56)	25%	(160)	55%	(350)	7%	(44)	639
Trump Job Strongly Approve	11%	(27)	10%	(24)	18%	(42)	54%	(126)	7%	(16)	235
Trump Job Somewhat Approve	4%	(7)	8%	(14)	26%	(47)	55%	(101)	7%	(12)	182
Trump Job Somewhat Disapprove	2%	(3)	12%	(18)	26%	(38)	51%	(73)	8%	(12)	144
Trump Job Strongly Disapprove	5%	(26)	8%	(38)	25%	(122)	56%	(277)	6%	(32)	495
Favorable of Trump	8%	(33)	8%	(34)	21%	(86)	56%	(226)	7%	(28)	407
Unfavorable of Trump	4%	(28)	9%	(56)	24%	(153)	55%	(353)	8%	(49)	639
Very Favorable of Trump	10%	(24)	9%	(21)	19%	(46)	57%	(138)	5%	(13)	243
Somewhat Favorable of Trump	5%	(8)	8%	(13)	24%	(40)	54%	(88)	9%	(15)	164
Somewhat Unfavorable of Trump	4%	(5)	19%	(21)	24%	(27)	47%	(52)	6%	(7)	111
Very Unfavorable of Trump	4%	(23)	7%	(35)	24%	(127)	57%	(301)	8%	(42)	527
#1 Issue: Economy	6%	(21)	11%	(39)	24%	(86)	50%	(178)	9%	(31)	355
#1 Issue: Security	6%	(12)	10%	(19)	15%	(28)	59%	(107)	10%	(18)	182
#1 Issue: Health Care	3%	(5)	10%	(17)	29%	(50)	51%	(90)	7%	(13)	175
#1 Issue: Medicare / Social Security	3%	(3)	3%	(3)	15%	(16)	70%	(75)	10%	(10)	108
#1 Issue: Women's Issues	7%	(6)	7%	(6)	28%	(25)	51%	(44)	8%	(7)	87
#1 Issue: Education	7%	(8)	5%	(5)	27%	(27)	54%	(54)	7%	(7)	101
#1 Issue: Energy	17%	(12)	9%	(6)	28%	(19)	39%	(27)	7%	(5)	69
#1 Issue: Other	1%	(1)	4%	(2)	16%	(9)	60%	(32)	19%	(10)	54
2018 House Vote: Democrat	6%	(25)	8%	(37)	24%	(105)	55%	(239)	6%	(27)	432
2018 House Vote: Republican	7%	(21)	11%	(32)	20%	(58)	57%	(165)	5%	(15)	291
2018 House Vote: Someone else	—	(0)	3%	(1)	23%	(12)	56%	(28)	18%	(9)	50
2018 House Vote: Didnt Vote	6%	(21)	8%	(27)	23%	(84)	49%	(175)	14%	(50)	356
2016 Vote: Hillary Clinton	6%	(21)	8%	(30)	24%	(87)	57%	(210)	5%	(19)	367
2016 Vote: Donald Trump	7%	(19)	11%	(32)	20%	(58)	57%	(169)	7%	(20)	298
2016 Vote: Someone else	3%	(2)	10%	(9)	22%	(19)	57%	(49)	8%	(7)	86
2016 Vote: Didnt Vote	6%	(23)	7%	(26)	25%	(91)	48%	(176)	15%	(55)	371
Voted in 2014: Yes	6%	(40)	10%	(65)	21%	(138)	57%	(380)	6%	(43)	666
Voted in 2014: No	6%	(27)	7%	(31)	26%	(120)	49%	(228)	13%	(58)	465

Continued on next page

**Table INF9:** Based on what you saw, how likely are you to follow this account?

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	6%	(67)	9%	(97)	23%	(258)	54%	(608)	9%	(101)	1130
2012 Vote: Barack Obama	6%	(26)	10%	(43)	23%	(102)	56%	(248)	5%	(24)	442
2012 Vote: Mitt Romney	5%	(10)	8%	(19)	20%	(45)	61%	(137)	6%	(13)	224
2012 Vote: Other	3%	(1)	12%	(5)	11%	(5)	59%	(26)	15%	(7)	44
2012 Vote: Didn't Vote	7%	(29)	7%	(30)	25%	(106)	47%	(197)	14%	(57)	420
4-Region: Northeast	6%	(13)	10%	(21)	20%	(41)	53%	(107)	11%	(22)	204
4-Region: Midwest	4%	(9)	10%	(23)	24%	(56)	53%	(122)	9%	(20)	231
4-Region: South	8%	(35)	9%	(39)	24%	(107)	51%	(230)	9%	(42)	452
4-Region: West	4%	(10)	5%	(13)	22%	(55)	61%	(149)	7%	(17)	244
190242	4%	(23)	9%	(51)	24%	(139)	54%	(310)	9%	(50)	572
190247	8%	(44)	8%	(46)	21%	(120)	53%	(298)	9%	(51)	559
Yes, I currently have one	6%	(55)	8%	(77)	23%	(212)	54%	(489)	8%	(74)	906
No, but I had one previously	5%	(12)	9%	(20)	20%	(46)	53%	(119)	12%	(27)	224
No, I have never had an Instagram account	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table INF10a: Do you consider the following post to be an advertisement on Instagram?**

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	79% (893)	11% (126)	10% (112)	1130
Gender: Male	80% (393)	11% (56)	9% (43)	492
Gender: Female	78% (500)	11% (69)	11% (69)	638
Age: 18-29	81% (261)	10% (33)	9% (29)	323
Age: 30-44	77% (247)	13% (43)	10% (31)	321
Age: 45-54	80% (199)	10% (24)	11% (27)	250
Age: 55-64	79% (112)	13% (18)	8% (12)	142
Age: 65+	78% (74)	8% (8)	15% (14)	95
Generation Z: 18-22	79% (106)	10% (13)	11% (15)	135
Millennial: Age 23-38	80% (289)	11% (41)	8% (29)	360
Generation X: Age 39-54	77% (293)	12% (44)	11% (41)	379
Boomers: Age 55-73	79% (191)	11% (27)	9% (23)	240
PID: Dem (no lean)	79% (321)	12% (47)	9% (38)	406
PID: Ind (no lean)	77% (329)	11% (49)	11% (48)	426
PID: Rep (no lean)	82% (243)	10% (30)	9% (26)	299
PID/Gender: Dem Men	81% (140)	11% (18)	8% (14)	172
PID/Gender: Dem Women	78% (181)	12% (29)	10% (24)	234
PID/Gender: Ind Men	77% (131)	14% (24)	9% (15)	170
PID/Gender: Ind Women	77% (197)	10% (25)	13% (33)	256
PID/Gender: Rep Men	81% (122)	10% (14)	9% (14)	150
PID/Gender: Rep Women	82% (122)	10% (15)	8% (12)	149
Ideo: Liberal (1-3)	84% (345)	9% (36)	8% (31)	412
Ideo: Moderate (4)	76% (179)	14% (33)	10% (24)	236
Ideo: Conservative (5-7)	84% (269)	8% (27)	8% (26)	322
Educ: < College	76% (528)	12% (81)	12% (86)	696
Educ: Bachelors degree	86% (242)	10% (27)	5% (13)	282
Educ: Post-grad	81% (123)	11% (17)	8% (12)	153

Continued on next page

**Table INF10a:** Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	79% (893)	11% (126)	10% (112)	1130
Income: Under 50k	77% (496)	12% (75)	11% (73)	645
Income: 50k-100k	81% (255)	10% (31)	10% (30)	316
Income: 100k+	83% (141)	12% (20)	5% (8)	170
Ethnicity: White	82% (693)	9% (78)	9% (78)	849
Ethnicity: Hispanic	80% (103)	10% (13)	10% (13)	128
Ethnicity: Afr. Am.	72% (134)	16% (30)	11% (21)	186
Ethnicity: Other	69% (66)	18% (17)	13% (12)	96
Relig: Protestant	79% (182)	11% (25)	11% (25)	232
Relig: Roman Catholic	86% (163)	8% (15)	6% (12)	189
Relig: Ath./Agn./None	79% (289)	10% (38)	11% (41)	368
Relig: Something Else	79% (144)	13% (23)	8% (15)	183
Relig: Jewish	78% (19)	18% (4)	4% (1)	24
Relig: Evangelical	76% (239)	12% (38)	12% (39)	317
Relig: Non-Evang. Catholics	84% (220)	10% (25)	6% (16)	262
Relig: All Christian	79% (460)	11% (64)	10% (55)	579
Relig: All Non-Christian	79% (433)	11% (61)	10% (56)	550
Community: Urban	79% (235)	10% (31)	11% (32)	297
Community: Suburban	80% (403)	11% (54)	9% (45)	502
Community: Rural	77% (256)	13% (42)	10% (34)	331
Employ: Private Sector	84% (315)	10% (39)	6% (23)	376
Employ: Government	81% (77)	11% (11)	7% (7)	94
Employ: Self-Employed	81% (99)	12% (15)	7% (8)	122
Employ: Homemaker	70% (55)	21% (16)	10% (8)	79
Employ: Student	90% (73)	4% (3)	6% (5)	81
Employ: Retired	80% (98)	7% (9)	13% (16)	122
Employ: Unemployed	77% (100)	9% (12)	13% (17)	129
Employ: Other	61% (78)	16% (20)	23% (29)	127
Military HH: Yes	76% (134)	13% (22)	11% (19)	175
Military HH: No	79% (759)	11% (103)	10% (92)	955
RD/WT: Right Direction	79% (309)	12% (46)	9% (35)	389
RD/WT: Wrong Track	79% (584)	11% (80)	10% (76)	741

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**Table INF10a:** Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	79% (893)	11% (126)	10% (112)	1130
Trump Job Approve	81% (338)	10% (43)	9% (36)	417
Trump Job Disapprove	81% (517)	11% (69)	8% (53)	639
Trump Job Strongly Approve	79% (187)	10% (24)	10% (24)	235
Trump Job Somewhat Approve	83% (151)	10% (19)	7% (12)	182
Trump Job Somewhat Disapprove	85% (122)	10% (14)	5% (7)	144
Trump Job Strongly Disapprove	80% (394)	11% (55)	9% (46)	495
Favorable of Trump	82% (332)	10% (39)	9% (36)	407
Unfavorable of Trump	80% (514)	10% (67)	9% (58)	639
Very Favorable of Trump	81% (195)	9% (22)	10% (25)	243
Somewhat Favorable of Trump	83% (136)	11% (17)	6% (10)	164
Somewhat Unfavorable of Trump	85% (95)	10% (11)	5% (5)	111
Very Unfavorable of Trump	79% (419)	11% (56)	10% (53)	527
#1 Issue: Economy	81% (286)	11% (41)	8% (28)	355
#1 Issue: Security	76% (139)	11% (19)	13% (24)	182
#1 Issue: Health Care	80% (140)	12% (21)	8% (14)	175
#1 Issue: Medicare / Social Security	76% (82)	12% (13)	11% (12)	108
#1 Issue: Women's Issues	84% (73)	6% (5)	10% (9)	87
#1 Issue: Education	81% (81)	11% (11)	9% (9)	101
#1 Issue: Energy	85% (58)	9% (6)	7% (5)	69
#1 Issue: Other	61% (33)	17% (9)	22% (12)	54
2018 House Vote: Democrat	84% (362)	9% (37)	8% (33)	432
2018 House Vote: Republican	81% (236)	11% (32)	8% (22)	291
2018 House Vote: Someone else	65% (32)	26% (13)	9% (4)	50
2018 House Vote: Didnt Vote	74% (262)	12% (43)	15% (52)	356
2016 Vote: Hillary Clinton	81% (296)	11% (42)	8% (29)	367
2016 Vote: Donald Trump	80% (238)	11% (33)	9% (26)	298
2016 Vote: Someone else	84% (72)	8% (7)	8% (7)	86
2016 Vote: Didnt Vote	75% (279)	12% (43)	13% (48)	371
Voted in 2014: Yes	80% (531)	12% (78)	9% (57)	666
Voted in 2014: No	78% (363)	10% (48)	12% (54)	465

Continued on next page

**Table INF10a:** Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	79% (893)	11% (126)	10% (112)	1130
2012 Vote: Barack Obama	80% (354)	13% (58)	7% (30)	442
2012 Vote: Mitt Romney	81% (181)	9% (21)	10% (21)	224
2012 Vote: Other	79% (35)	11% (5)	10% (4)	44
2012 Vote: Didn't Vote	77% (322)	10% (42)	13% (56)	420
4-Region: Northeast	82% (167)	10% (20)	8% (16)	204
4-Region: Midwest	78% (181)	10% (23)	12% (27)	231
4-Region: South	79% (357)	12% (52)	10% (43)	452
4-Region: West	77% (188)	13% (31)	10% (25)	244
190242	79% (453)	11% (61)	10% (58)	572
190247	79% (440)	12% (65)	10% (53)	559
Yes, I currently have one	82% (739)	10% (91)	8% (76)	906
No, but I had one previously	69% (154)	15% (34)	16% (36)	224
No, I have never had an Instagram account	— (0)	— (0)	— (0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table INF11:** Based on what you saw, how likely are you to consider purchasing the product or subscribing to the service?

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	6%	(63)	20%	(223)	22%	(252)	43%	(483)	10%	(109)	1130
Gender: Male	8%	(39)	17%	(84)	22%	(108)	46%	(224)	7%	(37)	492
Gender: Female	4%	(24)	22%	(139)	23%	(144)	41%	(259)	11%	(72)	638
Age: 18-29	7%	(21)	20%	(65)	26%	(83)	36%	(117)	11%	(36)	323
Age: 30-44	7%	(22)	22%	(71)	22%	(70)	40%	(128)	10%	(31)	321
Age: 45-54	4%	(11)	19%	(48)	23%	(59)	45%	(112)	8%	(20)	250
Age: 55-64	3%	(5)	15%	(22)	13%	(19)	57%	(80)	11%	(16)	142
Age: 65+	5%	(4)	19%	(18)	22%	(21)	48%	(46)	6%	(6)	95
Generation Z: 18-22	6%	(8)	19%	(25)	26%	(36)	36%	(49)	13%	(18)	135
Millennial: Age 23-38	8%	(27)	21%	(74)	24%	(88)	38%	(137)	9%	(34)	360
Generation X: Age 39-54	5%	(20)	22%	(82)	22%	(83)	43%	(162)	9%	(32)	379
Boomers: Age 55-73	4%	(9)	16%	(39)	18%	(42)	53%	(127)	10%	(23)	240
PID: Dem (no lean)	6%	(24)	22%	(88)	21%	(87)	43%	(173)	8%	(33)	406
PID: Ind (no lean)	5%	(20)	18%	(77)	22%	(93)	43%	(183)	12%	(53)	426
PID: Rep (no lean)	6%	(19)	19%	(58)	24%	(72)	42%	(127)	7%	(22)	299
PID/Gender: Dem Men	11%	(19)	21%	(37)	21%	(37)	38%	(65)	9%	(15)	172
PID/Gender: Dem Women	2%	(5)	22%	(51)	22%	(50)	46%	(108)	8%	(18)	234
PID/Gender: Ind Men	6%	(10)	14%	(23)	26%	(44)	46%	(78)	9%	(15)	170
PID/Gender: Ind Women	4%	(10)	21%	(54)	19%	(49)	41%	(105)	15%	(38)	256
PID/Gender: Rep Men	7%	(11)	16%	(24)	18%	(27)	54%	(81)	5%	(7)	150
PID/Gender: Rep Women	6%	(8)	23%	(34)	30%	(45)	31%	(46)	10%	(16)	149
Ideo: Liberal (1-3)	8%	(32)	19%	(80)	25%	(102)	40%	(164)	8%	(35)	412
Ideo: Moderate (4)	6%	(14)	24%	(56)	20%	(48)	41%	(95)	9%	(22)	236
Ideo: Conservative (5-7)	4%	(12)	21%	(68)	21%	(67)	48%	(156)	6%	(19)	322
Educ: < College	5%	(37)	18%	(129)	23%	(159)	41%	(288)	12%	(82)	696
Educ: Bachelors degree	5%	(13)	21%	(59)	20%	(57)	48%	(137)	6%	(15)	282
Educ: Post-grad	9%	(13)	23%	(35)	23%	(35)	38%	(59)	7%	(11)	153

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**Table INF11:** Based on what you saw, how likely are you to consider purchasing the product or subscribing to the service?

Demographic	Very likely		Somewhat likely		Not that likely		Not at all likely		Don't know / No opinion		Total N
Adults	6%	(63)	20%	(223)	22%	(252)	43%	(483)	10%	(109)	1130
Income: Under 50k	6%	(38)	19%	(125)	23%	(149)	40%	(259)	12%	(75)	645
Income: 50k-100k	4%	(12)	21%	(67)	21%	(68)	46%	(144)	8%	(24)	316
Income: 100k+	8%	(13)	18%	(31)	21%	(36)	47%	(80)	6%	(10)	170
Ethnicity: White	5%	(40)	20%	(172)	21%	(179)	44%	(377)	10%	(82)	849
Ethnicity: Hispanic	8%	(10)	22%	(28)	26%	(33)	34%	(44)	11%	(14)	128
Ethnicity: Afr. Am.	9%	(16)	19%	(35)	24%	(44)	38%	(70)	11%	(20)	186
Ethnicity: Other	8%	(7)	17%	(16)	30%	(29)	38%	(36)	8%	(7)	96
Relig: Protestant	7%	(17)	22%	(50)	18%	(42)	46%	(106)	7%	(17)	232
Relig: Roman Catholic	7%	(14)	22%	(41)	24%	(46)	37%	(70)	10%	(18)	189
Relig: Ath./Agn./None	4%	(13)	14%	(52)	24%	(88)	46%	(169)	12%	(46)	368
Relig: Something Else	6%	(11)	22%	(41)	23%	(41)	42%	(77)	7%	(13)	183
Relig: Jewish	7%	(2)	31%	(7)	18%	(4)	44%	(11)	—	(0)	24
Relig: Evangelical	7%	(21)	23%	(74)	21%	(66)	40%	(125)	10%	(31)	317
Relig: Non-Evang. Catholics	7%	(18)	21%	(56)	22%	(57)	42%	(111)	7%	(20)	262
Relig: All Christian	7%	(39)	22%	(130)	21%	(123)	41%	(237)	9%	(50)	579
Relig: All Non-Christian	4%	(24)	17%	(93)	23%	(129)	45%	(246)	11%	(58)	550
Community: Urban	6%	(19)	16%	(48)	26%	(77)	42%	(125)	10%	(28)	297
Community: Suburban	5%	(25)	19%	(98)	21%	(106)	44%	(221)	10%	(52)	502
Community: Rural	6%	(19)	23%	(78)	21%	(69)	42%	(138)	9%	(28)	331
Employ: Private Sector	5%	(20)	25%	(93)	20%	(76)	44%	(166)	6%	(21)	376
Employ: Government	4%	(4)	18%	(17)	27%	(25)	47%	(44)	5%	(4)	94
Employ: Self-Employed	12%	(15)	17%	(20)	23%	(28)	41%	(50)	7%	(8)	122
Employ: Homemaker	3%	(2)	23%	(18)	18%	(14)	43%	(34)	14%	(11)	79
Employ: Student	9%	(7)	18%	(14)	26%	(21)	37%	(30)	11%	(9)	81
Employ: Retired	4%	(4)	16%	(19)	22%	(27)	51%	(63)	7%	(9)	122
Employ: Unemployed	4%	(5)	14%	(19)	27%	(35)	40%	(52)	15%	(19)	129
Employ: Other	4%	(6)	18%	(23)	21%	(26)	35%	(45)	22%	(28)	127
Military HH: Yes	8%	(14)	15%	(26)	25%	(44)	45%	(80)	7%	(12)	175
Military HH: No	5%	(50)	21%	(197)	22%	(208)	42%	(404)	10%	(96)	955
RD/WT: Right Direction	9%	(35)	20%	(79)	25%	(97)	37%	(143)	9%	(36)	389
RD/WT: Wrong Track	4%	(28)	19%	(144)	21%	(155)	46%	(340)	10%	(73)	741

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**Table INF11:** Based on what you saw, how likely are you to consider purchasing the product or subscribing to the service?

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	6%	(63)	20%	(223)	22%	(252)	43%	(483)	10%	(109)	1130
Trump Job Approve	8%	(33)	19%	(79)	23%	(98)	41%	(170)	9%	(37)	417
Trump Job Disapprove	4%	(28)	21%	(136)	23%	(145)	45%	(288)	7%	(42)	639
Trump Job Strongly Approve	9%	(21)	18%	(43)	21%	(49)	42%	(98)	10%	(24)	235
Trump Job Somewhat Approve	7%	(12)	20%	(37)	27%	(48)	40%	(72)	7%	(13)	182
Trump Job Somewhat Disapprove	4%	(6)	28%	(41)	27%	(39)	33%	(48)	7%	(10)	144
Trump Job Strongly Disapprove	4%	(22)	19%	(96)	21%	(106)	48%	(240)	6%	(32)	495
Favorable of Trump	8%	(31)	20%	(81)	22%	(90)	42%	(170)	9%	(36)	407
Unfavorable of Trump	4%	(27)	20%	(127)	24%	(154)	44%	(283)	7%	(47)	639
Very Favorable of Trump	9%	(22)	20%	(48)	20%	(48)	45%	(108)	7%	(17)	243
Somewhat Favorable of Trump	5%	(8)	20%	(34)	25%	(42)	37%	(62)	12%	(19)	164
Somewhat Unfavorable of Trump	3%	(3)	28%	(31)	26%	(29)	37%	(42)	7%	(7)	111
Very Unfavorable of Trump	5%	(24)	18%	(96)	24%	(126)	46%	(241)	8%	(40)	527
#1 Issue: Economy	4%	(16)	18%	(63)	24%	(85)	44%	(158)	10%	(34)	355
#1 Issue: Security	5%	(10)	19%	(34)	16%	(30)	48%	(88)	12%	(21)	182
#1 Issue: Health Care	5%	(9)	21%	(36)	26%	(45)	41%	(72)	7%	(12)	175
#1 Issue: Medicare / Social Security	6%	(7)	22%	(24)	18%	(19)	44%	(48)	10%	(10)	108
#1 Issue: Women's Issues	3%	(3)	32%	(28)	24%	(21)	33%	(29)	7%	(6)	87
#1 Issue: Education	10%	(10)	16%	(16)	24%	(24)	43%	(44)	6%	(6)	101
#1 Issue: Energy	14%	(10)	17%	(12)	28%	(20)	30%	(21)	11%	(7)	69
#1 Issue: Other	—	(0)	19%	(10)	15%	(8)	46%	(25)	20%	(11)	54
2018 House Vote: Democrat	7%	(29)	21%	(92)	23%	(98)	43%	(185)	6%	(28)	432
2018 House Vote: Republican	8%	(22)	19%	(57)	20%	(57)	46%	(134)	7%	(21)	291
2018 House Vote: Someone else	—	(0)	17%	(9)	25%	(12)	49%	(25)	8%	(4)	50
2018 House Vote: Didnt Vote	3%	(12)	18%	(65)	23%	(83)	39%	(140)	16%	(56)	356
2016 Vote: Hillary Clinton	6%	(23)	21%	(77)	23%	(83)	44%	(162)	6%	(22)	367
2016 Vote: Donald Trump	7%	(22)	18%	(53)	21%	(61)	45%	(135)	9%	(27)	298
2016 Vote: Someone else	3%	(2)	20%	(17)	20%	(17)	52%	(45)	5%	(4)	86
2016 Vote: Didnt Vote	4%	(16)	20%	(72)	24%	(87)	38%	(140)	15%	(55)	371
Voted in 2014: Yes	6%	(42)	20%	(132)	21%	(138)	46%	(307)	7%	(46)	666
Voted in 2014: No	5%	(21)	20%	(91)	24%	(114)	38%	(176)	13%	(62)	465

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**Table INF11:** Based on what you saw, how likely are you to consider purchasing the product or subscribing to the service?

Demographic	Very likely		Somewhat likely		Not that likely		Not at all likely		Don't know / No opinion		Total N
Adults	6%	(63)	20%	(223)	22%	(252)	43%	(483)	10%	(109)	1130
2012 Vote: Barack Obama	6%	(28)	20%	(87)	22%	(95)	47%	(209)	5%	(22)	442
2012 Vote: Mitt Romney	4%	(10)	20%	(44)	19%	(44)	47%	(105)	10%	(21)	224
2012 Vote: Other	5%	(2)	15%	(7)	22%	(10)	47%	(20)	11%	(5)	44
2012 Vote: Didn't Vote	5%	(23)	20%	(86)	25%	(103)	35%	(148)	14%	(60)	420
4-Region: Northeast	9%	(18)	23%	(46)	16%	(32)	43%	(88)	9%	(19)	204
4-Region: Midwest	2%	(5)	19%	(44)	26%	(59)	42%	(98)	11%	(25)	231
4-Region: South	6%	(28)	20%	(92)	25%	(115)	38%	(174)	10%	(44)	452
4-Region: West	5%	(13)	17%	(41)	19%	(46)	51%	(123)	8%	(21)	244
190242	4%	(23)	20%	(115)	24%	(137)	43%	(246)	9%	(50)	572
190247	7%	(41)	19%	(108)	20%	(114)	42%	(237)	10%	(58)	559
Yes, I currently have one	5%	(49)	21%	(188)	22%	(198)	44%	(395)	8%	(76)	906
No, but I had one previously	7%	(15)	16%	(35)	24%	(54)	39%	(88)	14%	(32)	224
No, I have never had an Instagram account	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table INF12: Based on what you saw, how likely are you to follow this account?**

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	6%	(68)	14%	(159)	21%	(242)	50%	(563)	9%	(99)	1130
Gender: Male	8%	(38)	12%	(57)	22%	(109)	51%	(252)	7%	(35)	492
Gender: Female	5%	(30)	16%	(102)	21%	(132)	49%	(311)	10%	(63)	638
Age: 18-29	7%	(24)	16%	(51)	22%	(71)	44%	(142)	11%	(35)	323
Age: 30-44	8%	(25)	15%	(49)	23%	(74)	45%	(144)	9%	(29)	321
Age: 45-54	4%	(10)	13%	(32)	23%	(56)	53%	(134)	7%	(18)	250
Age: 55-64	4%	(6)	9%	(13)	17%	(24)	61%	(87)	8%	(12)	142
Age: 65+	3%	(3)	16%	(15)	18%	(17)	59%	(56)	4%	(4)	95
Generation Z: 18-22	6%	(8)	15%	(20)	22%	(30)	45%	(60)	12%	(17)	135
Millennial: Age 23-38	8%	(30)	15%	(53)	22%	(80)	45%	(163)	9%	(34)	360
Generation X: Age 39-54	5%	(20)	15%	(56)	23%	(88)	48%	(182)	9%	(33)	379
Boomers: Age 55-73	4%	(9)	12%	(28)	18%	(42)	60%	(145)	7%	(16)	240
PID: Dem (no lean)	7%	(26)	16%	(64)	21%	(84)	49%	(199)	8%	(33)	406
PID: Ind (no lean)	5%	(20)	12%	(52)	23%	(97)	50%	(213)	11%	(45)	426
PID: Rep (no lean)	7%	(22)	15%	(44)	21%	(61)	51%	(151)	7%	(21)	299
PID/Gender: Dem Men	10%	(17)	17%	(29)	20%	(34)	44%	(76)	9%	(16)	172
PID/Gender: Dem Women	4%	(9)	15%	(35)	21%	(50)	52%	(123)	7%	(17)	234
PID/Gender: Ind Men	5%	(9)	7%	(12)	28%	(47)	53%	(91)	6%	(11)	170
PID/Gender: Ind Women	4%	(11)	15%	(39)	19%	(49)	48%	(122)	14%	(35)	256
PID/Gender: Rep Men	8%	(11)	11%	(16)	19%	(28)	57%	(85)	6%	(9)	150
PID/Gender: Rep Women	7%	(10)	19%	(28)	22%	(33)	44%	(66)	8%	(12)	149
Ideo: Liberal (1-3)	8%	(33)	13%	(53)	22%	(91)	48%	(200)	9%	(35)	412
Ideo: Moderate (4)	6%	(13)	16%	(37)	23%	(54)	48%	(113)	8%	(18)	236
Ideo: Conservative (5-7)	5%	(15)	15%	(49)	20%	(63)	56%	(182)	4%	(13)	322
Educ: < College	6%	(42)	14%	(98)	22%	(154)	47%	(324)	11%	(78)	696
Educ: Bachelors degree	5%	(13)	15%	(42)	20%	(55)	57%	(160)	4%	(11)	282
Educ: Post-grad	8%	(13)	13%	(19)	21%	(33)	51%	(78)	6%	(10)	153

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**Table INF12: Based on what you saw, how likely are you to follow this account?**

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	6%	(68)	14%	(159)	21%	(242)	50%	(563)	9%	(99)	1130
Income: Under 50k	7%	(43)	15%	(94)	21%	(133)	47%	(302)	11%	(72)	645
Income: 50k-100k	4%	(13)	15%	(47)	22%	(70)	52%	(164)	7%	(22)	316
Income: 100k+	7%	(12)	10%	(18)	23%	(38)	57%	(96)	3%	(5)	170
Ethnicity: White	5%	(45)	13%	(111)	20%	(174)	53%	(450)	8%	(69)	849
Ethnicity: Hispanic	9%	(12)	18%	(23)	21%	(26)	44%	(56)	8%	(11)	128
Ethnicity: Afr. Am.	8%	(15)	20%	(37)	21%	(39)	39%	(72)	12%	(23)	186
Ethnicity: Other	8%	(8)	12%	(11)	30%	(29)	43%	(41)	8%	(7)	96
Relig: Protestant	7%	(16)	15%	(34)	19%	(43)	55%	(127)	5%	(12)	232
Relig: Roman Catholic	9%	(17)	15%	(29)	23%	(43)	44%	(84)	8%	(16)	189
Relig: Ath./Agn./None	4%	(13)	10%	(38)	22%	(82)	52%	(193)	11%	(42)	368
Relig: Something Else	8%	(14)	14%	(26)	21%	(39)	48%	(88)	9%	(16)	183
Relig: Jewish	7%	(2)	18%	(4)	20%	(5)	55%	(13)	—	(0)	24
Relig: Evangelical	6%	(21)	19%	(59)	21%	(65)	46%	(145)	8%	(27)	317
Relig: Non-Evang. Catholics	8%	(20)	14%	(36)	21%	(55)	52%	(136)	5%	(14)	262
Relig: All Christian	7%	(41)	17%	(96)	21%	(120)	49%	(281)	7%	(41)	579
Relig: All Non-Christian	5%	(27)	12%	(64)	22%	(121)	51%	(280)	11%	(58)	550
Community: Urban	7%	(21)	12%	(37)	25%	(75)	46%	(136)	10%	(29)	297
Community: Suburban	5%	(26)	13%	(68)	20%	(100)	52%	(262)	9%	(45)	502
Community: Rural	6%	(20)	17%	(55)	20%	(67)	50%	(165)	7%	(25)	331
Employ: Private Sector	6%	(24)	15%	(57)	21%	(81)	53%	(198)	4%	(17)	376
Employ: Government	9%	(8)	11%	(10)	21%	(20)	56%	(53)	3%	(3)	94
Employ: Self-Employed	10%	(12)	13%	(16)	28%	(34)	40%	(49)	8%	(10)	122
Employ: Homemaker	4%	(3)	16%	(13)	22%	(17)	46%	(36)	12%	(10)	79
Employ: Student	7%	(6)	16%	(13)	14%	(12)	54%	(44)	9%	(7)	81
Employ: Retired	3%	(4)	11%	(13)	19%	(23)	61%	(75)	6%	(7)	122
Employ: Unemployed	4%	(6)	13%	(17)	22%	(28)	46%	(60)	14%	(18)	129
Employ: Other	4%	(5)	15%	(19)	21%	(26)	39%	(49)	21%	(27)	127
Military HH: Yes	7%	(12)	9%	(16)	20%	(35)	56%	(98)	8%	(14)	175
Military HH: No	6%	(55)	15%	(144)	22%	(206)	49%	(465)	9%	(85)	955
RD/WT: Right Direction	9%	(33)	15%	(60)	24%	(93)	44%	(171)	8%	(32)	389
RD/WT: Wrong Track	5%	(34)	13%	(100)	20%	(149)	53%	(392)	9%	(67)	741

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**Table INF12:** Based on what you saw, how likely are you to follow this account?

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	6%	(68)	14%	(159)	21%	(242)	50%	(563)	9%	(99)	1130
Trump Job Approve	8%	(34)	15%	(64)	22%	(92)	48%	(199)	7%	(29)	417
Trump Job Disapprove	5%	(31)	14%	(89)	23%	(144)	52%	(334)	6%	(41)	639
Trump Job Strongly Approve	10%	(24)	14%	(32)	18%	(42)	52%	(123)	6%	(15)	235
Trump Job Somewhat Approve	6%	(10)	17%	(32)	27%	(50)	42%	(76)	8%	(14)	182
Trump Job Somewhat Disapprove	4%	(6)	17%	(25)	29%	(41)	43%	(61)	7%	(10)	144
Trump Job Strongly Disapprove	5%	(25)	13%	(64)	21%	(103)	55%	(272)	6%	(31)	495
Favorable of Trump	8%	(31)	15%	(63)	20%	(83)	49%	(199)	8%	(31)	407
Unfavorable of Trump	5%	(31)	13%	(83)	23%	(149)	52%	(335)	6%	(41)	639
Very Favorable of Trump	10%	(23)	13%	(32)	18%	(44)	54%	(130)	5%	(13)	243
Somewhat Favorable of Trump	5%	(8)	19%	(31)	24%	(40)	42%	(69)	11%	(18)	164
Somewhat Unfavorable of Trump	3%	(4)	17%	(19)	28%	(31)	46%	(51)	6%	(6)	111
Very Unfavorable of Trump	5%	(28)	12%	(64)	22%	(118)	54%	(283)	7%	(35)	527
#1 Issue: Economy	5%	(17)	13%	(47)	22%	(78)	52%	(183)	8%	(30)	355
#1 Issue: Security	5%	(9)	15%	(27)	15%	(27)	57%	(104)	9%	(16)	182
#1 Issue: Health Care	5%	(8)	16%	(27)	25%	(44)	48%	(84)	6%	(11)	175
#1 Issue: Medicare / Social Security	10%	(10)	15%	(16)	20%	(22)	47%	(51)	8%	(9)	108
#1 Issue: Women's Issues	6%	(5)	21%	(18)	22%	(19)	44%	(38)	8%	(7)	87
#1 Issue: Education	8%	(8)	10%	(10)	24%	(24)	50%	(51)	8%	(8)	101
#1 Issue: Energy	15%	(10)	11%	(8)	22%	(15)	41%	(29)	10%	(7)	69
#1 Issue: Other	—	(0)	12%	(7)	23%	(12)	43%	(23)	22%	(12)	54
2018 House Vote: Democrat	6%	(26)	16%	(69)	21%	(92)	50%	(216)	7%	(29)	432
2018 House Vote: Republican	9%	(25)	12%	(36)	18%	(51)	56%	(164)	5%	(15)	291
2018 House Vote: Someone else	4%	(2)	11%	(5)	27%	(14)	48%	(24)	10%	(5)	50
2018 House Vote: Didnt Vote	4%	(14)	14%	(49)	24%	(84)	45%	(159)	14%	(50)	356
2016 Vote: Hillary Clinton	6%	(21)	15%	(56)	21%	(78)	52%	(191)	6%	(21)	367
2016 Vote: Donald Trump	7%	(21)	13%	(37)	19%	(58)	53%	(159)	8%	(23)	298
2016 Vote: Someone else	3%	(3)	11%	(10)	25%	(21)	56%	(48)	5%	(4)	86
2016 Vote: Didnt Vote	6%	(22)	14%	(53)	22%	(83)	44%	(163)	14%	(50)	371
Voted in 2014: Yes	6%	(42)	14%	(95)	20%	(135)	53%	(352)	6%	(41)	666
Voted in 2014: No	5%	(25)	14%	(65)	23%	(106)	45%	(210)	13%	(58)	465

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**Table INF12:** Based on what you saw, how likely are you to follow this account?

Demographic	Very likely		Somewhat likely		Not that likely		Not at all likely		Don't know / No opinion		Total N
Adults	6%	(68)	14%	(159)	21%	(242)	50%	(563)	9%	(99)	1130
2012 Vote: Barack Obama	7%	(29)	14%	(62)	22%	(98)	52%	(230)	5%	(24)	442
2012 Vote: Mitt Romney	5%	(11)	13%	(30)	19%	(42)	56%	(124)	7%	(16)	224
2012 Vote: Other	—	(0)	8%	(4)	24%	(10)	57%	(25)	11%	(5)	44
2012 Vote: Didn't Vote	7%	(27)	15%	(64)	22%	(91)	44%	(184)	13%	(54)	420
4-Region: Northeast	10%	(20)	12%	(25)	18%	(37)	51%	(103)	10%	(20)	204
4-Region: Midwest	4%	(8)	11%	(26)	24%	(55)	51%	(117)	11%	(24)	231
4-Region: South	6%	(29)	17%	(76)	23%	(103)	46%	(207)	8%	(37)	452
4-Region: West	4%	(11)	14%	(33)	20%	(48)	55%	(135)	7%	(18)	244
190242	4%	(24)	14%	(81)	23%	(130)	51%	(289)	8%	(48)	572
190247	8%	(43)	14%	(78)	20%	(112)	49%	(274)	9%	(51)	559
Yes, I currently have one	6%	(53)	15%	(133)	21%	(192)	51%	(458)	8%	(71)	906
No, but I had one previously	7%	(15)	12%	(27)	22%	(49)	47%	(105)	13%	(28)	224
No, I have never had an Instagram account	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table INF13a: Do you consider the following post to be an advertisement on Instagram?**

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	61% (694)	24% (274)	14% (162)	1130
Gender: Male	63% (310)	23% (115)	14% (67)	492
Gender: Female	60% (384)	25% (159)	15% (95)	638
Age: 18-29	69% (221)	20% (65)	11% (36)	323
Age: 30-44	62% (199)	26% (85)	12% (37)	321
Age: 45-54	58% (145)	26% (64)	16% (40)	250
Age: 55-64	55% (77)	27% (39)	18% (26)	142
Age: 65+	54% (51)	22% (21)	24% (23)	95
Generation Z: 18-22	64% (87)	22% (29)	14% (19)	135
Millennial: Age 23-38	69% (247)	22% (80)	9% (33)	360
Generation X: Age 39-54	58% (218)	26% (99)	16% (62)	379
Boomers: Age 55-73	56% (134)	26% (62)	18% (44)	240
PID: Dem (no lean)	65% (264)	19% (79)	15% (63)	406
PID: Ind (no lean)	61% (259)	27% (114)	13% (53)	426
PID: Rep (no lean)	57% (171)	27% (81)	16% (46)	299
PID/Gender: Dem Men	67% (116)	21% (36)	12% (20)	172
PID/Gender: Dem Women	63% (148)	18% (43)	18% (43)	234
PID/Gender: Ind Men	63% (107)	26% (44)	12% (20)	170
PID/Gender: Ind Women	60% (152)	27% (70)	13% (34)	256
PID/Gender: Rep Men	58% (88)	23% (35)	18% (27)	150
PID/Gender: Rep Women	56% (84)	31% (46)	13% (19)	149
Ideo: Liberal (1-3)	69% (285)	20% (81)	11% (46)	412
Ideo: Moderate (4)	60% (142)	26% (60)	14% (34)	236
Ideo: Conservative (5-7)	60% (192)	26% (84)	14% (46)	322
Educ: < College	58% (406)	25% (172)	17% (118)	696
Educ: Bachelors degree	68% (192)	23% (65)	9% (24)	282
Educ: Post-grad	62% (95)	24% (37)	14% (21)	153

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**Table INF13a:** Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	61% (694)	24% (274)	14% (162)	1130
Income: Under 50k	62% (401)	23% (147)	15% (96)	645
Income: 50k-100k	60% (189)	27% (84)	13% (42)	316
Income: 100k+	61% (103)	25% (42)	14% (24)	170
Ethnicity: White	62% (527)	24% (203)	14% (118)	849
Ethnicity: Hispanic	65% (83)	25% (32)	10% (13)	128
Ethnicity: Afr. Am.	57% (107)	25% (46)	18% (33)	186
Ethnicity: Other	62% (60)	26% (25)	12% (11)	96
Relig: Protestant	58% (136)	23% (53)	19% (44)	232
Relig: Roman Catholic	59% (112)	27% (51)	14% (26)	189
Relig: Ath./Agn./None	65% (238)	21% (79)	14% (51)	368
Relig: Something Else	65% (118)	26% (47)	10% (18)	183
Relig: Jewish	62% (15)	20% (5)	18% (4)	24
Relig: Evangelical	55% (175)	26% (83)	19% (59)	317
Relig: Non-Evang. Catholics	62% (162)	25% (65)	13% (35)	262
Relig: All Christian	58% (337)	26% (148)	16% (94)	579
Relig: All Non-Christian	65% (356)	23% (126)	12% (69)	550
Community: Urban	64% (191)	21% (63)	14% (43)	297
Community: Suburban	63% (316)	24% (119)	13% (66)	502
Community: Rural	56% (187)	28% (91)	16% (53)	331
Employ: Private Sector	66% (248)	26% (96)	9% (32)	376
Employ: Government	56% (52)	31% (29)	13% (13)	94
Employ: Self-Employed	54% (66)	28% (34)	18% (22)	122
Employ: Homemaker	56% (44)	23% (18)	22% (17)	79
Employ: Student	76% (61)	19% (15)	6% (4)	81
Employ: Retired	57% (70)	27% (33)	16% (19)	122
Employ: Unemployed	70% (91)	14% (18)	16% (21)	129
Employ: Other	49% (62)	24% (31)	26% (33)	127
Military HH: Yes	54% (94)	30% (53)	16% (28)	175
Military HH: No	63% (600)	23% (221)	14% (134)	955
RD/WT: Right Direction	55% (214)	29% (113)	16% (62)	389
RD/WT: Wrong Track	65% (480)	22% (161)	14% (101)	741

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**Table INF13a:** Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	61% (694)	24% (274)	14% (162)	1130
Trump Job Approve	58% (244)	28% (115)	14% (59)	417
Trump Job Disapprove	66% (422)	22% (144)	11% (73)	639
Trump Job Strongly Approve	56% (132)	28% (67)	16% (37)	235
Trump Job Somewhat Approve	61% (112)	27% (48)	12% (22)	182
Trump Job Somewhat Disapprove	59% (84)	29% (42)	12% (17)	144
Trump Job Strongly Disapprove	68% (338)	20% (102)	11% (56)	495
Favorable of Trump	60% (243)	24% (98)	16% (66)	407
Unfavorable of Trump	65% (415)	24% (156)	11% (68)	639
Very Favorable of Trump	57% (139)	25% (61)	18% (43)	243
Somewhat Favorable of Trump	63% (104)	23% (37)	14% (23)	164
Somewhat Unfavorable of Trump	62% (69)	28% (31)	10% (11)	111
Very Unfavorable of Trump	66% (345)	24% (125)	11% (57)	527
#1 Issue: Economy	63% (223)	24% (86)	13% (45)	355
#1 Issue: Security	59% (107)	25% (45)	17% (30)	182
#1 Issue: Health Care	61% (106)	28% (48)	12% (21)	175
#1 Issue: Medicare / Social Security	52% (55)	23% (25)	26% (28)	108
#1 Issue: Women's Issues	73% (63)	13% (11)	14% (12)	87
#1 Issue: Education	71% (72)	22% (22)	7% (8)	101
#1 Issue: Energy	64% (44)	30% (21)	6% (4)	69
#1 Issue: Other	43% (23)	29% (15)	28% (15)	54
2018 House Vote: Democrat	69% (299)	18% (78)	13% (55)	432
2018 House Vote: Republican	57% (167)	26% (77)	16% (48)	291
2018 House Vote: Someone else	54% (27)	34% (17)	13% (6)	50
2018 House Vote: Didnt Vote	57% (201)	28% (101)	15% (54)	356
2016 Vote: Hillary Clinton	68% (251)	19% (71)	12% (45)	367
2016 Vote: Donald Trump	56% (168)	27% (82)	16% (48)	298
2016 Vote: Someone else	65% (56)	25% (21)	11% (9)	86
2016 Vote: Didnt Vote	57% (213)	27% (99)	16% (59)	371
Voted in 2014: Yes	61% (407)	24% (158)	15% (101)	666
Voted in 2014: No	62% (287)	25% (116)	13% (62)	465

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**Table INF13a: Do you consider the following post to be an advertisement on Instagram?**

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	61% (694)	24% (274)	14% (162)	1130
2012 Vote: Barack Obama	66% (291)	23% (101)	11% (50)	442
2012 Vote: Mitt Romney	57% (127)	25% (56)	18% (40)	224
2012 Vote: Other	59% (26)	28% (12)	14% (6)	44
2012 Vote: Didn't Vote	59% (250)	25% (104)	16% (66)	420
4-Region: Northeast	62% (126)	26% (54)	12% (24)	204
4-Region: Midwest	59% (136)	24% (55)	17% (39)	231
4-Region: South	61% (274)	24% (110)	15% (68)	452
4-Region: West	65% (158)	22% (54)	13% (32)	244
190242	60% (344)	25% (142)	15% (86)	572
190247	63% (350)	24% (132)	14% (77)	559
Yes, I currently have one	65% (585)	22% (203)	13% (118)	906
No, but I had one previously	49% (109)	31% (70)	20% (45)	224
No, I have never had an Instagram account	— (0)	— (0)	— (0)	0

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table INF14:** Based on what you saw, how likely are you to consider purchasing the product or subscribing to the service?

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	5%	(60)	18%	(198)	26%	(289)	39%	(446)	12%	(138)	1130
Gender: Male	8%	(37)	16%	(79)	28%	(140)	38%	(189)	9%	(47)	492
Gender: Female	4%	(23)	19%	(119)	23%	(149)	40%	(257)	14%	(91)	638
Age: 18-29	9%	(29)	27%	(87)	24%	(76)	28%	(90)	13%	(41)	323
Age: 30-44	6%	(21)	20%	(65)	28%	(89)	35%	(112)	11%	(34)	321
Age: 45-54	3%	(7)	12%	(30)	26%	(65)	46%	(115)	13%	(33)	250
Age: 55-64	2%	(3)	6%	(8)	25%	(35)	53%	(75)	14%	(20)	142
Age: 65+	—	(0)	8%	(8)	26%	(24)	56%	(53)	11%	(10)	95
Generation Z: 18-22	8%	(10)	27%	(37)	20%	(27)	28%	(38)	17%	(23)	135
Millennial: Age 23-38	9%	(32)	24%	(85)	28%	(101)	31%	(111)	9%	(31)	360
Generation X: Age 39-54	3%	(13)	14%	(55)	27%	(101)	42%	(158)	13%	(51)	379
Boomers: Age 55-73	2%	(4)	8%	(20)	23%	(56)	54%	(130)	13%	(31)	240
PID: Dem (no lean)	6%	(24)	17%	(70)	28%	(114)	37%	(152)	11%	(45)	406
PID: Ind (no lean)	4%	(17)	18%	(75)	23%	(100)	41%	(173)	14%	(61)	426
PID: Rep (no lean)	6%	(19)	18%	(53)	25%	(75)	40%	(120)	10%	(31)	299
PID/Gender: Dem Men	10%	(18)	16%	(28)	32%	(54)	32%	(54)	10%	(18)	172
PID/Gender: Dem Women	3%	(7)	18%	(42)	25%	(59)	42%	(98)	12%	(28)	234
PID/Gender: Ind Men	4%	(7)	16%	(27)	31%	(53)	41%	(69)	8%	(14)	170
PID/Gender: Ind Women	4%	(10)	19%	(48)	18%	(47)	41%	(104)	19%	(47)	256
PID/Gender: Rep Men	8%	(12)	16%	(24)	22%	(33)	44%	(65)	10%	(16)	150
PID/Gender: Rep Women	4%	(6)	20%	(29)	29%	(43)	37%	(55)	11%	(16)	149
Ideo: Liberal (1-3)	9%	(36)	18%	(76)	28%	(117)	34%	(140)	11%	(44)	412
Ideo: Moderate (4)	5%	(11)	20%	(46)	31%	(74)	35%	(82)	10%	(23)	236
Ideo: Conservative (5-7)	3%	(11)	17%	(55)	23%	(74)	47%	(151)	9%	(30)	322
Educ: < College	5%	(34)	16%	(111)	25%	(171)	39%	(273)	15%	(107)	696
Educ: Bachelors degree	4%	(12)	20%	(58)	28%	(79)	42%	(118)	5%	(15)	282
Educ: Post-grad	9%	(14)	20%	(30)	25%	(39)	36%	(55)	10%	(16)	153

Continued on next page

**Table INF14:** Based on what you saw, how likely are you to consider purchasing the product or subscribing to the service?

Demographic	Very likely		Somewhat likely		Not that likely		Not at all likely		Don't know / No opinion		Total N
Adults	5%	(60)	18%	(198)	26%	(289)	39%	(446)	12%	(138)	1130
Income: Under 50k	6%	(39)	18%	(114)	26%	(166)	36%	(234)	14%	(92)	645
Income: 50k-100k	3%	(9)	17%	(53)	27%	(85)	43%	(137)	10%	(32)	316
Income: 100k+	7%	(12)	19%	(31)	22%	(38)	44%	(74)	8%	(13)	170
Ethnicity: White	5%	(38)	17%	(146)	25%	(215)	41%	(347)	12%	(102)	849
Ethnicity: Hispanic	9%	(11)	23%	(30)	25%	(32)	33%	(42)	11%	(13)	128
Ethnicity: Afr. Am.	8%	(15)	17%	(31)	25%	(47)	36%	(67)	13%	(25)	186
Ethnicity: Other	6%	(6)	22%	(21)	27%	(26)	32%	(31)	12%	(11)	96
Relig: Protestant	5%	(11)	17%	(39)	29%	(67)	37%	(86)	13%	(30)	232
Relig: Roman Catholic	7%	(13)	21%	(40)	21%	(40)	41%	(78)	10%	(18)	189
Relig: Ath./Agn./None	4%	(15)	15%	(57)	27%	(98)	40%	(147)	14%	(50)	368
Relig: Something Else	6%	(11)	20%	(37)	25%	(46)	40%	(73)	9%	(16)	183
Relig: Jewish	5%	(1)	11%	(3)	30%	(7)	54%	(13)	—	(0)	24
Relig: Evangelical	5%	(16)	17%	(55)	26%	(83)	36%	(115)	15%	(48)	317
Relig: Non-Evang. Catholics	6%	(16)	19%	(49)	24%	(62)	42%	(110)	9%	(24)	262
Relig: All Christian	6%	(33)	18%	(104)	25%	(145)	39%	(226)	12%	(72)	579
Relig: All Non-Christian	5%	(26)	17%	(94)	26%	(144)	40%	(220)	12%	(66)	550
Community: Urban	6%	(18)	20%	(61)	26%	(77)	35%	(103)	13%	(38)	297
Community: Suburban	6%	(28)	16%	(79)	25%	(126)	43%	(218)	10%	(51)	502
Community: Rural	4%	(14)	18%	(59)	26%	(86)	38%	(125)	15%	(49)	331
Employ: Private Sector	6%	(24)	21%	(77)	26%	(98)	42%	(158)	5%	(19)	376
Employ: Government	5%	(4)	19%	(18)	29%	(27)	42%	(39)	6%	(6)	94
Employ: Self-Employed	11%	(13)	18%	(22)	27%	(33)	31%	(38)	14%	(17)	122
Employ: Homemaker	2%	(2)	12%	(9)	29%	(23)	37%	(29)	20%	(16)	79
Employ: Student	7%	(6)	27%	(22)	23%	(19)	27%	(22)	15%	(12)	81
Employ: Retired	1%	(1)	8%	(9)	27%	(32)	55%	(67)	10%	(12)	122
Employ: Unemployed	5%	(6)	14%	(18)	28%	(36)	38%	(49)	16%	(20)	129
Employ: Other	3%	(3)	17%	(22)	17%	(22)	34%	(44)	28%	(36)	127
Military HH: Yes	4%	(8)	18%	(31)	22%	(39)	44%	(78)	12%	(21)	175
Military HH: No	5%	(52)	18%	(168)	26%	(250)	39%	(368)	12%	(117)	955
RD/WT: Right Direction	7%	(27)	16%	(61)	26%	(103)	38%	(147)	13%	(52)	389
RD/WT: Wrong Track	4%	(33)	19%	(138)	25%	(186)	40%	(298)	12%	(86)	741

Continued on next page



**Table INF14:** Based on what you saw, how likely are you to consider purchasing the product or subscribing to the service?

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	5%	(60)	18%	(198)	26%	(289)	39%	(446)	12%	(138)	1130
Trump Job Approve	7%	(28)	16%	(67)	25%	(102)	42%	(174)	11%	(46)	417
Trump Job Disapprove	5%	(30)	19%	(123)	28%	(178)	39%	(249)	9%	(60)	639
Trump Job Strongly Approve	9%	(22)	15%	(35)	25%	(58)	40%	(94)	11%	(26)	235
Trump Job Somewhat Approve	4%	(6)	17%	(32)	24%	(44)	44%	(79)	11%	(20)	182
Trump Job Somewhat Disapprove	5%	(7)	22%	(32)	29%	(42)	35%	(50)	8%	(12)	144
Trump Job Strongly Disapprove	5%	(23)	18%	(90)	27%	(135)	40%	(199)	10%	(48)	495
Favorable of Trump	6%	(24)	17%	(70)	23%	(95)	42%	(173)	11%	(45)	407
Unfavorable of Trump	5%	(30)	18%	(116)	28%	(179)	40%	(253)	9%	(60)	639
Very Favorable of Trump	7%	(16)	17%	(40)	25%	(61)	42%	(102)	9%	(23)	243
Somewhat Favorable of Trump	4%	(7)	18%	(29)	21%	(35)	43%	(71)	14%	(22)	164
Somewhat Unfavorable of Trump	4%	(5)	20%	(22)	29%	(32)	42%	(46)	5%	(6)	111
Very Unfavorable of Trump	5%	(25)	18%	(95)	28%	(147)	39%	(206)	10%	(54)	527
#1 Issue: Economy	5%	(17)	20%	(71)	25%	(87)	38%	(134)	13%	(45)	355
#1 Issue: Security	3%	(5)	11%	(20)	24%	(44)	49%	(90)	13%	(24)	182
#1 Issue: Health Care	6%	(10)	17%	(30)	31%	(53)	37%	(64)	10%	(17)	175
#1 Issue: Medicare / Social Security	4%	(5)	6%	(6)	26%	(28)	51%	(54)	14%	(15)	108
#1 Issue: Women's Issues	3%	(3)	28%	(24)	32%	(27)	29%	(26)	8%	(7)	87
#1 Issue: Education	10%	(10)	21%	(21)	24%	(25)	36%	(37)	9%	(9)	101
#1 Issue: Energy	13%	(9)	27%	(19)	16%	(11)	35%	(24)	8%	(6)	69
#1 Issue: Other	2%	(1)	15%	(8)	25%	(14)	30%	(16)	28%	(15)	54
2018 House Vote: Democrat	6%	(28)	19%	(81)	29%	(125)	38%	(162)	9%	(37)	432
2018 House Vote: Republican	6%	(18)	17%	(50)	23%	(66)	44%	(128)	10%	(29)	291
2018 House Vote: Someone else	4%	(2)	19%	(10)	23%	(11)	41%	(20)	12%	(6)	50
2018 House Vote: Didnt Vote	3%	(12)	16%	(58)	25%	(87)	38%	(134)	18%	(65)	356
2016 Vote: Hillary Clinton	6%	(20)	20%	(75)	27%	(99)	39%	(142)	9%	(32)	367
2016 Vote: Donald Trump	6%	(18)	15%	(43)	24%	(72)	43%	(130)	12%	(35)	298
2016 Vote: Someone else	4%	(3)	14%	(12)	36%	(31)	41%	(35)	6%	(5)	86
2016 Vote: Didnt Vote	4%	(16)	18%	(67)	23%	(85)	37%	(137)	18%	(66)	371
Voted in 2014: Yes	5%	(35)	16%	(108)	25%	(168)	43%	(289)	10%	(65)	666
Voted in 2014: No	5%	(24)	19%	(90)	26%	(120)	34%	(157)	16%	(72)	465

Continued on next page

**Table INF14:** Based on what you saw, how likely are you to consider purchasing the product or subscribing to the service?

Demographic	Very likely		Somewhat likely		Not that likely		Not at all likely		Don't know / No opinion		Total N
Adults	5%	(60)	18%	(198)	26%	(289)	39%	(446)	12%	(138)	1130
2012 Vote: Barack Obama	6%	(26)	17%	(76)	26%	(113)	43%	(188)	8%	(38)	442
2012 Vote: Mitt Romney	4%	(9)	15%	(33)	26%	(58)	45%	(100)	10%	(23)	224
2012 Vote: Other	—	(0)	12%	(5)	26%	(11)	50%	(22)	12%	(5)	44
2012 Vote: Didn't Vote	6%	(24)	20%	(83)	25%	(106)	32%	(134)	17%	(72)	420
4-Region: Northeast	7%	(13)	19%	(38)	22%	(44)	44%	(89)	9%	(19)	204
4-Region: Midwest	3%	(7)	16%	(38)	28%	(65)	37%	(85)	16%	(36)	231
4-Region: South	7%	(30)	15%	(70)	28%	(129)	37%	(168)	12%	(56)	452
4-Region: West	4%	(10)	22%	(53)	21%	(51)	43%	(104)	11%	(26)	244
190242	4%	(25)	16%	(89)	26%	(148)	42%	(242)	12%	(68)	572
190247	6%	(35)	20%	(110)	25%	(140)	36%	(204)	12%	(70)	559
Yes, I currently have one	6%	(51)	18%	(163)	26%	(232)	40%	(360)	11%	(100)	906
No, but I had one previously	4%	(9)	16%	(35)	25%	(57)	38%	(85)	17%	(38)	224
No, I have never had an Instagram account	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table INF15:** Based on what you saw, how likely are you to follow this account?

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	6%	(65)	13%	(146)	24%	(267)	46%	(522)	12%	(131)	1130
Gender: Male	7%	(37)	15%	(71)	22%	(106)	47%	(231)	10%	(47)	492
Gender: Female	4%	(28)	12%	(75)	25%	(161)	46%	(291)	13%	(84)	638
Age: 18-29	10%	(32)	16%	(52)	23%	(73)	40%	(128)	12%	(38)	323
Age: 30-44	7%	(23)	18%	(58)	24%	(76)	40%	(127)	12%	(37)	321
Age: 45-54	3%	(7)	8%	(21)	27%	(68)	51%	(128)	11%	(27)	250
Age: 55-64	2%	(3)	5%	(8)	21%	(30)	56%	(79)	15%	(22)	142
Age: 65+	—	(0)	8%	(8)	21%	(20)	62%	(60)	8%	(8)	95
Generation Z: 18-22	7%	(10)	14%	(19)	20%	(27)	44%	(59)	15%	(20)	135
Millennial: Age 23-38	10%	(37)	19%	(67)	23%	(81)	39%	(140)	10%	(35)	360
Generation X: Age 39-54	4%	(14)	11%	(42)	27%	(103)	46%	(174)	12%	(46)	379
Boomers: Age 55-73	2%	(4)	7%	(16)	21%	(51)	58%	(139)	12%	(30)	240
PID: Dem (no lean)	8%	(31)	12%	(47)	25%	(100)	45%	(182)	11%	(46)	406
PID: Ind (no lean)	4%	(15)	14%	(60)	21%	(91)	48%	(203)	13%	(56)	426
PID: Rep (no lean)	6%	(19)	13%	(38)	25%	(76)	46%	(136)	10%	(29)	299
PID/Gender: Dem Men	12%	(20)	13%	(23)	23%	(39)	42%	(72)	10%	(18)	172
PID/Gender: Dem Women	5%	(11)	11%	(25)	26%	(61)	47%	(110)	12%	(28)	234
PID/Gender: Ind Men	3%	(6)	15%	(26)	22%	(38)	51%	(86)	8%	(14)	170
PID/Gender: Ind Women	4%	(9)	14%	(35)	21%	(54)	46%	(117)	16%	(42)	256
PID/Gender: Rep Men	7%	(11)	15%	(23)	20%	(29)	48%	(72)	10%	(15)	150
PID/Gender: Rep Women	6%	(8)	10%	(16)	31%	(46)	43%	(64)	10%	(15)	149
Ideo: Liberal (1-3)	10%	(40)	13%	(53)	24%	(101)	42%	(175)	11%	(44)	412
Ideo: Moderate (4)	4%	(9)	16%	(37)	28%	(67)	43%	(101)	9%	(22)	236
Ideo: Conservative (5-7)	4%	(13)	12%	(40)	21%	(66)	54%	(173)	9%	(30)	322
Educ: < College	5%	(37)	13%	(87)	22%	(156)	45%	(314)	15%	(101)	696
Educ: Bachelors degree	6%	(16)	14%	(39)	26%	(72)	49%	(139)	5%	(15)	282
Educ: Post-grad	8%	(12)	13%	(20)	25%	(38)	45%	(69)	10%	(15)	153

Continued on next page

**Table INF15: Based on what you saw, how likely are you to follow this account?**

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	6%	(65)	13%	(146)	24%	(267)	46%	(522)	12%	(131)	1130
Income: Under 50k	6%	(41)	13%	(82)	25%	(159)	42%	(271)	14%	(91)	645
Income: 50k-100k	3%	(10)	15%	(48)	24%	(75)	49%	(155)	9%	(27)	316
Income: 100k+	8%	(13)	9%	(16)	19%	(32)	56%	(96)	7%	(13)	170
Ethnicity: White	5%	(41)	13%	(109)	24%	(200)	48%	(405)	11%	(94)	849
Ethnicity: Hispanic	10%	(13)	15%	(19)	22%	(28)	44%	(57)	9%	(11)	128
Ethnicity: Afr. Am.	11%	(21)	11%	(20)	23%	(43)	41%	(76)	14%	(25)	186
Ethnicity: Other	3%	(3)	18%	(17)	25%	(24)	43%	(41)	12%	(11)	96
Relig: Protestant	6%	(14)	10%	(23)	27%	(62)	47%	(108)	11%	(25)	232
Relig: Roman Catholic	7%	(14)	15%	(28)	21%	(39)	46%	(87)	11%	(21)	189
Relig: Ath./Agn./None	5%	(19)	13%	(47)	20%	(74)	49%	(180)	13%	(47)	368
Relig: Something Else	5%	(8)	13%	(24)	29%	(53)	43%	(79)	10%	(18)	183
Relig: Jewish	5%	(1)	8%	(2)	28%	(7)	59%	(14)	—	(0)	24
Relig: Evangelical	7%	(21)	12%	(38)	26%	(83)	42%	(135)	13%	(40)	317
Relig: Non-Evang. Catholics	6%	(15)	14%	(36)	22%	(58)	49%	(128)	10%	(25)	262
Relig: All Christian	6%	(37)	13%	(74)	24%	(140)	45%	(262)	11%	(66)	579
Relig: All Non-Christian	5%	(27)	13%	(72)	23%	(127)	47%	(260)	12%	(65)	550
Community: Urban	7%	(21)	15%	(43)	23%	(69)	41%	(123)	14%	(41)	297
Community: Suburban	5%	(24)	13%	(63)	22%	(111)	51%	(256)	10%	(48)	502
Community: Rural	6%	(20)	12%	(40)	26%	(87)	43%	(143)	13%	(42)	331
Employ: Private Sector	7%	(28)	14%	(52)	25%	(93)	49%	(184)	5%	(20)	376
Employ: Government	10%	(10)	10%	(10)	24%	(22)	50%	(47)	5%	(5)	94
Employ: Self-Employed	5%	(6)	17%	(21)	25%	(31)	39%	(47)	13%	(16)	122
Employ: Homemaker	3%	(3)	10%	(8)	20%	(16)	46%	(37)	20%	(16)	79
Employ: Student	7%	(5)	12%	(10)	22%	(18)	47%	(38)	12%	(10)	81
Employ: Retired	—	(0)	9%	(11)	23%	(28)	58%	(71)	10%	(13)	122
Employ: Unemployed	7%	(9)	14%	(18)	24%	(31)	40%	(52)	14%	(19)	129
Employ: Other	3%	(3)	13%	(17)	22%	(28)	36%	(46)	26%	(33)	127
Military HH: Yes	5%	(9)	9%	(15)	26%	(46)	51%	(89)	10%	(17)	175
Military HH: No	6%	(56)	14%	(131)	23%	(221)	45%	(433)	12%	(114)	955
RD/WT: Right Direction	7%	(26)	14%	(54)	25%	(98)	42%	(163)	13%	(49)	389
RD/WT: Wrong Track	5%	(39)	12%	(93)	23%	(169)	48%	(358)	11%	(82)	741

Continued on next page

**Table INF15:** Based on what you saw, how likely are you to follow this account?

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	6%	(65)	13%	(146)	24%	(267)	46%	(522)	12%	(131)	1130
Trump Job Approve	6%	(26)	12%	(50)	25%	(105)	46%	(194)	10%	(42)	417
Trump Job Disapprove	6%	(36)	14%	(90)	24%	(155)	47%	(297)	9%	(60)	639
Trump Job Strongly Approve	9%	(22)	13%	(31)	24%	(55)	45%	(106)	9%	(22)	235
Trump Job Somewhat Approve	2%	(4)	11%	(20)	28%	(50)	48%	(88)	11%	(20)	182
Trump Job Somewhat Disapprove	8%	(11)	18%	(25)	22%	(32)	42%	(60)	11%	(16)	144
Trump Job Strongly Disapprove	5%	(25)	13%	(64)	25%	(123)	48%	(238)	9%	(45)	495
Favorable of Trump	7%	(27)	14%	(55)	24%	(96)	46%	(188)	10%	(40)	407
Unfavorable of Trump	5%	(35)	13%	(83)	24%	(154)	48%	(307)	10%	(61)	639
Very Favorable of Trump	8%	(19)	13%	(32)	25%	(60)	46%	(112)	8%	(20)	243
Somewhat Favorable of Trump	5%	(8)	14%	(23)	22%	(37)	47%	(77)	12%	(20)	164
Somewhat Unfavorable of Trump	5%	(5)	14%	(16)	25%	(28)	48%	(53)	8%	(9)	111
Very Unfavorable of Trump	6%	(29)	13%	(66)	24%	(126)	48%	(254)	10%	(52)	527
#1 Issue: Economy	5%	(18)	16%	(56)	22%	(77)	46%	(163)	12%	(41)	355
#1 Issue: Security	3%	(6)	10%	(18)	24%	(43)	52%	(96)	11%	(20)	182
#1 Issue: Health Care	3%	(6)	13%	(22)	34%	(59)	39%	(69)	11%	(19)	175
#1 Issue: Medicare / Social Security	5%	(5)	6%	(7)	22%	(23)	56%	(61)	11%	(12)	108
#1 Issue: Women's Issues	7%	(6)	20%	(18)	27%	(23)	37%	(32)	9%	(8)	87
#1 Issue: Education	11%	(11)	15%	(15)	21%	(21)	43%	(44)	10%	(10)	101
#1 Issue: Energy	17%	(11)	7%	(5)	18%	(13)	49%	(34)	9%	(6)	69
#1 Issue: Other	3%	(2)	11%	(6)	14%	(7)	45%	(24)	27%	(15)	54
2018 House Vote: Democrat	6%	(28)	13%	(58)	25%	(109)	46%	(200)	9%	(37)	432
2018 House Vote: Republican	6%	(18)	13%	(38)	23%	(67)	48%	(141)	9%	(26)	291
2018 House Vote: Someone else	4%	(2)	13%	(7)	16%	(8)	55%	(27)	11%	(6)	50
2018 House Vote: Didnt Vote	5%	(16)	12%	(43)	23%	(83)	43%	(153)	17%	(62)	356
2016 Vote: Hillary Clinton	7%	(24)	15%	(54)	24%	(88)	46%	(168)	9%	(33)	367
2016 Vote: Donald Trump	5%	(16)	12%	(37)	23%	(70)	48%	(144)	11%	(32)	298
2016 Vote: Someone else	4%	(3)	9%	(8)	30%	(26)	51%	(44)	6%	(5)	86
2016 Vote: Didnt Vote	6%	(21)	12%	(46)	22%	(81)	44%	(163)	16%	(61)	371
Voted in 2014: Yes	6%	(41)	12%	(78)	24%	(161)	49%	(323)	9%	(63)	666
Voted in 2014: No	5%	(24)	15%	(68)	23%	(106)	43%	(199)	15%	(68)	465

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**Table INF15:** Based on what you saw, how likely are you to follow this account?

Demographic	Very likely		Somewhat likely		Not that likely		Not at all likely		Don't know / No opinion		Total N
Adults	6%	(65)	13%	(146)	24%	(267)	46%	(522)	12%	(131)	1130
2012 Vote: Barack Obama	6%	(28)	12%	(54)	24%	(108)	48%	(213)	9%	(39)	442
2012 Vote: Mitt Romney	4%	(9)	12%	(26)	25%	(55)	51%	(113)	9%	(20)	224
2012 Vote: Other	—	(0)	9%	(4)	23%	(10)	54%	(24)	14%	(6)	44
2012 Vote: Didn't Vote	7%	(27)	15%	(62)	22%	(93)	41%	(172)	16%	(66)	420
4-Region: Northeast	5%	(11)	16%	(32)	19%	(38)	51%	(104)	10%	(20)	204
4-Region: Midwest	3%	(7)	13%	(30)	27%	(63)	44%	(101)	13%	(30)	231
4-Region: South	9%	(40)	10%	(47)	26%	(116)	43%	(195)	12%	(56)	452
4-Region: West	3%	(8)	16%	(38)	21%	(50)	50%	(122)	11%	(26)	244
190242	5%	(31)	10%	(60)	24%	(136)	49%	(279)	11%	(66)	572
190247	6%	(34)	15%	(86)	23%	(130)	43%	(243)	12%	(65)	559
Yes, I currently have one	6%	(55)	12%	(112)	24%	(214)	47%	(429)	11%	(96)	906
No, but I had one previously	4%	(10)	15%	(34)	24%	(53)	41%	(93)	16%	(35)	224
No, I have never had an Instagram account	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table INF16a:** Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	79% (895)	12% (134)	9% (102)	1130
Gender: Male	79% (389)	12% (61)	8% (41)	492
Gender: Female	79% (506)	11% (72)	9% (60)	638
Age: 18-29	77% (249)	12% (38)	11% (36)	323
Age: 30-44	80% (257)	13% (42)	7% (22)	321
Age: 45-54	79% (197)	12% (29)	9% (23)	250
Age: 55-64	81% (114)	12% (17)	8% (11)	142
Age: 65+	81% (77)	9% (8)	10% (10)	95
Generation Z: 18-22	76% (103)	11% (15)	13% (17)	135
Millennial: Age 23-38	80% (289)	12% (43)	8% (28)	360
Generation X: Age 39-54	78% (295)	13% (48)	9% (35)	379
Boomers: Age 55-73	81% (195)	12% (28)	7% (18)	240
PID: Dem (no lean)	78% (318)	13% (52)	9% (36)	406
PID: Ind (no lean)	78% (332)	12% (52)	10% (42)	426
PID: Rep (no lean)	82% (244)	10% (30)	8% (24)	299
PID/Gender: Dem Men	78% (134)	14% (25)	8% (13)	172
PID/Gender: Dem Women	79% (184)	12% (27)	10% (23)	234
PID/Gender: Ind Men	80% (136)	10% (16)	10% (18)	170
PID/Gender: Ind Women	77% (196)	14% (35)	9% (24)	256
PID/Gender: Rep Men	79% (119)	14% (20)	7% (11)	150
PID/Gender: Rep Women	84% (125)	7% (10)	9% (14)	149
Ideo: Liberal (1-3)	85% (351)	9% (36)	6% (25)	412
Ideo: Moderate (4)	78% (185)	13% (30)	9% (21)	236
Ideo: Conservative (5-7)	80% (258)	13% (42)	7% (22)	322
Educ: < College	75% (524)	13% (88)	12% (83)	696
Educ: Bachelors degree	86% (241)	11% (31)	3% (9)	282
Educ: Post-grad	85% (129)	9% (14)	6% (9)	153

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**Table INF16a:** Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	79% (895)	12% (134)	9% (102)	1130
Income: Under 50k	77% (496)	12% (78)	11% (70)	645
Income: 50k-100k	80% (254)	13% (40)	7% (21)	316
Income: 100k+	85% (144)	9% (15)	6% (10)	170
Ethnicity: White	81% (689)	10% (84)	9% (75)	849
Ethnicity: Hispanic	76% (97)	17% (22)	7% (9)	128
Ethnicity: Afr. Am.	71% (132)	20% (37)	9% (17)	186
Ethnicity: Other	77% (73)	14% (13)	10% (9)	96
Relig: Protestant	80% (185)	14% (32)	7% (15)	232
Relig: Roman Catholic	80% (151)	12% (24)	8% (14)	189
Relig: Ath./Agn./None	79% (290)	10% (37)	11% (40)	368
Relig: Something Else	82% (150)	12% (22)	6% (11)	183
Relig: Jewish	86% (21)	10% (2)	4% (1)	24
Relig: Evangelical	77% (243)	13% (42)	10% (32)	317
Relig: Non-Evang. Catholics	80% (210)	12% (33)	7% (19)	262
Relig: All Christian	78% (454)	13% (75)	9% (50)	579
Relig: All Non-Christian	80% (440)	11% (59)	9% (51)	550
Community: Urban	78% (233)	12% (35)	10% (30)	297
Community: Suburban	80% (403)	11% (57)	8% (42)	502
Community: Rural	78% (259)	13% (42)	9% (30)	331
Employ: Private Sector	85% (320)	10% (39)	5% (17)	376
Employ: Government	80% (75)	15% (14)	5% (5)	94
Employ: Self-Employed	80% (97)	14% (17)	6% (8)	122
Employ: Homemaker	76% (60)	11% (8)	13% (10)	79
Employ: Student	81% (66)	11% (9)	7% (6)	81
Employ: Retired	81% (98)	11% (13)	9% (10)	122
Employ: Unemployed	77% (100)	10% (13)	12% (16)	129
Employ: Other	62% (78)	15% (20)	23% (29)	127
Military HH: Yes	78% (137)	12% (22)	9% (16)	175
Military HH: No	79% (757)	12% (112)	9% (86)	955
RD/WT: Right Direction	77% (300)	13% (52)	10% (37)	389
RD/WT: Wrong Track	80% (595)	11% (82)	9% (64)	741

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**Table INF16a:** Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	79% (895)	12% (134)	9% (102)	1130
Trump Job Approve	81% (338)	11% (46)	8% (33)	417
Trump Job Disapprove	81% (517)	12% (76)	7% (46)	639
Trump Job Strongly Approve	78% (183)	12% (29)	10% (23)	235
Trump Job Somewhat Approve	85% (155)	10% (18)	5% (9)	182
Trump Job Somewhat Disapprove	79% (114)	16% (22)	5% (7)	144
Trump Job Strongly Disapprove	81% (403)	11% (54)	8% (38)	495
Favorable of Trump	81% (328)	10% (43)	9% (36)	407
Unfavorable of Trump	81% (515)	13% (82)	6% (41)	639
Very Favorable of Trump	80% (193)	11% (26)	10% (24)	243
Somewhat Favorable of Trump	82% (135)	10% (17)	8% (13)	164
Somewhat Unfavorable of Trump	80% (89)	16% (18)	4% (4)	111
Very Unfavorable of Trump	81% (426)	12% (65)	7% (37)	527
#1 Issue: Economy	79% (281)	12% (41)	9% (32)	355
#1 Issue: Security	76% (139)	14% (25)	10% (19)	182
#1 Issue: Health Care	80% (139)	13% (23)	7% (12)	175
#1 Issue: Medicare / Social Security	77% (83)	15% (16)	8% (8)	108
#1 Issue: Women's Issues	87% (76)	6% (6)	7% (6)	87
#1 Issue: Education	83% (84)	10% (10)	7% (7)	101
#1 Issue: Energy	81% (56)	13% (9)	6% (4)	69
#1 Issue: Other	70% (38)	6% (3)	25% (13)	54
2018 House Vote: Democrat	83% (359)	10% (41)	7% (31)	432
2018 House Vote: Republican	82% (239)	11% (33)	7% (19)	291
2018 House Vote: Someone else	76% (38)	15% (8)	8% (4)	50
2018 House Vote: Didnt Vote	72% (257)	15% (52)	13% (47)	356
2016 Vote: Hillary Clinton	81% (296)	13% (47)	7% (24)	367
2016 Vote: Donald Trump	81% (242)	11% (31)	8% (24)	298
2016 Vote: Someone else	84% (72)	8% (7)	8% (7)	86
2016 Vote: Didnt Vote	75% (277)	13% (48)	12% (46)	371
Voted in 2014: Yes	81% (538)	11% (77)	8% (51)	666
Voted in 2014: No	77% (357)	12% (57)	11% (50)	465

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**Table INF16a:** Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	79% (895)	12% (134)	9% (102)	1130
2012 Vote: Barack Obama	82% (362)	12% (52)	6% (27)	442
2012 Vote: Mitt Romney	80% (179)	12% (27)	8% (18)	224
2012 Vote: Other	77% (34)	12% (5)	11% (5)	44
2012 Vote: Didn't Vote	76% (319)	12% (50)	12% (52)	420
4-Region: Northeast	82% (167)	11% (22)	7% (14)	204
4-Region: Midwest	76% (176)	12% (28)	11% (26)	231
4-Region: South	80% (359)	12% (54)	8% (38)	452
4-Region: West	79% (191)	12% (29)	10% (24)	244
190242	80% (457)	11% (66)	9% (49)	572
190247	78% (437)	12% (68)	9% (53)	559
Yes, I currently have one	82% (743)	11% (96)	7% (67)	906
No, but I had one previously	68% (152)	17% (38)	16% (35)	224
No, I have never had an Instagram account	— (0)	— (0)	— (0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table INF17:** Based on what you saw, how likely are you to consider purchasing the product or subscribing to the service?

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	11%	(125)	27%	(308)	19%	(218)	33%	(371)	10%	(108)	1130
Gender: Male	12%	(57)	25%	(123)	19%	(95)	36%	(178)	8%	(40)	492
Gender: Female	11%	(68)	29%	(185)	19%	(124)	30%	(193)	11%	(68)	638
Age: 18-29	16%	(51)	25%	(81)	21%	(67)	25%	(81)	13%	(43)	323
Age: 30-44	11%	(36)	30%	(95)	22%	(70)	28%	(91)	9%	(29)	321
Age: 45-54	9%	(24)	29%	(73)	18%	(44)	37%	(93)	7%	(17)	250
Age: 55-64	8%	(11)	25%	(35)	13%	(19)	45%	(64)	9%	(13)	142
Age: 65+	4%	(3)	25%	(24)	20%	(19)	45%	(43)	7%	(6)	95
Generation Z: 18-22	13%	(18)	27%	(36)	19%	(25)	25%	(34)	16%	(22)	135
Millennial: Age 23-38	14%	(51)	28%	(102)	22%	(79)	26%	(94)	10%	(35)	360
Generation X: Age 39-54	11%	(41)	28%	(108)	19%	(74)	33%	(125)	8%	(32)	379
Boomers: Age 55-73	7%	(16)	24%	(57)	15%	(37)	47%	(113)	7%	(18)	240
PID: Dem (no lean)	12%	(48)	29%	(117)	20%	(83)	29%	(119)	10%	(39)	406
PID: Ind (no lean)	11%	(46)	25%	(106)	19%	(83)	35%	(148)	10%	(44)	426
PID: Rep (no lean)	10%	(31)	28%	(85)	18%	(53)	35%	(105)	8%	(25)	299
PID/Gender: Dem Men	15%	(26)	28%	(47)	21%	(36)	27%	(46)	9%	(16)	172
PID/Gender: Dem Women	9%	(22)	30%	(69)	20%	(46)	31%	(73)	10%	(23)	234
PID/Gender: Ind Men	10%	(16)	22%	(37)	23%	(39)	38%	(65)	7%	(13)	170
PID/Gender: Ind Women	12%	(29)	27%	(69)	17%	(44)	32%	(83)	12%	(31)	256
PID/Gender: Rep Men	10%	(14)	25%	(38)	13%	(19)	45%	(68)	7%	(11)	150
PID/Gender: Rep Women	11%	(17)	32%	(47)	23%	(34)	25%	(37)	9%	(14)	149
Ideo: Liberal (1-3)	13%	(54)	28%	(116)	20%	(83)	31%	(127)	8%	(32)	412
Ideo: Moderate (4)	13%	(31)	30%	(72)	23%	(53)	26%	(60)	8%	(19)	236
Ideo: Conservative (5-7)	9%	(28)	27%	(87)	18%	(57)	40%	(130)	6%	(21)	322
Educ: < College	11%	(79)	25%	(173)	20%	(138)	32%	(223)	12%	(83)	696
Educ: Bachelors degree	10%	(27)	29%	(81)	19%	(53)	37%	(104)	6%	(16)	282
Educ: Post-grad	13%	(19)	35%	(54)	18%	(27)	29%	(44)	6%	(9)	153

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**Table INF17: Based on what you saw, how likely are you to consider purchasing the product or subscribing to the service?**

Demographic	Very likely		Somewhat likely		Not that likely		Not at all likely		Don't know / No opinion		Total N
Adults	11%	(125)	27%	(308)	19%	(218)	33%	(371)	10%	(108)	1130
Income: Under 50k	12%	(80)	26%	(170)	18%	(118)	32%	(204)	11%	(73)	645
Income: 50k-100k	8%	(26)	32%	(100)	21%	(68)	31%	(97)	8%	(24)	316
Income: 100k+	11%	(19)	22%	(37)	19%	(33)	41%	(70)	6%	(11)	170
Ethnicity: White	10%	(84)	27%	(230)	19%	(165)	35%	(296)	9%	(75)	849
Ethnicity: Hispanic	17%	(22)	31%	(40)	18%	(23)	25%	(32)	9%	(12)	128
Ethnicity: Afr. Am.	14%	(27)	26%	(49)	19%	(35)	27%	(51)	13%	(24)	186
Ethnicity: Other	15%	(14)	31%	(29)	19%	(19)	26%	(25)	9%	(9)	96
Relig: Protestant	11%	(25)	26%	(61)	23%	(54)	34%	(78)	6%	(14)	232
Relig: Roman Catholic	13%	(24)	28%	(53)	18%	(33)	33%	(62)	9%	(17)	189
Relig: Ath./Agn./None	8%	(30)	25%	(92)	21%	(77)	34%	(126)	12%	(42)	368
Relig: Something Else	13%	(23)	29%	(53)	19%	(35)	33%	(60)	7%	(12)	183
Relig: Jewish	17%	(4)	26%	(6)	15%	(4)	43%	(10)	—	(0)	24
Relig: Evangelical	13%	(43)	28%	(90)	17%	(54)	31%	(97)	10%	(33)	317
Relig: Non-Evang. Catholics	11%	(29)	28%	(73)	20%	(52)	34%	(89)	8%	(20)	262
Relig: All Christian	12%	(71)	28%	(163)	18%	(106)	32%	(186)	9%	(53)	579
Relig: All Non-Christian	10%	(53)	26%	(145)	20%	(113)	34%	(186)	10%	(54)	550
Community: Urban	13%	(38)	28%	(82)	17%	(52)	32%	(97)	10%	(29)	297
Community: Suburban	9%	(45)	27%	(137)	21%	(106)	34%	(168)	9%	(46)	502
Community: Rural	13%	(42)	27%	(89)	18%	(61)	32%	(107)	10%	(33)	331
Employ: Private Sector	10%	(39)	30%	(113)	22%	(82)	33%	(126)	4%	(16)	376
Employ: Government	10%	(10)	25%	(23)	23%	(22)	35%	(33)	8%	(7)	94
Employ: Self-Employed	17%	(20)	29%	(35)	15%	(18)	31%	(38)	8%	(10)	122
Employ: Homemaker	7%	(5)	24%	(19)	20%	(16)	39%	(31)	10%	(8)	79
Employ: Student	14%	(11)	30%	(24)	19%	(15)	23%	(18)	15%	(12)	81
Employ: Retired	6%	(8)	26%	(32)	15%	(18)	45%	(55)	7%	(8)	122
Employ: Unemployed	11%	(14)	26%	(34)	21%	(27)	27%	(35)	15%	(20)	129
Employ: Other	14%	(17)	22%	(28)	16%	(20)	28%	(35)	21%	(26)	127
Military HH: Yes	10%	(18)	30%	(54)	16%	(29)	35%	(62)	7%	(13)	175
Military HH: No	11%	(107)	27%	(254)	20%	(190)	32%	(309)	10%	(95)	955
RD/WT: Right Direction	14%	(53)	25%	(97)	21%	(82)	33%	(127)	8%	(31)	389
RD/WT: Wrong Track	10%	(72)	29%	(211)	18%	(136)	33%	(245)	10%	(76)	741

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**Table INF17: Based on what you saw, how likely are you to consider purchasing the product or subscribing to the service?**

Demographic	Very likely		Somewhat likely		Not that likely		Not at all likely		Don't know / No opinion		Total N
Adults	11%	(125)	27%	(308)	19%	(218)	33%	(371)	10%	(108)	1130
Trump Job Approve	13%	(56)	26%	(110)	19%	(81)	33%	(140)	8%	(32)	417
Trump Job Disapprove	10%	(65)	29%	(186)	20%	(126)	33%	(209)	8%	(53)	639
Trump Job Strongly Approve	17%	(41)	24%	(57)	14%	(34)	35%	(83)	9%	(21)	235
Trump Job Somewhat Approve	8%	(15)	29%	(53)	26%	(47)	31%	(57)	6%	(11)	182
Trump Job Somewhat Disapprove	10%	(15)	31%	(44)	19%	(27)	31%	(44)	9%	(13)	144
Trump Job Strongly Disapprove	10%	(50)	29%	(141)	20%	(99)	33%	(165)	8%	(40)	495
Favorable of Trump	13%	(53)	26%	(105)	18%	(75)	34%	(139)	9%	(35)	407
Unfavorable of Trump	9%	(60)	30%	(189)	21%	(134)	32%	(207)	7%	(48)	639
Very Favorable of Trump	15%	(37)	24%	(59)	15%	(37)	38%	(91)	7%	(18)	243
Somewhat Favorable of Trump	10%	(16)	28%	(46)	23%	(38)	29%	(48)	10%	(17)	164
Somewhat Unfavorable of Trump	11%	(12)	30%	(33)	23%	(25)	32%	(35)	5%	(5)	111
Very Unfavorable of Trump	9%	(49)	30%	(156)	21%	(109)	33%	(171)	8%	(42)	527
#1 Issue: Economy	11%	(41)	28%	(101)	20%	(70)	31%	(109)	10%	(34)	355
#1 Issue: Security	7%	(14)	24%	(44)	18%	(33)	42%	(76)	9%	(16)	182
#1 Issue: Health Care	8%	(14)	31%	(55)	21%	(36)	31%	(54)	9%	(16)	175
#1 Issue: Medicare / Social Security	10%	(11)	28%	(30)	13%	(14)	42%	(45)	7%	(8)	108
#1 Issue: Women's Issues	8%	(7)	29%	(25)	23%	(20)	30%	(26)	10%	(9)	87
#1 Issue: Education	18%	(18)	25%	(25)	19%	(19)	32%	(32)	6%	(6)	101
#1 Issue: Energy	24%	(17)	22%	(15)	25%	(17)	17%	(12)	12%	(8)	69
#1 Issue: Other	8%	(4)	25%	(13)	16%	(8)	31%	(17)	20%	(11)	54
2018 House Vote: Democrat	11%	(48)	31%	(134)	21%	(89)	30%	(131)	7%	(31)	432
2018 House Vote: Republican	12%	(34)	25%	(74)	19%	(55)	39%	(112)	5%	(15)	291
2018 House Vote: Someone else	8%	(4)	29%	(14)	21%	(10)	25%	(13)	16%	(8)	50
2018 House Vote: Didnt Vote	11%	(38)	24%	(84)	18%	(64)	32%	(116)	15%	(54)	356
2016 Vote: Hillary Clinton	11%	(39)	31%	(112)	21%	(77)	31%	(114)	7%	(25)	367
2016 Vote: Donald Trump	12%	(36)	27%	(81)	16%	(46)	37%	(112)	8%	(23)	298
2016 Vote: Someone else	7%	(6)	29%	(25)	24%	(21)	37%	(31)	3%	(2)	86
2016 Vote: Didnt Vote	11%	(42)	24%	(88)	19%	(72)	30%	(113)	15%	(56)	371
Voted in 2014: Yes	11%	(73)	28%	(185)	19%	(125)	35%	(236)	7%	(46)	666
Voted in 2014: No	11%	(52)	26%	(122)	20%	(93)	29%	(135)	13%	(61)	465

Continued on next page

**Table INF17: Based on what you saw, how likely are you to consider purchasing the product or subscribing to the service?**

Demographic	Very likely		Somewhat likely		Not that likely		Not at all likely		Don't know / No opinion		Total N
Adults	11%	(125)	27%	(308)	19%	(218)	33%	(371)	10%	(108)	1130
2012 Vote: Barack Obama	11%	(49)	30%	(132)	20%	(86)	33%	(147)	6%	(28)	442
2012 Vote: Mitt Romney	9%	(21)	27%	(60)	18%	(41)	39%	(87)	7%	(15)	224
2012 Vote: Other	8%	(3)	29%	(13)	18%	(8)	38%	(17)	7%	(3)	44
2012 Vote: Didn't Vote	12%	(52)	25%	(103)	20%	(83)	29%	(120)	15%	(61)	420
4-Region: Northeast	13%	(26)	27%	(55)	17%	(34)	35%	(71)	9%	(17)	204
4-Region: Midwest	5%	(12)	27%	(63)	26%	(60)	30%	(69)	12%	(28)	231
4-Region: South	13%	(60)	27%	(121)	19%	(87)	30%	(138)	10%	(47)	452
4-Region: West	11%	(27)	29%	(70)	15%	(37)	38%	(94)	6%	(16)	244
190242	10%	(56)	29%	(166)	18%	(105)	33%	(191)	9%	(54)	572
190247	12%	(69)	25%	(142)	20%	(114)	32%	(180)	10%	(54)	559
Yes, I currently have one	11%	(102)	28%	(252)	20%	(180)	33%	(297)	8%	(75)	906
No, but I had one previously	10%	(23)	25%	(56)	17%	(39)	33%	(74)	15%	(33)	224
No, I have never had an Instagram account	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table INF18:** Based on what you saw, how likely are you to follow this account?

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	10%	(109)	19%	(218)	21%	(234)	42%	(473)	8%	(95)	1130
Gender: Male	11%	(53)	19%	(92)	20%	(97)	44%	(215)	7%	(35)	492
Gender: Female	9%	(56)	20%	(126)	22%	(138)	40%	(258)	9%	(61)	638
Age: 18-29	13%	(43)	18%	(58)	24%	(78)	34%	(110)	11%	(34)	323
Age: 30-44	9%	(29)	22%	(70)	22%	(71)	38%	(122)	9%	(29)	321
Age: 45-54	9%	(22)	21%	(52)	18%	(44)	46%	(116)	6%	(16)	250
Age: 55-64	8%	(11)	15%	(21)	18%	(25)	52%	(73)	8%	(11)	142
Age: 65+	4%	(4)	19%	(18)	17%	(17)	55%	(52)	5%	(5)	95
Generation Z: 18-22	13%	(17)	16%	(21)	21%	(29)	39%	(52)	12%	(16)	135
Millennial: Age 23-38	11%	(41)	21%	(74)	24%	(85)	36%	(128)	9%	(32)	360
Generation X: Age 39-54	9%	(35)	21%	(81)	21%	(78)	41%	(153)	8%	(31)	379
Boomers: Age 55-73	6%	(15)	16%	(39)	17%	(40)	54%	(131)	7%	(16)	240
PID: Dem (no lean)	11%	(45)	21%	(86)	21%	(86)	38%	(154)	9%	(36)	406
PID: Ind (no lean)	9%	(39)	17%	(72)	20%	(84)	45%	(192)	9%	(40)	426
PID: Rep (no lean)	8%	(25)	20%	(61)	22%	(65)	43%	(128)	7%	(20)	299
PID/Gender: Dem Men	15%	(26)	25%	(42)	19%	(33)	33%	(57)	8%	(14)	172
PID/Gender: Dem Women	8%	(19)	19%	(43)	23%	(53)	41%	(97)	9%	(22)	234
PID/Gender: Ind Men	8%	(14)	15%	(26)	21%	(36)	49%	(84)	6%	(11)	170
PID/Gender: Ind Women	10%	(26)	18%	(46)	19%	(48)	42%	(108)	11%	(29)	256
PID/Gender: Rep Men	9%	(13)	16%	(24)	19%	(28)	50%	(74)	7%	(10)	150
PID/Gender: Rep Women	8%	(12)	25%	(37)	25%	(37)	36%	(54)	7%	(10)	149
Ideo: Liberal (1-3)	11%	(44)	22%	(90)	20%	(84)	41%	(169)	6%	(25)	412
Ideo: Moderate (4)	12%	(28)	19%	(46)	25%	(59)	36%	(85)	8%	(18)	236
Ideo: Conservative (5-7)	7%	(24)	18%	(58)	19%	(61)	50%	(162)	5%	(18)	322
Educ: < College	10%	(66)	19%	(133)	21%	(144)	39%	(274)	11%	(78)	696
Educ: Bachelors degree	8%	(24)	19%	(52)	21%	(60)	48%	(136)	3%	(9)	282
Educ: Post-grad	12%	(19)	21%	(32)	20%	(30)	41%	(63)	5%	(8)	153

Continued on next page

**Table INF18:** Based on what you saw, how likely are you to follow this account?

Demographic	Very likely		Somewhat likely		Not that likely		Not at all likely		Don't know / No opinion		Total N
Adults	10%	(109)	19%	(218)	21%	(234)	42%	(473)	8%	(95)	1130
Income: Under 50k	11%	(71)	18%	(117)	21%	(136)	39%	(253)	11%	(68)	645
Income: 50k-100k	8%	(25)	26%	(82)	20%	(63)	41%	(129)	5%	(17)	316
Income: 100k+	8%	(13)	12%	(20)	21%	(35)	54%	(91)	6%	(10)	170
Ethnicity: White	9%	(78)	18%	(151)	20%	(173)	45%	(380)	8%	(66)	849
Ethnicity: Hispanic	11%	(14)	28%	(36)	15%	(20)	38%	(49)	8%	(10)	128
Ethnicity: Afr. Am.	12%	(22)	22%	(40)	23%	(42)	34%	(62)	10%	(19)	186
Ethnicity: Other	9%	(9)	28%	(27)	19%	(19)	33%	(31)	11%	(10)	96
Relig: Protestant	9%	(21)	21%	(48)	21%	(49)	44%	(103)	5%	(11)	232
Relig: Roman Catholic	10%	(19)	24%	(46)	18%	(35)	38%	(73)	9%	(17)	189
Relig: Ath./Agn./None	7%	(25)	17%	(62)	21%	(76)	46%	(169)	10%	(36)	368
Relig: Something Else	12%	(22)	18%	(32)	23%	(42)	42%	(77)	5%	(10)	183
Relig: Jewish	11%	(3)	18%	(4)	12%	(3)	59%	(14)	—	(0)	24
Relig: Evangelical	12%	(38)	20%	(64)	21%	(67)	37%	(117)	10%	(32)	317
Relig: Non-Evang. Catholics	9%	(23)	23%	(60)	19%	(50)	42%	(110)	7%	(18)	262
Relig: All Christian	11%	(61)	21%	(124)	20%	(116)	39%	(227)	9%	(50)	579
Relig: All Non-Christian	9%	(47)	17%	(94)	21%	(118)	45%	(246)	8%	(46)	550
Community: Urban	10%	(30)	21%	(63)	22%	(66)	37%	(111)	9%	(27)	297
Community: Suburban	8%	(39)	19%	(96)	21%	(104)	44%	(221)	8%	(41)	502
Community: Rural	12%	(39)	18%	(59)	19%	(65)	43%	(142)	8%	(27)	331
Employ: Private Sector	9%	(33)	22%	(85)	21%	(80)	44%	(166)	3%	(12)	376
Employ: Government	12%	(11)	14%	(13)	23%	(22)	46%	(43)	5%	(4)	94
Employ: Self-Employed	16%	(20)	20%	(24)	20%	(24)	38%	(46)	7%	(8)	122
Employ: Homemaker	8%	(6)	14%	(11)	25%	(20)	43%	(34)	10%	(8)	79
Employ: Student	7%	(5)	24%	(19)	23%	(19)	39%	(31)	7%	(6)	81
Employ: Retired	8%	(10)	16%	(19)	19%	(23)	51%	(62)	7%	(8)	122
Employ: Unemployed	8%	(11)	20%	(25)	20%	(26)	37%	(48)	15%	(20)	129
Employ: Other	11%	(13)	17%	(22)	16%	(21)	34%	(43)	22%	(28)	127
Military HH: Yes	9%	(16)	21%	(37)	19%	(34)	45%	(79)	5%	(10)	175
Military HH: No	10%	(93)	19%	(181)	21%	(200)	41%	(394)	9%	(86)	955
RD/WT: Right Direction	13%	(50)	19%	(72)	23%	(89)	38%	(150)	7%	(28)	389
RD/WT: Wrong Track	8%	(59)	20%	(146)	20%	(145)	44%	(324)	9%	(67)	741

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**Table INF18:** Based on what you saw, how likely are you to follow this account?

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	10%	(109)	19%	(218)	21%	(234)	42%	(473)	8%	(95)	1130
Trump Job Approve	12%	(52)	18%	(76)	21%	(87)	42%	(175)	7%	(27)	417
Trump Job Disapprove	9%	(55)	20%	(130)	22%	(139)	42%	(270)	7%	(46)	639
Trump Job Strongly Approve	16%	(37)	18%	(43)	18%	(42)	41%	(97)	7%	(15)	235
Trump Job Somewhat Approve	8%	(14)	18%	(33)	24%	(44)	43%	(78)	7%	(12)	182
Trump Job Somewhat Disapprove	10%	(14)	23%	(33)	22%	(31)	37%	(54)	8%	(12)	144
Trump Job Strongly Disapprove	8%	(40)	20%	(98)	22%	(108)	44%	(216)	7%	(33)	495
Favorable of Trump	12%	(47)	19%	(77)	20%	(82)	42%	(171)	7%	(30)	407
Unfavorable of Trump	8%	(51)	21%	(131)	23%	(144)	42%	(270)	6%	(41)	639
Very Favorable of Trump	14%	(33)	18%	(44)	17%	(42)	45%	(109)	6%	(14)	243
Somewhat Favorable of Trump	9%	(14)	20%	(32)	24%	(40)	37%	(61)	10%	(16)	164
Somewhat Unfavorable of Trump	9%	(10)	22%	(25)	22%	(24)	40%	(45)	6%	(6)	111
Very Unfavorable of Trump	8%	(41)	20%	(106)	23%	(120)	43%	(225)	7%	(35)	527
#1 Issue: Economy	10%	(34)	21%	(75)	19%	(67)	42%	(147)	9%	(31)	355
#1 Issue: Security	7%	(12)	17%	(31)	20%	(37)	49%	(89)	7%	(14)	182
#1 Issue: Health Care	8%	(14)	21%	(36)	24%	(42)	38%	(67)	9%	(15)	175
#1 Issue: Medicare / Social Security	10%	(11)	17%	(19)	20%	(21)	44%	(48)	8%	(9)	108
#1 Issue: Women's Issues	6%	(5)	21%	(18)	25%	(22)	41%	(36)	6%	(6)	87
#1 Issue: Education	12%	(12)	19%	(19)	24%	(25)	40%	(40)	6%	(6)	101
#1 Issue: Energy	24%	(17)	16%	(11)	15%	(11)	37%	(26)	7%	(5)	69
#1 Issue: Other	7%	(4)	15%	(8)	19%	(10)	39%	(21)	20%	(11)	54
2018 House Vote: Democrat	9%	(41)	21%	(92)	21%	(91)	42%	(181)	6%	(27)	432
2018 House Vote: Republican	10%	(31)	20%	(58)	20%	(58)	45%	(130)	5%	(15)	291
2018 House Vote: Someone else	10%	(5)	16%	(8)	25%	(12)	37%	(18)	12%	(6)	50
2018 House Vote: Didnt Vote	9%	(31)	17%	(61)	20%	(73)	40%	(144)	13%	(48)	356
2016 Vote: Hillary Clinton	10%	(38)	23%	(84)	20%	(74)	40%	(148)	6%	(23)	367
2016 Vote: Donald Trump	10%	(30)	19%	(57)	20%	(58)	44%	(131)	7%	(21)	298
2016 Vote: Someone else	6%	(5)	15%	(13)	25%	(22)	50%	(43)	4%	(3)	86
2016 Vote: Didnt Vote	9%	(35)	17%	(62)	21%	(79)	40%	(148)	13%	(47)	371
Voted in 2014: Yes	9%	(63)	21%	(139)	20%	(132)	44%	(290)	6%	(42)	666
Voted in 2014: No	10%	(46)	17%	(80)	22%	(102)	39%	(183)	12%	(54)	465

Continued on next page

**Table INF18:** Based on what you saw, how likely are you to follow this account?

Demographic	Very likely		Somewhat likely		Not that likely		Not at all likely		Don't know / No opinion		Total N
Adults	10%	(109)	19%	(218)	21%	(234)	42%	(473)	8%	(95)	1130
2012 Vote: Barack Obama	10%	(45)	21%	(93)	20%	(88)	43%	(188)	6%	(27)	442
2012 Vote: Mitt Romney	7%	(16)	18%	(41)	23%	(51)	46%	(102)	6%	(13)	224
2012 Vote: Other	8%	(3)	15%	(7)	17%	(8)	56%	(24)	5%	(2)	44
2012 Vote: Didn't Vote	11%	(44)	18%	(77)	21%	(88)	38%	(158)	12%	(52)	420
4-Region: Northeast	12%	(25)	17%	(35)	18%	(37)	43%	(87)	9%	(19)	204
4-Region: Midwest	5%	(11)	22%	(50)	22%	(51)	42%	(96)	10%	(23)	231
4-Region: South	11%	(50)	19%	(84)	24%	(108)	37%	(169)	9%	(41)	452
4-Region: West	9%	(23)	20%	(49)	16%	(39)	50%	(121)	5%	(13)	244
190242	8%	(43)	22%	(127)	19%	(111)	42%	(241)	9%	(50)	572
190247	12%	(66)	16%	(91)	22%	(123)	42%	(233)	8%	(46)	559
Yes, I currently have one	9%	(85)	20%	(181)	21%	(186)	43%	(385)	8%	(69)	906
No, but I had one previously	11%	(24)	16%	(37)	22%	(48)	39%	(88)	12%	(26)	224
No, I have never had an Instagram account	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2242	100%
xdemGender	Gender: Male	1067	48%
	Gender: Female	1175	52%
	N	2242	
age5	Age: 18-29	398	18%
	Age: 30-44	493	22%
	Age: 45-54	437	19%
	Age: 55-64	374	17%
	Age: 65+	540	24%
	N	2242	
demAgeGeneration	Generation Z: 18-22	160	7%
	Millennial: Age 23-38	491	22%
	Generation X: Age 39-54	629	28%
	Boomers: Age 55-73	837	37%
	N	2118	
xpid3	PID: Dem (no lean)	782	35%
	PID: Ind (no lean)	787	35%
	PID: Rep (no lean)	673	30%
	N	2242	
xpidGender	PID/Gender: Dem Men	340	15%
	PID/Gender: Dem Women	443	20%
	PID/Gender: Ind Men	361	16%
	PID/Gender: Ind Women	426	19%
	PID/Gender: Rep Men	367	16%
	PID/Gender: Rep Women	306	14%
	N	2242	
xdemIdeo3	Ideo: Liberal (1-3)	735	33%
	Ideo: Moderate (4)	488	22%
	Ideo: Conservative (5-7)	743	33%
	N	1967	
xeduc3	Educ: < College	1400	62%
	Educ: Bachelors degree	541	24%
	Educ: Post-grad	301	13%
	N	2242	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1288	57%
	Income: 50k-100k	651	29%
	Income: 100k+	303	14%
	N	2242	
xdemWhite	Ethnicity: White	1777	79%
xdemHispBin	Ethnicity: Hispanic	193	9%
demBlackBin	Ethnicity: Afr. Am.	314	14%
demRaceOther	Ethnicity: Other	150	7%
xrelNet	Relig: Protestant	569	25%
	Relig: Roman Catholic	403	18%
	Relig: Ath./Agn./None	645	29%
	Relig: Something Else	347	15%
	N	1964	
xreligion1	Relig: Jewish	59	3%
xreligion2	Relig: Evangelical	634	28%
	Relig: Non-Evang. Catholics	608	27%
	N	1243	
xreligion3	Relig: All Christian	1243	55%
	Relig: All Non-Christian	992	44%
	N	2235	
xdemUsr	Community: Urban	542	24%
	Community: Suburban	1018	45%
	Community: Rural	682	30%
	N	2242	
xdemEmploy	Employ: Private Sector	628	28%
	Employ: Government	149	7%
	Employ: Self-Employed	207	9%
	Employ: Homemaker	143	6%
	Employ: Student	99	4%
	Employ: Retired	560	25%
	Employ: Unemployed	232	10%
	Employ: Other	224	10%
	N	2242	
xdemMilHH1	Military HH: Yes	438	20%
	Military HH: No	1804	80%
	N	2242	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	846	38%
	RD/WT: Wrong Track	1396	62%
	N	2242	
Trump_Approve	Trump Job Approve	918	41%
	Trump Job Disapprove	1192	53%
	N	2109	
Trump_Approve2	Trump Job Strongly Approve	495	22%
	Trump Job Somewhat Approve	422	19%
	Trump Job Somewhat Disapprove	258	11%
	Trump Job Strongly Disapprove	934	42%
	N	2109	
Trump_Fav	Favorable of Trump	911	41%
	Unfavorable of Trump	1180	53%
	N	2091	
Trump_Fav_FULL	Very Favorable of Trump	532	24%
	Somewhat Favorable of Trump	379	17%
	Somewhat Unfavorable of Trump	209	9%
	Very Unfavorable of Trump	971	43%
	N	2091	
xnr3	#1 Issue: Economy	646	29%
	#1 Issue: Security	427	19%
	#1 Issue: Health Care	341	15%
	#1 Issue: Medicare / Social Security	328	15%
	#1 Issue: Women's Issues	130	6%
	#1 Issue: Education	148	7%
	#1 Issue: Energy	111	5%
	#1 Issue: Other	111	5%
	N	2242	
xsubVote18O	2018 House Vote: Democrat	850	38%
	2018 House Vote: Republican	684	31%
	2018 House Vote: Someone else	94	4%
	2018 House Vote: Didnt Vote	611	27%
	N	2239	
xsubVote16O	2016 Vote: Hillary Clinton	738	33%
	2016 Vote: Donald Trump	714	32%
	2016 Vote: Someone else	169	8%
	2016 Vote: Didnt Vote	609	27%
	N	2230	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote14O	Voted in 2014: Yes	1463	65%
	Voted in 2014: No	779	35%
	N	2242	
xsubVote12O	2012 Vote: Barack Obama	901	40%
	2012 Vote: Mitt Romney	561	25%
	2012 Vote: Other	97	4%
	2012 Vote: Didn't Vote	683	30%
	N	2241	
xreg4	4-Region: Northeast	406	18%
	4-Region: Midwest	515	23%
	4-Region: South	851	38%
	4-Region: West	470	21%
	N	2242	
poll	190242	1164	52%
	190247	1078	48%
	N	2242	
INFdem1	Yes, I currently have one	906	40%
	No, but I had one previously	224	10%
	No, I have never had an Instagram account	1112	50%
	N	2242	

*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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