



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 1100 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 INF1b: Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	68% (745)	16% (177)	16% (178)	1100
Gender: Male	72% (308)	15% (64)	13% (56)	428
Gender: Female	65% (437)	17% (113)	18% (122)	673
Age: 18-29	76% (236)	15% (48)	9% (27)	310
Age: 30-44	70% (221)	17% (53)	13% (42)	317
Age: 45-54	66% (142)	20% (42)	15% (32)	216
Age: 55-64	64% (91)	12% (17)	24% (34)	141
Age: 65+	48% (56)	15% (17)	37% (43)	116
Generation Z: 18-22	79% (102)	11% (15)	10% (12)	129
Millennial: Age 23-38	76% (262)	16% (55)	8% (29)	347
Generation X: Age 39-54	64% (224)	19% (66)	17% (58)	348
Boomers: Age 55-73	59% (153)	14% (37)	27% (70)	259
PID: Dem (no lean)	68% (261)	17% (64)	15% (58)	383
PID: Ind (no lean)	69% (282)	14% (57)	17% (68)	407
PID: Rep (no lean)	65% (202)	18% (56)	17% (52)	310
PID/Gender: Dem Men	74% (100)	16% (21)	10% (14)	135
PID/Gender: Dem Women	65% (161)	17% (43)	18% (44)	248
PID/Gender: Ind Men	71% (114)	16% (25)	13% (21)	160
PID/Gender: Ind Women	68% (168)	13% (32)	19% (47)	248
PID/Gender: Rep Men	71% (94)	14% (18)	16% (21)	133
PID/Gender: Rep Women	61% (108)	22% (38)	17% (31)	177
Ideo: Liberal (1-3)	70% (266)	18% (66)	12% (47)	379
Ideo: Moderate (4)	67% (155)	13% (29)	20% (46)	230
Ideo: Conservative (5-7)	68% (228)	15% (52)	16% (55)	335
Educ: < College	64% (440)	18% (125)	18% (120)	686
Educ: Bachelors degree	78% (204)	9% (24)	13% (35)	263
Educ: Post-grad	66% (101)	19% (28)	15% (23)	152

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Table INF1b: Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	68% (745)	16% (177)	16% (178)	1100
Income: Under 50k	65% (397)	18% (112)	17% (101)	609
Income: 50k-100k	69% (230)	13% (42)	18% (59)	331
Income: 100k+	74% (119)	15% (23)	11% (18)	160
Ethnicity: White	67% (587)	16% (136)	17% (147)	870
Ethnicity: Hispanic	69% (113)	16% (27)	14% (24)	163
Ethnicity: Afr. Am.	66% (96)	21% (31)	13% (18)	145
Ethnicity: Other	74% (63)	12% (10)	14% (12)	86
Relig: Protestant	68% (145)	13% (28)	19% (42)	214
Relig: Roman Catholic	68% (137)	14% (28)	19% (38)	202
Relig: Ath./Agn./None	71% (240)	17% (57)	12% (39)	336
Relig: Something Else	62% (118)	22% (41)	16% (30)	189
Relig: Jewish	43% (9)	18% (4)	38% (8)	21
Relig: Evangelical	66% (216)	13% (44)	20% (66)	325
Relig: Non-Evang. Catholics	69% (172)	14% (35)	17% (42)	250
Relig: All Christian	67% (388)	14% (78)	19% (109)	575
Relig: All Non-Christian	68% (357)	19% (98)	13% (69)	525
Community: Urban	69% (201)	16% (47)	15% (42)	290
Community: Suburban	68% (343)	16% (83)	16% (82)	508
Community: Rural	67% (202)	15% (47)	18% (54)	302
Employ: Private Sector	74% (253)	13% (46)	12% (43)	341
Employ: Government	72% (68)	17% (16)	11% (11)	94
Employ: Self-Employed	69% (84)	17% (21)	14% (17)	121
Employ: Homemaker	61% (49)	23% (19)	16% (12)	80
Employ: Student	76% (69)	16% (15)	8% (7)	91
Employ: Retired	50% (66)	13% (18)	37% (49)	132
Employ: Unemployed	65% (78)	19% (23)	16% (19)	120
Employ: Other	65% (80)	17% (21)	18% (22)	122
Military HH: Yes	67% (119)	14% (24)	19% (33)	177
Military HH: No	68% (626)	17% (153)	16% (144)	924
RD/WT: Right Direction	64% (268)	16% (65)	20% (86)	419
RD/WT: Wrong Track	70% (478)	16% (112)	13% (92)	682

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Table INF1b: Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	68% (745)	16% (177)	16% (178)	1100
Trump Job Approve	64% (283)	17% (75)	19% (82)	440
Trump Job Disapprove	71% (432)	16% (94)	13% (82)	608
Trump Job Strongly Approve	64% (148)	16% (37)	20% (47)	233
Trump Job Somewhat Approve	65% (135)	18% (38)	17% (35)	208
Trump Job Somewhat Disapprove	70% (111)	16% (26)	14% (22)	159
Trump Job Strongly Disapprove	71% (321)	15% (69)	13% (59)	449
Favorable of Trump	65% (277)	17% (72)	18% (76)	425
Unfavorable of Trump	72% (434)	15% (89)	13% (80)	604
Very Favorable of Trump	66% (159)	15% (36)	19% (45)	239
Somewhat Favorable of Trump	64% (118)	19% (36)	17% (31)	185
Somewhat Unfavorable of Trump	67% (89)	22% (29)	12% (15)	134
Very Unfavorable of Trump	73% (345)	13% (60)	14% (65)	470
#1 Issue: Economy	69% (229)	17% (56)	14% (48)	333
#1 Issue: Security	65% (124)	15% (29)	20% (39)	193
#1 Issue: Health Care	70% (136)	16% (31)	14% (27)	194
#1 Issue: Medicare / Social Security	55% (59)	16% (17)	28% (30)	106
#1 Issue: Women's Issues	76% (59)	15% (12)	9% (7)	78
#1 Issue: Education	70% (58)	19% (16)	11% (9)	84
#1 Issue: Energy	74% (47)	16% (10)	10% (6)	63
#1 Issue: Other	66% (33)	11% (5)	23% (11)	49
2018 House Vote: Democrat	70% (287)	15% (61)	15% (60)	408
2018 House Vote: Republican	64% (212)	17% (55)	19% (63)	330
2018 House Vote: Someone else	72% (32)	8% (4)	19% (9)	44
2018 House Vote: Didnt Vote	68% (213)	18% (57)	14% (45)	315
2016 Vote: Hillary Clinton	69% (223)	14% (47)	16% (53)	323
2016 Vote: Donald Trump	64% (198)	16% (50)	20% (63)	311
2016 Vote: Someone else	72% (69)	12% (12)	16% (15)	96
2016 Vote: Didnt Vote	69% (253)	18% (68)	13% (46)	367
Voted in 2014: Yes	66% (422)	15% (98)	19% (119)	640
Voted in 2014: No	70% (323)	17% (79)	13% (59)	461

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Table INF1b: Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	68% (745)	16% (177)	16% (178)	1100
2012 Vote: Barack Obama	67% (270)	17% (68)	16% (66)	403
2012 Vote: Mitt Romney	65% (144)	14% (31)	21% (47)	222
2012 Vote: Other	67% (28)	15% (6)	18% (8)	42
2012 Vote: Didn't Vote	70% (303)	17% (73)	13% (56)	432
4-Region: Northeast	66% (122)	17% (32)	17% (32)	186
4-Region: Midwest	74% (174)	13% (31)	13% (30)	235
4-Region: South	64% (265)	18% (76)	18% (75)	417
4-Region: West	70% (184)	14% (38)	15% (40)	262
190242	70% (388)	16% (88)	15% (82)	559
190247	66% (357)	17% (89)	18% (95)	542
Yes, I currently have one	70% (609)	16% (137)	14% (119)	864
No, but I had one previously	58% (137)	17% (40)	25% (59)	236
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.

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%	(50)	14%	(152)	31%	(345)	32%	(355)	18%	(198)	1100
Gender: Male	8%	(32)	17%	(74)	31%	(134)	30%	(129)	13%	(58)	428
Gender: Female	3%	(17)	12%	(78)	31%	(211)	34%	(226)	21%	(141)	673
Age: 18-29	5%	(15)	15%	(47)	34%	(106)	31%	(95)	15%	(48)	310
Age: 30-44	6%	(21)	18%	(56)	29%	(92)	31%	(100)	15%	(48)	317
Age: 45-54	5%	(10)	12%	(27)	34%	(74)	29%	(64)	19%	(42)	216
Age: 55-64	1%	(2)	7%	(10)	28%	(40)	38%	(54)	25%	(36)	141
Age: 65+	2%	(3)	11%	(13)	28%	(33)	37%	(43)	21%	(25)	116
Generation Z: 18-22	3%	(4)	19%	(25)	30%	(39)	31%	(40)	17%	(22)	129
Millennial: Age 23-38	6%	(22)	15%	(51)	32%	(112)	31%	(109)	15%	(52)	347
Generation X: Age 39-54	6%	(20)	15%	(51)	32%	(111)	31%	(106)	17%	(60)	348
Boomers: Age 55-73	1%	(3)	10%	(25)	30%	(78)	36%	(94)	23%	(59)	259
PID: Dem (no lean)	5%	(18)	18%	(68)	31%	(118)	27%	(105)	19%	(74)	383
PID: Ind (no lean)	3%	(12)	10%	(40)	32%	(131)	35%	(143)	20%	(82)	407
PID: Rep (no lean)	6%	(19)	14%	(45)	31%	(97)	35%	(107)	14%	(42)	310
PID/Gender: Dem Men	8%	(11)	29%	(39)	29%	(39)	20%	(26)	15%	(20)	135
PID/Gender: Dem Women	3%	(7)	12%	(29)	32%	(79)	32%	(78)	22%	(54)	248
PID/Gender: Ind Men	5%	(8)	8%	(13)	33%	(52)	40%	(64)	14%	(22)	160
PID/Gender: Ind Women	1%	(4)	11%	(27)	32%	(79)	32%	(79)	24%	(59)	248
PID/Gender: Rep Men	10%	(13)	17%	(23)	33%	(44)	29%	(39)	11%	(15)	133
PID/Gender: Rep Women	4%	(7)	12%	(22)	30%	(53)	39%	(68)	15%	(27)	177
Ideo: Liberal (1-3)	7%	(26)	17%	(63)	32%	(120)	27%	(102)	18%	(68)	379
Ideo: Moderate (4)	6%	(15)	11%	(25)	35%	(80)	30%	(70)	17%	(40)	230
Ideo: Conservative (5-7)	2%	(7)	14%	(47)	33%	(112)	36%	(122)	14%	(47)	335
Educ: < College	4%	(27)	14%	(95)	31%	(214)	31%	(215)	20%	(135)	686
Educ: Bachelors degree	4%	(11)	13%	(35)	32%	(84)	34%	(90)	16%	(42)	263
Educ: Post-grad	8%	(12)	15%	(22)	31%	(47)	33%	(50)	14%	(21)	152

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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%	(50)	14%	(152)	31%	(345)	32%	(355)	18%	(198)	1100
Income: Under 50k	5%	(29)	13%	(81)	30%	(183)	31%	(191)	21%	(125)	609
Income: 50k-100k	4%	(14)	15%	(48)	36%	(120)	32%	(106)	13%	(42)	331
Income: 100k+	4%	(7)	15%	(23)	26%	(42)	36%	(58)	19%	(31)	160
Ethnicity: White	4%	(38)	13%	(112)	32%	(276)	33%	(283)	19%	(161)	870
Ethnicity: Hispanic	5%	(9)	22%	(36)	25%	(41)	32%	(53)	15%	(25)	163
Ethnicity: Afr. Am.	7%	(10)	19%	(28)	28%	(41)	28%	(40)	18%	(26)	145
Ethnicity: Other	2%	(2)	15%	(13)	34%	(29)	37%	(32)	12%	(11)	86
Relig: Protestant	4%	(9)	13%	(29)	33%	(71)	31%	(67)	18%	(39)	214
Relig: Roman Catholic	6%	(12)	21%	(43)	31%	(63)	24%	(48)	18%	(36)	202
Relig: Ath./Agn./None	4%	(12)	12%	(40)	30%	(102)	36%	(122)	18%	(60)	336
Relig: Something Else	5%	(10)	12%	(22)	32%	(60)	35%	(66)	17%	(31)	189
Relig: Jewish	4%	(1)	18%	(4)	21%	(4)	31%	(7)	26%	(6)	21
Relig: Evangelical	5%	(16)	15%	(48)	30%	(97)	31%	(102)	19%	(62)	325
Relig: Non-Evang. Catholics	5%	(11)	17%	(43)	34%	(86)	26%	(65)	18%	(45)	250
Relig: All Christian	5%	(28)	16%	(91)	32%	(183)	29%	(167)	19%	(107)	575
Relig: All Non-Christian	4%	(22)	12%	(62)	31%	(162)	36%	(188)	17%	(91)	525
Community: Urban	8%	(23)	16%	(47)	30%	(87)	29%	(84)	17%	(49)	290
Community: Suburban	3%	(15)	14%	(69)	34%	(171)	31%	(156)	19%	(98)	508
Community: Rural	4%	(11)	12%	(37)	29%	(88)	38%	(115)	17%	(51)	302
Employ: Private Sector	6%	(20)	15%	(51)	34%	(114)	30%	(102)	16%	(55)	341
Employ: Government	5%	(5)	19%	(18)	25%	(24)	37%	(35)	12%	(12)	94
Employ: Self-Employed	7%	(8)	19%	(23)	34%	(42)	29%	(35)	11%	(14)	121
Employ: Homemaker	3%	(2)	18%	(14)	29%	(23)	24%	(19)	26%	(21)	80
Employ: Student	4%	(3)	16%	(14)	35%	(32)	30%	(27)	15%	(14)	91
Employ: Retired	2%	(3)	8%	(10)	27%	(35)	37%	(49)	27%	(36)	132
Employ: Unemployed	3%	(4)	8%	(9)	31%	(37)	35%	(41)	23%	(27)	120
Employ: Other	4%	(4)	10%	(12)	31%	(37)	39%	(47)	17%	(21)	122
Military HH: Yes	5%	(8)	15%	(27)	27%	(48)	36%	(64)	17%	(30)	177
Military HH: No	4%	(41)	14%	(126)	32%	(297)	32%	(291)	18%	(168)	924
RD/WT: Right Direction	7%	(28)	13%	(54)	29%	(123)	33%	(136)	18%	(77)	419
RD/WT: Wrong Track	3%	(21)	14%	(98)	33%	(222)	32%	(219)	18%	(121)	682

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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%	(50)	14%	(152)	31%	(345)	32%	(355)	18%	(198)	1100
Trump Job Approve	6%	(26)	13%	(56)	30%	(133)	34%	(152)	17%	(74)	440
Trump Job Disapprove	4%	(22)	15%	(91)	33%	(203)	31%	(186)	17%	(106)	608
Trump Job Strongly Approve	7%	(17)	15%	(35)	28%	(64)	36%	(83)	15%	(34)	233
Trump Job Somewhat Approve	4%	(9)	10%	(21)	33%	(68)	33%	(69)	19%	(40)	208
Trump Job Somewhat Disapprove	6%	(10)	20%	(32)	39%	(62)	24%	(39)	11%	(17)	159
Trump Job Strongly Disapprove	3%	(12)	13%	(59)	31%	(141)	33%	(147)	20%	(89)	449
Favorable of Trump	6%	(25)	14%	(57)	30%	(125)	38%	(159)	14%	(58)	425
Unfavorable of Trump	4%	(21)	15%	(89)	34%	(205)	29%	(175)	19%	(112)	604
Very Favorable of Trump	8%	(20)	14%	(33)	24%	(59)	39%	(92)	15%	(36)	239
Somewhat Favorable of Trump	3%	(5)	13%	(25)	36%	(67)	36%	(67)	12%	(22)	185
Somewhat Unfavorable of Trump	4%	(5)	19%	(25)	37%	(50)	23%	(31)	17%	(22)	134
Very Unfavorable of Trump	3%	(16)	14%	(64)	33%	(155)	31%	(144)	19%	(89)	470
#1 Issue: Economy	4%	(12)	15%	(51)	35%	(116)	30%	(101)	16%	(54)	333
#1 Issue: Security	8%	(15)	12%	(24)	33%	(64)	30%	(59)	16%	(31)	193
#1 Issue: Health Care	5%	(10)	13%	(25)	32%	(62)	30%	(59)	19%	(38)	194
#1 Issue: Medicare / Social Security	2%	(2)	10%	(10)	20%	(21)	35%	(37)	33%	(35)	106
#1 Issue: Women's Issues	3%	(3)	18%	(14)	34%	(27)	31%	(24)	14%	(11)	78
#1 Issue: Education	3%	(2)	18%	(15)	32%	(27)	40%	(33)	7%	(6)	84
#1 Issue: Energy	8%	(5)	18%	(11)	28%	(18)	32%	(20)	14%	(9)	63
#1 Issue: Other	1%	(0)	4%	(2)	21%	(10)	44%	(22)	30%	(15)	49
2018 House Vote: Democrat	4%	(17)	17%	(68)	32%	(132)	29%	(118)	18%	(73)	408
2018 House Vote: Republican	7%	(22)	14%	(45)	31%	(104)	36%	(117)	13%	(42)	330
2018 House Vote: Someone else	3%	(1)	12%	(5)	24%	(11)	36%	(16)	25%	(11)	44
2018 House Vote: Didnt Vote	3%	(9)	11%	(34)	31%	(98)	33%	(103)	23%	(72)	315
2016 Vote: Hillary Clinton	4%	(12)	18%	(58)	32%	(102)	28%	(89)	19%	(62)	323
2016 Vote: Donald Trump	7%	(23)	12%	(37)	32%	(99)	35%	(107)	14%	(44)	311
2016 Vote: Someone else	1%	(0)	11%	(11)	36%	(34)	37%	(35)	15%	(15)	96
2016 Vote: Didnt Vote	4%	(14)	12%	(45)	30%	(109)	33%	(122)	21%	(77)	367
Voted in 2014: Yes	4%	(26)	14%	(89)	30%	(194)	34%	(219)	17%	(112)	640
Voted in 2014: No	5%	(23)	14%	(63)	33%	(151)	30%	(136)	19%	(87)	461

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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%	(50)	14%	(152)	31%	(345)	32%	(355)	18%	(198)	1100
2012 Vote: Barack Obama	4%	(14)	16%	(64)	31%	(123)	32%	(130)	18%	(72)	403
2012 Vote: Mitt Romney	6%	(14)	11%	(24)	32%	(70)	37%	(83)	14%	(30)	222
2012 Vote: Other	1%	(0)	6%	(3)	31%	(13)	47%	(20)	15%	(6)	42
2012 Vote: Didn't Vote	5%	(20)	14%	(62)	32%	(139)	28%	(121)	21%	(90)	432
4-Region: Northeast	5%	(9)	14%	(26)	33%	(62)	27%	(51)	20%	(38)	186
4-Region: Midwest	3%	(8)	14%	(32)	38%	(88)	32%	(75)	14%	(33)	235
4-Region: South	6%	(25)	13%	(55)	27%	(113)	34%	(142)	20%	(81)	417
4-Region: West	3%	(7)	15%	(39)	31%	(82)	33%	(87)	18%	(47)	262
190242	5%	(30)	15%	(81)	34%	(191)	31%	(175)	15%	(82)	559
190247	4%	(20)	13%	(71)	29%	(155)	33%	(180)	21%	(116)	542
Yes, I currently have one	5%	(43)	13%	(116)	32%	(276)	31%	(271)	18%	(159)	864
No, but I had one previously	3%	(7)	15%	(36)	29%	(69)	36%	(84)	17%	(39)	236
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.

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%	(57)	12%	(131)	29%	(321)	44%	(487)	9%	(104)	1100
Gender: Male	8%	(34)	15%	(62)	30%	(130)	40%	(171)	7%	(31)	428
Gender: Female	3%	(23)	10%	(69)	28%	(191)	47%	(316)	11%	(74)	673
Age: 18-29	5%	(15)	13%	(41)	29%	(90)	43%	(134)	10%	(30)	310
Age: 30-44	8%	(24)	16%	(51)	27%	(86)	40%	(126)	9%	(29)	317
Age: 45-54	3%	(7)	12%	(27)	30%	(66)	46%	(99)	8%	(18)	216
Age: 55-64	3%	(4)	5%	(8)	31%	(43)	49%	(69)	12%	(17)	141
Age: 65+	6%	(7)	4%	(5)	31%	(36)	50%	(58)	8%	(10)	116
Generation Z: 18-22	2%	(3)	16%	(20)	27%	(35)	46%	(60)	8%	(11)	129
Millennial: Age 23-38	8%	(27)	13%	(46)	28%	(98)	40%	(140)	10%	(34)	347
Generation X: Age 39-54	4%	(15)	14%	(49)	28%	(97)	45%	(155)	9%	(30)	348
Boomers: Age 55-73	4%	(10)	6%	(15)	33%	(85)	48%	(123)	10%	(27)	259
PID: Dem (no lean)	6%	(23)	13%	(51)	30%	(116)	42%	(159)	8%	(32)	383
PID: Ind (no lean)	3%	(11)	10%	(41)	29%	(119)	48%	(194)	10%	(42)	407
PID: Rep (no lean)	7%	(22)	13%	(39)	28%	(85)	43%	(134)	10%	(30)	310
PID/Gender: Dem Men	12%	(16)	19%	(25)	29%	(39)	35%	(47)	5%	(7)	135
PID/Gender: Dem Women	3%	(7)	10%	(26)	31%	(77)	45%	(113)	10%	(25)	248
PID/Gender: Ind Men	4%	(6)	9%	(15)	32%	(50)	47%	(75)	8%	(13)	160
PID/Gender: Ind Women	2%	(5)	11%	(26)	28%	(69)	48%	(118)	12%	(29)	248
PID/Gender: Rep Men	9%	(12)	16%	(22)	30%	(40)	37%	(49)	8%	(10)	133
PID/Gender: Rep Women	6%	(10)	10%	(17)	26%	(45)	48%	(84)	11%	(20)	177
Ideo: Liberal (1-3)	7%	(27)	13%	(51)	30%	(114)	41%	(155)	9%	(33)	379
Ideo: Moderate (4)	7%	(17)	11%	(26)	30%	(69)	44%	(101)	8%	(17)	230
Ideo: Conservative (5-7)	3%	(11)	12%	(40)	30%	(101)	46%	(155)	8%	(27)	335
Educ: < College	4%	(28)	12%	(84)	28%	(193)	45%	(306)	11%	(75)	686
Educ: Bachelors degree	5%	(14)	11%	(28)	33%	(87)	43%	(114)	7%	(20)	263
Educ: Post-grad	9%	(14)	12%	(19)	28%	(42)	44%	(67)	7%	(10)	152

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%	(57)	12%	(131)	29%	(321)	44%	(487)	9%	(104)	1100
Income: Under 50k	7%	(40)	11%	(70)	28%	(172)	42%	(255)	12%	(72)	609
Income: 50k-100k	3%	(11)	13%	(44)	31%	(104)	46%	(151)	6%	(21)	331
Income: 100k+	4%	(6)	11%	(17)	28%	(45)	50%	(81)	7%	(11)	160
Ethnicity: White	5%	(41)	10%	(89)	31%	(272)	45%	(389)	9%	(80)	870
Ethnicity: Hispanic	10%	(16)	18%	(29)	28%	(45)	37%	(61)	7%	(12)	163
Ethnicity: Afr. Am.	9%	(12)	21%	(31)	17%	(25)	42%	(61)	11%	(16)	145
Ethnicity: Other	4%	(3)	13%	(11)	29%	(25)	44%	(37)	10%	(9)	86
Relig: Protestant	5%	(12)	10%	(22)	34%	(73)	42%	(90)	8%	(18)	214
Relig: Roman Catholic	9%	(17)	17%	(35)	27%	(55)	39%	(79)	8%	(17)	202
Relig: Ath./Agn./None	4%	(14)	9%	(32)	29%	(97)	49%	(166)	8%	(27)	336
Relig: Something Else	3%	(7)	13%	(24)	29%	(54)	43%	(80)	12%	(23)	189
Relig: Jewish	4%	(1)	4%	(1)	31%	(7)	40%	(8)	21%	(4)	21
Relig: Evangelical	7%	(23)	12%	(40)	27%	(89)	43%	(140)	10%	(33)	325
Relig: Non-Evang. Catholics	5%	(13)	14%	(35)	32%	(80)	40%	(100)	9%	(22)	250
Relig: All Christian	6%	(36)	13%	(75)	29%	(169)	42%	(241)	9%	(54)	575
Relig: All Non-Christian	4%	(21)	11%	(56)	29%	(151)	47%	(246)	10%	(50)	525
Community: Urban	9%	(26)	15%	(43)	27%	(80)	38%	(111)	11%	(31)	290
Community: Suburban	3%	(18)	12%	(61)	30%	(151)	47%	(240)	8%	(38)	508
Community: Rural	4%	(13)	9%	(27)	30%	(90)	45%	(136)	12%	(35)	302
Employ: Private Sector	6%	(19)	13%	(44)	33%	(114)	41%	(138)	8%	(26)	341
Employ: Government	7%	(7)	20%	(19)	20%	(19)	46%	(43)	7%	(6)	94
Employ: Self-Employed	5%	(6)	13%	(15)	33%	(40)	44%	(53)	6%	(7)	121
Employ: Homemaker	4%	(3)	21%	(17)	25%	(20)	41%	(32)	9%	(7)	80
Employ: Student	7%	(6)	7%	(6)	31%	(28)	43%	(39)	12%	(11)	91
Employ: Retired	5%	(7)	3%	(5)	26%	(35)	55%	(73)	10%	(13)	132
Employ: Unemployed	3%	(3)	9%	(10)	32%	(38)	40%	(48)	17%	(20)	120
Employ: Other	4%	(5)	13%	(16)	22%	(27)	49%	(60)	11%	(14)	122
Military HH: Yes	6%	(11)	12%	(21)	24%	(42)	45%	(80)	12%	(22)	177
Military HH: No	5%	(45)	12%	(110)	30%	(279)	44%	(407)	9%	(82)	924
RD/WT: Right Direction	7%	(29)	13%	(54)	27%	(114)	42%	(176)	11%	(45)	419
RD/WT: Wrong Track	4%	(27)	11%	(77)	30%	(207)	46%	(311)	9%	(59)	682

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%	(57)	12%	(131)	29%	(321)	44%	(487)	9%	(104)	1100
Trump Job Approve	6%	(28)	13%	(56)	27%	(120)	44%	(193)	10%	(43)	440
Trump Job Disapprove	4%	(27)	12%	(71)	31%	(190)	45%	(271)	8%	(48)	608
Trump Job Strongly Approve	8%	(19)	13%	(30)	27%	(63)	41%	(96)	11%	(25)	233
Trump Job Somewhat Approve	4%	(9)	13%	(26)	27%	(57)	47%	(98)	9%	(18)	208
Trump Job Somewhat Disapprove	7%	(11)	17%	(26)	37%	(59)	34%	(55)	5%	(8)	159
Trump Job Strongly Disapprove	4%	(16)	10%	(45)	29%	(131)	48%	(216)	9%	(40)	449
Favorable of Trump	6%	(25)	13%	(57)	28%	(118)	45%	(191)	8%	(33)	425
Unfavorable of Trump	5%	(28)	11%	(68)	32%	(190)	44%	(268)	8%	(49)	604
Very Favorable of Trump	9%	(21)	11%	(26)	27%	(65)	44%	(105)	10%	(23)	239
Somewhat Favorable of Trump	2%	(4)	17%	(31)	29%	(53)	47%	(86)	5%	(10)	185
Somewhat Unfavorable of Trump	6%	(7)	12%	(16)	33%	(44)	40%	(54)	9%	(12)	134
Very Unfavorable of Trump	4%	(21)	11%	(52)	31%	(146)	46%	(214)	8%	(37)	470
#1 Issue: Economy	5%	(18)	14%	(45)	35%	(117)	40%	(132)	6%	(21)	333
#1 Issue: Security	7%	(13)	13%	(25)	27%	(51)	41%	(78)	13%	(24)	193
#1 Issue: Health Care	6%	(11)	11%	(22)	29%	(57)	44%	(86)	9%	(17)	194
#1 Issue: Medicare / Social Security	3%	(3)	5%	(5)	26%	(27)	49%	(52)	17%	(19)	106
#1 Issue: Women's Issues	2%	(1)	17%	(13)	23%	(18)	50%	(39)	9%	(7)	78
#1 Issue: Education	4%	(3)	14%	(12)	22%	(18)	57%	(47)	3%	(2)	84
#1 Issue: Energy	9%	(6)	12%	(7)	31%	(19)	43%	(27)	5%	(3)	63
#1 Issue: Other	1%	(0)	2%	(1)	27%	(13)	49%	(24)	21%	(10)	49
2018 House Vote: Democrat	6%	(25)	14%	(58)	30%	(122)	43%	(176)	7%	(27)	408
2018 House Vote: Republican	7%	(23)	11%	(38)	31%	(102)	43%	(141)	8%	(28)	330
2018 House Vote: Someone else	1%	(0)	13%	(6)	26%	(11)	48%	(21)	12%	(5)	44
2018 House Vote: Didnt Vote	3%	(8)	10%	(30)	27%	(86)	47%	(147)	14%	(44)	315
2016 Vote: Hillary Clinton	6%	(18)	17%	(54)	29%	(93)	42%	(137)	7%	(21)	323
2016 Vote: Donald Trump	8%	(26)	11%	(35)	30%	(94)	41%	(128)	9%	(28)	311
2016 Vote: Someone else	1%	(0)	11%	(10)	33%	(31)	47%	(45)	9%	(9)	96
2016 Vote: Didnt Vote	3%	(13)	9%	(32)	28%	(102)	47%	(174)	13%	(46)	367
Voted in 2014: Yes	5%	(34)	13%	(83)	28%	(176)	46%	(293)	8%	(53)	640
Voted in 2014: No	5%	(23)	10%	(48)	31%	(145)	42%	(193)	11%	(52)	461

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%	(57)	12%	(131)	29%	(321)	44%	(487)	9%	(104)	1100
2012 Vote: Barack Obama	6%	(23)	14%	(57)	28%	(114)	45%	(182)	7%	(28)	403
2012 Vote: Mitt Romney	5%	(11)	11%	(25)	31%	(70)	43%	(94)	10%	(22)	222
2012 Vote: Other	4%	(2)	2%	(1)	28%	(12)	54%	(23)	13%	(6)	42
2012 Vote: Didn't Vote	5%	(22)	11%	(49)	29%	(126)	43%	(187)	11%	(48)	432
4-Region: Northeast	4%	(8)	13%	(24)	28%	(51)	43%	(81)	12%	(22)	186
4-Region: Midwest	3%	(8)	12%	(28)	33%	(77)	45%	(106)	7%	(17)	235
4-Region: South	7%	(28)	10%	(41)	28%	(119)	44%	(183)	11%	(46)	417
4-Region: West	5%	(12)	15%	(38)	29%	(75)	45%	(118)	7%	(19)	262
190242	6%	(33)	13%	(71)	32%	(177)	43%	(240)	7%	(38)	559
190247	4%	(24)	11%	(61)	27%	(144)	46%	(247)	12%	(67)	542
Yes, I currently have one	6%	(50)	11%	(98)	30%	(262)	44%	(378)	9%	(76)	864
No, but I had one previously	3%	(6)	14%	(33)	25%	(59)	46%	(109)	12%	(28)	236
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.

Table INF4b: Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	62%	(679)	26%	(286)	12%	(135)	1100
Gender: Male	62%	(265)	28%	(120)	10%	(43)	428
Gender: Female	62%	(415)	25%	(167)	14%	(92)	673
Age: 18-29	65%	(201)	30%	(92)	6%	(17)	310
Age: 30-44	65%	(207)	26%	(82)	9%	(27)	317
Age: 45-54	58%	(126)	27%	(58)	15%	(33)	216
Age: 55-64	59%	(83)	25%	(36)	16%	(22)	141
Age: 65+	53%	(62)	16%	(18)	31%	(35)	116
Generation Z: 18-22	65%	(84)	31%	(40)	4%	(5)	129
Millennial: Age 23-38	66%	(227)	27%	(95)	7%	(25)	347
Generation X: Age 39-54	60%	(209)	27%	(95)	13%	(44)	348
Boomers: Age 55-73	59%	(153)	22%	(57)	19%	(50)	259
PID: Dem (no lean)	63%	(243)	25%	(97)	11%	(43)	383
PID: Ind (no lean)	63%	(256)	25%	(102)	12%	(49)	407
PID: Rep (no lean)	58%	(180)	28%	(87)	14%	(44)	310
PID/Gender: Dem Men	62%	(83)	29%	(40)	9%	(12)	135
PID/Gender: Dem Women	64%	(159)	23%	(58)	12%	(31)	248
PID/Gender: Ind Men	67%	(107)	26%	(41)	7%	(12)	160
PID/Gender: Ind Women	60%	(150)	25%	(61)	15%	(37)	248
PID/Gender: Rep Men	56%	(75)	29%	(39)	15%	(20)	133
PID/Gender: Rep Women	60%	(105)	27%	(48)	13%	(24)	177
Ideo: Liberal (1-3)	67%	(255)	23%	(86)	10%	(37)	379
Ideo: Moderate (4)	65%	(149)	25%	(58)	10%	(23)	230
Ideo: Conservative (5-7)	58%	(195)	29%	(97)	13%	(43)	335
Educ: < College	59%	(402)	29%	(197)	13%	(87)	686
Educ: Bachelors degree	70%	(185)	18%	(46)	12%	(32)	263
Educ: Post-grad	61%	(92)	29%	(43)	11%	(16)	152

Continued on next page

Table INF4b: Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	62% (679)	26% (286)	12% (135)	1100
Income: Under 50k	59% (359)	28% (171)	13% (79)	609
Income: 50k-100k	65% (216)	23% (77)	12% (38)	331
Income: 100k+	65% (105)	24% (38)	11% (18)	160
Ethnicity: White	62% (539)	26% (222)	13% (109)	870
Ethnicity: Hispanic	61% (100)	30% (50)	8% (13)	163
Ethnicity: Afr. Am.	62% (90)	25% (36)	13% (19)	145
Ethnicity: Other	59% (51)	33% (28)	8% (7)	86
Relig: Protestant	67% (144)	20% (42)	13% (28)	214
Relig: Roman Catholic	60% (121)	27% (55)	13% (27)	202
Relig: Ath./Agn./None	66% (221)	25% (85)	9% (30)	336
Relig: Something Else	55% (104)	33% (61)	13% (24)	189
Relig: Jewish	37% (8)	40% (8)	23% (5)	21
Relig: Evangelical	59% (193)	26% (85)	15% (47)	325
Relig: Non-Evang. Catholics	65% (162)	22% (55)	13% (33)	250
Relig: All Christian	62% (355)	24% (140)	14% (80)	575
Relig: All Non-Christian	62% (325)	28% (146)	10% (54)	525
Community: Urban	64% (184)	23% (66)	14% (40)	290
Community: Suburban	64% (325)	25% (126)	11% (57)	508
Community: Rural	56% (170)	31% (95)	13% (38)	302
Employ: Private Sector	61% (208)	29% (98)	10% (36)	341
Employ: Government	75% (71)	16% (15)	9% (8)	94
Employ: Self-Employed	61% (73)	31% (38)	8% (10)	121
Employ: Homemaker	70% (55)	20% (16)	11% (8)	80
Employ: Student	69% (63)	24% (22)	6% (6)	91
Employ: Retired	57% (75)	18% (24)	25% (33)	132
Employ: Unemployed	52% (63)	33% (39)	15% (18)	120
Employ: Other	58% (71)	28% (35)	13% (16)	122
Military HH: Yes	62% (110)	21% (37)	17% (30)	177
Military HH: No	62% (569)	27% (250)	11% (105)	924
RD/WT: Right Direction	58% (243)	27% (113)	15% (63)	419
RD/WT: Wrong Track	64% (436)	25% (173)	11% (72)	682

Continued on next page

Table INF4b: Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	62% (679)	26% (286)	12% (135)	1100
Trump Job Approve	60% (264)	26% (116)	14% (60)	440
Trump Job Disapprove	64% (388)	26% (158)	10% (62)	608
Trump Job Strongly Approve	58% (134)	27% (62)	16% (36)	233
Trump Job Somewhat Approve	63% (130)	26% (54)	11% (24)	208
Trump Job Somewhat Disapprove	65% (104)	25% (40)	10% (15)	159
Trump Job Strongly Disapprove	63% (285)	26% (117)	10% (47)	449
Favorable of Trump	60% (255)	27% (116)	13% (54)	425
Unfavorable of Trump	66% (396)	25% (148)	10% (59)	604
Very Favorable of Trump	60% (143)	26% (62)	14% (35)	239
Somewhat Favorable of Trump	60% (112)	29% (54)	10% (19)	185
Somewhat Unfavorable of Trump	64% (86)	27% (36)	9% (12)	134
Very Unfavorable of Trump	66% (310)	24% (112)	10% (48)	470
#1 Issue: Economy	64% (214)	29% (96)	7% (23)	333
#1 Issue: Security	60% (116)	22% (43)	17% (33)	193
#1 Issue: Health Care	65% (127)	26% (50)	9% (17)	194
#1 Issue: Medicare / Social Security	47% (49)	24% (25)	30% (31)	106
#1 Issue: Women's Issues	72% (56)	22% (17)	6% (5)	78
#1 Issue: Education	59% (49)	31% (26)	10% (8)	84
#1 Issue: Energy	63% (40)	29% (18)	8% (5)	63
#1 Issue: Other	55% (27)	21% (10)	24% (12)	49
2018 House Vote: Democrat	67% (273)	22% (88)	11% (46)	408
2018 House Vote: Republican	59% (196)	26% (87)	14% (48)	330
2018 House Vote: Someone else	62% (27)	16% (7)	23% (10)	44
2018 House Vote: Didnt Vote	58% (182)	33% (103)	10% (31)	315
2016 Vote: Hillary Clinton	67% (217)	22% (71)	11% (35)	323
2016 Vote: Donald Trump	61% (188)	24% (76)	15% (47)	311
2016 Vote: Someone else	70% (67)	20% (19)	10% (10)	96
2016 Vote: Didnt Vote	56% (205)	32% (118)	12% (43)	367
Voted in 2014: Yes	63% (405)	23% (150)	13% (85)	640
Voted in 2014: No	59% (274)	30% (136)	11% (50)	461

Continued on next page

Table INF4b: Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	62% (679)	26% (286)	12% (135)	1100
2012 Vote: Barack Obama	66% (267)	22% (87)	12% (49)	403
2012 Vote: Mitt Romney	59% (130)	26% (57)	16% (35)	222
2012 Vote: Other	57% (24)	31% (13)	12% (5)	42
2012 Vote: Didn't Vote	59% (257)	30% (129)	11% (46)	432
4-Region: Northeast	64% (119)	25% (46)	11% (20)	186
4-Region: Midwest	63% (149)	29% (69)	7% (17)	235
4-Region: South	61% (254)	24% (102)	15% (61)	417
4-Region: West	60% (157)	26% (69)	14% (36)	262
190242	64% (358)	24% (132)	12% (69)	559
190247	59% (322)	29% (154)	12% (66)	542
Yes, I currently have one	63% (544)	25% (220)	12% (100)	864
No, but I had one previously	57% (135)	28% (66)	15% (35)	236
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.

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%	(70)	12%	(133)	19%	(205)	56%	(613)	7%	(79)	1100
Gender: Male	7%	(31)	11%	(48)	17%	(74)	58%	(247)	7%	(28)	428
Gender: Female	6%	(39)	13%	(85)	19%	(130)	55%	(367)	8%	(51)	673
Age: 18-29	11%	(35)	21%	(65)	20%	(61)	41%	(126)	7%	(23)	310
Age: 30-44	9%	(28)	15%	(46)	21%	(68)	48%	(151)	7%	(23)	317
Age: 45-54	3%	(7)	8%	(17)	18%	(40)	66%	(142)	5%	(12)	216
Age: 55-64	—	(0)	3%	(4)	18%	(26)	72%	(101)	8%	(11)	141
Age: 65+	—	(0)	1%	(2)	9%	(10)	81%	(93)	9%	(11)	116
Generation Z: 18-22	11%	(15)	29%	(38)	18%	(23)	31%	(41)	10%	(13)	129
Millennial: Age 23-38	10%	(36)	15%	(53)	22%	(75)	46%	(161)	6%	(22)	347
Generation X: Age 39-54	5%	(19)	10%	(35)	19%	(67)	59%	(205)	6%	(22)	348
Boomers: Age 55-73	—	(1)	3%	(8)	15%	(39)	74%	(193)	8%	(20)	259
PID: Dem (no lean)	7%	(27)	14%	(53)	22%	(84)	51%	(193)	7%	(26)	383
PID: Ind (no lean)	7%	(28)	11%	(45)	17%	(71)	57%	(232)	8%	(32)	407
PID: Rep (no lean)	5%	(15)	12%	(36)	16%	(51)	61%	(188)	7%	(21)	310
PID/Gender: Dem Men	7%	(9)	14%	(19)	22%	(30)	50%	(68)	7%	(9)	135
PID/Gender: Dem Women	7%	(18)	14%	(34)	22%	(54)	51%	(126)	7%	(17)	248
PID/Gender: Ind Men	7%	(11)	9%	(15)	15%	(25)	62%	(99)	6%	(10)	160
PID/Gender: Ind Women	7%	(18)	12%	(30)	18%	(46)	54%	(133)	9%	(22)	248
PID/Gender: Rep Men	8%	(11)	11%	(14)	15%	(20)	60%	(80)	6%	(8)	133
PID/Gender: Rep Women	2%	(4)	12%	(22)	17%	(31)	61%	(108)	7%	(13)	177
Ideo: Liberal (1-3)	9%	(34)	14%	(51)	21%	(79)	51%	(192)	6%	(23)	379
Ideo: Moderate (4)	6%	(14)	10%	(23)	21%	(49)	58%	(133)	5%	(11)	230
Ideo: Conservative (5-7)	3%	(10)	11%	(38)	18%	(60)	62%	(206)	6%	(21)	335
Educ: < College	7%	(45)	14%	(99)	19%	(130)	52%	(358)	8%	(54)	686
Educ: Bachelors degree	5%	(14)	8%	(22)	18%	(47)	62%	(162)	7%	(17)	263
Educ: Post-grad	7%	(11)	8%	(12)	18%	(28)	62%	(93)	5%	(7)	152

Continued on next page

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%	(70)	12%	(133)	19%	(205)	56%	(613)	7%	(79)	1100
Income: Under 50k	7%	(45)	14%	(86)	18%	(108)	53%	(320)	8%	(50)	609
Income: 50k-100k	5%	(18)	10%	(34)	19%	(64)	61%	(200)	4%	(14)	331
Income: 100k+	5%	(7)	8%	(13)	20%	(32)	58%	(93)	9%	(15)	160
Ethnicity: White	5%	(41)	11%	(99)	18%	(156)	59%	(514)	7%	(60)	870
Ethnicity: Hispanic	13%	(22)	17%	(28)	24%	(40)	41%	(67)	4%	(7)	163
Ethnicity: Afr. Am.	14%	(20)	13%	(19)	21%	(31)	41%	(59)	11%	(16)	145
Ethnicity: Other	10%	(9)	19%	(16)	20%	(17)	47%	(40)	4%	(3)	86
Relig: Protestant	3%	(7)	9%	(19)	17%	(36)	66%	(141)	5%	(12)	214
Relig: Roman Catholic	8%	(16)	15%	(29)	20%	(40)	50%	(101)	8%	(16)	202
Relig: Ath./Agn./None	7%	(24)	14%	(47)	17%	(56)	57%	(192)	5%	(17)	336
Relig: Something Else	6%	(12)	13%	(24)	19%	(37)	53%	(100)	9%	(16)	189
Relig: Jewish	—	(0)	4%	(1)	30%	(6)	52%	(11)	14%	(3)	21
Relig: Evangelical	7%	(24)	11%	(36)	18%	(59)	56%	(184)	7%	(23)	325
Relig: Non-Evang. Catholics	4%	(11)	11%	(26)	21%	(54)	55%	(138)	9%	(22)	250
Relig: All Christian	6%	(34)	11%	(63)	20%	(112)	56%	(321)	8%	(45)	575
Relig: All Non-Christian	7%	(36)	13%	(71)	18%	(93)	56%	(292)	6%	(33)	525
Community: Urban	12%	(35)	14%	(40)	18%	(52)	48%	(139)	8%	(25)	290
Community: Suburban	4%	(20)	12%	(59)	20%	(101)	59%	(300)	6%	(28)	508
Community: Rural	5%	(15)	11%	(34)	17%	(53)	58%	(175)	9%	(26)	302
Employ: Private Sector	6%	(21)	10%	(36)	21%	(71)	57%	(195)	5%	(19)	341
Employ: Government	10%	(9)	10%	(10)	19%	(18)	55%	(52)	5%	(5)	94
Employ: Self-Employed	6%	(7)	11%	(13)	25%	(30)	51%	(61)	8%	(9)	121
Employ: Homemaker	7%	(6)	17%	(14)	17%	(14)	50%	(40)	9%	(7)	80
Employ: Student	14%	(13)	24%	(22)	20%	(18)	36%	(32)	7%	(6)	91
Employ: Retired	1%	(2)	2%	(3)	9%	(12)	78%	(103)	9%	(12)	132
Employ: Unemployed	6%	(8)	12%	(14)	17%	(20)	53%	(64)	12%	(14)	120
Employ: Other	4%	(5)	18%	(22)	17%	(21)	55%	(66)	6%	(7)	122
Military HH: Yes	6%	(11)	9%	(16)	17%	(29)	60%	(105)	8%	(15)	177
Military HH: No	6%	(59)	13%	(117)	19%	(175)	55%	(508)	7%	(64)	924
RD/WT: Right Direction	8%	(34)	13%	(56)	14%	(57)	56%	(236)	9%	(36)	419
RD/WT: Wrong Track	5%	(37)	11%	(77)	22%	(148)	55%	(378)	6%	(43)	682

Continued on next page

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%	(70)	12%	(133)	19%	(205)	56%	(613)	7%	(79)	1100
Trump Job Approve	7%	(29)	11%	(47)	16%	(70)	60%	(263)	7%	(31)	440
Trump Job Disapprove	6%	(36)	13%	(77)	21%	(128)	54%	(331)	6%	(37)	608
Trump Job Strongly Approve	8%	(18)	8%	(19)	16%	(36)	62%	(143)	7%	(15)	233
Trump Job Somewhat Approve	5%	(11)	14%	(28)	16%	(33)	57%	(119)	8%	(16)	208
Trump Job Somewhat Disapprove	5%	(8)	18%	(29)	25%	(41)	44%	(71)	7%	(11)	159
Trump Job Strongly Disapprove	6%	(28)	11%	(49)	19%	(87)	58%	(260)	6%	(25)	449
Favorable of Trump	7%	(28)	11%	(45)	16%	(67)	61%	(259)	6%	(25)	425
Unfavorable of Trump	6%	(34)	14%	(84)	21%	(126)	54%	(325)	6%	(34)	604
Very Favorable of Trump	9%	(21)	9%	(21)	15%	(36)	60%	(145)	7%	(16)	239
Somewhat Favorable of Trump	4%	(6)	13%	(25)	17%	(31)	62%	(114)	5%	(9)	185
Somewhat Unfavorable of Trump	5%	(7)	18%	(24)	17%	(23)	52%	(69)	9%	(12)	134
Very Unfavorable of Trump	6%	(28)	13%	(60)	22%	(103)	55%	(256)	5%	(23)	470
#1 Issue: Economy	4%	(13)	17%	(56)	18%	(61)	54%	(181)	7%	(22)	333
#1 Issue: Security	9%	(18)	8%	(16)	19%	(36)	54%	(105)	9%	(18)	193
#1 Issue: Health Care	6%	(11)	11%	(21)	23%	(44)	55%	(107)	6%	(11)	194
#1 Issue: Medicare / Social Security	7%	(8)	3%	(3)	15%	(16)	63%	(67)	11%	(12)	106
#1 Issue: Women's Issues	9%	(7)	19%	(15)	13%	(10)	53%	(41)	5%	(4)	78
#1 Issue: Education	9%	(7)	12%	(10)	20%	(16)	57%	(48)	2%	(2)	84
#1 Issue: Energy	4%	(3)	15%	(10)	25%	(15)	53%	(33)	3%	(2)	63
#1 Issue: Other	6%	(3)	7%	(4)	10%	(5)	62%	(31)	15%	(7)	49
2018 House Vote: Democrat	6%	(24)	10%	(42)	21%	(86)	58%	(237)	4%	(18)	408
2018 House Vote: Republican	6%	(19)	10%	(33)	16%	(52)	63%	(207)	6%	(20)	330
2018 House Vote: Someone else	9%	(4)	12%	(5)	17%	(8)	49%	(22)	13%	(6)	44
2018 House Vote: Didnt Vote	7%	(23)	17%	(53)	19%	(59)	46%	(145)	11%	(35)	315
2016 Vote: Hillary Clinton	5%	(15)	10%	(32)	22%	(69)	58%	(189)	5%	(17)	323
2016 Vote: Donald Trump	6%	(18)	8%	(25)	16%	(51)	63%	(197)	6%	(19)	311
2016 Vote: Someone else	3%	(3)	10%	(10)	17%	(17)	61%	(58)	8%	(8)	96
2016 Vote: Didnt Vote	9%	(34)	18%	(66)	18%	(66)	46%	(168)	9%	(34)	367
Voted in 2014: Yes	4%	(29)	9%	(55)	19%	(120)	62%	(397)	6%	(40)	640
Voted in 2014: No	9%	(41)	17%	(79)	19%	(85)	47%	(216)	8%	(39)	461

Continued on next page

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%	(70)	12%	(133)	19%	(205)	56%	(613)	7%	(79)	1100
2012 Vote: Barack Obama	5%	(20)	9%	(36)	21%	(84)	60%	(241)	6%	(22)	403
2012 Vote: Mitt Romney	5%	(12)	7%	(15)	12%	(27)	69%	(152)	7%	(15)	222
2012 Vote: Other	2%	(1)	3%	(1)	14%	(6)	65%	(27)	16%	(7)	42
2012 Vote: Didn't Vote	9%	(37)	19%	(81)	20%	(87)	44%	(191)	8%	(35)	432
4-Region: Northeast	7%	(12)	10%	(18)	16%	(29)	58%	(109)	10%	(18)	186
4-Region: Midwest	8%	(19)	14%	(33)	17%	(40)	54%	(127)	7%	(16)	235
4-Region: South	6%	(24)	10%	(43)	21%	(86)	56%	(234)	7%	(31)	417
4-Region: West	6%	(15)	15%	(39)	19%	(50)	55%	(144)	5%	(14)	262
190242	7%	(41)	13%	(73)	19%	(107)	55%	(308)	5%	(29)	559
190247	5%	(29)	11%	(60)	18%	(98)	56%	(305)	9%	(50)	542
Yes, I currently have one	7%	(61)	12%	(103)	18%	(155)	56%	(482)	7%	(62)	864
No, but I had one previously	4%	(9)	13%	(30)	21%	(50)	55%	(131)	7%	(17)	236
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.

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	8%	(85)	13%	(142)	17%	(187)	57%	(625)	6%	(62)	1100
Gender: Male	8%	(36)	14%	(58)	18%	(76)	56%	(238)	4%	(19)	428
Gender: Female	7%	(49)	12%	(84)	16%	(110)	57%	(386)	6%	(43)	673
Age: 18-29	14%	(44)	24%	(74)	18%	(56)	38%	(119)	6%	(17)	310
Age: 30-44	11%	(33)	15%	(48)	18%	(58)	51%	(160)	5%	(17)	317
Age: 45-54	2%	(5)	7%	(15)	20%	(42)	67%	(145)	4%	(9)	216
Age: 55-64	—	(0)	2%	(2)	14%	(20)	78%	(111)	6%	(8)	141
Age: 65+	2%	(2)	2%	(3)	9%	(10)	78%	(90)	9%	(11)	116
Generation Z: 18-22	18%	(23)	31%	(40)	16%	(21)	29%	(38)	6%	(7)	129
Millennial: Age 23-38	12%	(41)	17%	(60)	20%	(69)	46%	(159)	5%	(18)	347
Generation X: Age 39-54	6%	(19)	10%	(35)	18%	(61)	62%	(215)	5%	(17)	348
Boomers: Age 55-73	1%	(2)	3%	(7)	13%	(33)	77%	(200)	7%	(17)	259
PID: Dem (no lean)	9%	(36)	15%	(56)	17%	(67)	53%	(204)	5%	(20)	383
PID: Ind (no lean)	7%	(27)	13%	(53)	16%	(65)	58%	(236)	6%	(26)	407
PID: Rep (no lean)	7%	(21)	11%	(33)	18%	(55)	60%	(185)	5%	(16)	310
PID/Gender: Dem Men	11%	(15)	17%	(23)	21%	(28)	47%	(64)	4%	(5)	135
PID/Gender: Dem Women	9%	(21)	13%	(33)	16%	(39)	57%	(140)	6%	(15)	248
PID/Gender: Ind Men	5%	(8)	14%	(23)	16%	(26)	59%	(95)	5%	(8)	160
PID/Gender: Ind Women	8%	(19)	12%	(30)	16%	(39)	57%	(141)	7%	(18)	248
PID/Gender: Rep Men	9%	(13)	9%	(12)	17%	(23)	60%	(80)	4%	(6)	133
PID/Gender: Rep Women	5%	(9)	12%	(21)	18%	(32)	59%	(105)	6%	(10)	177
Ideo: Liberal (1-3)	9%	(36)	14%	(51)	20%	(74)	53%	(199)	5%	(19)	379
Ideo: Moderate (4)	6%	(14)	13%	(30)	16%	(37)	61%	(139)	4%	(9)	230
Ideo: Conservative (5-7)	6%	(20)	11%	(37)	18%	(60)	61%	(204)	4%	(14)	335
Educ: < College	8%	(55)	15%	(106)	18%	(123)	52%	(357)	7%	(45)	686
Educ: Bachelors degree	6%	(15)	8%	(21)	16%	(43)	66%	(173)	4%	(11)	263
Educ: Post-grad	10%	(15)	10%	(15)	14%	(21)	63%	(95)	4%	(6)	152

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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(85)	13%	(142)	17%	(187)	57%	(625)	6%	(62)	1100
Income: Under 50k	9%	(53)	15%	(94)	16%	(100)	53%	(323)	7%	(41)	609
Income: 50k-100k	6%	(21)	12%	(38)	17%	(58)	61%	(203)	3%	(11)	331
Income: 100k+	7%	(11)	6%	(10)	18%	(29)	62%	(99)	7%	(11)	160
Ethnicity: White	6%	(53)	10%	(90)	18%	(152)	61%	(528)	5%	(46)	870
Ethnicity: Hispanic	16%	(27)	17%	(28)	21%	(35)	42%	(69)	3%	(4)	163
Ethnicity: Afr. Am.	13%	(19)	26%	(37)	12%	(18)	40%	(58)	9%	(13)	145
Ethnicity: Other	15%	(13)	17%	(14)	19%	(16)	46%	(39)	4%	(3)	86
Relig: Protestant	5%	(10)	8%	(17)	16%	(35)	67%	(144)	4%	(8)	214
Relig: Roman Catholic	10%	(20)	13%	(27)	17%	(35)	54%	(110)	5%	(11)	202
Relig: Ath./Agn./None	8%	(28)	14%	(48)	17%	(57)	56%	(187)	5%	(16)	336
Relig: Something Else	7%	(13)	15%	(28)	18%	(34)	53%	(101)	7%	(14)	189
Relig: Jewish	2%	(0)	11%	(2)	15%	(3)	57%	(12)	14%	(3)	21
Relig: Evangelical	10%	(32)	13%	(42)	16%	(52)	56%	(183)	5%	(17)	325
Relig: Non-Evang. Catholics	5%	(12)	10%	(25)	18%	(44)	61%	(153)	6%	(15)	250
Relig: All Christian	8%	(44)	12%	(67)	17%	(96)	59%	(337)	6%	(32)	575
Relig: All Non-Christian	8%	(41)	14%	(75)	17%	(90)	55%	(288)	6%	(30)	525
Community: Urban	14%	(40)	14%	(42)	21%	(60)	45%	(132)	6%	(17)	290
Community: Suburban	5%	(25)	12%	(59)	16%	(79)	63%	(320)	5%	(24)	508
Community: Rural	6%	(19)	14%	(41)	16%	(48)	57%	(173)	7%	(22)	302
Employ: Private Sector	7%	(24)	10%	(35)	20%	(67)	59%	(202)	4%	(13)	341
Employ: Government	9%	(9)	17%	(16)	11%	(11)	58%	(55)	5%	(5)	94
Employ: Self-Employed	7%	(8)	14%	(17)	26%	(31)	50%	(60)	4%	(5)	121
Employ: Homemaker	10%	(8)	14%	(11)	21%	(17)	48%	(38)	7%	(6)	80
Employ: Student	15%	(13)	25%	(23)	18%	(17)	36%	(33)	6%	(5)	91
Employ: Retired	3%	(4)	3%	(4)	6%	(8)	80%	(105)	8%	(11)	132
Employ: Unemployed	6%	(7)	14%	(17)	17%	(20)	53%	(63)	10%	(13)	120
Employ: Other	10%	(12)	17%	(20)	13%	(16)	56%	(68)	5%	(6)	122
Military HH: Yes	7%	(12)	13%	(23)	15%	(26)	59%	(104)	6%	(11)	177
Military HH: No	8%	(73)	13%	(119)	17%	(161)	56%	(520)	6%	(51)	924
RD/WT: Right Direction	9%	(39)	13%	(56)	15%	(63)	56%	(233)	7%	(28)	419
RD/WT: Wrong Track	7%	(45)	13%	(86)	18%	(124)	58%	(392)	5%	(34)	682

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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(85)	13%	(142)	17%	(187)	57%	(625)	6%	(62)	1100
Trump Job Approve	8%	(34)	11%	(48)	17%	(74)	59%	(259)	6%	(24)	440
Trump Job Disapprove	7%	(45)	14%	(85)	18%	(110)	56%	(340)	5%	(28)	608
Trump Job Strongly Approve	8%	(18)	10%	(24)	17%	(41)	59%	(138)	5%	(12)	233
Trump Job Somewhat Approve	8%	(16)	12%	(25)	16%	(34)	58%	(121)	6%	(12)	208
Trump Job Somewhat Disapprove	7%	(11)	23%	(37)	21%	(33)	46%	(73)	3%	(5)	159
Trump Job Strongly Disapprove	8%	(34)	11%	(49)	17%	(76)	60%	(267)	5%	(23)	449
Favorable of Trump	8%	(33)	12%	(53)	16%	(69)	60%	(253)	4%	(17)	425
Unfavorable of Trump	7%	(44)	14%	(83)	18%	(110)	56%	(341)	4%	(26)	604
Very Favorable of Trump	9%	(21)	14%	(33)	16%	(38)	56%	(134)	5%	(12)	239
Somewhat Favorable of Trump	6%	(11)	10%	(19)	17%	(31)	64%	(119)	3%	(5)	185
Somewhat Unfavorable of Trump	8%	(11)	17%	(23)	20%	(27)	49%	(66)	5%	(7)	134
Very Unfavorable of Trump	7%	(33)	13%	(61)	18%	(82)	58%	(275)	4%	(19)	470
#1 Issue: Economy	6%	(20)	18%	(59)	16%	(55)	56%	(187)	4%	(14)	333
#1 Issue: Security	10%	(19)	11%	(22)	19%	(37)	52%	(99)	8%	(15)	193
#1 Issue: Health Care	6%	(12)	11%	(21)	21%	(41)	57%	(110)	5%	(10)	194
#1 Issue: Medicare / Social Security	6%	(7)	2%	(2)	9%	(9)	73%	(77)	10%	(11)	106
#1 Issue: Women's Issues	11%	(8)	22%	(17)	12%	(9)	53%	(41)	3%	(2)	78
#1 Issue: Education	13%	(11)	10%	(9)	20%	(17)	56%	(47)	1%	(1)	84
#1 Issue: Energy	9%	(5)	13%	(8)	20%	(13)	55%	(35)	3%	(2)	63
#1 Issue: Other	6%	(3)	8%	(4)	12%	(6)	59%	(29)	15%	(7)	49
2018 House Vote: Democrat	7%	(28)	11%	(45)	18%	(74)	61%	(249)	3%	(12)	408
2018 House Vote: Republican	6%	(19)	10%	(32)	16%	(54)	63%	(209)	5%	(16)	330
2018 House Vote: Someone else	7%	(3)	15%	(7)	17%	(8)	52%	(23)	8%	(4)	44
2018 House Vote: Didnt Vote	11%	(35)	19%	(59)	16%	(51)	44%	(140)	10%	(31)	315
2016 Vote: Hillary Clinton	7%	(21)	10%	(32)	17%	(54)	62%	(201)	4%	(14)	323
2016 Vote: Donald Trump	6%	(20)	9%	(29)	17%	(52)	63%	(194)	5%	(15)	311
2016 Vote: Someone else	6%	(6)	9%	(9)	16%	(16)	64%	(61)	4%	(4)	96
2016 Vote: Didnt Vote	10%	(38)	19%	(71)	17%	(63)	45%	(166)	8%	(29)	367
Voted in 2014: Yes	5%	(35)	9%	(56)	16%	(105)	64%	(411)	5%	(33)	640
Voted in 2014: No	11%	(50)	19%	(86)	18%	(81)	46%	(214)	6%	(30)	461

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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	8%	(85)	13%	(142)	17%	(187)	57%	(625)	6%	(62)	1100
2012 Vote: Barack Obama	6%	(25)	9%	(38)	17%	(67)	63%	(256)	4%	(18)	403
2012 Vote: Mitt Romney	6%	(13)	6%	(14)	16%	(34)	67%	(148)	6%	(12)	222
2012 Vote: Other	5%	(2)	1%	(0)	15%	(6)	72%	(30)	7%	(3)	42
2012 Vote: Didn't Vote	10%	(45)	21%	(90)	18%	(79)	44%	(189)	7%	(29)	432
4-Region: Northeast	8%	(16)	10%	(19)	15%	(28)	60%	(111)	7%	(13)	186
4-Region: Midwest	10%	(24)	12%	(28)	18%	(42)	55%	(130)	5%	(11)	235
4-Region: South	6%	(25)	14%	(58)	16%	(67)	57%	(239)	7%	(27)	417
4-Region: West	8%	(21)	14%	(36)	19%	(50)	55%	(144)	4%	(11)	262
190242	10%	(53)	13%	(72)	17%	(95)	57%	(318)	4%	(20)	559
190247	6%	(31)	13%	(70)	17%	(92)	57%	(307)	8%	(42)	542
Yes, I currently have one	9%	(77)	13%	(110)	16%	(140)	57%	(489)	6%	(49)	864
No, but I had one previously	3%	(8)	14%	(32)	20%	(47)	58%	(136)	5%	(13)	236
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.

Table INF7b: Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	67% (735)	22% (246)	11% (119)	1100
Gender: Male	67% (288)	24% (105)	8% (35)	428
Gender: Female	66% (447)	21% (141)	13% (84)	673
Age: 18-29	67% (206)	27% (83)	7% (21)	310
Age: 30-44	66% (209)	24% (75)	10% (33)	317
Age: 45-54	65% (141)	23% (50)	11% (25)	216
Age: 55-64	74% (104)	15% (21)	12% (17)	141
Age: 65+	64% (74)	15% (18)	21% (24)	116
Generation Z: 18-22	65% (84)	27% (34)	8% (11)	129
Millennial: Age 23-38	70% (241)	24% (84)	6% (21)	347
Generation X: Age 39-54	64% (224)	23% (79)	13% (45)	348
Boomers: Age 55-73	69% (179)	17% (45)	14% (35)	259
PID: Dem (no lean)	67% (257)	24% (92)	9% (34)	383
PID: Ind (no lean)	67% (274)	21% (84)	12% (50)	407
PID: Rep (no lean)	66% (205)	23% (70)	11% (35)	310
PID/Gender: Dem Men	65% (88)	29% (38)	6% (8)	135
PID/Gender: Dem Women	68% (169)	22% (53)	10% (26)	248
PID/Gender: Ind Men	68% (108)	24% (38)	8% (13)	160
PID/Gender: Ind Women	67% (166)	18% (45)	15% (36)	248
PID/Gender: Rep Men	69% (92)	21% (28)	10% (13)	133
PID/Gender: Rep Women	64% (113)	24% (43)	12% (22)	177
Ideo: Liberal (1-3)	66% (252)	24% (92)	9% (35)	379
Ideo: Moderate (4)	70% (160)	21% (48)	9% (22)	230
Ideo: Conservative (5-7)	71% (237)	19% (62)	11% (36)	335
Educ: < College	61% (420)	26% (178)	13% (87)	686
Educ: Bachelors degree	77% (202)	16% (42)	7% (18)	263
Educ: Post-grad	75% (113)	17% (25)	9% (13)	152

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Table INF7b: Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	67% (735)	22% (246)	11% (119)	1100
Income: Under 50k	61% (371)	26% (160)	13% (78)	609
Income: 50k-100k	73% (241)	20% (65)	7% (24)	331
Income: 100k+	77% (123)	13% (20)	11% (17)	160
Ethnicity: White	68% (594)	21% (185)	10% (91)	870
Ethnicity: Hispanic	63% (103)	29% (48)	8% (13)	163
Ethnicity: Afr. Am.	61% (88)	24% (35)	14% (21)	145
Ethnicity: Other	62% (53)	30% (25)	8% (7)	86
Relig: Protestant	76% (163)	16% (34)	8% (18)	214
Relig: Roman Catholic	65% (132)	21% (43)	14% (28)	202
Relig: Ath./Agn./None	70% (236)	20% (68)	9% (31)	336
Relig: Something Else	62% (117)	29% (54)	10% (18)	189
Relig: Jewish	54% (11)	30% (6)	17% (4)	21
Relig: Evangelical	65% (210)	22% (72)	13% (43)	325
Relig: Non-Evang. Catholics	69% (172)	20% (51)	11% (27)	250
Relig: All Christian	66% (382)	21% (123)	12% (70)	575
Relig: All Non-Christian	67% (353)	23% (122)	9% (50)	525
Community: Urban	67% (194)	23% (67)	10% (29)	290
Community: Suburban	71% (359)	20% (100)	10% (49)	508
Community: Rural	60% (182)	26% (78)	14% (42)	302
Employ: Private Sector	71% (242)	22% (74)	8% (26)	341
Employ: Government	75% (71)	19% (18)	6% (6)	94
Employ: Self-Employed	67% (81)	26% (31)	8% (9)	121
Employ: Homemaker	65% (52)	19% (16)	16% (13)	80
Employ: Student	67% (60)	25% (23)	8% (8)	91
Employ: Retired	67% (88)	17% (23)	16% (21)	132
Employ: Unemployed	58% (69)	27% (32)	16% (19)	120
Employ: Other	60% (73)	25% (30)	15% (19)	122
Military HH: Yes	69% (122)	18% (32)	13% (22)	177
Military HH: No	66% (613)	23% (214)	10% (97)	924
RD/WT: Right Direction	67% (281)	19% (81)	14% (57)	419
RD/WT: Wrong Track	67% (454)	24% (165)	9% (62)	682

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Table INF7b: Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	67% (735)	22% (246)	11% (119)	1100
Trump Job Approve	66% (293)	21% (93)	13% (55)	440
Trump Job Disapprove	68% (416)	23% (143)	8% (50)	608
Trump Job Strongly Approve	64% (148)	21% (49)	15% (35)	233
Trump Job Somewhat Approve	70% (145)	21% (43)	10% (20)	208
Trump Job Somewhat Disapprove	70% (112)	24% (39)	6% (9)	159
Trump Job Strongly Disapprove	68% (304)	23% (104)	9% (41)	449
Favorable of Trump	67% (286)	22% (92)	11% (46)	425
Unfavorable of Trump	69% (417)	23% (138)	8% (49)	604
Very Favorable of Trump	66% (157)	21% (49)	14% (33)	239
Somewhat Favorable of Trump	70% (129)	23% (43)	7% (13)	185
Somewhat Unfavorable of Trump	69% (92)	23% (31)	8% (11)	134
Very Unfavorable of Trump	69% (325)	23% (107)	8% (38)	470
#1 Issue: Economy	69% (231)	23% (77)	8% (26)	333
#1 Issue: Security	65% (126)	20% (39)	15% (28)	193
#1 Issue: Health Care	65% (126)	26% (51)	9% (17)	194
#1 Issue: Medicare / Social Security	61% (65)	20% (21)	19% (20)	106
#1 Issue: Women's Issues	71% (55)	21% (16)	8% (7)	78
#1 Issue: Education	66% (55)	26% (22)	8% (7)	84
#1 Issue: Energy	74% (47)	17% (11)	8% (5)	63
#1 Issue: Other	61% (30)	18% (9)	20% (10)	49
2018 House Vote: Democrat	70% (286)	21% (86)	9% (36)	408
2018 House Vote: Republican	70% (233)	19% (62)	11% (36)	330
2018 House Vote: Someone else	65% (29)	20% (9)	15% (7)	44
2018 House Vote: Didnt Vote	59% (185)	28% (90)	13% (41)	315
2016 Vote: Hillary Clinton	69% (221)	23% (75)	8% (27)	323
2016 Vote: Donald Trump	69% (215)	18% (55)	13% (40)	311
2016 Vote: Someone else	72% (69)	19% (18)	9% (8)	96
2016 Vote: Didnt Vote	62% (228)	26% (96)	12% (43)	367
Voted in 2014: Yes	69% (441)	21% (134)	10% (65)	640
Voted in 2014: No	64% (295)	24% (112)	12% (54)	461

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Table INF7b: Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	67% (735)	22% (246)	11% (119)	1100
2012 Vote: Barack Obama	70% (280)	22% (90)	8% (33)	403
2012 Vote: Mitt Romney	73% (162)	14% (31)	13% (29)	222
2012 Vote: Other	68% (29)	23% (10)	9% (4)	42
2012 Vote: Didn't Vote	61% (264)	27% (115)	12% (53)	432
4-Region: Northeast	68% (126)	20% (37)	12% (23)	186
4-Region: Midwest	71% (166)	21% (50)	8% (20)	235
4-Region: South	64% (265)	24% (101)	12% (50)	417
4-Region: West	68% (178)	22% (58)	10% (26)	262
190242	67% (374)	24% (132)	9% (53)	559
190247	67% (361)	21% (114)	12% (67)	542
Yes, I currently have one	69% (594)	22% (192)	9% (78)	864
No, but I had one previously	60% (141)	23% (54)	18% (42)	236
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.

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	4%	(46)	15%	(170)	29%	(318)	42%	(458)	10%	(109)	1100
Gender: Male	6%	(27)	17%	(71)	29%	(125)	40%	(170)	8%	(34)	428
Gender: Female	3%	(19)	15%	(99)	29%	(193)	43%	(288)	11%	(75)	673
Age: 18-29	6%	(18)	15%	(48)	31%	(96)	38%	(116)	10%	(32)	310
Age: 30-44	6%	(19)	21%	(67)	29%	(91)	37%	(116)	7%	(24)	317
Age: 45-54	4%	(9)	12%	(25)	33%	(70)	38%	(83)	13%	(29)	216
Age: 55-64	—	(0)	12%	(17)	23%	(32)	59%	(84)	6%	(9)	141
Age: 65+	—	(0)	12%	(13)	25%	(28)	51%	(58)	13%	(15)	116
Generation Z: 18-22	4%	(6)	16%	(20)	30%	(39)	36%	(46)	13%	(17)	129
Millennial: Age 23-38	6%	(22)	18%	(64)	30%	(103)	38%	(133)	7%	(24)	347
Generation X: Age 39-54	5%	(16)	16%	(54)	31%	(107)	38%	(133)	11%	(37)	348
Boomers: Age 55-73	1%	(2)	11%	(29)	25%	(66)	53%	(138)	10%	(25)	259
PID: Dem (no lean)	5%	(20)	14%	(53)	30%	(115)	42%	(160)	9%	(35)	383
PID: Ind (no lean)	3%	(12)	15%	(63)	28%	(114)	41%	(169)	12%	(49)	407
PID: Rep (no lean)	5%	(14)	18%	(55)	29%	(89)	41%	(129)	8%	(24)	310
PID/Gender: Dem Men	9%	(12)	16%	(22)	28%	(38)	38%	(51)	9%	(12)	135
PID/Gender: Dem Women	3%	(8)	13%	(31)	31%	(77)	44%	(109)	9%	(23)	248
PID/Gender: Ind Men	3%	(5)	15%	(24)	30%	(48)	43%	(68)	9%	(14)	160
PID/Gender: Ind Women	3%	(7)	16%	(39)	27%	(66)	41%	(101)	14%	(35)	248
PID/Gender: Rep Men	8%	(10)	20%	(26)	29%	(39)	38%	(51)	6%	(8)	133
PID/Gender: Rep Women	2%	(4)	16%	(28)	28%	(50)	44%	(78)	9%	(17)	177
Ideo: Liberal (1-3)	6%	(21)	15%	(59)	31%	(118)	38%	(143)	10%	(38)	379
Ideo: Moderate (4)	6%	(15)	13%	(30)	27%	(62)	44%	(102)	9%	(21)	230
Ideo: Conservative (5-7)	2%	(7)	17%	(57)	30%	(100)	44%	(148)	7%	(24)	335
Educ: < College	4%	(24)	17%	(116)	27%	(187)	40%	(272)	13%	(87)	686
Educ: Bachelors degree	5%	(14)	10%	(28)	33%	(86)	45%	(118)	7%	(17)	263
Educ: Post-grad	5%	(8)	18%	(27)	29%	(45)	45%	(68)	3%	(5)	152

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	4%	(46)	15%	(170)	29%	(318)	42%	(458)	10%	(109)	1100
Income: Under 50k	5%	(30)	16%	(96)	28%	(170)	39%	(235)	13%	(78)	609
Income: 50k-100k	3%	(11)	15%	(49)	30%	(100)	45%	(148)	7%	(23)	331
Income: 100k+	3%	(5)	16%	(25)	30%	(48)	47%	(75)	5%	(8)	160
Ethnicity: White	3%	(26)	15%	(130)	30%	(264)	42%	(366)	10%	(85)	870
Ethnicity: Hispanic	7%	(11)	20%	(32)	27%	(44)	37%	(61)	9%	(15)	163
Ethnicity: Afr. Am.	11%	(16)	20%	(28)	18%	(26)	39%	(57)	12%	(18)	145
Ethnicity: Other	5%	(4)	14%	(12)	32%	(27)	42%	(36)	8%	(7)	86
Relig: Protestant	5%	(10)	18%	(38)	28%	(59)	44%	(94)	7%	(14)	214
Relig: Roman Catholic	3%	(7)	20%	(41)	26%	(52)	41%	(83)	10%	(19)	202
Relig: Ath./Agn./None	5%	(15)	12%	(40)	29%	(96)	45%	(150)	10%	(35)	336
Relig: Something Else	5%	(9)	13%	(24)	36%	(68)	37%	(70)	10%	(18)	189
Relig: Jewish	—	(0)	19%	(4)	24%	(5)	43%	(9)	14%	(3)	21
Relig: Evangelical	5%	(17)	19%	(61)	26%	(85)	38%	(125)	12%	(38)	325
Relig: Non-Evang. Catholics	2%	(5)	18%	(44)	28%	(69)	45%	(113)	7%	(18)	250
Relig: All Christian	4%	(22)	18%	(106)	27%	(154)	41%	(238)	10%	(55)	575
Relig: All Non-Christian	5%	(24)	12%	(64)	31%	(164)	42%	(220)	10%	(53)	525
Community: Urban	6%	(17)	17%	(50)	29%	(85)	38%	(109)	10%	(30)	290
Community: Suburban	2%	(12)	15%	(78)	32%	(160)	43%	(216)	8%	(42)	508
Community: Rural	6%	(17)	14%	(43)	24%	(73)	44%	(133)	12%	(37)	302
Employ: Private Sector	5%	(17)	16%	(53)	30%	(103)	44%	(150)	5%	(17)	341
Employ: Government	8%	(8)	22%	(21)	26%	(25)	40%	(37)	4%	(4)	94
Employ: Self-Employed	4%	(5)	12%	(14)	37%	(45)	40%	(48)	7%	(8)	121
Employ: Homemaker	5%	(4)	18%	(14)	30%	(24)	30%	(24)	17%	(13)	80
Employ: Student	4%	(4)	22%	(20)	25%	(23)	38%	(34)	11%	(10)	91
Employ: Retired	—	(0)	15%	(20)	21%	(28)	49%	(65)	15%	(20)	132
Employ: Unemployed	4%	(5)	14%	(17)	24%	(29)	42%	(51)	15%	(18)	120
Employ: Other	3%	(3)	9%	(11)	35%	(42)	39%	(48)	15%	(18)	122
Military HH: Yes	4%	(7)	19%	(34)	27%	(48)	39%	(70)	10%	(19)	177
Military HH: No	4%	(39)	15%	(136)	29%	(270)	42%	(388)	10%	(90)	924
RD/WT: Right Direction	4%	(18)	16%	(69)	26%	(108)	42%	(175)	12%	(49)	419
RD/WT: Wrong Track	4%	(28)	15%	(101)	31%	(210)	42%	(283)	9%	(60)	682

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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	4%	(46)	15%	(170)	29%	(318)	42%	(458)	10%	(109)	1100
Trump Job Approve	5%	(20)	15%	(65)	27%	(121)	42%	(186)	11%	(48)	440
Trump Job Disapprove	4%	(25)	16%	(98)	31%	(189)	41%	(247)	8%	(49)	608
Trump Job Strongly Approve	7%	(16)	16%	(36)	27%	(63)	40%	(93)	11%	(25)	233
Trump Job Somewhat Approve	2%	(4)	14%	(29)	28%	(58)	45%	(93)	11%	(24)	208
Trump Job Somewhat Disapprove	4%	(7)	24%	(39)	33%	(52)	33%	(52)	6%	(10)	159
Trump Job Strongly Disapprove	4%	(18)	13%	(59)	31%	(137)	43%	(195)	9%	(39)	449
Favorable of Trump	4%	(18)	15%	(63)	27%	(116)	45%	(191)	9%	(37)	425
Unfavorable of Trump	4%	(22)	16%	(99)	32%	(193)	39%	(238)	8%	(51)	604
Very Favorable of Trump	7%	(18)	16%	(38)	26%	(61)	41%	(99)	10%	(24)	239
Somewhat Favorable of Trump	—	(1)	14%	(25)	30%	(55)	49%	(92)	7%	(13)	185
Somewhat Unfavorable of Trump	2%	(3)	24%	(32)	30%	(41)	34%	(46)	10%	(13)	134
Very Unfavorable of Trump	4%	(19)	14%	(67)	33%	(153)	41%	(193)	8%	(37)	470
#1 Issue: Economy	4%	(14)	18%	(59)	31%	(102)	39%	(130)	8%	(28)	333
#1 Issue: Security	5%	(10)	14%	(26)	30%	(58)	39%	(75)	12%	(23)	193
#1 Issue: Health Care	2%	(4)	12%	(23)	34%	(65)	43%	(84)	9%	(18)	194
#1 Issue: Medicare / Social Security	5%	(5)	15%	(16)	21%	(23)	43%	(46)	15%	(16)	106
#1 Issue: Women's Issues	4%	(3)	16%	(13)	27%	(21)	47%	(36)	6%	(5)	78
#1 Issue: Education	5%	(4)	22%	(19)	25%	(21)	40%	(34)	7%	(6)	84
#1 Issue: Energy	6%	(4)	16%	(10)	27%	(17)	42%	(26)	9%	(6)	63
#1 Issue: Other	2%	(1)	7%	(3)	20%	(10)	54%	(27)	18%	(9)	49
2018 House Vote: Democrat	5%	(20)	15%	(63)	32%	(130)	41%	(168)	7%	(27)	408
2018 House Vote: Republican	4%	(13)	18%	(59)	28%	(93)	43%	(143)	7%	(22)	330
2018 House Vote: Someone else	6%	(3)	15%	(7)	20%	(9)	38%	(17)	20%	(9)	44
2018 House Vote: Didnt Vote	3%	(10)	13%	(41)	27%	(85)	40%	(128)	16%	(51)	315
2016 Vote: Hillary Clinton	3%	(10)	19%	(62)	29%	(95)	41%	(133)	7%	(23)	323
2016 Vote: Donald Trump	6%	(19)	14%	(43)	27%	(83)	45%	(141)	8%	(26)	311
2016 Vote: Someone else	3%	(3)	14%	(13)	35%	(33)	38%	(37)	10%	(9)	96
2016 Vote: Didnt Vote	4%	(15)	13%	(49)	29%	(107)	40%	(146)	14%	(51)	367
Voted in 2014: Yes	4%	(23)	15%	(99)	28%	(179)	45%	(285)	8%	(54)	640
Voted in 2014: No	5%	(23)	15%	(71)	30%	(139)	37%	(172)	12%	(55)	461

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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	4%	(46)	15%	(170)	29%	(318)	42%	(458)	10%	(109)	1100
2012 Vote: Barack Obama	4%	(15)	19%	(75)	27%	(108)	43%	(175)	8%	(30)	403
2012 Vote: Mitt Romney	4%	(9)	13%	(29)	29%	(63)	47%	(104)	8%	(17)	222
2012 Vote: Other	2%	(1)	1%	(1)	34%	(14)	50%	(21)	12%	(5)	42
2012 Vote: Didn't Vote	5%	(21)	15%	(66)	31%	(132)	36%	(156)	13%	(56)	432
4-Region: Northeast	3%	(6)	16%	(29)	26%	(49)	42%	(79)	13%	(24)	186
4-Region: Midwest	3%	(8)	15%	(35)	35%	(82)	41%	(97)	6%	(14)	235
4-Region: South	5%	(21)	15%	(61)	26%	(110)	43%	(179)	11%	(46)	417
4-Region: West	4%	(11)	17%	(45)	30%	(78)	39%	(103)	9%	(24)	262
190242	3%	(17)	16%	(91)	30%	(167)	42%	(235)	9%	(49)	559
190247	5%	(29)	15%	(80)	28%	(151)	41%	(223)	11%	(60)	542
Yes, I currently have one	4%	(34)	16%	(142)	29%	(252)	41%	(359)	9%	(78)	864
No, but I had one previously	5%	(12)	12%	(28)	28%	(66)	42%	(99)	13%	(31)	236
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.

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	4%	(43)	12%	(131)	24%	(261)	53%	(581)	8%	(84)	1100
Gender: Male	6%	(25)	13%	(57)	25%	(107)	50%	(215)	6%	(24)	428
Gender: Female	3%	(18)	11%	(74)	23%	(155)	54%	(366)	9%	(60)	673
Age: 18-29	5%	(14)	13%	(40)	24%	(75)	49%	(153)	9%	(28)	310
Age: 30-44	7%	(24)	15%	(47)	24%	(76)	47%	(150)	6%	(19)	317
Age: 45-54	2%	(4)	12%	(26)	23%	(50)	52%	(113)	11%	(23)	216
Age: 55-64	1%	(1)	8%	(11)	20%	(28)	67%	(95)	5%	(7)	141
Age: 65+	—	(0)	6%	(7)	27%	(31)	60%	(70)	6%	(7)	116
Generation Z: 18-22	5%	(6)	11%	(14)	25%	(32)	49%	(64)	10%	(12)	129
Millennial: Age 23-38	6%	(21)	14%	(49)	24%	(82)	50%	(172)	6%	(22)	347
Generation X: Age 39-54	4%	(15)	13%	(45)	23%	(79)	50%	(175)	10%	(33)	348
Boomers: Age 55-73	—	(1)	8%	(21)	25%	(64)	62%	(160)	5%	(14)	259
PID: Dem (no lean)	4%	(16)	13%	(49)	23%	(88)	54%	(207)	6%	(23)	383
PID: Ind (no lean)	3%	(13)	11%	(43)	23%	(93)	53%	(218)	10%	(40)	407
PID: Rep (no lean)	5%	(15)	12%	(39)	26%	(81)	50%	(156)	7%	(21)	310
PID/Gender: Dem Men	6%	(8)	19%	(25)	23%	(31)	48%	(64)	4%	(5)	135
PID/Gender: Dem Women	3%	(7)	10%	(24)	23%	(56)	58%	(143)	7%	(17)	248
PID/Gender: Ind Men	4%	(7)	8%	(13)	25%	(40)	55%	(88)	7%	(12)	160
PID/Gender: Ind Women	2%	(6)	12%	(30)	21%	(53)	52%	(130)	11%	(28)	248
PID/Gender: Rep Men	8%	(10)	14%	(18)	26%	(35)	47%	(63)	5%	(7)	133
PID/Gender: Rep Women	3%	(5)	11%	(20)	26%	(45)	52%	(93)	8%	(14)	177
Ideo: Liberal (1-3)	5%	(20)	13%	(48)	23%	(86)	52%	(198)	7%	(28)	379
Ideo: Moderate (4)	6%	(14)	11%	(26)	25%	(57)	52%	(120)	5%	(12)	230
Ideo: Conservative (5-7)	2%	(6)	13%	(44)	26%	(86)	54%	(180)	5%	(18)	335
Educ: < College	3%	(22)	13%	(91)	22%	(150)	52%	(356)	10%	(67)	686
Educ: Bachelors degree	5%	(13)	8%	(21)	28%	(75)	54%	(143)	4%	(11)	263
Educ: Post-grad	6%	(8)	13%	(20)	24%	(37)	54%	(81)	4%	(6)	152

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	4%	(43)	12%	(131)	24%	(261)	53%	(581)	8%	(84)	1100
Income: Under 50k	4%	(24)	14%	(84)	22%	(136)	50%	(304)	10%	(62)	609
Income: 50k-100k	4%	(12)	10%	(32)	26%	(86)	56%	(186)	5%	(15)	331
Income: 100k+	4%	(7)	10%	(16)	25%	(40)	56%	(91)	5%	(7)	160
Ethnicity: White	3%	(28)	10%	(91)	26%	(222)	54%	(466)	7%	(63)	870
Ethnicity: Hispanic	6%	(9)	16%	(27)	26%	(42)	47%	(77)	5%	(9)	163
Ethnicity: Afr. Am.	8%	(12)	20%	(29)	13%	(19)	48%	(69)	11%	(15)	145
Ethnicity: Other	4%	(3)	13%	(11)	23%	(20)	53%	(45)	7%	(6)	86
Relig: Protestant	5%	(10)	10%	(21)	26%	(56)	55%	(119)	4%	(8)	214
Relig: Roman Catholic	4%	(8)	16%	(33)	24%	(48)	50%	(101)	6%	(12)	202
Relig: Ath./Agn./None	4%	(14)	8%	(27)	23%	(76)	55%	(186)	9%	(32)	336
Relig: Something Else	4%	(7)	12%	(22)	27%	(52)	50%	(95)	7%	(13)	189
Relig: Jewish	—	(0)	14%	(3)	15%	(3)	56%	(12)	14%	(3)	21
Relig: Evangelical	5%	(16)	15%	(49)	22%	(71)	50%	(161)	9%	(29)	325
Relig: Non-Evang. Catholics	2%	(6)	13%	(33)	25%	(62)	55%	(138)	4%	(10)	250
Relig: All Christian	4%	(21)	14%	(82)	23%	(133)	52%	(299)	7%	(40)	575
Relig: All Non-Christian	4%	(22)	9%	(49)	24%	(128)	54%	(281)	8%	(44)	525
Community: Urban	5%	(16)	16%	(45)	23%	(66)	49%	(142)	7%	(21)	290
Community: Suburban	2%	(10)	11%	(58)	25%	(127)	55%	(279)	7%	(35)	508
Community: Rural	6%	(17)	9%	(28)	23%	(68)	53%	(160)	9%	(28)	302
Employ: Private Sector	4%	(15)	13%	(45)	27%	(91)	52%	(178)	4%	(13)	341
Employ: Government	8%	(8)	14%	(13)	23%	(21)	51%	(48)	4%	(4)	94
Employ: Self-Employed	3%	(3)	12%	(15)	28%	(33)	55%	(66)	3%	(4)	121
Employ: Homemaker	4%	(3)	16%	(13)	23%	(18)	43%	(34)	14%	(11)	80
Employ: Student	7%	(7)	13%	(12)	20%	(18)	52%	(47)	8%	(8)	91
Employ: Retired	—	(0)	9%	(12)	19%	(25)	65%	(85)	8%	(10)	132
Employ: Unemployed	4%	(5)	10%	(12)	21%	(25)	50%	(59)	15%	(18)	120
Employ: Other	2%	(3)	9%	(11)	24%	(29)	51%	(62)	14%	(17)	122
Military HH: Yes	3%	(6)	13%	(24)	28%	(50)	47%	(84)	8%	(14)	177
Military HH: No	4%	(38)	12%	(107)	23%	(212)	54%	(497)	8%	(70)	924
RD/WT: Right Direction	4%	(19)	13%	(56)	23%	(97)	50%	(209)	9%	(38)	419
RD/WT: Wrong Track	4%	(24)	11%	(75)	24%	(165)	55%	(372)	7%	(46)	682

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	4%	(43)	12%	(131)	24%	(261)	53%	(581)	8%	(84)	1100
Trump Job Approve	5%	(21)	12%	(51)	24%	(105)	51%	(225)	9%	(38)	440
Trump Job Disapprove	3%	(21)	12%	(75)	25%	(151)	54%	(325)	6%	(35)	608
Trump Job Strongly Approve	6%	(15)	13%	(29)	23%	(54)	50%	(116)	8%	(18)	233
Trump Job Somewhat Approve	3%	(6)	10%	(22)	24%	(51)	52%	(109)	10%	(20)	208
Trump Job Somewhat Disapprove	4%	(6)	20%	(31)	31%	(49)	42%	(67)	4%	(6)	159
Trump Job Strongly Disapprove	3%	(15)	10%	(44)	23%	(102)	58%	(259)	6%	(29)	449
Favorable of Trump	5%	(21)	11%	(48)	24%	(102)	52%	(223)	7%	(31)	425
Unfavorable of Trump	3%	(20)	13%	(76)	25%	(152)	53%	(323)	6%	(33)	604
Very Favorable of Trump	7%	(16)	13%	(30)	21%	(51)	50%	(120)	9%	(21)	239
Somewhat Favorable of Trump	2%	(5)	9%	(17)	28%	(51)	55%	(103)	5%	(9)	185
Somewhat Unfavorable of Trump	2%	(3)	18%	(24)	26%	(35)	47%	(63)	7%	(10)	134
Very Unfavorable of Trump	4%	(17)	11%	(52)	25%	(117)	55%	(260)	5%	(24)	470
#1 Issue: Economy	4%	(12)	14%	(47)	27%	(91)	50%	(166)	5%	(18)	333
#1 Issue: Security	6%	(12)	9%	(17)	25%	(49)	50%	(96)	10%	(18)	193
#1 Issue: Health Care	3%	(6)	9%	(17)	26%	(50)	55%	(107)	7%	(14)	194
#1 Issue: Medicare / Social Security	2%	(2)	14%	(14)	18%	(19)	54%	(57)	13%	(14)	106
#1 Issue: Women's Issues	1%	(1)	18%	(14)	16%	(13)	60%	(47)	4%	(3)	78
#1 Issue: Education	5%	(5)	13%	(11)	23%	(19)	55%	(46)	3%	(3)	84
#1 Issue: Energy	6%	(4)	16%	(10)	20%	(12)	51%	(32)	7%	(4)	63
#1 Issue: Other	2%	(1)	2%	(1)	16%	(8)	62%	(31)	18%	(9)	49
2018 House Vote: Democrat	5%	(19)	13%	(52)	25%	(102)	54%	(220)	3%	(13)	408
2018 House Vote: Republican	4%	(12)	12%	(41)	27%	(89)	51%	(169)	6%	(19)	330
2018 House Vote: Someone else	7%	(3)	15%	(7)	14%	(6)	50%	(22)	13%	(6)	44
2018 House Vote: Didnt Vote	3%	(9)	10%	(31)	20%	(64)	53%	(166)	14%	(46)	315
2016 Vote: Hillary Clinton	2%	(8)	16%	(52)	24%	(78)	54%	(174)	4%	(11)	323
2016 Vote: Donald Trump	6%	(20)	9%	(26)	25%	(77)	53%	(165)	7%	(22)	311
2016 Vote: Someone else	3%	(3)	11%	(10)	31%	(30)	49%	(46)	7%	(7)	96
2016 Vote: Didnt Vote	4%	(13)	11%	(40)	21%	(77)	52%	(192)	12%	(44)	367
Voted in 2014: Yes	4%	(23)	12%	(76)	24%	(152)	55%	(352)	6%	(37)	640
Voted in 2014: No	4%	(20)	12%	(55)	24%	(110)	50%	(229)	10%	(47)	461

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	4%	(43)	12%	(131)	24%	(261)	53%	(581)	8%	(84)	1100
2012 Vote: Barack Obama	4%	(15)	15%	(62)	22%	(87)	56%	(224)	4%	(16)	403
2012 Vote: Mitt Romney	4%	(9)	9%	(19)	27%	(59)	53%	(117)	8%	(18)	222
2012 Vote: Other	2%	(1)	2%	(1)	31%	(13)	57%	(24)	8%	(3)	42
2012 Vote: Didn't Vote	4%	(19)	11%	(49)	24%	(102)	50%	(215)	11%	(47)	432
4-Region: Northeast	5%	(8)	11%	(20)	24%	(44)	51%	(95)	10%	(18)	186
4-Region: Midwest	2%	(4)	13%	(31)	27%	(65)	53%	(124)	5%	(11)	235
4-Region: South	4%	(17)	12%	(50)	20%	(85)	54%	(227)	9%	(38)	417
4-Region: West	5%	(14)	11%	(29)	26%	(67)	51%	(135)	6%	(17)	262
190242	3%	(19)	13%	(74)	23%	(131)	55%	(305)	5%	(30)	559
190247	4%	(24)	11%	(57)	24%	(130)	51%	(276)	10%	(54)	542
Yes, I currently have one	3%	(30)	13%	(109)	24%	(205)	54%	(464)	6%	(56)	864
No, but I had one previously	6%	(13)	9%	(22)	24%	(56)	49%	(116)	12%	(28)	236
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.

Table INF10b: Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	77% (844)	14% (149)	10% (107)	1100
Gender: Male	76% (327)	14% (58)	10% (43)	428
Gender: Female	77% (518)	14% (91)	9% (64)	673
Age: 18-29	77% (239)	16% (51)	7% (21)	310
Age: 30-44	79% (249)	11% (36)	10% (32)	317
Age: 45-54	78% (168)	13% (28)	9% (20)	216
Age: 55-64	77% (109)	13% (18)	10% (14)	141
Age: 65+	69% (79)	14% (16)	17% (20)	116
Generation Z: 18-22	79% (102)	13% (17)	8% (10)	129
Millennial: Age 23-38	77% (268)	15% (53)	7% (26)	347
Generation X: Age 39-54	78% (273)	12% (41)	10% (34)	348
Boomers: Age 55-73	76% (196)	13% (33)	12% (30)	259
PID: Dem (no lean)	78% (297)	15% (56)	8% (30)	383
PID: Ind (no lean)	77% (314)	12% (47)	11% (46)	407
PID: Rep (no lean)	75% (233)	15% (46)	10% (31)	310
PID/Gender: Dem Men	79% (106)	14% (19)	7% (10)	135
PID/Gender: Dem Women	77% (191)	15% (37)	8% (20)	248
PID/Gender: Ind Men	77% (123)	12% (20)	10% (17)	160
PID/Gender: Ind Women	77% (191)	11% (28)	12% (29)	248
PID/Gender: Rep Men	73% (97)	15% (19)	13% (17)	133
PID/Gender: Rep Women	77% (136)	15% (27)	8% (15)	177
Ideo: Liberal (1-3)	76% (286)	16% (60)	9% (33)	379
Ideo: Moderate (4)	80% (184)	11% (25)	9% (21)	230
Ideo: Conservative (5-7)	78% (260)	13% (45)	9% (30)	335
Educ: < College	73% (500)	15% (104)	12% (81)	686
Educ: Bachelors degree	85% (223)	10% (26)	5% (14)	263
Educ: Post-grad	80% (121)	13% (19)	8% (11)	152

Continued on next page

Table INF10b: Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	77% (844)	14% (149)	10% (107)	1100
Income: Under 50k	72% (442)	16% (98)	11% (69)	609
Income: 50k-100k	82% (270)	11% (38)	7% (23)	331
Income: 100k+	83% (132)	8% (14)	9% (14)	160
Ethnicity: White	77% (671)	13% (117)	9% (82)	870
Ethnicity: Hispanic	78% (128)	14% (23)	8% (13)	163
Ethnicity: Afr. Am.	73% (106)	15% (21)	12% (17)	145
Ethnicity: Other	79% (67)	13% (11)	9% (7)	86
Relig: Protestant	80% (172)	11% (24)	8% (18)	214
Relig: Roman Catholic	78% (158)	11% (22)	11% (23)	202
Relig: Ath./Agn./None	78% (261)	14% (48)	8% (27)	336
Relig: Something Else	73% (138)	18% (34)	9% (17)	189
Relig: Jewish	57% (12)	20% (4)	23% (5)	21
Relig: Evangelical	75% (243)	14% (45)	12% (38)	325
Relig: Non-Evang. Catholics	81% (203)	9% (22)	10% (25)	250
Relig: All Christian	78% (446)	12% (67)	11% (62)	575
Relig: All Non-Christian	76% (399)	16% (82)	8% (44)	525
Community: Urban	75% (218)	15% (43)	10% (29)	290
Community: Suburban	78% (398)	12% (63)	9% (46)	508
Community: Rural	76% (228)	14% (43)	10% (31)	302
Employ: Private Sector	80% (273)	12% (40)	8% (28)	341
Employ: Government	83% (79)	11% (10)	6% (5)	94
Employ: Self-Employed	81% (98)	9% (11)	10% (12)	121
Employ: Homemaker	71% (56)	15% (12)	14% (11)	80
Employ: Student	81% (74)	14% (13)	5% (4)	91
Employ: Retired	72% (95)	13% (17)	15% (20)	132
Employ: Unemployed	72% (86)	18% (21)	10% (12)	120
Employ: Other	69% (84)	20% (24)	12% (14)	122
Military HH: Yes	76% (134)	14% (25)	10% (18)	177
Military HH: No	77% (710)	13% (125)	10% (89)	924
RD/WT: Right Direction	75% (315)	13% (53)	12% (50)	419
RD/WT: Wrong Track	78% (529)	14% (96)	8% (57)	682

Continued on next page

Table INF10b: Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	77% (844)	14% (149)	10% (107)	1100
Trump Job Approve	76% (335)	14% (60)	10% (45)	440
Trump Job Disapprove	79% (479)	14% (84)	7% (45)	608
Trump Job Strongly Approve	72% (167)	15% (35)	13% (31)	233
Trump Job Somewhat Approve	81% (167)	12% (26)	7% (15)	208
Trump Job Somewhat Disapprove	80% (127)	15% (24)	5% (8)	159
Trump Job Strongly Disapprove	78% (351)	13% (60)	8% (37)	449
Favorable of Trump	78% (329)	13% (56)	9% (39)	425
Unfavorable of Trump	80% (481)	13% (78)	7% (45)	604
Very Favorable of Trump	75% (179)	13% (31)	12% (29)	239
Somewhat Favorable of Trump	81% (150)	14% (25)	5% (10)	185
Somewhat Unfavorable of Trump	82% (110)	13% (17)	5% (7)	134
Very Unfavorable of Trump	79% (371)	13% (61)	8% (37)	470
#1 Issue: Economy	80% (266)	12% (40)	8% (28)	333
#1 Issue: Security	73% (140)	13% (25)	14% (27)	193
#1 Issue: Health Care	77% (150)	17% (33)	6% (12)	194
#1 Issue: Medicare / Social Security	62% (66)	21% (23)	16% (17)	106
#1 Issue: Women's Issues	83% (65)	12% (10)	5% (4)	78
#1 Issue: Education	86% (72)	9% (8)	5% (4)	84
#1 Issue: Energy	86% (54)	9% (5)	5% (3)	63
#1 Issue: Other	62% (31)	13% (7)	24% (12)	49
2018 House Vote: Democrat	79% (322)	13% (53)	8% (33)	408
2018 House Vote: Republican	78% (259)	12% (41)	9% (31)	330
2018 House Vote: Someone else	76% (34)	14% (6)	10% (5)	44
2018 House Vote: Didnt Vote	72% (229)	15% (49)	12% (38)	315
2016 Vote: Hillary Clinton	77% (250)	15% (49)	7% (24)	323
2016 Vote: Donald Trump	78% (241)	11% (35)	11% (35)	311
2016 Vote: Someone else	76% (73)	13% (12)	11% (10)	96
2016 Vote: Didnt Vote	75% (276)	14% (53)	10% (38)	367
Voted in 2014: Yes	78% (496)	13% (85)	9% (59)	640
Voted in 2014: No	76% (348)	14% (65)	10% (48)	461

Continued on next page

Table INF10b: Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	77% (844)	14% (149)	10% (107)	1100
2012 Vote: Barack Obama	79% (318)	13% (53)	8% (33)	403
2012 Vote: Mitt Romney	77% (171)	12% (26)	11% (25)	222
2012 Vote: Other	77% (32)	12% (5)	12% (5)	42
2012 Vote: Didn't Vote	75% (322)	15% (65)	10% (44)	432
4-Region: Northeast	73% (137)	13% (25)	13% (25)	186
4-Region: Midwest	80% (188)	14% (33)	6% (14)	235
4-Region: South	76% (315)	13% (55)	11% (47)	417
4-Region: West	78% (204)	14% (36)	8% (21)	262
190242	78% (438)	13% (72)	9% (49)	559
190247	75% (406)	14% (77)	11% (58)	542
Yes, I currently have one	79% (682)	13% (112)	8% (70)	864
No, but I had one previously	69% (162)	16% (37)	16% (37)	236
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.

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	5%	(60)	15%	(169)	25%	(273)	45%	(496)	9%	(102)	1100
Gender: Male	8%	(33)	16%	(70)	24%	(101)	44%	(187)	9%	(38)	428
Gender: Female	4%	(27)	15%	(99)	26%	(172)	46%	(309)	10%	(65)	673
Age: 18-29	5%	(17)	18%	(56)	24%	(75)	41%	(127)	12%	(36)	310
Age: 30-44	8%	(27)	18%	(56)	26%	(82)	40%	(126)	8%	(26)	317
Age: 45-54	5%	(10)	16%	(34)	24%	(52)	45%	(97)	11%	(23)	216
Age: 55-64	—	(0)	10%	(14)	27%	(38)	55%	(78)	8%	(11)	141
Age: 65+	5%	(6)	8%	(9)	22%	(26)	59%	(68)	5%	(6)	116
Generation Z: 18-22	5%	(6)	17%	(22)	29%	(38)	37%	(48)	12%	(15)	129
Millennial: Age 23-38	7%	(25)	18%	(63)	23%	(78)	43%	(147)	10%	(34)	347
Generation X: Age 39-54	6%	(22)	17%	(60)	25%	(86)	42%	(146)	10%	(34)	348
Boomers: Age 55-73	3%	(7)	10%	(25)	26%	(67)	55%	(144)	7%	(17)	259
PID: Dem (no lean)	6%	(23)	16%	(61)	25%	(96)	44%	(170)	8%	(32)	383
PID: Ind (no lean)	4%	(18)	12%	(50)	26%	(107)	46%	(189)	11%	(44)	407
PID: Rep (no lean)	6%	(19)	19%	(58)	22%	(70)	44%	(137)	9%	(27)	310
PID/Gender: Dem Men	9%	(13)	18%	(25)	25%	(34)	39%	(53)	8%	(10)	135
PID/Gender: Dem Women	4%	(10)	15%	(37)	25%	(62)	47%	(117)	9%	(22)	248
PID/Gender: Ind Men	5%	(7)	12%	(19)	24%	(39)	49%	(78)	10%	(16)	160
PID/Gender: Ind Women	4%	(10)	13%	(31)	27%	(68)	45%	(110)	11%	(28)	248
PID/Gender: Rep Men	10%	(13)	20%	(26)	21%	(28)	41%	(55)	9%	(12)	133
PID/Gender: Rep Women	4%	(6)	18%	(31)	24%	(42)	47%	(82)	8%	(15)	177
Ideo: Liberal (1-3)	6%	(24)	16%	(59)	25%	(94)	43%	(163)	10%	(39)	379
Ideo: Moderate (4)	8%	(17)	17%	(39)	25%	(58)	46%	(106)	5%	(10)	230
Ideo: Conservative (5-7)	4%	(13)	15%	(51)	28%	(95)	45%	(150)	7%	(24)	335
Educ: < College	5%	(32)	18%	(120)	24%	(163)	42%	(288)	12%	(82)	686
Educ: Bachelors degree	5%	(14)	10%	(25)	29%	(77)	50%	(133)	5%	(14)	263
Educ: Post-grad	9%	(14)	16%	(24)	22%	(33)	50%	(75)	4%	(6)	152

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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	5%	(60)	15%	(169)	25%	(273)	45%	(496)	9%	(102)	1100
Income: Under 50k	6%	(35)	16%	(96)	23%	(142)	43%	(264)	12%	(73)	609
Income: 50k-100k	5%	(15)	16%	(54)	27%	(89)	45%	(150)	7%	(22)	331
Income: 100k+	6%	(10)	12%	(19)	26%	(42)	51%	(82)	5%	(8)	160
Ethnicity: White	4%	(38)	14%	(122)	26%	(224)	47%	(406)	9%	(80)	870
Ethnicity: Hispanic	8%	(13)	21%	(35)	27%	(44)	37%	(60)	7%	(11)	163
Ethnicity: Afr. Am.	10%	(15)	22%	(32)	19%	(28)	36%	(52)	12%	(18)	145
Ethnicity: Other	8%	(7)	18%	(15)	25%	(21)	44%	(38)	5%	(5)	86
Relig: Protestant	4%	(8)	12%	(25)	29%	(63)	50%	(108)	5%	(10)	214
Relig: Roman Catholic	6%	(13)	20%	(40)	24%	(49)	41%	(83)	9%	(18)	202
Relig: Ath./Agn./None	5%	(17)	13%	(45)	22%	(73)	50%	(169)	9%	(31)	336
Relig: Something Else	5%	(10)	17%	(33)	28%	(52)	41%	(78)	8%	(16)	189
Relig: Jewish	4%	(1)	13%	(3)	24%	(5)	41%	(9)	18%	(4)	21
Relig: Evangelical	8%	(25)	15%	(48)	26%	(83)	41%	(133)	11%	(37)	325
Relig: Non-Evang. Catholics	3%	(9)	17%	(44)	25%	(63)	46%	(116)	7%	(18)	250
Relig: All Christian	6%	(33)	16%	(91)	25%	(147)	43%	(249)	10%	(55)	575
Relig: All Non-Christian	5%	(27)	15%	(78)	24%	(126)	47%	(247)	9%	(47)	525
Community: Urban	7%	(21)	19%	(54)	26%	(75)	37%	(108)	11%	(32)	290
Community: Suburban	4%	(22)	14%	(72)	26%	(132)	49%	(248)	7%	(34)	508
Community: Rural	5%	(16)	14%	(43)	22%	(66)	46%	(140)	12%	(36)	302
Employ: Private Sector	7%	(25)	19%	(64)	26%	(88)	40%	(138)	8%	(26)	341
Employ: Government	7%	(7)	20%	(19)	26%	(25)	40%	(37)	7%	(6)	94
Employ: Self-Employed	5%	(5)	18%	(22)	30%	(37)	43%	(52)	5%	(6)	121
Employ: Homemaker	5%	(4)	10%	(8)	29%	(23)	38%	(30)	19%	(15)	80
Employ: Student	4%	(4)	16%	(15)	22%	(20)	50%	(45)	8%	(7)	91
Employ: Retired	2%	(3)	8%	(11)	24%	(31)	59%	(78)	7%	(9)	132
Employ: Unemployed	7%	(8)	12%	(15)	21%	(25)	44%	(52)	16%	(19)	120
Employ: Other	4%	(5)	14%	(17)	19%	(24)	52%	(63)	11%	(13)	122
Military HH: Yes	3%	(5)	19%	(34)	25%	(44)	44%	(78)	9%	(17)	177
Military HH: No	6%	(55)	15%	(136)	25%	(229)	45%	(418)	9%	(86)	924
RD/WT: Right Direction	7%	(30)	16%	(66)	24%	(103)	42%	(176)	11%	(45)	419
RD/WT: Wrong Track	4%	(30)	15%	(103)	25%	(170)	47%	(320)	8%	(58)	682

Continued on next page

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	5%	(60)	15%	(169)	25%	(273)	45%	(496)	9%	(102)	1100
Trump Job Approve	6%	(27)	14%	(63)	26%	(116)	43%	(188)	11%	(46)	440
Trump Job Disapprove	5%	(32)	17%	(102)	25%	(150)	45%	(277)	8%	(48)	608
Trump Job Strongly Approve	8%	(19)	18%	(41)	25%	(58)	38%	(88)	11%	(25)	233
Trump Job Somewhat Approve	4%	(8)	10%	(22)	28%	(58)	48%	(100)	10%	(21)	208
Trump Job Somewhat Disapprove	8%	(13)	22%	(35)	30%	(47)	36%	(58)	4%	(6)	159
Trump Job Strongly Disapprove	4%	(18)	15%	(67)	23%	(103)	49%	(219)	9%	(42)	449
Favorable of Trump	7%	(30)	14%	(60)	26%	(109)	45%	(191)	8%	(35)	425
Unfavorable of Trump	4%	(26)	16%	(99)	26%	(155)	46%	(275)	8%	(47)	604
Very Favorable of Trump	10%	(24)	17%	(42)	23%	(56)	40%	(95)	9%	(23)	239
Somewhat Favorable of Trump	3%	(6)	10%	(18)	28%	(53)	52%	(96)	7%	(13)	185
Somewhat Unfavorable of Trump	6%	(8)	18%	(25)	30%	(40)	37%	(50)	9%	(12)	134
Very Unfavorable of Trump	4%	(19)	16%	(75)	24%	(115)	48%	(225)	8%	(36)	470
#1 Issue: Economy	6%	(21)	17%	(58)	27%	(91)	42%	(139)	8%	(25)	333
#1 Issue: Security	7%	(13)	14%	(27)	26%	(51)	40%	(77)	13%	(24)	193
#1 Issue: Health Care	4%	(7)	15%	(30)	27%	(53)	47%	(91)	7%	(13)	194
#1 Issue: Medicare / Social Security	3%	(3)	15%	(16)	15%	(16)	54%	(57)	13%	(14)	106
#1 Issue: Women's Issues	3%	(3)	17%	(13)	23%	(18)	46%	(36)	10%	(8)	78
#1 Issue: Education	10%	(9)	14%	(12)	25%	(21)	43%	(36)	7%	(6)	84
#1 Issue: Energy	4%	(3)	17%	(11)	24%	(15)	48%	(30)	6%	(4)	63
#1 Issue: Other	2%	(1)	5%	(3)	17%	(8)	59%	(29)	16%	(8)	49
2018 House Vote: Democrat	6%	(25)	16%	(65)	26%	(105)	46%	(188)	6%	(24)	408
2018 House Vote: Republican	6%	(20)	17%	(55)	25%	(83)	44%	(146)	8%	(27)	330
2018 House Vote: Someone else	6%	(3)	16%	(7)	23%	(10)	43%	(19)	11%	(5)	44
2018 House Vote: Didnt Vote	4%	(12)	13%	(42)	24%	(75)	45%	(141)	14%	(46)	315
2016 Vote: Hillary Clinton	5%	(15)	17%	(54)	25%	(82)	46%	(149)	7%	(23)	323
2016 Vote: Donald Trump	7%	(21)	15%	(47)	25%	(77)	44%	(137)	9%	(29)	311
2016 Vote: Someone else	2%	(2)	14%	(13)	28%	(27)	49%	(47)	7%	(6)	96
2016 Vote: Didnt Vote	6%	(21)	14%	(52)	24%	(88)	44%	(162)	12%	(44)	367
Voted in 2014: Yes	5%	(33)	15%	(96)	24%	(154)	48%	(306)	8%	(51)	640
Voted in 2014: No	6%	(27)	16%	(73)	26%	(119)	41%	(190)	11%	(52)	461

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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	5%	(60)	15%	(169)	25%	(273)	45%	(496)	9%	(102)	1100
2012 Vote: Barack Obama	5%	(22)	16%	(63)	25%	(101)	49%	(196)	5%	(22)	403
2012 Vote: Mitt Romney	6%	(13)	11%	(24)	26%	(58)	48%	(107)	9%	(19)	222
2012 Vote: Other	2%	(1)	10%	(4)	24%	(10)	52%	(22)	12%	(5)	42
2012 Vote: Didn't Vote	6%	(24)	18%	(78)	24%	(104)	39%	(170)	13%	(57)	432
4-Region: Northeast	6%	(12)	11%	(21)	19%	(35)	51%	(96)	12%	(23)	186
4-Region: Midwest	3%	(7)	16%	(38)	29%	(69)	45%	(106)	7%	(16)	235
4-Region: South	6%	(25)	17%	(69)	24%	(102)	43%	(178)	10%	(42)	417
4-Region: West	6%	(16)	16%	(41)	26%	(67)	44%	(116)	8%	(21)	262
190242	7%	(37)	12%	(68)	27%	(153)	47%	(260)	7%	(41)	559
190247	4%	(23)	19%	(101)	22%	(120)	44%	(236)	11%	(62)	542
Yes, I currently have one	6%	(52)	15%	(133)	24%	(206)	46%	(397)	9%	(77)	864
No, but I had one previously	3%	(8)	16%	(37)	28%	(67)	42%	(99)	11%	(26)	236
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.

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	7%	(74)	12%	(128)	24%	(260)	50%	(546)	8%	(92)	1100
Gender: Male	8%	(36)	13%	(57)	24%	(102)	47%	(200)	8%	(32)	428
Gender: Female	6%	(38)	11%	(72)	23%	(158)	51%	(346)	9%	(60)	673
Age: 18-29	7%	(23)	13%	(39)	22%	(67)	47%	(146)	11%	(35)	310
Age: 30-44	9%	(29)	16%	(51)	25%	(80)	42%	(134)	7%	(22)	317
Age: 45-54	6%	(13)	9%	(20)	26%	(56)	50%	(108)	9%	(19)	216
Age: 55-64	1%	(1)	10%	(14)	18%	(26)	65%	(92)	6%	(9)	141
Age: 65+	6%	(7)	3%	(4)	26%	(30)	57%	(66)	7%	(8)	116
Generation Z: 18-22	7%	(9)	9%	(12)	25%	(32)	50%	(64)	9%	(12)	129
Millennial: Age 23-38	8%	(28)	15%	(51)	22%	(76)	45%	(157)	10%	(34)	347
Generation X: Age 39-54	8%	(28)	13%	(46)	25%	(88)	45%	(158)	8%	(28)	348
Boomers: Age 55-73	3%	(8)	7%	(19)	22%	(58)	61%	(157)	6%	(16)	259
PID: Dem (no lean)	7%	(27)	13%	(48)	23%	(87)	50%	(192)	7%	(29)	383
PID: Ind (no lean)	6%	(26)	9%	(37)	23%	(95)	51%	(209)	10%	(40)	407
PID: Rep (no lean)	7%	(20)	14%	(44)	25%	(77)	47%	(145)	8%	(24)	310
PID/Gender: Dem Men	10%	(14)	14%	(19)	26%	(35)	43%	(58)	6%	(8)	135
PID/Gender: Dem Women	5%	(14)	12%	(29)	21%	(52)	54%	(133)	8%	(20)	248
PID/Gender: Ind Men	6%	(9)	10%	(16)	23%	(37)	53%	(85)	8%	(12)	160
PID/Gender: Ind Women	7%	(17)	8%	(20)	23%	(58)	50%	(124)	11%	(28)	248
PID/Gender: Rep Men	10%	(14)	16%	(21)	22%	(30)	43%	(57)	9%	(12)	133
PID/Gender: Rep Women	4%	(7)	13%	(22)	27%	(48)	50%	(88)	7%	(12)	177
Ideo: Liberal (1-3)	8%	(32)	12%	(46)	22%	(82)	49%	(185)	9%	(33)	379
Ideo: Moderate (4)	9%	(20)	12%	(28)	25%	(57)	50%	(114)	5%	(11)	230
Ideo: Conservative (5-7)	5%	(17)	11%	(36)	27%	(90)	51%	(171)	6%	(21)	335
Educ: < College	6%	(41)	14%	(93)	23%	(155)	47%	(323)	11%	(73)	686
Educ: Bachelors degree	7%	(19)	8%	(20)	27%	(71)	55%	(143)	4%	(10)	263
Educ: Post-grad	9%	(14)	10%	(15)	22%	(34)	52%	(80)	6%	(8)	152

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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	7%	(74)	12%	(128)	24%	(260)	50%	(546)	8%	(92)	1100
Income: Under 50k	7%	(44)	12%	(74)	23%	(141)	46%	(283)	11%	(68)	609
Income: 50k-100k	6%	(19)	12%	(41)	24%	(80)	53%	(177)	4%	(15)	331
Income: 100k+	7%	(11)	9%	(14)	25%	(39)	54%	(87)	6%	(10)	160
Ethnicity: White	6%	(48)	11%	(95)	24%	(208)	52%	(450)	8%	(70)	870
Ethnicity: Hispanic	12%	(20)	16%	(26)	23%	(38)	44%	(72)	4%	(7)	163
Ethnicity: Afr. Am.	14%	(20)	16%	(23)	23%	(33)	36%	(52)	11%	(16)	145
Ethnicity: Other	7%	(6)	12%	(11)	22%	(19)	52%	(44)	6%	(6)	86
Relig: Protestant	6%	(13)	8%	(16)	22%	(48)	59%	(127)	5%	(10)	214
Relig: Roman Catholic	8%	(15)	17%	(34)	24%	(49)	43%	(87)	8%	(16)	202
Relig: Ath./Agn./None	6%	(21)	11%	(35)	23%	(76)	54%	(180)	7%	(23)	336
Relig: Something Else	8%	(14)	11%	(22)	26%	(49)	48%	(90)	8%	(14)	189
Relig: Jewish	10%	(2)	7%	(2)	11%	(2)	54%	(12)	18%	(4)	21
Relig: Evangelical	8%	(26)	12%	(38)	24%	(77)	46%	(149)	11%	(36)	325
Relig: Non-Evang. Catholics	5%	(12)	13%	(33)	23%	(59)	51%	(127)	8%	(19)	250
Relig: All Christian	7%	(38)	12%	(71)	24%	(135)	48%	(276)	10%	(55)	575
Relig: All Non-Christian	7%	(36)	11%	(57)	24%	(124)	51%	(270)	7%	(37)	525
Community: Urban	9%	(25)	15%	(43)	28%	(82)	39%	(114)	9%	(27)	290
Community: Suburban	6%	(28)	10%	(52)	22%	(111)	55%	(277)	8%	(40)	508
Community: Rural	7%	(21)	11%	(34)	22%	(67)	51%	(155)	8%	(26)	302
Employ: Private Sector	8%	(26)	14%	(47)	28%	(94)	45%	(152)	6%	(22)	341
Employ: Government	10%	(10)	15%	(14)	19%	(18)	48%	(45)	8%	(7)	94
Employ: Self-Employed	8%	(10)	12%	(15)	30%	(36)	44%	(53)	6%	(7)	121
Employ: Homemaker	3%	(3)	13%	(10)	28%	(22)	43%	(34)	13%	(10)	80
Employ: Student	6%	(5)	9%	(9)	20%	(18)	58%	(53)	6%	(6)	91
Employ: Retired	3%	(4)	4%	(6)	22%	(29)	63%	(83)	8%	(11)	132
Employ: Unemployed	9%	(10)	9%	(11)	18%	(22)	50%	(59)	14%	(17)	120
Employ: Other	5%	(6)	14%	(17)	17%	(20)	55%	(67)	10%	(12)	122
Military HH: Yes	6%	(11)	12%	(21)	22%	(38)	52%	(91)	9%	(15)	177
Military HH: No	7%	(63)	12%	(107)	24%	(222)	49%	(455)	8%	(77)	924
RD/WT: Right Direction	8%	(32)	12%	(52)	25%	(104)	45%	(189)	10%	(42)	419
RD/WT: Wrong Track	6%	(42)	11%	(77)	23%	(156)	52%	(357)	7%	(50)	682

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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	7%	(74)	12%	(128)	24%	(260)	50%	(546)	8%	(92)	1100
Trump Job Approve	7%	(29)	12%	(51)	26%	(115)	47%	(207)	9%	(38)	440
Trump Job Disapprove	7%	(43)	12%	(71)	23%	(138)	51%	(311)	7%	(45)	608
Trump Job Strongly Approve	10%	(22)	14%	(32)	25%	(57)	42%	(99)	10%	(23)	233
Trump Job Somewhat Approve	3%	(7)	9%	(19)	28%	(58)	52%	(109)	7%	(15)	208
Trump Job Somewhat Disapprove	11%	(17)	15%	(24)	26%	(42)	43%	(68)	5%	(9)	159
Trump Job Strongly Disapprove	6%	(26)	10%	(47)	21%	(96)	54%	(244)	8%	(36)	449
Favorable of Trump	9%	(36)	12%	(50)	24%	(104)	48%	(204)	7%	(30)	425
Unfavorable of Trump	6%	(34)	11%	(69)	24%	(144)	52%	(314)	7%	(42)	604
Very Favorable of Trump	11%	(27)	13%	(30)	24%	(58)	43%	(103)	9%	(22)	239
Somewhat Favorable of Trump	5%	(9)	11%	(20)	25%	(46)	55%	(102)	5%	(9)	185
Somewhat Unfavorable of Trump	10%	(14)	14%	(18)	25%	(34)	44%	(59)	7%	(9)	134
Very Unfavorable of Trump	4%	(20)	11%	(51)	24%	(111)	54%	(255)	7%	(33)	470
#1 Issue: Economy	7%	(24)	14%	(48)	26%	(87)	47%	(156)	6%	(19)	333
#1 Issue: Security	7%	(14)	11%	(20)	22%	(43)	47%	(90)	13%	(25)	193
#1 Issue: Health Care	5%	(9)	11%	(21)	29%	(56)	51%	(100)	5%	(9)	194
#1 Issue: Medicare / Social Security	4%	(4)	13%	(14)	17%	(18)	52%	(55)	14%	(15)	106
#1 Issue: Women's Issues	6%	(5)	8%	(6)	22%	(17)	53%	(41)	11%	(9)	78
#1 Issue: Education	12%	(10)	7%	(6)	22%	(18)	53%	(44)	6%	(5)	84
#1 Issue: Energy	8%	(5)	17%	(10)	19%	(12)	50%	(31)	6%	(4)	63
#1 Issue: Other	3%	(2)	5%	(3)	19%	(10)	58%	(29)	14%	(7)	49
2018 House Vote: Democrat	9%	(35)	11%	(46)	23%	(92)	53%	(215)	5%	(19)	408
2018 House Vote: Republican	6%	(20)	12%	(40)	26%	(87)	48%	(157)	8%	(26)	330
2018 House Vote: Someone else	7%	(3)	16%	(7)	19%	(9)	49%	(22)	8%	(4)	44
2018 House Vote: Didnt Vote	5%	(16)	11%	(34)	23%	(72)	48%	(150)	14%	(43)	315
2016 Vote: Hillary Clinton	6%	(19)	14%	(46)	23%	(73)	50%	(162)	7%	(23)	323
2016 Vote: Donald Trump	8%	(25)	11%	(34)	24%	(76)	49%	(151)	8%	(25)	311
2016 Vote: Someone else	4%	(4)	10%	(10)	25%	(23)	56%	(53)	6%	(6)	96
2016 Vote: Didnt Vote	7%	(26)	10%	(36)	24%	(88)	49%	(179)	11%	(39)	367
Voted in 2014: Yes	7%	(43)	12%	(75)	22%	(142)	52%	(336)	7%	(44)	640
Voted in 2014: No	7%	(31)	12%	(53)	26%	(118)	46%	(210)	10%	(48)	461

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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	7%	(74)	12%	(128)	24%	(260)	50%	(546)	8%	(92)	1100
2012 Vote: Barack Obama	7%	(30)	13%	(51)	22%	(90)	52%	(211)	5%	(22)	403
2012 Vote: Mitt Romney	6%	(14)	7%	(16)	24%	(54)	54%	(120)	8%	(17)	222
2012 Vote: Other	2%	(1)	11%	(4)	20%	(9)	59%	(25)	7%	(3)	42
2012 Vote: Didn't Vote	7%	(29)	13%	(57)	25%	(107)	44%	(189)	12%	(50)	432
4-Region: Northeast	7%	(14)	10%	(18)	18%	(34)	54%	(101)	11%	(20)	186
4-Region: Midwest	3%	(8)	11%	(27)	28%	(66)	51%	(120)	6%	(14)	235
4-Region: South	8%	(34)	12%	(50)	23%	(96)	47%	(195)	10%	(41)	417
4-Region: West	7%	(18)	13%	(33)	24%	(64)	50%	(130)	7%	(17)	262
190242	8%	(43)	10%	(57)	23%	(131)	52%	(293)	6%	(35)	559
190247	6%	(31)	13%	(71)	24%	(129)	47%	(253)	11%	(57)	542
Yes, I currently have one	7%	(59)	11%	(97)	23%	(196)	51%	(443)	8%	(69)	864
No, but I had one previously	6%	(15)	13%	(31)	27%	(64)	44%	(103)	10%	(23)	236
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.

Table INF13b: Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	40% (437)	46% (501)	15% (162)	1100
Gender: Male	45% (194)	43% (185)	11% (49)	428
Gender: Female	36% (244)	47% (316)	17% (113)	673
Age: 18-29	47% (146)	44% (136)	9% (28)	310
Age: 30-44	42% (132)	44% (140)	14% (45)	317
Age: 45-54	34% (74)	52% (113)	14% (30)	216
Age: 55-64	35% (50)	45% (63)	20% (28)	141
Age: 65+	31% (36)	43% (49)	27% (31)	116
Generation Z: 18-22	45% (58)	45% (58)	11% (14)	129
Millennial: Age 23-38	47% (163)	44% (151)	9% (32)	347
Generation X: Age 39-54	36% (126)	48% (167)	16% (54)	348
Boomers: Age 55-73	32% (84)	46% (120)	21% (55)	259
PID: Dem (no lean)	45% (172)	43% (163)	13% (48)	383
PID: Ind (no lean)	35% (143)	47% (192)	18% (72)	407
PID: Rep (no lean)	39% (123)	47% (146)	14% (42)	310
PID/Gender: Dem Men	54% (73)	39% (52)	7% (10)	135
PID/Gender: Dem Women	40% (99)	45% (111)	16% (38)	248
PID/Gender: Ind Men	43% (68)	44% (70)	14% (22)	160
PID/Gender: Ind Women	30% (75)	50% (123)	20% (50)	248
PID/Gender: Rep Men	40% (53)	47% (63)	13% (17)	133
PID/Gender: Rep Women	39% (69)	47% (83)	14% (25)	177
Ideo: Liberal (1-3)	47% (176)	41% (155)	13% (48)	379
Ideo: Moderate (4)	38% (88)	48% (111)	13% (31)	230
Ideo: Conservative (5-7)	37% (124)	49% (163)	14% (48)	335
Educ: < College	39% (265)	45% (307)	17% (114)	686
Educ: Bachelors degree	41% (108)	49% (130)	10% (25)	263
Educ: Post-grad	42% (64)	43% (65)	15% (23)	152

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Table INF13b: Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	40% (437)	46% (501)	15% (162)	1100
Income: Under 50k	37% (226)	48% (290)	15% (94)	609
Income: 50k-100k	45% (148)	42% (138)	13% (44)	331
Income: 100k+	39% (63)	45% (73)	15% (24)	160
Ethnicity: White	37% (325)	48% (419)	15% (126)	870
Ethnicity: Hispanic	41% (68)	42% (68)	17% (28)	163
Ethnicity: Afr. Am.	48% (69)	37% (53)	15% (22)	145
Ethnicity: Other	51% (43)	34% (29)	16% (14)	86
Relig: Protestant	39% (83)	49% (104)	13% (27)	214
Relig: Roman Catholic	40% (80)	47% (95)	13% (27)	202
Relig: Ath./Agn./None	43% (143)	45% (151)	12% (42)	336
Relig: Something Else	34% (65)	47% (89)	19% (35)	189
Relig: Jewish	21% (5)	51% (11)	28% (6)	21
Relig: Evangelical	41% (133)	43% (140)	16% (53)	325
Relig: Non-Evang. Catholics	38% (96)	49% (122)	13% (32)	250
Relig: All Christian	40% (229)	45% (261)	15% (84)	575
Relig: All Non-Christian	40% (208)	46% (240)	15% (77)	525
Community: Urban	47% (136)	39% (114)	14% (40)	290
Community: Suburban	37% (187)	49% (247)	15% (74)	508
Community: Rural	38% (115)	46% (141)	16% (47)	302
Employ: Private Sector	39% (134)	50% (170)	11% (37)	341
Employ: Government	47% (44)	44% (42)	9% (9)	94
Employ: Self-Employed	49% (59)	42% (51)	9% (11)	121
Employ: Homemaker	34% (27)	43% (34)	23% (19)	80
Employ: Student	51% (46)	40% (36)	10% (9)	91
Employ: Retired	29% (38)	44% (58)	27% (36)	132
Employ: Unemployed	40% (47)	44% (53)	16% (19)	120
Employ: Other	34% (42)	47% (58)	18% (22)	122
Military HH: Yes	45% (80)	42% (74)	13% (23)	177
Military HH: No	39% (358)	46% (427)	15% (139)	924
RD/WT: Right Direction	42% (177)	42% (175)	16% (68)	419
RD/WT: Wrong Track	38% (261)	48% (327)	14% (94)	682

Continued on next page

Table INF13b: Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	40% (437)	46% (501)	15% (162)	1100
Trump Job Approve	40% (175)	45% (199)	15% (66)	440
Trump Job Disapprove	41% (247)	46% (282)	13% (79)	608
Trump Job Strongly Approve	38% (88)	43% (99)	20% (46)	233
Trump Job Somewhat Approve	42% (87)	48% (100)	10% (21)	208
Trump Job Somewhat Disapprove	44% (69)	46% (73)	11% (17)	159
Trump Job Strongly Disapprove	40% (177)	47% (209)	14% (62)	449
Favorable of Trump	40% (170)	45% (193)	15% (62)	425
Unfavorable of Trump	41% (248)	47% (283)	12% (73)	604
Very Favorable of Trump	40% (96)	41% (99)	18% (44)	239
Somewhat Favorable of Trump	40% (73)	51% (94)	10% (18)	185
Somewhat Unfavorable of Trump	41% (55)	51% (68)	9% (11)	134
Very Unfavorable of Trump	41% (193)	46% (215)	13% (62)	470
#1 Issue: Economy	40% (132)	49% (164)	11% (37)	333
#1 Issue: Security	39% (75)	41% (79)	20% (39)	193
#1 Issue: Health Care	43% (84)	45% (87)	12% (24)	194
#1 Issue: Medicare / Social Security	30% (31)	48% (51)	22% (23)	106
#1 Issue: Women's Issues	38% (29)	50% (39)	13% (10)	78
#1 Issue: Education	49% (41)	39% (32)	12% (10)	84
#1 Issue: Energy	49% (31)	45% (29)	5% (3)	63
#1 Issue: Other	27% (14)	41% (20)	32% (16)	49
2018 House Vote: Democrat	43% (177)	44% (177)	13% (53)	408
2018 House Vote: Republican	37% (123)	47% (156)	16% (51)	330
2018 House Vote: Someone else	42% (19)	37% (17)	21% (9)	44
2018 House Vote: Didnt Vote	37% (117)	48% (150)	15% (48)	315
2016 Vote: Hillary Clinton	44% (143)	43% (138)	13% (42)	323
2016 Vote: Donald Trump	36% (113)	47% (145)	17% (52)	311
2016 Vote: Someone else	41% (39)	44% (42)	15% (14)	96
2016 Vote: Didnt Vote	38% (139)	48% (174)	15% (53)	367
Voted in 2014: Yes	39% (247)	46% (296)	15% (97)	640
Voted in 2014: No	41% (190)	45% (205)	14% (65)	461

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Table INF13b: Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	40% (437)	46% (501)	15% (162)	1100
2012 Vote: Barack Obama	44% (177)	44% (179)	12% (47)	403
2012 Vote: Mitt Romney	35% (77)	48% (107)	17% (39)	222
2012 Vote: Other	39% (16)	39% (16)	22% (9)	42
2012 Vote: Didn't Vote	39% (166)	46% (199)	15% (67)	432
4-Region: Northeast	36% (67)	50% (92)	15% (27)	186
4-Region: Midwest	36% (85)	51% (119)	13% (30)	235
4-Region: South	37% (154)	47% (196)	16% (67)	417
4-Region: West	50% (131)	36% (93)	14% (38)	262
190242	40% (224)	46% (256)	14% (79)	559
190247	39% (213)	45% (245)	15% (83)	542
Yes, I currently have one	41% (357)	46% (396)	13% (111)	864
No, but I had one previously	34% (81)	44% (105)	21% (51)	236
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.

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)	13%	(139)	27%	(292)	40%	(443)	15%	(167)	1100
Gender: Male	8%	(32)	16%	(68)	26%	(110)	38%	(164)	13%	(55)	428
Gender: Female	4%	(28)	11%	(71)	27%	(183)	42%	(279)	17%	(112)	673
Age: 18-29	10%	(30)	15%	(46)	24%	(76)	35%	(108)	16%	(50)	310
Age: 30-44	7%	(21)	15%	(49)	30%	(94)	35%	(109)	14%	(44)	317
Age: 45-54	2%	(4)	11%	(23)	28%	(60)	42%	(91)	17%	(38)	216
Age: 55-64	1%	(2)	10%	(14)	25%	(35)	51%	(72)	13%	(18)	141
Age: 65+	2%	(2)	5%	(6)	24%	(28)	54%	(63)	15%	(18)	116
Generation Z: 18-22	12%	(15)	19%	(25)	21%	(27)	33%	(43)	14%	(18)	129
Millennial: Age 23-38	7%	(25)	14%	(48)	27%	(94)	37%	(127)	15%	(53)	347
Generation X: Age 39-54	4%	(15)	12%	(41)	30%	(104)	39%	(134)	15%	(53)	348
Boomers: Age 55-73	2%	(4)	8%	(21)	25%	(66)	50%	(130)	15%	(38)	259
PID: Dem (no lean)	5%	(21)	15%	(57)	27%	(102)	38%	(145)	15%	(58)	383
PID: Ind (no lean)	5%	(19)	11%	(45)	25%	(101)	41%	(165)	19%	(77)	407
PID: Rep (no lean)	6%	(20)	12%	(37)	29%	(90)	43%	(132)	10%	(32)	310
PID/Gender: Dem Men	7%	(9)	21%	(28)	25%	(34)	33%	(45)	14%	(18)	135
PID/Gender: Dem Women	5%	(11)	12%	(29)	27%	(68)	41%	(101)	16%	(39)	248
PID/Gender: Ind Men	5%	(8)	12%	(19)	25%	(40)	42%	(67)	16%	(25)	160
PID/Gender: Ind Women	5%	(11)	10%	(26)	24%	(60)	40%	(99)	21%	(52)	248
PID/Gender: Rep Men	11%	(15)	15%	(20)	27%	(35)	39%	(52)	8%	(11)	133
PID/Gender: Rep Women	3%	(5)	9%	(17)	31%	(54)	45%	(80)	12%	(21)	177
Ideo: Liberal (1-3)	7%	(26)	15%	(57)	28%	(105)	37%	(139)	14%	(53)	379
Ideo: Moderate (4)	7%	(17)	11%	(24)	25%	(59)	43%	(98)	14%	(32)	230
Ideo: Conservative (5-7)	4%	(12)	12%	(39)	32%	(106)	43%	(142)	11%	(35)	335
Educ: < College	5%	(32)	12%	(84)	25%	(171)	40%	(275)	18%	(124)	686
Educ: Bachelors degree	6%	(16)	13%	(35)	29%	(77)	40%	(106)	11%	(30)	263
Educ: Post-grad	8%	(12)	13%	(19)	30%	(45)	41%	(62)	8%	(13)	152

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)	13%	(139)	27%	(292)	40%	(443)	15%	(167)	1100
Income: Under 50k	6%	(36)	14%	(84)	24%	(148)	38%	(230)	18%	(111)	609
Income: 50k-100k	4%	(14)	11%	(37)	30%	(100)	41%	(136)	13%	(44)	331
Income: 100k+	6%	(10)	11%	(18)	27%	(44)	48%	(76)	8%	(12)	160
Ethnicity: White	4%	(38)	12%	(103)	27%	(239)	42%	(362)	15%	(129)	870
Ethnicity: Hispanic	11%	(17)	13%	(22)	24%	(39)	40%	(65)	13%	(21)	163
Ethnicity: Afr. Am.	11%	(15)	15%	(22)	23%	(33)	34%	(49)	17%	(25)	145
Ethnicity: Other	8%	(7)	16%	(14)	24%	(20)	37%	(32)	15%	(13)	86
Relig: Protestant	5%	(11)	11%	(24)	30%	(64)	45%	(95)	9%	(20)	214
Relig: Roman Catholic	8%	(15)	20%	(41)	24%	(48)	36%	(72)	13%	(26)	202
Relig: Ath./Agn./None	6%	(19)	11%	(37)	25%	(85)	43%	(143)	16%	(52)	336
Relig: Something Else	5%	(10)	10%	(19)	30%	(57)	38%	(72)	17%	(31)	189
Relig: Jewish	4%	(1)	2%	(0)	27%	(6)	47%	(10)	21%	(4)	21
Relig: Evangelical	6%	(18)	14%	(45)	26%	(84)	39%	(126)	16%	(52)	325
Relig: Non-Evang. Catholics	5%	(13)	15%	(38)	27%	(67)	41%	(102)	12%	(30)	250
Relig: All Christian	5%	(31)	14%	(83)	26%	(151)	40%	(228)	14%	(82)	575
Relig: All Non-Christian	6%	(29)	11%	(55)	27%	(142)	41%	(215)	16%	(83)	525
Community: Urban	7%	(21)	18%	(52)	24%	(68)	37%	(108)	14%	(42)	290
Community: Suburban	5%	(26)	12%	(59)	28%	(144)	41%	(209)	14%	(70)	508
Community: Rural	4%	(13)	9%	(28)	27%	(80)	42%	(126)	18%	(55)	302
Employ: Private Sector	6%	(19)	13%	(45)	30%	(104)	41%	(140)	10%	(33)	341
Employ: Government	9%	(9)	19%	(18)	31%	(29)	28%	(26)	13%	(12)	94
Employ: Self-Employed	7%	(9)	16%	(20)	27%	(32)	38%	(45)	12%	(15)	121
Employ: Homemaker	5%	(4)	13%	(10)	29%	(23)	36%	(29)	18%	(14)	80
Employ: Student	12%	(11)	12%	(11)	29%	(26)	34%	(31)	13%	(12)	91
Employ: Retired	1%	(1)	8%	(11)	21%	(27)	55%	(72)	16%	(21)	132
Employ: Unemployed	6%	(7)	7%	(9)	22%	(27)	39%	(47)	25%	(30)	120
Employ: Other	1%	(1)	12%	(15)	19%	(24)	44%	(53)	24%	(29)	122
Military HH: Yes	8%	(15)	14%	(25)	23%	(41)	39%	(70)	15%	(26)	177
Military HH: No	5%	(45)	12%	(113)	27%	(252)	40%	(373)	15%	(140)	924
RD/WT: Right Direction	6%	(27)	13%	(54)	26%	(110)	39%	(165)	15%	(63)	419
RD/WT: Wrong Track	5%	(33)	12%	(85)	27%	(183)	41%	(277)	15%	(103)	682

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)	13%	(139)	27%	(292)	40%	(443)	15%	(167)	1100
Trump Job Approve	5%	(24)	13%	(58)	26%	(115)	41%	(181)	14%	(63)	440
Trump Job Disapprove	5%	(33)	13%	(78)	27%	(167)	40%	(244)	14%	(87)	608
Trump Job Strongly Approve	8%	(19)	11%	(25)	27%	(63)	40%	(92)	14%	(33)	233
Trump Job Somewhat Approve	2%	(5)	16%	(33)	25%	(52)	42%	(88)	14%	(30)	208
Trump Job Somewhat Disapprove	9%	(14)	10%	(17)	39%	(61)	33%	(52)	9%	(15)	159
Trump Job Strongly Disapprove	4%	(19)	14%	(61)	24%	(106)	43%	(192)	16%	(72)	449
Favorable of Trump	6%	(24)	11%	(48)	27%	(114)	43%	(184)	13%	(54)	425
Unfavorable of Trump	5%	(27)	14%	(86)	28%	(167)	39%	(237)	14%	(87)	604
Very Favorable of Trump	7%	(17)	11%	(26)	25%	(60)	42%	(100)	15%	(35)	239
Somewhat Favorable of Trump	4%	(7)	12%	(23)	29%	(54)	45%	(84)	10%	(18)	185
Somewhat Unfavorable of Trump	3%	(4)	11%	(15)	37%	(50)	35%	(47)	14%	(19)	134
Very Unfavorable of Trump	5%	(24)	15%	(71)	25%	(117)	40%	(190)	14%	(68)	470
#1 Issue: Economy	5%	(17)	11%	(35)	32%	(107)	40%	(133)	13%	(42)	333
#1 Issue: Security	8%	(15)	13%	(25)	24%	(47)	39%	(75)	16%	(31)	193
#1 Issue: Health Care	5%	(9)	16%	(31)	24%	(47)	45%	(87)	11%	(20)	194
#1 Issue: Medicare / Social Security	4%	(5)	6%	(7)	23%	(25)	41%	(44)	25%	(26)	106
#1 Issue: Women's Issues	7%	(6)	15%	(12)	25%	(20)	35%	(28)	17%	(13)	78
#1 Issue: Education	4%	(3)	15%	(12)	32%	(26)	40%	(33)	10%	(9)	84
#1 Issue: Energy	6%	(4)	20%	(13)	21%	(13)	35%	(22)	17%	(11)	63
#1 Issue: Other	4%	(2)	8%	(4)	16%	(8)	43%	(21)	29%	(14)	49
2018 House Vote: Democrat	5%	(20)	15%	(60)	27%	(111)	41%	(169)	12%	(48)	408
2018 House Vote: Republican	6%	(20)	11%	(37)	29%	(95)	44%	(145)	10%	(33)	330
2018 House Vote: Someone else	7%	(3)	12%	(5)	21%	(9)	34%	(15)	27%	(12)	44
2018 House Vote: Didnt Vote	5%	(17)	11%	(36)	24%	(76)	36%	(113)	23%	(73)	315
2016 Vote: Hillary Clinton	3%	(10)	16%	(52)	29%	(93)	40%	(129)	12%	(39)	323
2016 Vote: Donald Trump	7%	(22)	11%	(33)	27%	(85)	43%	(135)	12%	(36)	311
2016 Vote: Someone else	7%	(7)	11%	(10)	29%	(28)	36%	(35)	16%	(16)	96
2016 Vote: Didnt Vote	6%	(22)	12%	(44)	23%	(85)	38%	(140)	21%	(76)	367
Voted in 2014: Yes	5%	(30)	12%	(77)	28%	(177)	43%	(276)	12%	(79)	640
Voted in 2014: No	6%	(30)	13%	(62)	25%	(115)	36%	(166)	19%	(88)	461

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)	13%	(139)	27%	(292)	40%	(443)	15%	(167)	1100
2012 Vote: Barack Obama	4%	(18)	13%	(53)	27%	(108)	43%	(173)	13%	(51)	403
2012 Vote: Mitt Romney	5%	(11)	11%	(25)	29%	(64)	44%	(97)	11%	(24)	222
2012 Vote: Other	3%	(1)	4%	(2)	24%	(10)	48%	(20)	22%	(9)	42
2012 Vote: Didn't Vote	7%	(30)	14%	(59)	25%	(110)	35%	(152)	19%	(81)	432
4-Region: Northeast	7%	(13)	7%	(13)	22%	(41)	46%	(86)	18%	(33)	186
4-Region: Midwest	4%	(10)	13%	(30)	29%	(69)	39%	(91)	15%	(35)	235
4-Region: South	5%	(22)	12%	(51)	28%	(116)	38%	(160)	16%	(68)	417
4-Region: West	6%	(16)	17%	(44)	25%	(66)	40%	(106)	11%	(30)	262
190242	5%	(26)	12%	(67)	27%	(153)	43%	(238)	13%	(75)	559
190247	6%	(34)	13%	(72)	26%	(139)	38%	(205)	17%	(92)	542
Yes, I currently have one	6%	(51)	13%	(115)	26%	(226)	41%	(352)	14%	(121)	864
No, but I had one previously	4%	(9)	10%	(24)	28%	(67)	38%	(90)	19%	(46)	236
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.

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%	(70)	17%	(184)	23%	(257)	42%	(460)	12%	(130)	1100
Gender: Male	7%	(30)	20%	(87)	22%	(94)	40%	(171)	11%	(45)	428
Gender: Female	6%	(40)	14%	(97)	24%	(163)	43%	(289)	13%	(84)	673
Age: 18-29	11%	(35)	18%	(55)	24%	(74)	33%	(103)	14%	(43)	310
Age: 30-44	8%	(26)	23%	(72)	23%	(73)	36%	(115)	10%	(30)	317
Age: 45-54	2%	(4)	15%	(32)	26%	(57)	45%	(97)	12%	(26)	216
Age: 55-64	2%	(3)	12%	(16)	20%	(29)	56%	(80)	9%	(13)	141
Age: 65+	2%	(2)	7%	(8)	21%	(24)	56%	(65)	15%	(17)	116
Generation Z: 18-22	15%	(20)	24%	(30)	20%	(25)	28%	(35)	14%	(18)	129
Millennial: Age 23-38	9%	(30)	17%	(60)	25%	(86)	38%	(132)	11%	(38)	347
Generation X: Age 39-54	4%	(15)	19%	(65)	25%	(85)	41%	(143)	11%	(38)	348
Boomers: Age 55-73	2%	(5)	10%	(25)	23%	(59)	53%	(138)	13%	(33)	259
PID: Dem (no lean)	7%	(25)	20%	(78)	23%	(90)	40%	(153)	10%	(37)	383
PID: Ind (no lean)	6%	(23)	14%	(57)	23%	(93)	42%	(169)	16%	(65)	407
PID: Rep (no lean)	7%	(21)	16%	(49)	24%	(75)	44%	(138)	9%	(28)	310
PID/Gender: Dem Men	8%	(11)	30%	(40)	20%	(27)	34%	(46)	8%	(11)	135
PID/Gender: Dem Women	6%	(14)	15%	(38)	25%	(63)	43%	(107)	11%	(26)	248
PID/Gender: Ind Men	4%	(6)	14%	(23)	24%	(38)	43%	(69)	15%	(24)	160
PID/Gender: Ind Women	7%	(17)	14%	(35)	22%	(55)	41%	(100)	16%	(41)	248
PID/Gender: Rep Men	9%	(12)	19%	(25)	22%	(29)	42%	(56)	8%	(11)	133
PID/Gender: Rep Women	5%	(9)	14%	(24)	26%	(45)	46%	(82)	10%	(17)	177
Ideo: Liberal (1-3)	8%	(29)	20%	(75)	26%	(97)	38%	(144)	9%	(34)	379
Ideo: Moderate (4)	7%	(17)	18%	(41)	22%	(50)	44%	(101)	9%	(22)	230
Ideo: Conservative (5-7)	5%	(16)	16%	(54)	25%	(85)	44%	(148)	10%	(32)	335
Educ: < College	6%	(44)	17%	(114)	22%	(152)	40%	(274)	15%	(103)	686
Educ: Bachelors degree	5%	(13)	18%	(47)	26%	(68)	44%	(115)	8%	(20)	263
Educ: Post-grad	8%	(13)	16%	(24)	24%	(37)	47%	(71)	5%	(7)	152

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
Adults	6%	(70)	17%	(184)	23%	(257)	42%	(460)	12%	(130)	1100
Income: Under 50k	7%	(43)	18%	(107)	21%	(130)	39%	(237)	15%	(91)	609
Income: 50k-100k	5%	(15)	16%	(54)	28%	(94)	42%	(140)	8%	(28)	331
Income: 100k+	7%	(11)	15%	(23)	20%	(32)	51%	(82)	7%	(11)	160
Ethnicity: White	6%	(53)	15%	(132)	24%	(213)	43%	(372)	12%	(101)	870
Ethnicity: Hispanic	12%	(20)	17%	(28)	22%	(36)	36%	(59)	12%	(20)	163
Ethnicity: Afr. Am.	8%	(12)	23%	(33)	21%	(30)	35%	(50)	14%	(20)	145
Ethnicity: Other	6%	(5)	23%	(19)	17%	(15)	44%	(38)	10%	(9)	86
Relig: Protestant	5%	(11)	16%	(34)	26%	(56)	43%	(92)	10%	(21)	214
Relig: Roman Catholic	8%	(17)	23%	(46)	20%	(41)	42%	(84)	7%	(15)	202
Relig: Ath./Agn./None	6%	(22)	15%	(51)	24%	(81)	43%	(145)	11%	(37)	336
Relig: Something Else	7%	(13)	15%	(28)	24%	(46)	41%	(78)	12%	(23)	189
Relig: Jewish	6%	(1)	5%	(1)	21%	(4)	46%	(10)	22%	(5)	21
Relig: Evangelical	7%	(23)	17%	(54)	24%	(78)	38%	(125)	14%	(45)	325
Relig: Non-Evang. Catholics	5%	(11)	20%	(51)	21%	(52)	45%	(111)	9%	(24)	250
Relig: All Christian	6%	(35)	18%	(105)	23%	(130)	41%	(237)	12%	(69)	575
Relig: All Non-Christian	7%	(35)	15%	(80)	24%	(127)	43%	(223)	12%	(60)	525
Community: Urban	6%	(19)	21%	(62)	22%	(64)	38%	(109)	12%	(35)	290
Community: Suburban	6%	(33)	15%	(79)	26%	(131)	42%	(214)	10%	(52)	508
Community: Rural	6%	(18)	14%	(43)	20%	(62)	45%	(136)	14%	(42)	302
Employ: Private Sector	6%	(20)	17%	(57)	26%	(87)	44%	(150)	8%	(26)	341
Employ: Government	7%	(7)	24%	(23)	27%	(25)	37%	(34)	6%	(5)	94
Employ: Self-Employed	10%	(12)	25%	(30)	23%	(28)	34%	(41)	8%	(10)	121
Employ: Homemaker	6%	(5)	12%	(10)	36%	(29)	34%	(27)	12%	(10)	80
Employ: Student	12%	(11)	18%	(16)	21%	(19)	36%	(33)	12%	(11)	91
Employ: Retired	1%	(1)	9%	(12)	18%	(24)	59%	(77)	14%	(18)	132
Employ: Unemployed	8%	(10)	11%	(14)	19%	(22)	40%	(48)	22%	(26)	120
Employ: Other	4%	(4)	19%	(23)	18%	(22)	39%	(48)	20%	(24)	122
Military HH: Yes	8%	(14)	18%	(31)	20%	(35)	42%	(74)	13%	(22)	177
Military HH: No	6%	(56)	17%	(153)	24%	(221)	42%	(386)	12%	(108)	924
RD/WT: Right Direction	7%	(30)	17%	(70)	23%	(98)	39%	(163)	14%	(59)	419
RD/WT: Wrong Track	6%	(40)	17%	(114)	23%	(159)	44%	(297)	10%	(71)	682

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%	(70)	17%	(184)	23%	(257)	42%	(460)	12%	(130)	1100
Trump Job Approve	5%	(23)	17%	(76)	23%	(102)	42%	(185)	12%	(54)	440
Trump Job Disapprove	7%	(40)	17%	(105)	25%	(150)	42%	(253)	10%	(59)	608
Trump Job Strongly Approve	7%	(17)	15%	(35)	23%	(53)	41%	(95)	14%	(33)	233
Trump Job Somewhat Approve	3%	(7)	19%	(40)	24%	(49)	44%	(90)	10%	(21)	208
Trump Job Somewhat Disapprove	11%	(18)	19%	(31)	30%	(47)	34%	(54)	6%	(9)	159
Trump Job Strongly Disapprove	5%	(22)	17%	(74)	23%	(103)	44%	(199)	11%	(50)	449
Favorable of Trump	6%	(25)	15%	(63)	25%	(106)	44%	(185)	11%	(46)	425
Unfavorable of Trump	6%	(36)	19%	(114)	24%	(145)	41%	(249)	10%	(61)	604
Very Favorable of Trump	6%	(15)	15%	(36)	22%	(54)	42%	(101)	14%	(33)	239
Somewhat Favorable of Trump	5%	(10)	14%	(26)	28%	(52)	46%	(85)	7%	(13)	185
Somewhat Unfavorable of Trump	4%	(5)	22%	(30)	29%	(39)	34%	(46)	10%	(14)	134
Very Unfavorable of Trump	7%	(31)	18%	(83)	23%	(106)	43%	(203)	10%	(47)	470
#1 Issue: Economy	6%	(21)	16%	(53)	28%	(93)	41%	(137)	9%	(29)	333
#1 Issue: Security	6%	(12)	16%	(30)	22%	(43)	39%	(75)	17%	(34)	193
#1 Issue: Health Care	7%	(14)	21%	(41)	19%	(37)	45%	(88)	7%	(14)	194
#1 Issue: Medicare / Social Security	4%	(5)	7%	(7)	21%	(22)	47%	(50)	21%	(22)	106
#1 Issue: Women's Issues	10%	(8)	19%	(14)	27%	(21)	32%	(25)	13%	(10)	78
#1 Issue: Education	5%	(5)	20%	(17)	25%	(21)	42%	(35)	7%	(6)	84
#1 Issue: Energy	5%	(3)	26%	(16)	23%	(14)	40%	(25)	6%	(4)	63
#1 Issue: Other	6%	(3)	12%	(6)	13%	(7)	47%	(23)	22%	(11)	49
2018 House Vote: Democrat	7%	(28)	20%	(83)	25%	(101)	41%	(167)	7%	(28)	408
2018 House Vote: Republican	6%	(19)	15%	(49)	24%	(81)	45%	(149)	10%	(33)	330
2018 House Vote: Someone else	4%	(2)	13%	(6)	18%	(8)	47%	(21)	18%	(8)	44
2018 House Vote: Didnt Vote	6%	(21)	15%	(47)	21%	(65)	39%	(123)	19%	(60)	315
2016 Vote: Hillary Clinton	5%	(16)	20%	(64)	25%	(80)	42%	(136)	8%	(27)	323
2016 Vote: Donald Trump	6%	(20)	15%	(47)	23%	(72)	44%	(137)	11%	(35)	311
2016 Vote: Someone else	8%	(7)	20%	(19)	20%	(19)	47%	(45)	6%	(6)	96
2016 Vote: Didnt Vote	7%	(26)	15%	(55)	23%	(84)	38%	(138)	17%	(63)	367
Voted in 2014: Yes	5%	(34)	17%	(108)	23%	(149)	45%	(286)	10%	(63)	640
Voted in 2014: No	8%	(36)	17%	(76)	23%	(108)	38%	(174)	15%	(67)	461

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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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	6%	(70)	17%	(184)	23%	(257)	42%	(460)	12%	(130)	1100
2012 Vote: Barack Obama	5%	(21)	20%	(80)	23%	(91)	44%	(177)	8%	(34)	403
2012 Vote: Mitt Romney	4%	(10)	14%	(31)	23%	(50)	48%	(107)	11%	(24)	222
2012 Vote: Other	7%	(3)	3%	(1)	19%	(8)	59%	(25)	12%	(5)	42
2012 Vote: Didn't Vote	8%	(36)	17%	(72)	25%	(107)	35%	(150)	16%	(67)	432
4-Region: Northeast	8%	(15)	9%	(16)	24%	(44)	48%	(88)	13%	(23)	186
4-Region: Midwest	4%	(10)	17%	(41)	25%	(59)	42%	(100)	11%	(25)	235
4-Region: South	6%	(25)	18%	(77)	23%	(94)	39%	(161)	14%	(60)	417
4-Region: West	8%	(20)	19%	(50)	23%	(60)	42%	(110)	8%	(21)	262
190242	6%	(31)	18%	(102)	23%	(128)	43%	(240)	10%	(58)	559
190247	7%	(39)	15%	(83)	24%	(129)	40%	(219)	13%	(72)	542
Yes, I currently have one	7%	(58)	18%	(153)	23%	(195)	42%	(366)	11%	(92)	864
No, but I had one previously	5%	(11)	13%	(32)	26%	(61)	40%	(94)	16%	(38)	236
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.

Table INF16b: Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	55% (607)	33% (361)	12% (132)	1100
Gender: Male	56% (242)	32% (138)	11% (49)	428
Gender: Female	54% (365)	33% (224)	12% (83)	673
Age: 18-29	52% (160)	38% (119)	10% (31)	310
Age: 30-44	58% (185)	30% (95)	12% (37)	317
Age: 45-54	55% (118)	35% (76)	10% (22)	216
Age: 55-64	58% (81)	32% (45)	11% (15)	141
Age: 65+	54% (62)	23% (26)	23% (27)	116
Generation Z: 18-22	50% (65)	37% (47)	13% (17)	129
Millennial: Age 23-38	56% (194)	34% (119)	10% (34)	347
Generation X: Age 39-54	57% (200)	32% (110)	11% (37)	348
Boomers: Age 55-73	53% (137)	32% (82)	16% (40)	259
PID: Dem (no lean)	58% (220)	32% (123)	10% (40)	383
PID: Ind (no lean)	52% (211)	33% (136)	15% (60)	407
PID: Rep (no lean)	57% (176)	33% (103)	10% (32)	310
PID/Gender: Dem Men	62% (83)	28% (38)	10% (13)	135
PID/Gender: Dem Women	55% (137)	34% (84)	11% (27)	248
PID/Gender: Ind Men	52% (83)	35% (56)	13% (21)	160
PID/Gender: Ind Women	52% (128)	32% (80)	16% (39)	248
PID/Gender: Rep Men	56% (75)	33% (44)	11% (15)	133
PID/Gender: Rep Women	57% (101)	33% (59)	10% (17)	177
Ideo: Liberal (1-3)	57% (217)	32% (120)	11% (42)	379
Ideo: Moderate (4)	52% (120)	37% (84)	11% (26)	230
Ideo: Conservative (5-7)	56% (186)	34% (113)	11% (36)	335
Educ: < College	52% (355)	35% (238)	13% (92)	686
Educ: Bachelors degree	64% (168)	28% (74)	8% (20)	263
Educ: Post-grad	55% (84)	32% (49)	13% (20)	152

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Table INF16b: Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	55% (607)	33% (361)	12% (132)	1100
Income: Under 50k	52% (318)	35% (214)	13% (77)	609
Income: 50k-100k	58% (191)	32% (106)	10% (34)	331
Income: 100k+	61% (99)	26% (41)	13% (21)	160
Ethnicity: White	55% (475)	34% (294)	12% (101)	870
Ethnicity: Hispanic	52% (85)	38% (62)	10% (17)	163
Ethnicity: Afr. Am.	58% (84)	30% (43)	12% (17)	145
Ethnicity: Other	56% (48)	28% (24)	16% (13)	86
Relig: Protestant	58% (125)	32% (68)	10% (22)	214
Relig: Roman Catholic	58% (117)	27% (56)	15% (30)	202
Relig: Ath./Agn./None	55% (185)	33% (112)	12% (39)	336
Relig: Something Else	47% (89)	42% (80)	11% (20)	189
Relig: Jewish	66% (14)	14% (3)	20% (4)	21
Relig: Evangelical	58% (190)	30% (98)	12% (37)	325
Relig: Non-Evang. Catholics	58% (144)	29% (71)	14% (34)	250
Relig: All Christian	58% (333)	30% (170)	13% (72)	575
Relig: All Non-Christian	52% (274)	37% (192)	11% (59)	525
Community: Urban	58% (168)	31% (90)	11% (32)	290
Community: Suburban	56% (285)	31% (160)	12% (63)	508
Community: Rural	51% (154)	37% (112)	12% (37)	302
Employ: Private Sector	59% (202)	31% (104)	10% (35)	341
Employ: Government	57% (53)	37% (35)	6% (6)	94
Employ: Self-Employed	50% (61)	39% (47)	11% (13)	121
Employ: Homemaker	59% (47)	31% (25)	10% (8)	80
Employ: Student	59% (54)	35% (31)	6% (5)	91
Employ: Retired	55% (73)	22% (30)	22% (30)	132
Employ: Unemployed	52% (63)	35% (42)	13% (15)	120
Employ: Other	45% (54)	39% (48)	16% (19)	122
Military HH: Yes	50% (88)	34% (60)	16% (29)	177
Military HH: No	56% (519)	33% (301)	11% (103)	924
RD/WT: Right Direction	54% (224)	32% (135)	14% (59)	419
RD/WT: Wrong Track	56% (383)	33% (226)	11% (73)	682

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Table INF16b: Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	55% (607)	33% (361)	12% (132)	1100
Trump Job Approve	54% (236)	33% (147)	13% (57)	440
Trump Job Disapprove	58% (351)	33% (198)	10% (59)	608
Trump Job Strongly Approve	57% (133)	31% (71)	12% (28)	233
Trump Job Somewhat Approve	50% (103)	36% (76)	14% (29)	208
Trump Job Somewhat Disapprove	60% (95)	31% (50)	9% (14)	159
Trump Job Strongly Disapprove	57% (256)	33% (148)	10% (45)	449
Favorable of Trump	54% (229)	35% (150)	11% (46)	425
Unfavorable of Trump	58% (350)	32% (194)	10% (60)	604
Very Favorable of Trump	59% (142)	28% (68)	12% (30)	239
Somewhat Favorable of Trump	47% (87)	44% (82)	9% (16)	185
Somewhat Unfavorable of Trump	58% (78)	30% (41)	11% (15)	134
Very Unfavorable of Trump	58% (272)	33% (153)	9% (45)	470
#1 Issue: Economy	55% (185)	35% (116)	10% (33)	333
#1 Issue: Security	56% (108)	30% (57)	14% (27)	193
#1 Issue: Health Care	53% (104)	37% (72)	10% (19)	194
#1 Issue: Medicare / Social Security	47% (50)	33% (35)	20% (21)	106
#1 Issue: Women's Issues	59% (46)	29% (22)	12% (9)	78
#1 Issue: Education	63% (53)	32% (26)	5% (4)	84
#1 Issue: Energy	62% (39)	30% (19)	9% (5)	63
#1 Issue: Other	44% (22)	29% (14)	27% (13)	49
2018 House Vote: Democrat	57% (232)	33% (134)	10% (41)	408
2018 House Vote: Republican	57% (189)	31% (102)	12% (39)	330
2018 House Vote: Someone else	52% (23)	32% (14)	16% (7)	44
2018 House Vote: Didnt Vote	51% (161)	35% (111)	14% (43)	315
2016 Vote: Hillary Clinton	61% (196)	28% (92)	11% (35)	323
2016 Vote: Donald Trump	55% (172)	32% (98)	13% (41)	311
2016 Vote: Someone else	50% (47)	37% (35)	13% (13)	96
2016 Vote: Didnt Vote	52% (189)	37% (134)	12% (44)	367
Voted in 2014: Yes	55% (355)	32% (208)	12% (77)	640
Voted in 2014: No	55% (252)	33% (154)	12% (55)	461

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Table INF16b: Do you consider the following post to be an advertisement on Instagram?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	55% (607)	33% (361)	12% (132)	1100
2012 Vote: Barack Obama	56% (228)	33% (133)	11% (43)	403
2012 Vote: Mitt Romney	54% (120)	32% (71)	14% (31)	222
2012 Vote: Other	58% (24)	27% (11)	15% (6)	42
2012 Vote: Didn't Vote	54% (234)	34% (145)	12% (53)	432
4-Region: Northeast	53% (99)	35% (65)	12% (22)	186
4-Region: Midwest	57% (134)	32% (75)	12% (27)	235
4-Region: South	54% (224)	35% (144)	12% (49)	417
4-Region: West	57% (150)	30% (77)	13% (34)	262
190242	55% (305)	35% (195)	10% (58)	559
190247	56% (302)	31% (166)	14% (74)	542
Yes, I currently have one	57% (494)	31% (270)	12% (100)	864
No, but I had one previously	48% (113)	39% (92)	13% (32)	236
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.

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	7%	(74)	22%	(242)	27%	(292)	34%	(369)	11%	(124)	1100
Gender: Male	9%	(40)	21%	(89)	25%	(109)	32%	(139)	12%	(52)	428
Gender: Female	5%	(34)	23%	(153)	27%	(183)	34%	(230)	11%	(72)	673
Age: 18-29	8%	(24)	24%	(76)	28%	(87)	25%	(77)	15%	(46)	310
Age: 30-44	10%	(30)	27%	(85)	24%	(77)	28%	(90)	11%	(34)	317
Age: 45-54	8%	(17)	20%	(42)	26%	(56)	36%	(77)	11%	(24)	216
Age: 55-64	—	(1)	18%	(25)	27%	(38)	49%	(70)	6%	(8)	141
Age: 65+	2%	(2)	12%	(13)	29%	(33)	48%	(56)	10%	(12)	116
Generation Z: 18-22	9%	(12)	27%	(35)	27%	(34)	23%	(30)	14%	(17)	129
Millennial: Age 23-38	8%	(29)	24%	(85)	26%	(91)	28%	(96)	13%	(45)	347
Generation X: Age 39-54	9%	(30)	24%	(83)	25%	(88)	32%	(112)	10%	(35)	348
Boomers: Age 55-73	1%	(2)	15%	(39)	28%	(72)	47%	(121)	10%	(26)	259
PID: Dem (no lean)	9%	(34)	22%	(84)	26%	(98)	33%	(127)	10%	(39)	383
PID: Ind (no lean)	5%	(21)	19%	(75)	27%	(109)	35%	(143)	14%	(58)	407
PID: Rep (no lean)	6%	(19)	26%	(82)	27%	(84)	32%	(99)	8%	(26)	310
PID/Gender: Dem Men	14%	(19)	26%	(36)	24%	(32)	25%	(34)	11%	(14)	135
PID/Gender: Dem Women	6%	(15)	20%	(49)	27%	(67)	37%	(93)	10%	(25)	248
PID/Gender: Ind Men	5%	(9)	13%	(21)	25%	(41)	40%	(64)	16%	(25)	160
PID/Gender: Ind Women	5%	(13)	22%	(54)	28%	(69)	32%	(78)	13%	(33)	248
PID/Gender: Rep Men	9%	(13)	24%	(32)	27%	(36)	30%	(40)	9%	(12)	133
PID/Gender: Rep Women	3%	(6)	28%	(50)	27%	(48)	34%	(59)	8%	(14)	177
Ideo: Liberal (1-3)	8%	(30)	22%	(84)	27%	(101)	32%	(122)	11%	(43)	379
Ideo: Moderate (4)	7%	(17)	20%	(45)	27%	(62)	40%	(91)	7%	(16)	230
Ideo: Conservative (5-7)	5%	(17)	25%	(84)	29%	(96)	32%	(108)	9%	(30)	335
Educ: < College	7%	(46)	22%	(154)	25%	(171)	32%	(217)	14%	(98)	686
Educ: Bachelors degree	6%	(17)	22%	(59)	27%	(71)	38%	(99)	7%	(17)	263
Educ: Post-grad	8%	(12)	19%	(29)	33%	(50)	35%	(53)	6%	(9)	152

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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	7%	(74)	22%	(242)	27%	(292)	34%	(369)	11%	(124)	1100
Income: Under 50k	7%	(40)	23%	(140)	26%	(156)	30%	(184)	15%	(89)	609
Income: 50k-100k	6%	(21)	21%	(70)	28%	(91)	38%	(124)	7%	(24)	331
Income: 100k+	8%	(12)	20%	(32)	28%	(44)	38%	(61)	7%	(11)	160
Ethnicity: White	6%	(49)	23%	(196)	27%	(236)	34%	(298)	11%	(92)	870
Ethnicity: Hispanic	11%	(18)	27%	(45)	26%	(42)	24%	(40)	12%	(19)	163
Ethnicity: Afr. Am.	10%	(15)	19%	(28)	25%	(36)	30%	(44)	15%	(22)	145
Ethnicity: Other	12%	(10)	21%	(18)	23%	(20)	32%	(27)	12%	(10)	86
Relig: Protestant	6%	(13)	21%	(45)	28%	(59)	36%	(78)	9%	(19)	214
Relig: Roman Catholic	8%	(17)	27%	(54)	27%	(54)	31%	(62)	8%	(15)	202
Relig: Ath./Agn./None	5%	(16)	19%	(62)	26%	(87)	37%	(126)	13%	(45)	336
Relig: Something Else	7%	(13)	22%	(42)	29%	(55)	33%	(62)	9%	(18)	189
Relig: Jewish	6%	(1)	21%	(5)	18%	(4)	46%	(10)	8%	(2)	21
Relig: Evangelical	9%	(31)	25%	(80)	24%	(78)	29%	(96)	13%	(41)	325
Relig: Non-Evang. Catholics	6%	(15)	23%	(58)	29%	(72)	34%	(86)	8%	(20)	250
Relig: All Christian	8%	(45)	24%	(137)	26%	(150)	32%	(181)	11%	(61)	575
Relig: All Non-Christian	6%	(29)	20%	(104)	27%	(141)	36%	(188)	12%	(62)	525
Community: Urban	11%	(32)	22%	(63)	25%	(72)	31%	(89)	12%	(35)	290
Community: Suburban	5%	(25)	22%	(114)	28%	(144)	34%	(174)	10%	(51)	508
Community: Rural	6%	(18)	22%	(65)	25%	(76)	35%	(105)	12%	(38)	302
Employ: Private Sector	7%	(25)	21%	(73)	29%	(98)	32%	(109)	11%	(37)	341
Employ: Government	9%	(9)	26%	(24)	28%	(26)	33%	(31)	4%	(4)	94
Employ: Self-Employed	8%	(10)	27%	(32)	29%	(36)	26%	(32)	9%	(11)	121
Employ: Homemaker	7%	(6)	26%	(20)	30%	(24)	25%	(20)	12%	(10)	80
Employ: Student	7%	(6)	31%	(28)	23%	(21)	32%	(29)	7%	(7)	91
Employ: Retired	2%	(3)	13%	(17)	27%	(36)	48%	(63)	10%	(13)	132
Employ: Unemployed	7%	(9)	22%	(26)	17%	(20)	33%	(40)	21%	(25)	120
Employ: Other	6%	(7)	17%	(21)	25%	(31)	37%	(45)	15%	(18)	122
Military HH: Yes	6%	(11)	20%	(36)	32%	(56)	30%	(53)	12%	(21)	177
Military HH: No	7%	(63)	22%	(206)	25%	(235)	34%	(316)	11%	(103)	924
RD/WT: Right Direction	6%	(27)	25%	(106)	25%	(104)	31%	(130)	13%	(52)	419
RD/WT: Wrong Track	7%	(47)	20%	(136)	28%	(188)	35%	(239)	10%	(72)	682

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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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(74)	22%	(242)	27%	(292)	34%	(369)	11%	(124)	1100
Trump Job Approve	6%	(26)	26%	(113)	25%	(111)	32%	(141)	11%	(50)	440
Trump Job Disapprove	7%	(45)	20%	(122)	28%	(169)	35%	(210)	10%	(61)	608
Trump Job Strongly Approve	7%	(16)	28%	(66)	25%	(58)	30%	(69)	10%	(24)	233
Trump Job Somewhat Approve	5%	(10)	23%	(47)	26%	(53)	35%	(72)	12%	(26)	208
Trump Job Somewhat Disapprove	8%	(13)	27%	(43)	29%	(47)	25%	(39)	11%	(17)	159
Trump Job Strongly Disapprove	7%	(32)	18%	(79)	27%	(122)	38%	(171)	10%	(44)	449
Favorable of Trump	6%	(27)	24%	(102)	25%	(106)	34%	(146)	10%	(43)	425
Unfavorable of Trump	7%	(44)	21%	(125)	29%	(175)	34%	(203)	9%	(56)	604
Very Favorable of Trump	8%	(18)	26%	(63)	23%	(55)	32%	(76)	11%	(27)	239
Somewhat Favorable of Trump	5%	(9)	21%	(40)	28%	(51)	38%	(70)	9%	(16)	185
Somewhat Unfavorable of Trump	7%	(10)	26%	(35)	27%	(37)	24%	(32)	16%	(21)	134
Very Unfavorable of Trump	7%	(35)	19%	(91)	30%	(139)	36%	(171)	7%	(35)	470
#1 Issue: Economy	7%	(22)	22%	(73)	29%	(97)	33%	(109)	10%	(32)	333
#1 Issue: Security	6%	(12)	26%	(50)	26%	(50)	29%	(57)	12%	(24)	193
#1 Issue: Health Care	8%	(16)	19%	(37)	33%	(63)	32%	(63)	8%	(15)	194
#1 Issue: Medicare / Social Security	5%	(6)	18%	(19)	23%	(25)	39%	(41)	15%	(16)	106
#1 Issue: Women's Issues	5%	(4)	25%	(20)	27%	(21)	36%	(28)	8%	(6)	78
#1 Issue: Education	11%	(9)	20%	(17)	25%	(21)	30%	(25)	15%	(12)	84
#1 Issue: Energy	6%	(4)	32%	(20)	13%	(8)	38%	(24)	11%	(7)	63
#1 Issue: Other	2%	(1)	13%	(6)	14%	(7)	46%	(23)	25%	(12)	49
2018 House Vote: Democrat	7%	(29)	21%	(85)	27%	(112)	37%	(149)	8%	(32)	408
2018 House Vote: Republican	5%	(18)	25%	(82)	28%	(92)	32%	(107)	10%	(32)	330
2018 House Vote: Someone else	6%	(2)	21%	(9)	19%	(8)	38%	(17)	16%	(7)	44
2018 House Vote: Didnt Vote	8%	(24)	21%	(65)	25%	(80)	30%	(94)	17%	(52)	315
2016 Vote: Hillary Clinton	6%	(21)	22%	(71)	27%	(89)	36%	(117)	8%	(26)	323
2016 Vote: Donald Trump	6%	(18)	22%	(67)	28%	(86)	35%	(109)	10%	(30)	311
2016 Vote: Someone else	6%	(6)	20%	(19)	30%	(29)	37%	(35)	7%	(7)	96
2016 Vote: Didnt Vote	8%	(28)	23%	(83)	24%	(87)	29%	(107)	17%	(61)	367
Voted in 2014: Yes	5%	(35)	20%	(126)	26%	(167)	39%	(248)	10%	(64)	640
Voted in 2014: No	8%	(39)	25%	(116)	27%	(125)	26%	(121)	13%	(60)	461

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	7%	(74)	22%	(242)	27%	(292)	34%	(369)	11%	(124)	1100
2012 Vote: Barack Obama	6%	(25)	19%	(78)	25%	(102)	39%	(158)	10%	(40)	403
2012 Vote: Mitt Romney	5%	(12)	20%	(45)	27%	(61)	37%	(83)	10%	(21)	222
2012 Vote: Other	2%	(1)	13%	(5)	23%	(10)	52%	(22)	10%	(4)	42
2012 Vote: Didn't Vote	8%	(37)	26%	(114)	27%	(118)	24%	(105)	13%	(58)	432
4-Region: Northeast	5%	(10)	24%	(45)	22%	(40)	37%	(69)	11%	(21)	186
4-Region: Midwest	4%	(10)	23%	(54)	26%	(61)	36%	(85)	10%	(25)	235
4-Region: South	9%	(38)	22%	(91)	27%	(111)	30%	(126)	12%	(51)	417
4-Region: West	6%	(16)	20%	(51)	30%	(80)	33%	(88)	11%	(28)	262
190242	7%	(39)	21%	(120)	27%	(150)	36%	(200)	9%	(49)	559
190247	6%	(35)	23%	(122)	26%	(141)	31%	(169)	14%	(75)	542
Yes, I currently have one	7%	(61)	22%	(191)	27%	(230)	34%	(293)	10%	(89)	864
No, but I had one previously	6%	(13)	21%	(51)	26%	(62)	32%	(76)	15%	(35)	236
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.

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	8%	(85)	20%	(224)	24%	(266)	37%	(408)	11%	(116)	1100
Gender: Male	9%	(40)	19%	(81)	23%	(98)	37%	(159)	12%	(50)	428
Gender: Female	7%	(45)	21%	(143)	25%	(169)	37%	(249)	10%	(67)	673
Age: 18-29	10%	(32)	20%	(63)	24%	(76)	33%	(102)	12%	(38)	310
Age: 30-44	11%	(34)	25%	(80)	20%	(64)	33%	(103)	11%	(36)	317
Age: 45-54	8%	(16)	20%	(43)	28%	(61)	34%	(74)	10%	(21)	216
Age: 55-64	1%	(1)	17%	(24)	23%	(33)	52%	(74)	7%	(9)	141
Age: 65+	2%	(2)	12%	(14)	28%	(32)	48%	(56)	10%	(12)	116
Generation Z: 18-22	13%	(17)	22%	(29)	21%	(27)	32%	(41)	11%	(15)	129
Millennial: Age 23-38	9%	(32)	23%	(80)	23%	(81)	33%	(114)	12%	(41)	347
Generation X: Age 39-54	9%	(33)	22%	(76)	25%	(86)	34%	(118)	10%	(35)	348
Boomers: Age 55-73	1%	(3)	15%	(40)	26%	(68)	48%	(124)	10%	(25)	259
PID: Dem (no lean)	9%	(36)	21%	(81)	22%	(83)	37%	(143)	10%	(39)	383
PID: Ind (no lean)	7%	(28)	18%	(72)	24%	(96)	39%	(157)	13%	(54)	407
PID: Rep (no lean)	7%	(21)	23%	(71)	28%	(87)	35%	(108)	8%	(23)	310
PID/Gender: Dem Men	15%	(20)	26%	(35)	18%	(25)	30%	(40)	12%	(16)	135
PID/Gender: Dem Women	7%	(17)	19%	(46)	23%	(58)	42%	(104)	9%	(23)	248
PID/Gender: Ind Men	6%	(9)	11%	(18)	23%	(36)	46%	(74)	14%	(22)	160
PID/Gender: Ind Women	8%	(19)	22%	(54)	24%	(60)	34%	(83)	13%	(32)	248
PID/Gender: Rep Men	8%	(11)	21%	(28)	28%	(37)	34%	(45)	9%	(12)	133
PID/Gender: Rep Women	6%	(10)	24%	(43)	28%	(50)	35%	(63)	6%	(11)	177
Ideo: Liberal (1-3)	9%	(33)	22%	(83)	24%	(90)	35%	(132)	11%	(42)	379
Ideo: Moderate (4)	8%	(19)	20%	(45)	22%	(52)	44%	(101)	6%	(14)	230
Ideo: Conservative (5-7)	6%	(21)	22%	(75)	28%	(93)	35%	(118)	8%	(27)	335
Educ: < College	8%	(57)	21%	(143)	24%	(162)	34%	(234)	13%	(89)	686
Educ: Bachelors degree	5%	(14)	19%	(49)	26%	(69)	44%	(115)	6%	(16)	263
Educ: Post-grad	10%	(15)	21%	(32)	23%	(36)	39%	(59)	7%	(11)	152

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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(85)	20%	(224)	24%	(266)	37%	(408)	11%	(116)	1100
Income: Under 50k	8%	(49)	21%	(129)	23%	(138)	35%	(211)	13%	(81)	609
Income: 50k-100k	8%	(27)	19%	(62)	27%	(89)	40%	(132)	7%	(22)	331
Income: 100k+	6%	(10)	21%	(33)	24%	(39)	41%	(65)	8%	(13)	160
Ethnicity: White	7%	(58)	21%	(186)	25%	(220)	37%	(322)	10%	(85)	870
Ethnicity: Hispanic	11%	(18)	24%	(39)	19%	(30)	37%	(60)	10%	(16)	163
Ethnicity: Afr. Am.	13%	(19)	16%	(23)	21%	(30)	37%	(53)	13%	(19)	145
Ethnicity: Other	10%	(8)	17%	(15)	19%	(16)	40%	(34)	15%	(12)	86
Relig: Protestant	7%	(15)	19%	(41)	26%	(55)	39%	(84)	9%	(19)	214
Relig: Roman Catholic	8%	(16)	26%	(52)	21%	(43)	38%	(77)	7%	(15)	202
Relig: Ath./Agn./None	7%	(24)	18%	(60)	23%	(77)	40%	(134)	12%	(42)	336
Relig: Something Else	9%	(16)	21%	(39)	23%	(44)	38%	(73)	9%	(17)	189
Relig: Jewish	11%	(2)	9%	(2)	12%	(3)	59%	(12)	8%	(2)	21
Relig: Evangelical	10%	(31)	20%	(66)	27%	(87)	31%	(102)	12%	(39)	325
Relig: Non-Evang. Catholics	6%	(15)	24%	(59)	23%	(58)	40%	(99)	7%	(18)	250
Relig: All Christian	8%	(45)	22%	(125)	25%	(145)	35%	(202)	10%	(57)	575
Relig: All Non-Christian	8%	(40)	19%	(99)	23%	(121)	39%	(207)	11%	(59)	525
Community: Urban	12%	(34)	21%	(62)	21%	(61)	36%	(103)	10%	(30)	290
Community: Suburban	5%	(26)	21%	(109)	26%	(132)	37%	(189)	10%	(52)	508
Community: Rural	8%	(26)	18%	(54)	24%	(72)	39%	(116)	11%	(34)	302
Employ: Private Sector	7%	(25)	22%	(73)	27%	(93)	34%	(116)	10%	(34)	341
Employ: Government	9%	(9)	23%	(22)	18%	(17)	43%	(40)	6%	(6)	94
Employ: Self-Employed	12%	(14)	25%	(31)	27%	(33)	28%	(34)	8%	(9)	121
Employ: Homemaker	11%	(9)	27%	(21)	24%	(19)	28%	(22)	10%	(8)	80
Employ: Student	10%	(9)	26%	(24)	16%	(15)	41%	(37)	6%	(6)	91
Employ: Retired	2%	(3)	11%	(14)	24%	(32)	52%	(69)	11%	(14)	132
Employ: Unemployed	9%	(11)	14%	(17)	19%	(23)	38%	(46)	20%	(23)	120
Employ: Other	5%	(6)	18%	(22)	28%	(34)	37%	(45)	13%	(16)	122
Military HH: Yes	7%	(12)	19%	(34)	26%	(46)	37%	(65)	12%	(20)	177
Military HH: No	8%	(74)	21%	(191)	24%	(220)	37%	(343)	10%	(96)	924
RD/WT: Right Direction	8%	(34)	22%	(91)	23%	(97)	35%	(145)	12%	(52)	419
RD/WT: Wrong Track	8%	(51)	20%	(134)	25%	(169)	39%	(263)	9%	(64)	682

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
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(85)	20%	(224)	24%	(266)	37%	(408)	11%	(116)	1100
Trump Job Approve	8%	(34)	23%	(102)	25%	(109)	34%	(151)	10%	(44)	440
Trump Job Disapprove	8%	(49)	19%	(116)	25%	(150)	39%	(235)	10%	(58)	608
Trump Job Strongly Approve	8%	(18)	26%	(60)	27%	(64)	29%	(66)	11%	(25)	233
Trump Job Somewhat Approve	7%	(16)	20%	(42)	22%	(45)	41%	(85)	9%	(20)	208
Trump Job Somewhat Disapprove	10%	(15)	25%	(39)	26%	(42)	29%	(47)	10%	(16)	159
Trump Job Strongly Disapprove	7%	(33)	17%	(77)	24%	(108)	42%	(189)	9%	(42)	449
Favorable of Trump	7%	(29)	21%	(91)	25%	(106)	38%	(161)	9%	(38)	425
Unfavorable of Trump	9%	(52)	20%	(122)	25%	(153)	37%	(226)	9%	(51)	604
Very Favorable of Trump	8%	(18)	24%	(58)	25%	(60)	32%	(77)	11%	(27)	239
Somewhat Favorable of Trump	6%	(11)	18%	(33)	25%	(46)	45%	(84)	6%	(12)	185
Somewhat Unfavorable of Trump	12%	(15)	21%	(29)	28%	(37)	25%	(34)	14%	(19)	134
Very Unfavorable of Trump	8%	(36)	20%	(93)	25%	(116)	41%	(192)	7%	(32)	470
#1 Issue: Economy	9%	(29)	19%	(65)	23%	(77)	40%	(133)	9%	(29)	333
#1 Issue: Security	7%	(13)	21%	(40)	26%	(50)	34%	(66)	12%	(23)	193
#1 Issue: Health Care	7%	(14)	22%	(44)	30%	(59)	33%	(63)	8%	(15)	194
#1 Issue: Medicare / Social Security	6%	(7)	16%	(16)	22%	(24)	43%	(45)	14%	(14)	106
#1 Issue: Women's Issues	6%	(4)	25%	(20)	26%	(20)	36%	(28)	8%	(6)	78
#1 Issue: Education	13%	(11)	20%	(17)	23%	(19)	32%	(27)	12%	(10)	84
#1 Issue: Energy	8%	(5)	32%	(20)	12%	(8)	38%	(24)	10%	(7)	63
#1 Issue: Other	4%	(2)	7%	(3)	20%	(10)	45%	(22)	25%	(12)	49
2018 House Vote: Democrat	9%	(38)	20%	(82)	23%	(95)	40%	(164)	7%	(29)	408
2018 House Vote: Republican	6%	(19)	22%	(72)	29%	(95)	34%	(113)	9%	(30)	330
2018 House Vote: Someone else	4%	(2)	22%	(10)	16%	(7)	41%	(18)	16%	(7)	44
2018 House Vote: Didnt Vote	8%	(27)	19%	(60)	22%	(68)	35%	(111)	16%	(49)	315
2016 Vote: Hillary Clinton	7%	(24)	21%	(67)	22%	(72)	41%	(133)	9%	(28)	323
2016 Vote: Donald Trump	7%	(21)	21%	(64)	29%	(89)	35%	(107)	10%	(30)	311
2016 Vote: Someone else	8%	(7)	22%	(21)	24%	(22)	40%	(38)	7%	(7)	96
2016 Vote: Didnt Vote	9%	(34)	19%	(71)	23%	(83)	35%	(128)	14%	(52)	367
Voted in 2014: Yes	7%	(44)	19%	(120)	24%	(155)	40%	(258)	10%	(63)	640
Voted in 2014: No	9%	(41)	23%	(104)	24%	(111)	33%	(150)	12%	(53)	461

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	8%	(85)	20%	(224)	24%	(266)	37%	(408)	11%	(116)	1100
2012 Vote: Barack Obama	8%	(31)	18%	(74)	22%	(88)	42%	(170)	10%	(39)	403
2012 Vote: Mitt Romney	5%	(12)	18%	(40)	29%	(64)	38%	(85)	10%	(21)	222
2012 Vote: Other	2%	(1)	22%	(9)	25%	(10)	42%	(18)	8%	(3)	42
2012 Vote: Didn't Vote	10%	(41)	23%	(100)	24%	(103)	31%	(134)	12%	(52)	432
4-Region: Northeast	9%	(18)	17%	(32)	22%	(40)	41%	(77)	10%	(19)	186
4-Region: Midwest	5%	(13)	21%	(50)	26%	(62)	38%	(90)	9%	(21)	235
4-Region: South	10%	(41)	20%	(85)	26%	(107)	33%	(137)	11%	(48)	417
4-Region: West	5%	(14)	22%	(57)	22%	(57)	40%	(104)	11%	(29)	262
190242	8%	(47)	19%	(109)	25%	(137)	39%	(219)	8%	(47)	559
190247	7%	(38)	21%	(115)	24%	(129)	35%	(190)	13%	(69)	542
Yes, I currently have one	8%	(66)	21%	(185)	25%	(212)	37%	(319)	9%	(82)	864
No, but I had one previously	8%	(19)	17%	(40)	23%	(54)	38%	(89)	15%	(35)	236
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.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2161	100%
xdemGender	Gender: Male	994	46%
	Gender: Female	1168	54%
	N	2161	
age5	Age: 18-29	403	19%
	Age: 30-44	481	22%
	Age: 45-54	411	19%
	Age: 55-64	382	18%
	Age: 65+	484	22%
	N	2161	
demAgeGeneration	Generation Z: 18-22	160	7%
	Millennial: Age 23-38	489	23%
	Generation X: Age 39-54	597	28%
	Boomers: Age 55-73	776	36%
	N	2022	
xpid3	PID: Dem (no lean)	709	33%
	PID: Ind (no lean)	760	35%
	PID: Rep (no lean)	692	32%
	N	2161	
xpidGender	PID/Gender: Dem Men	293	14%
	PID/Gender: Dem Women	416	19%
	PID/Gender: Ind Men	350	16%
	PID/Gender: Ind Women	410	19%
	PID/Gender: Rep Men	351	16%
	PID/Gender: Rep Women	341	16%
	N	2161	
xdemIdeo3	Ideo: Liberal (1-3)	648	30%
	Ideo: Moderate (4)	448	21%
	Ideo: Conservative (5-7)	747	35%
	N	1843	
xeduc3	Educ: < College	1369	63%
	Educ: Bachelors degree	500	23%
	Educ: Post-grad	292	13%
	N	2161	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1213	56%
	Income: 50k-100k	645	30%
	Income: 100k+	303	14%
	N	2161	
xdemWhite	Ethnicity: White	1784	83%
xdemHispBin	Ethnicity: Hispanic	234	11%
demBlackBin	Ethnicity: Afr. Am.	244	11%
demRaceOther	Ethnicity: Other	133	6%
xrelNet	Relig: Protestant	531	25%
	Relig: Roman Catholic	385	18%
	Relig: Ath./Agn./None	612	28%
	Relig: Something Else	350	16%
	N	1878	
xreligion1	Relig: Jewish	53	2%
xreligion2	Relig: Evangelical	649	30%
	Relig: Non-Evang. Catholics	546	25%
	N	1195	
xreligion3	Relig: All Christian	1195	55%
	Relig: All Non-Christian	962	45%
	N	2157	
xdemUsr	Community: Urban	527	24%
	Community: Suburban	1018	47%
	Community: Rural	616	28%
	N	2161	
xdemEmploy	Employ: Private Sector	601	28%
	Employ: Government	168	8%
	Employ: Self-Employed	220	10%
	Employ: Homemaker	130	6%
	Employ: Student	107	5%
	Employ: Retired	505	23%
	Employ: Unemployed	211	10%
	Employ: Other	218	10%
	N	2161	
xdemMilHH1	Military HH: Yes	430	20%
	Military HH: No	1731	80%
	N	2161	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	861	40%
	RD/WT: Wrong Track	1300	60%
	N	2161	
Trump_Approve	Trump Job Approve	931	43%
	Trump Job Disapprove	1110	51%
	N	2042	
Trump_Approve2	Trump Job Strongly Approve	524	24%
	Trump Job Somewhat Approve	407	19%
	Trump Job Somewhat Disapprove	263	12%
	Trump Job Strongly Disapprove	848	39%
	N	2042	
Trump_Fav	Favorable of Trump	922	43%
	Unfavorable of Trump	1094	51%
	N	2015	
Trump_Fav_FULL	Very Favorable of Trump	553	26%
	Somewhat Favorable of Trump	369	17%
	Somewhat Unfavorable of Trump	215	10%
	Very Unfavorable of Trump	878	41%
	N	2015	
xnr3	#1 Issue: Economy	605	28%
	#1 Issue: Security	471	22%
	#1 Issue: Health Care	330	15%
	#1 Issue: Medicare / Social Security	307	14%
	#1 Issue: Women's Issues	98	5%
	#1 Issue: Education	125	6%
	#1 Issue: Energy	109	5%
	#1 Issue: Other	115	5%
	N	2161	
xsubVote18O	2018 House Vote: Democrat	751	35%
	2018 House Vote: Republican	737	34%
	2018 House Vote: Someone else	108	5%
	2018 House Vote: Didnt Vote	559	26%
	N	2155	
xsubVote16O	2016 Vote: Hillary Clinton	628	29%
	2016 Vote: Donald Trump	721	33%
	2016 Vote: Someone else	180	8%
	2016 Vote: Didnt Vote	623	29%
	N	2152	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote14O	Voted in 2014: Yes	1386	64%
	Voted in 2014: No	775	36%
	N	2161	
xsubVote12O	2012 Vote: Barack Obama	812	38%
	2012 Vote: Mitt Romney	534	25%
	2012 Vote: Other	104	5%
	2012 Vote: Didn't Vote	709	33%
	N	2160	
xreg4	4-Region: Northeast	380	18%
	4-Region: Midwest	497	23%
	4-Region: South	793	37%
	4-Region: West	492	23%
	N	2161	
poll	190242	1077	50%
	190247	1084	50%
	N	2161	
INFdem1	Yes, I currently have one	864	40%
	No, but I had one previously	236	11%
	No, I have never had an Instagram account	1061	49%
	N	2161	

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



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