



National Tracking Poll #190411
April 04-07, 2019

Crosstabulation Results

Methodology:

This poll was conducted between April 4-April 7, 2019 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, educational attainment, gender, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

Table Index

- 1 **Table CDP1_1:** *How comfortable are you with each of the following situations concerning data related to you, such as an email address? Companies being able to purchase data related to you for online advertising purposes* 6
- 2 **Table CDP1_4:** *How comfortable are you with each of the following situations concerning data related to you, such as an email address? Companies being able to sell data related to you for online advertising purposes* 10
- 3 **Table CDP1_5:** *How comfortable are you with each of the following situations concerning data related to you, such as an email address? Companies using data related to you to send you discounts or deals for their products or services* 14
- 4 **Table CDP2:** *Which of the following statements comes closest to your view, even if neither is exactly right?* 18
- 5 **Table CDP3_1:** *As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation? Your full name* 22
- 6 **Table CDP3_4:** *As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation? Mailing address* 26
- 7 **Table CDP3_5:** *As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation? Email address* 30
- 8 **Table CDP3_6:** *As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation? Birth date* 34
- 9 **Table CDP3_7:** *As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation? Social Security number* 38

10 **Table CDP3_8:** *As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation? Employment history* 42

11 **Table CDP3_9:** *As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation? Shopping history* 46

12 **Table CDP3_10:** *As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation? Biometric data, such as your DNA, fingerprints and facial features* 50

13 **Table CDP3_11:** *As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation? Credit history* 54

14 **Table CDP3_12:** *As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation? Banking information* 58

15 **Table CDP3_13:** *As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation? Driver's license number* 62

16 **Table CDP3_14:** *As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation? Passport number* 66

17 **Table CDP3_15:** *As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation? Internet browsing history* 70

18 **Table CDP3_16:** *As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation? Geolocation data, or data about where you are located and have traveled* 74

19 **Table CDP4_1:** *How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services? Your full name* 78

20 **Table CDP4_4:** *How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services? Mailing address* 82

21 **Table CDP4_5:** *How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services? Email address* 86

22 **Table CDP4_6:** *How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services? Birth date . .* 90

23 **Table CDP4_7:** *How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services? Social Security number* 94

24 **Table CDP4_8:** *How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services? Employment history* 98

25 **Table CDP4_9:** *How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services? Shopping history* 102

26 **Table CDP4_10:** *How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services? Biometric data, such as your DNA, fingerprints and facial features* 106

27 **Table CDP4_11:** *How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services? Credit history* 110

28 **Table CDP4_12:** *How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services? Banking information* 114

29 **Table CDP4_13:** *How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services? Driver's license number* 118

30 **Table CDP4_14:** *How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services? Passport number* 122

31 **Table CDP4_15:** *How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services? Internet browsing history* 126

32	Table CDP4_16: <i>How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services? Geolocation data, or data about where you are located and have traveled</i>	130
33	Table CDP5: <i>How much value do you place on the information you share online, such as listed interests on your social media accounts or your online shopping activity?</i>	134
34	Table CDP6oen: <i>Your full name</i>	138
35	Table CDP7oen: <i>Mailing address</i>	142
36	Table CDP8oen: <i>Email address</i>	146
37	Table CDP9oen: <i>Birth date</i>	150
38	Table CDP10oen: <i>Social Security number</i>	153
39	Table CDP11oen: <i>Employment history</i>	156
40	Table CDP12oen: <i>Shopping history</i>	160
41	Table CDP13oen: <i>Biometric data, such as your DNA, fingerprints and facial features</i>	163
42	Table CDP14oen: <i>Credit history</i>	166
43	Table CDP15oen: <i>Banking information</i>	169
44	Table CDP16oen: <i>Driver's license number</i>	172
45	Table CDP17oen: <i>Passport number</i>	175
46	Table CDP18oen: <i>Internet browsing history</i>	178
47	Table CDP19oen: <i>Geolocation data, or data about where you are located and have traveled</i>	181
48	Table CDP20: <i>Which of the following do you think is the most responsible for ensuring that an individual's personal data is protected online?</i>	184
49	Table CDP21: <i>Which of the following comes closest to your views even if neither is exactly right?</i>	188
50	Summary Statistics of Survey Respondent Demographics	192

Crosstabulation Results by Respondent Demographics

Table CDPI_1: How comfortable are you with each of the following situations concerning data related to you, such as an email address?
Companies being able to purchase data related to you for online advertising purposes

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	7% (163)	13% (275)	20% (448)	53% (1162)	7% (152)	2200
Gender: Male	10% (103)	15% (158)	21% (227)	48% (515)	6% (59)	1062
Gender: Female	5% (60)	10% (117)	19% (220)	57% (647)	8% (93)	1138
Age: 18-29	8% (39)	16% (75)	23% (110)	41% (195)	11% (53)	471
Age: 30-44	9% (51)	15% (84)	20% (110)	48% (262)	7% (35)	542
Age: 45-54	7% (24)	18% (64)	19% (68)	50% (177)	7% (25)	357
Age: 55-64	9% (37)	8% (31)	22% (87)	55% (215)	6% (24)	394
Age: 65+	3% (12)	5% (22)	17% (74)	72% (314)	4% (15)	436
Generation Z: 18-21	7% (12)	17% (29)	28% (46)	35% (58)	14% (23)	168
Millennial: Age 22-37	9% (57)	16% (98)	21% (127)	46% (281)	7% (44)	606
Generation X: Age 38-53	8% (43)	14% (80)	20% (109)	50% (279)	8% (42)	552
Boomers: Age 54-72	6% (47)	8% (63)	20% (150)	61% (468)	5% (38)	766
PID: Dem (no lean)	9% (68)	14% (104)	19% (140)	52% (383)	6% (44)	740
PID: Ind (no lean)	7% (52)	11% (89)	21% (160)	52% (407)	9% (69)	777
PID: Rep (no lean)	6% (43)	12% (82)	22% (147)	54% (372)	6% (39)	683
PID/Gender: Dem Men	13% (42)	18% (60)	17% (55)	46% (150)	5% (18)	325
PID/Gender: Dem Women	6% (26)	11% (45)	21% (85)	56% (233)	6% (27)	415
PID/Gender: Ind Men	8% (30)	11% (40)	23% (81)	51% (181)	7% (24)	356
PID/Gender: Ind Women	5% (22)	12% (49)	19% (79)	54% (227)	11% (45)	421
PID/Gender: Rep Men	8% (31)	15% (58)	24% (91)	48% (184)	5% (17)	381
PID/Gender: Rep Women	4% (13)	8% (24)	19% (57)	62% (188)	7% (21)	302
Ideo: Liberal (1-3)	10% (68)	17% (115)	21% (145)	45% (308)	6% (43)	680
Ideo: Moderate (4)	6% (26)	11% (47)	17% (77)	57% (255)	9% (40)	445
Ideo: Conservative (5-7)	5% (38)	9% (66)	23% (168)	59% (439)	4% (31)	742
Educ: < College	8% (115)	13% (190)	20% (303)	51% (772)	9% (132)	1512
Educ: Bachelors degree	7% (31)	13% (58)	22% (98)	55% (244)	3% (12)	444
Educ: Post-grad	7% (17)	11% (27)	19% (47)	60% (145)	3% (8)	244

Continued on next page

Table CDP1_1: How comfortable are you with each of the following situations concerning data related to you, such as an email address?
Companies being able to purchase data related to you for online advertising purposes

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	7% (163)	13% (275)	20% (448)	53% (1162)	7% (152)	2200
Income: Under 50k	8% (98)	13% (169)	19% (246)	50% (642)	10% (126)	1281
Income: 50k-100k	6% (38)	11% (67)	23% (142)	57% (354)	4% (22)	624
Income: 100k+	9% (27)	13% (39)	20% (60)	56% (165)	1% (4)	295
Ethnicity: White	7% (123)	10% (180)	21% (363)	56% (958)	6% (99)	1722
Ethnicity: Hispanic	9% (33)	19% (67)	20% (71)	43% (151)	8% (28)	349
Ethnicity: Afr. Am.	9% (24)	22% (60)	14% (38)	44% (122)	11% (31)	274
Ethnicity: Other	8% (17)	17% (36)	23% (47)	40% (82)	11% (23)	204
Relig: Protestant	6% (28)	7% (29)	18% (78)	64% (280)	5% (21)	437
Relig: Roman Catholic	8% (32)	17% (71)	15% (61)	54% (222)	6% (24)	410
Relig: Ath./Agn./None	7% (45)	12% (83)	22% (151)	50% (348)	9% (65)	693
Relig: Something Else	9% (32)	14% (51)	26% (94)	48% (176)	4% (15)	368
Relig: Evangelical	9% (51)	12% (69)	20% (120)	52% (308)	7% (40)	588
Relig: Non-Evang. Catholics	6% (34)	13% (72)	15% (83)	60% (330)	6% (32)	552
Relig: All Christian	8% (86)	12% (141)	18% (203)	56% (638)	6% (72)	1139
Relig: All Non-Christian	7% (78)	13% (134)	23% (245)	49% (524)	8% (80)	1061
Community: Urban	9% (51)	14% (81)	20% (118)	49% (288)	8% (50)	587
Community: Suburban	7% (70)	13% (125)	22% (209)	53% (510)	5% (47)	962
Community: Rural	7% (42)	11% (69)	19% (121)	56% (364)	8% (55)	651
Employ: Private Sector	9% (57)	12% (77)	21% (131)	54% (338)	4% (26)	629
Employ: Government	9% (13)	21% (30)	14% (20)	55% (77)	1% (2)	141
Employ: Self-Employed	9% (20)	22% (51)	20% (45)	44% (101)	5% (11)	228
Employ: Homemaker	5% (8)	10% (15)	27% (40)	48% (72)	10% (15)	150
Employ: Student	10% (8)	16% (13)	26% (21)	45% (37)	3% (3)	82
Employ: Retired	3% (16)	6% (30)	18% (89)	67% (334)	6% (31)	500
Employ: Unemployed	11% (27)	13% (31)	20% (51)	42% (104)	15% (36)	249
Employ: Other	7% (15)	13% (29)	23% (51)	45% (99)	12% (27)	221
Military HH: Yes	8% (31)	12% (48)	16% (65)	60% (235)	4% (16)	395
Military HH: No	7% (133)	13% (227)	21% (383)	51% (927)	8% (135)	1805
RD/WT: Right Direction	10% (85)	12% (101)	21% (183)	49% (421)	8% (64)	854
RD/WT: Wrong Track	6% (79)	13% (174)	20% (265)	55% (741)	7% (88)	1346

Continued on next page

Table CDPI_1: How comfortable are you with each of the following situations concerning data related to you, such as an email address?
Companies being able to purchase data related to you for online advertising purposes

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	7% (163)	13% (275)	20% (448)	53% (1162)	7% (152)	2200
Trump Job Approve	9% (87)	13% (127)	19% (187)	53% (515)	6% (54)	969
Trump Job Disapprove	6% (70)	13% (145)	21% (239)	53% (595)	6% (66)	1115
Trump Job Strongly Approve	9% (44)	10% (48)	19% (91)	55% (267)	7% (32)	481
Trump Job Somewhat Approve	9% (43)	16% (79)	20% (96)	51% (248)	4% (22)	488
Trump Job Somewhat Disapprove	10% (27)	17% (46)	20% (55)	50% (136)	2% (6)	270
Trump Job Strongly Disapprove	5% (43)	12% (99)	22% (184)	54% (459)	7% (60)	845
Favorable of Trump	9% (83)	13% (120)	19% (185)	54% (513)	5% (50)	952
Unfavorable of Trump	6% (68)	13% (150)	21% (234)	54% (603)	6% (64)	1119
Very Favorable of Trump	10% (53)	10% (53)	18% (95)	56% (293)	5% (26)	520
Somewhat Favorable of Trump	7% (31)	15% (67)	21% (90)	51% (220)	6% (25)	432
Somewhat Unfavorable of Trump	8% (18)	20% (42)	21% (45)	47% (100)	4% (8)	212
Very Unfavorable of Trump	6% (50)	12% (108)	21% (189)	56% (504)	6% (56)	907
#1 Issue: Economy	9% (50)	11% (63)	22% (128)	52% (303)	6% (37)	582
#1 Issue: Security	9% (41)	11% (51)	19% (89)	56% (260)	6% (26)	466
#1 Issue: Health Care	6% (20)	12% (43)	22% (79)	53% (189)	8% (28)	359
#1 Issue: Medicare / Social Security	5% (15)	10% (32)	19% (60)	59% (183)	6% (20)	309
#1 Issue: Women's Issues	9% (11)	17% (21)	21% (25)	42% (51)	10% (12)	121
#1 Issue: Education	9% (15)	20% (33)	19% (31)	43% (71)	8% (14)	163
#1 Issue: Energy	6% (5)	16% (16)	19% (18)	58% (55)	1% (1)	95
#1 Issue: Other	6% (6)	17% (18)	17% (18)	48% (50)	12% (12)	104
2018 House Vote: Democrat	8% (60)	12% (94)	19% (145)	55% (416)	5% (38)	754
2018 House Vote: Republican	6% (47)	12% (88)	20% (144)	56% (412)	6% (41)	732
2018 House Vote: Someone else	10% (11)	11% (11)	14% (14)	56% (59)	10% (10)	105
2018 House Vote: Didnt Vote	8% (46)	14% (82)	24% (143)	45% (275)	10% (61)	607
2016 Vote: Hillary Clinton	8% (55)	14% (91)	17% (117)	56% (373)	5% (33)	670
2016 Vote: Donald Trump	7% (47)	11% (78)	19% (139)	57% (410)	6% (44)	719
2016 Vote: Someone else	4% (7)	7% (13)	23% (43)	62% (117)	5% (9)	189
2016 Vote: Didnt Vote	9% (55)	15% (91)	24% (149)	42% (259)	11% (66)	619
Voted in 2014: Yes	7% (102)	12% (172)	19% (263)	57% (797)	5% (66)	1400
Voted in 2014: No	8% (62)	13% (104)	23% (184)	46% (365)	11% (86)	800

Continued on next page

Table CDP1_1: How comfortable are you with each of the following situations concerning data related to you, such as an email address?
Companies being able to purchase data related to you for online advertising purposes

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	7%	(163)	13%	(275)	20%	(448)	53%	(1162)	7%	(152)	2200
2012 Vote: Barack Obama	9%	(72)	13%	(103)	18%	(146)	56%	(456)	5%	(41)	818
2012 Vote: Mitt Romney	6%	(33)	9%	(53)	21%	(118)	59%	(326)	5%	(27)	556
2012 Vote: Other	2%	(2)	12%	(13)	16%	(18)	61%	(67)	9%	(10)	110
2012 Vote: Didn't Vote	8%	(57)	15%	(105)	23%	(166)	44%	(311)	10%	(74)	714
4-Region: Northeast	9%	(35)	14%	(54)	18%	(70)	50%	(198)	9%	(37)	394
4-Region: Midwest	7%	(34)	9%	(43)	19%	(88)	57%	(265)	7%	(32)	462
4-Region: South	8%	(67)	13%	(105)	21%	(172)	51%	(422)	7%	(58)	824
4-Region: West	5%	(28)	14%	(73)	23%	(118)	53%	(277)	5%	(24)	520

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

Table CDPI_4: How comfortable are you with each of the following situations concerning data related to you, such as an email address?
Companies being able to sell data related to you for online advertising purposes

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	7%	(158)	11%	(242)	21%	(456)	54%	(1194)	7%	(151)	2200
Gender: Male	9%	(98)	13%	(140)	21%	(223)	51%	(540)	6%	(60)	1062
Gender: Female	5%	(60)	9%	(102)	20%	(233)	57%	(653)	8%	(91)	1138
Age: 18-29	10%	(46)	14%	(65)	26%	(122)	40%	(188)	11%	(50)	471
Age: 30-44	8%	(45)	13%	(73)	21%	(113)	51%	(274)	7%	(38)	542
Age: 45-54	6%	(20)	15%	(52)	19%	(67)	54%	(193)	7%	(25)	357
Age: 55-64	9%	(34)	7%	(28)	22%	(87)	55%	(218)	7%	(27)	394
Age: 65+	3%	(12)	5%	(24)	15%	(67)	74%	(322)	3%	(11)	436
Generation Z: 18-21	11%	(19)	12%	(20)	35%	(59)	29%	(49)	12%	(21)	168
Millennial: Age 22-37	8%	(51)	16%	(96)	21%	(130)	47%	(284)	7%	(45)	606
Generation X: Age 38-53	7%	(37)	12%	(65)	19%	(104)	55%	(302)	8%	(44)	552
Boomers: Age 54-72	6%	(46)	7%	(51)	19%	(147)	64%	(487)	5%	(36)	766
PID: Dem (no lean)	9%	(65)	12%	(87)	22%	(160)	51%	(376)	7%	(52)	740
PID: Ind (no lean)	6%	(47)	11%	(85)	20%	(154)	55%	(426)	8%	(65)	777
PID: Rep (no lean)	7%	(46)	10%	(69)	21%	(143)	57%	(391)	5%	(34)	683
PID/Gender: Dem Men	12%	(40)	15%	(50)	21%	(68)	44%	(144)	7%	(23)	325
PID/Gender: Dem Women	6%	(25)	9%	(38)	22%	(91)	56%	(232)	7%	(29)	415
PID/Gender: Ind Men	7%	(24)	13%	(45)	20%	(72)	54%	(192)	6%	(22)	356
PID/Gender: Ind Women	5%	(23)	10%	(40)	19%	(81)	56%	(234)	10%	(43)	421
PID/Gender: Rep Men	9%	(34)	12%	(45)	22%	(83)	53%	(204)	4%	(15)	381
PID/Gender: Rep Women	4%	(12)	8%	(23)	20%	(60)	62%	(187)	6%	(19)	302
Ideo: Liberal (1-3)	9%	(61)	15%	(102)	20%	(134)	50%	(340)	6%	(43)	680
Ideo: Moderate (4)	8%	(36)	8%	(37)	20%	(90)	56%	(247)	8%	(35)	445
Ideo: Conservative (5-7)	5%	(35)	9%	(64)	21%	(154)	62%	(460)	4%	(28)	742
Educ: < College	7%	(105)	11%	(174)	21%	(316)	52%	(788)	9%	(129)	1512
Educ: Bachelors degree	7%	(31)	11%	(48)	21%	(94)	58%	(256)	3%	(15)	444
Educ: Post-grad	9%	(22)	8%	(20)	19%	(46)	61%	(149)	3%	(7)	244

Continued on next page

Table CDP1_4: How comfortable are you with each of the following situations concerning data related to you, such as an email address?
Companies being able to sell data related to you for online advertising purposes

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	7% (158)	11% (242)	21% (456)	54% (1194)	7% (151)	2200
Income: Under 50k	8% (100)	11% (139)	21% (271)	51% (650)	9% (121)	1281
Income: 50k-100k	4% (26)	11% (70)	21% (132)	60% (374)	3% (21)	624
Income: 100k+	11% (31)	11% (33)	18% (53)	57% (170)	3% (9)	295
Ethnicity: White	6% (111)	10% (168)	21% (367)	57% (983)	5% (94)	1722
Ethnicity: Hispanic	10% (34)	17% (61)	21% (73)	44% (152)	8% (28)	349
Ethnicity: Afr. Am.	11% (30)	15% (42)	17% (46)	44% (121)	13% (35)	274
Ethnicity: Other	8% (17)	15% (32)	21% (43)	44% (90)	11% (22)	204
Relig: Protestant	6% (25)	6% (25)	21% (93)	64% (279)	3% (15)	437
Relig: Roman Catholic	8% (32)	13% (53)	19% (76)	53% (218)	8% (32)	410
Relig: Ath./Agn./None	6% (43)	11% (77)	21% (143)	53% (367)	9% (63)	693
Relig: Something Else	8% (31)	14% (50)	21% (78)	52% (192)	5% (17)	368
Relig: Evangelical	9% (55)	10% (56)	22% (129)	53% (312)	6% (36)	588
Relig: Non-Evang. Catholics	5% (29)	11% (58)	19% (106)	59% (323)	6% (36)	552
Relig: All Christian	7% (84)	10% (114)	21% (235)	56% (635)	6% (71)	1139
Relig: All Non-Christian	7% (74)	12% (127)	21% (221)	53% (559)	8% (80)	1061
Community: Urban	8% (46)	12% (68)	24% (143)	48% (283)	8% (47)	587
Community: Suburban	8% (75)	12% (112)	21% (197)	55% (526)	5% (51)	962
Community: Rural	6% (37)	9% (61)	18% (115)	59% (385)	8% (53)	651
Employ: Private Sector	9% (55)	10% (66)	22% (140)	55% (348)	3% (22)	629
Employ: Government	8% (11)	15% (22)	16% (22)	57% (80)	4% (6)	141
Employ: Self-Employed	9% (22)	18% (41)	25% (58)	43% (97)	5% (11)	228
Employ: Homemaker	4% (6)	8% (12)	28% (42)	52% (78)	9% (13)	150
Employ: Student	10% (8)	16% (13)	26% (22)	43% (35)	5% (4)	82
Employ: Retired	3% (15)	6% (31)	16% (82)	69% (346)	5% (26)	500
Employ: Unemployed	12% (29)	13% (33)	16% (40)	44% (111)	15% (37)	249
Employ: Other	6% (13)	11% (25)	23% (51)	45% (100)	15% (33)	221
Military HH: Yes	7% (26)	11% (44)	19% (76)	58% (229)	5% (19)	395
Military HH: No	7% (132)	11% (197)	21% (380)	53% (965)	7% (132)	1805
RD/WT: Right Direction	10% (86)	10% (86)	21% (182)	52% (444)	7% (56)	854
RD/WT: Wrong Track	5% (72)	12% (156)	20% (274)	56% (750)	7% (95)	1346

Continued on next page

Table CDPI_4: How comfortable are you with each of the following situations concerning data related to you, such as an email address?
Companies being able to sell data related to you for online advertising purposes

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	7% (158)	11% (242)	21% (456)	54% (1194)	7% (151)	2200
Trump Job Approve	9% (83)	12% (114)	20% (192)	55% (537)	4% (43)	969
Trump Job Disapprove	6% (69)	11% (120)	22% (246)	54% (600)	7% (80)	1115
Trump Job Strongly Approve	7% (35)	10% (49)	18% (89)	59% (285)	5% (24)	481
Trump Job Somewhat Approve	10% (48)	13% (66)	21% (103)	52% (252)	4% (19)	488
Trump Job Somewhat Disapprove	8% (22)	15% (41)	22% (61)	50% (134)	4% (12)	270
Trump Job Strongly Disapprove	6% (47)	9% (79)	22% (185)	55% (466)	8% (68)	845
Favorable of Trump	8% (76)	11% (109)	21% (199)	55% (526)	4% (42)	952
Unfavorable of Trump	6% (72)	11% (120)	21% (239)	55% (616)	7% (73)	1119
Very Favorable of Trump	8% (41)	10% (50)	19% (97)	59% (309)	4% (22)	520
Somewhat Favorable of Trump	8% (36)	13% (58)	24% (102)	50% (217)	5% (20)	432
Somewhat Unfavorable of Trump	10% (20)	15% (31)	22% (47)	49% (104)	4% (9)	212
Very Unfavorable of Trump	6% (51)	10% (89)	21% (191)	56% (512)	7% (64)	907
#1 Issue: Economy	7% (42)	13% (75)	20% (114)	53% (307)	8% (44)	582
#1 Issue: Security	7% (33)	12% (56)	18% (86)	57% (264)	6% (27)	466
#1 Issue: Health Care	5% (17)	11% (41)	25% (91)	52% (187)	6% (23)	359
#1 Issue: Medicare / Social Security	5% (17)	6% (18)	20% (62)	62% (192)	6% (20)	309
#1 Issue: Women's Issues	7% (9)	13% (15)	24% (28)	47% (57)	9% (11)	121
#1 Issue: Education	11% (19)	9% (14)	24% (40)	46% (75)	10% (15)	163
#1 Issue: Energy	11% (11)	11% (10)	20% (19)	56% (53)	2% (2)	95
#1 Issue: Other	10% (10)	12% (12)	14% (14)	57% (59)	8% (8)	104
2018 House Vote: Democrat	7% (56)	10% (78)	21% (158)	56% (421)	5% (41)	754
2018 House Vote: Republican	6% (47)	10% (71)	19% (139)	59% (433)	6% (41)	732
2018 House Vote: Someone else	11% (11)	9% (9)	13% (13)	63% (66)	5% (5)	105
2018 House Vote: Didnt Vote	7% (42)	14% (83)	24% (145)	45% (273)	10% (63)	607
2016 Vote: Hillary Clinton	8% (51)	11% (75)	19% (128)	56% (376)	6% (40)	670
2016 Vote: Donald Trump	7% (49)	8% (60)	19% (140)	60% (432)	5% (37)	719
2016 Vote: Someone else	6% (12)	7% (14)	24% (45)	59% (112)	4% (7)	189
2016 Vote: Didnt Vote	7% (45)	15% (93)	23% (144)	44% (270)	11% (67)	619
Voted in 2014: Yes	7% (103)	10% (141)	19% (269)	59% (820)	5% (66)	1400
Voted in 2014: No	7% (55)	13% (100)	23% (187)	47% (374)	11% (85)	800

Continued on next page

Table CDP1_4: How comfortable are you with each of the following situations concerning data related to you, such as an email address?
Companies being able to sell data related to you for online advertising purposes

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	7%	(158)	11%	(242)	21%	(456)	54%	(1194)	7%	(151)	2200
2012 Vote: Barack Obama	8%	(67)	11%	(90)	18%	(145)	57%	(467)	6%	(48)	818
2012 Vote: Mitt Romney	6%	(34)	8%	(44)	21%	(116)	61%	(340)	4%	(23)	556
2012 Vote: Other	1%	(1)	7%	(8)	24%	(26)	60%	(66)	7%	(8)	110
2012 Vote: Didn't Vote	8%	(55)	14%	(100)	23%	(168)	45%	(319)	10%	(73)	714
4-Region: Northeast	12%	(46)	9%	(34)	17%	(66)	54%	(213)	9%	(35)	394
4-Region: Midwest	7%	(34)	8%	(38)	21%	(98)	57%	(265)	6%	(27)	462
4-Region: South	7%	(56)	12%	(100)	21%	(176)	51%	(423)	8%	(69)	824
4-Region: West	4%	(22)	13%	(69)	22%	(115)	56%	(293)	4%	(19)	520

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

**Table CDPI_5: How comfortable are you with each of the following situations concerning data related to you, such as an email address?
Companies using data related to you to send you discounts or deals for their products or services**

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	13% (290)	32% (703)	27% (594)	21% (452)	7% (161)	2200
Gender: Male	16% (170)	32% (338)	23% (248)	22% (238)	6% (67)	1062
Gender: Female	11% (121)	32% (365)	30% (346)	19% (213)	8% (94)	1138
Age: 18-29	15% (72)	31% (148)	29% (137)	16% (76)	8% (39)	471
Age: 30-44	17% (90)	33% (176)	26% (141)	18% (98)	7% (36)	542
Age: 45-54	14% (50)	34% (122)	24% (86)	21% (75)	7% (24)	357
Age: 55-64	13% (51)	32% (126)	24% (95)	21% (82)	10% (41)	394
Age: 65+	6% (27)	30% (131)	31% (135)	28% (121)	5% (21)	436
Generation Z: 18-21	14% (24)	28% (46)	38% (63)	11% (19)	9% (15)	168
Millennial: Age 22-37	16% (94)	36% (217)	25% (152)	17% (104)	6% (39)	606
Generation X: Age 38-53	15% (84)	30% (167)	26% (142)	22% (119)	7% (39)	552
Boomers: Age 54-72	11% (81)	31% (238)	28% (212)	23% (176)	8% (60)	766
PID: Dem (no lean)	17% (126)	31% (228)	26% (195)	20% (146)	6% (46)	740
PID: Ind (no lean)	12% (90)	33% (255)	27% (211)	20% (157)	8% (64)	777
PID: Rep (no lean)	11% (74)	32% (220)	28% (189)	22% (149)	8% (51)	683
PID/Gender: Dem Men	22% (72)	32% (103)	20% (64)	21% (68)	6% (20)	325
PID/Gender: Dem Women	13% (54)	30% (125)	32% (131)	19% (78)	6% (26)	415
PID/Gender: Ind Men	13% (45)	32% (115)	24% (85)	25% (88)	6% (23)	356
PID/Gender: Ind Women	11% (45)	33% (140)	30% (126)	17% (70)	10% (41)	421
PID/Gender: Rep Men	14% (54)	32% (120)	26% (100)	22% (83)	6% (24)	381
PID/Gender: Rep Women	7% (21)	33% (100)	29% (89)	22% (66)	9% (27)	302
Ideo: Liberal (1-3)	18% (121)	33% (222)	24% (166)	19% (130)	6% (41)	680
Ideo: Moderate (4)	9% (41)	33% (149)	28% (124)	21% (92)	9% (39)	445
Ideo: Conservative (5-7)	10% (72)	32% (238)	30% (220)	23% (171)	6% (41)	742
Educ: < College	13% (203)	32% (485)	25% (385)	20% (307)	9% (132)	1512
Educ: Bachelors degree	13% (58)	31% (138)	31% (137)	20% (90)	5% (20)	444
Educ: Post-grad	12% (29)	33% (80)	30% (73)	22% (54)	3% (8)	244

Continued on next page

Table CDP1_5: How comfortable are you with each of the following situations concerning data related to you, such as an email address?
Companies using data related to you to send you discounts or deals for their products or services

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	13% (290)	32% (703)	27% (594)	21% (452)	7% (161)	2200
Income: Under 50k	14% (175)	31% (391)	26% (332)	20% (258)	10% (125)	1281
Income: 50k-100k	12% (75)	37% (228)	27% (171)	20% (124)	4% (26)	624
Income: 100k+	14% (41)	28% (84)	31% (91)	24% (70)	3% (10)	295
Ethnicity: White	13% (216)	32% (558)	27% (471)	21% (369)	6% (107)	1722
Ethnicity: Hispanic	16% (56)	28% (99)	27% (95)	21% (75)	7% (24)	349
Ethnicity: Afr. Am.	21% (58)	27% (75)	26% (71)	15% (42)	10% (27)	274
Ethnicity: Other	8% (16)	34% (70)	25% (51)	20% (41)	13% (26)	204
Relig: Protestant	10% (43)	29% (127)	32% (139)	24% (105)	5% (24)	437
Relig: Roman Catholic	13% (54)	34% (138)	23% (96)	21% (88)	8% (34)	410
Relig: Ath./Agn./None	13% (92)	32% (220)	27% (185)	20% (137)	8% (58)	693
Relig: Something Else	15% (55)	33% (122)	26% (97)	20% (74)	5% (20)	368
Relig: Evangelical	16% (96)	29% (172)	27% (161)	20% (119)	7% (39)	588
Relig: Non-Evang. Catholics	9% (47)	34% (189)	27% (151)	22% (121)	8% (44)	552
Relig: All Christian	13% (143)	32% (361)	27% (312)	21% (240)	7% (83)	1139
Relig: All Non-Christian	14% (147)	32% (342)	27% (283)	20% (211)	7% (78)	1061
Community: Urban	14% (84)	30% (174)	28% (167)	20% (116)	8% (46)	587
Community: Suburban	15% (143)	32% (309)	27% (256)	21% (199)	6% (54)	962
Community: Rural	10% (64)	34% (219)	26% (171)	21% (136)	9% (61)	651
Employ: Private Sector	15% (96)	34% (213)	25% (160)	21% (131)	5% (29)	629
Employ: Government	11% (15)	31% (44)	30% (43)	22% (32)	5% (8)	141
Employ: Self-Employed	15% (34)	39% (89)	27% (61)	17% (39)	2% (5)	228
Employ: Homemaker	15% (22)	31% (46)	29% (44)	14% (21)	11% (17)	150
Employ: Student	14% (11)	37% (31)	29% (24)	16% (13)	4% (3)	82
Employ: Retired	7% (36)	29% (147)	32% (160)	24% (122)	7% (35)	500
Employ: Unemployed	20% (51)	25% (64)	21% (52)	20% (49)	14% (34)	249
Employ: Other	11% (25)	32% (70)	23% (50)	21% (46)	14% (30)	221
Military HH: Yes	15% (58)	32% (125)	25% (98)	22% (86)	7% (27)	395
Military HH: No	13% (232)	32% (578)	27% (496)	20% (365)	7% (133)	1805
RD/WT: Right Direction	14% (123)	33% (284)	25% (213)	19% (162)	8% (71)	854
RD/WT: Wrong Track	12% (167)	31% (419)	28% (381)	21% (289)	7% (90)	1346

Continued on next page

Table CDP1_5: How comfortable are you with each of the following situations concerning data related to you, such as an email address?
Companies using data related to you to send you discounts or deals for their products or services

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	13%	(290)	32%	(703)	27%	(594)	21%	(452)	7%	(161)	2200
Trump Job Approve	14%	(138)	33%	(318)	26%	(250)	21%	(200)	7%	(63)	969
Trump Job Disapprove	12%	(139)	32%	(357)	29%	(321)	21%	(229)	6%	(69)	1115
Trump Job Strongly Approve	16%	(76)	28%	(135)	25%	(118)	25%	(118)	7%	(35)	481
Trump Job Somewhat Approve	13%	(62)	38%	(183)	27%	(131)	17%	(82)	6%	(28)	488
Trump Job Somewhat Disapprove	15%	(41)	35%	(95)	28%	(75)	19%	(51)	3%	(9)	270
Trump Job Strongly Disapprove	12%	(98)	31%	(262)	29%	(246)	21%	(178)	7%	(60)	845
Favorable of Trump	14%	(131)	32%	(309)	26%	(249)	21%	(202)	6%	(61)	952
Unfavorable of Trump	12%	(136)	34%	(376)	28%	(319)	20%	(225)	6%	(64)	1119
Very Favorable of Trump	15%	(76)	30%	(154)	25%	(129)	24%	(126)	7%	(34)	520
Somewhat Favorable of Trump	13%	(55)	36%	(155)	28%	(120)	18%	(76)	6%	(27)	432
Somewhat Unfavorable of Trump	15%	(31)	39%	(82)	27%	(56)	16%	(33)	5%	(10)	212
Very Unfavorable of Trump	12%	(105)	32%	(294)	29%	(262)	21%	(192)	6%	(54)	907
#1 Issue: Economy	13%	(78)	34%	(198)	29%	(171)	17%	(100)	6%	(36)	582
#1 Issue: Security	14%	(64)	29%	(133)	24%	(114)	25%	(115)	9%	(40)	466
#1 Issue: Health Care	14%	(49)	33%	(120)	28%	(99)	18%	(64)	8%	(27)	359
#1 Issue: Medicare / Social Security	11%	(33)	30%	(94)	26%	(79)	23%	(71)	10%	(32)	309
#1 Issue: Women's Issues	19%	(23)	28%	(34)	34%	(41)	15%	(19)	4%	(4)	121
#1 Issue: Education	14%	(24)	34%	(55)	25%	(40)	17%	(28)	10%	(16)	163
#1 Issue: Energy	10%	(9)	36%	(35)	30%	(28)	24%	(23)	—	(0)	95
#1 Issue: Other	11%	(11)	33%	(34)	20%	(21)	30%	(31)	6%	(6)	104
2018 House Vote: Democrat	14%	(102)	34%	(256)	28%	(209)	20%	(149)	5%	(37)	754
2018 House Vote: Republican	11%	(84)	32%	(235)	26%	(188)	23%	(172)	7%	(53)	732
2018 House Vote: Someone else	13%	(14)	22%	(24)	29%	(31)	27%	(28)	8%	(9)	105
2018 House Vote: Didnt Vote	15%	(89)	31%	(188)	27%	(166)	17%	(102)	10%	(61)	607
2016 Vote: Hillary Clinton	16%	(104)	31%	(210)	26%	(174)	22%	(144)	5%	(37)	670
2016 Vote: Donald Trump	11%	(79)	31%	(226)	27%	(192)	23%	(166)	8%	(55)	719
2016 Vote: Someone else	9%	(18)	31%	(58)	36%	(68)	20%	(37)	5%	(9)	189
2016 Vote: Didnt Vote	14%	(89)	33%	(207)	26%	(160)	17%	(102)	10%	(61)	619
Voted in 2014: Yes	13%	(186)	34%	(471)	26%	(359)	21%	(299)	6%	(85)	1400
Voted in 2014: No	13%	(105)	29%	(232)	29%	(235)	19%	(153)	9%	(76)	800

Continued on next page

Table CDP1_5: How comfortable are you with each of the following situations concerning data related to you, such as an email address?
Companies using data related to you to send you discounts or deals for their products or services

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	13%	(290)	32%	(703)	27%	(594)	21%	(452)	7%	(161)	2200
2012 Vote: Barack Obama	16%	(127)	33%	(273)	25%	(204)	21%	(169)	5%	(45)	818
2012 Vote: Mitt Romney	12%	(64)	29%	(159)	29%	(162)	24%	(134)	7%	(37)	556
2012 Vote: Other	5%	(6)	38%	(42)	24%	(27)	24%	(26)	9%	(9)	110
2012 Vote: Didn't Vote	13%	(93)	32%	(228)	28%	(202)	17%	(121)	10%	(70)	714
4-Region: Northeast	13%	(52)	29%	(113)	29%	(116)	19%	(76)	9%	(37)	394
4-Region: Midwest	12%	(56)	32%	(146)	28%	(130)	22%	(102)	6%	(28)	462
4-Region: South	15%	(120)	32%	(263)	27%	(224)	18%	(150)	8%	(68)	824
4-Region: West	12%	(62)	35%	(180)	24%	(125)	24%	(125)	5%	(28)	520

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

Table CDP2: Which of the following statements comes closest to your view, even if neither is exactly right?

Demographic	The personal information I share online is private and tech companies should not share it.	The personal information I share online is of some value to me, but some of it can be used by companies.	I don't place any value on the information I share online and don't care what tech companies do with my information.	Total N
Adults	64% (1405)	31% (681)	5% (114)	2200
Gender: Male	60% (641)	34% (363)	5% (58)	1062
Gender: Female	67% (764)	28% (318)	5% (56)	1138
Age: 18-29	56% (266)	38% (178)	6% (27)	471
Age: 30-44	55% (297)	39% (209)	6% (35)	542
Age: 45-54	66% (234)	28% (99)	7% (24)	357
Age: 55-64	68% (268)	28% (110)	4% (16)	394
Age: 65+	78% (340)	19% (85)	3% (12)	436
Generation Z: 18-21	57% (95)	34% (57)	9% (15)	168
Millennial: Age 22-37	52% (316)	42% (257)	5% (32)	606
Generation X: Age 38-53	65% (361)	30% (163)	5% (28)	552
Boomers: Age 54-72	73% (556)	23% (177)	4% (33)	766
PID: Dem (no lean)	59% (435)	35% (262)	6% (44)	740
PID: Ind (no lean)	65% (501)	30% (231)	6% (45)	777
PID: Rep (no lean)	69% (469)	28% (189)	4% (26)	683
PID/Gender: Dem Men	55% (178)	39% (125)	6% (21)	325
PID/Gender: Dem Women	62% (256)	33% (136)	5% (23)	415
PID/Gender: Ind Men	64% (227)	30% (107)	6% (22)	356
PID/Gender: Ind Women	65% (275)	29% (124)	5% (23)	421
PID/Gender: Rep Men	62% (236)	34% (131)	4% (14)	381
PID/Gender: Rep Women	77% (233)	19% (58)	4% (11)	302
Ideo: Liberal (1-3)	55% (375)	38% (256)	7% (48)	680
Ideo: Moderate (4)	64% (284)	33% (149)	3% (13)	445
Ideo: Conservative (5-7)	70% (522)	27% (198)	3% (23)	742

Continued on next page

Table CDP2: Which of the following statements comes closest to your view, even if neither is exactly right?

Demographic	The personal information I share online is private and tech companies should not share it.	The personal information I share online is of some value to me, but some of it can be used by companies.	I don't place any value on the information I share online and don't care what tech companies do with my information.	Total N
Adults	64% (1405)	31% (681)	5% (114)	2200
Educ: < College	64% (975)	30% (448)	6% (89)	1512
Educ: Bachelors degree	63% (279)	34% (149)	4% (16)	444
Educ: Post-grad	62% (151)	34% (84)	4% (9)	244
Income: Under 50k	65% (837)	28% (361)	6% (83)	1281
Income: 50k-100k	62% (386)	34% (213)	4% (24)	624
Income: 100k+	62% (182)	36% (107)	2% (6)	295
Ethnicity: White	65% (1111)	30% (525)	5% (86)	1722
Ethnicity: Hispanic	58% (204)	35% (123)	6% (22)	349
Ethnicity: Afr. Am.	60% (165)	33% (91)	7% (19)	274
Ethnicity: Other	63% (129)	32% (66)	5% (9)	204
Relig: Protestant	69% (301)	29% (126)	2% (11)	437
Relig: Roman Catholic	61% (252)	34% (139)	5% (19)	410
Relig: Ath./Agn./None	61% (424)	32% (223)	7% (46)	693
Relig: Something Else	63% (231)	30% (112)	7% (25)	368
Relig: Evangelical	67% (395)	29% (170)	4% (23)	588
Relig: Non-Evang. Catholics	64% (355)	32% (176)	4% (20)	552
Relig: All Christian	66% (750)	30% (346)	4% (43)	1139
Relig: All Non-Christian	62% (655)	32% (335)	7% (71)	1061
Community: Urban	63% (368)	31% (184)	6% (35)	587
Community: Suburban	63% (601)	33% (321)	4% (39)	962
Community: Rural	67% (436)	27% (176)	6% (40)	651

Continued on next page

Table CDP2: Which of the following statements comes closest to your view, even if neither is exactly right?

Demographic	The personal information I share online is private and tech companies should not share it.	The personal information I share online is of some value to me, but some of it can be used by companies.	I don't place any value on the information I share online and don't care what tech companies do with my information.	Total N
Adults	64% (1405)	31% (681)	5% (114)	2200
Employ: Private Sector	60% (377)	37% (231)	3% (21)	629
Employ: Government	67% (95)	30% (43)	3% (4)	141
Employ: Self-Employed	53% (122)	37% (85)	10% (22)	228
Employ: Homemaker	60% (89)	33% (49)	7% (11)	150
Employ: Student	61% (50)	36% (30)	2% (2)	82
Employ: Retired	74% (368)	22% (112)	4% (20)	500
Employ: Unemployed	67% (167)	27% (66)	7% (16)	249
Employ: Other	62% (137)	30% (65)	9% (19)	221
Military HH: Yes	66% (260)	30% (118)	4% (17)	395
Military HH: No	63% (1145)	31% (563)	5% (97)	1805
RD/WT: Right Direction	67% (575)	28% (241)	4% (37)	854
RD/WT: Wrong Track	62% (830)	33% (440)	6% (77)	1346
Trump Job Approve	67% (654)	29% (278)	4% (37)	969
Trump Job Disapprove	60% (669)	34% (379)	6% (67)	1115
Trump Job Strongly Approve	72% (346)	24% (116)	4% (20)	481
Trump Job Somewhat Approve	63% (308)	33% (163)	3% (17)	488
Trump Job Somewhat Disapprove	55% (148)	40% (108)	5% (14)	270
Trump Job Strongly Disapprove	62% (521)	32% (271)	6% (53)	845
Favorable of Trump	67% (638)	29% (277)	4% (38)	952
Unfavorable of Trump	61% (682)	34% (378)	5% (59)	1119
Very Favorable of Trump	73% (378)	23% (121)	4% (21)	520
Somewhat Favorable of Trump	60% (260)	36% (156)	4% (16)	432
Somewhat Unfavorable of Trump	56% (118)	39% (83)	5% (11)	212
Very Unfavorable of Trump	62% (564)	33% (295)	5% (48)	907

Continued on next page

Table CDP2: Which of the following statements comes closest to your view, even if neither is exactly right?

Demographic	The personal information I share online is private and tech companies should not share it.	The personal information I share online is of some value to me, but some of it can be used by companies.	I don't place any value on the information I share online and don't care what tech companies do with my information.	Total N
Adults	64% (1405)	31% (681)	5% (114)	2200
#1 Issue: Economy	61% (353)	36% (210)	3% (19)	582
#1 Issue: Security	69% (322)	27% (127)	4% (17)	466
#1 Issue: Health Care	58% (208)	39% (138)	4% (13)	359
#1 Issue: Medicare / Social Security	71% (221)	22% (67)	7% (21)	309
#1 Issue: Women's Issues	67% (81)	27% (32)	6% (8)	121
#1 Issue: Education	62% (100)	27% (45)	11% (18)	163
#1 Issue: Energy	58% (55)	40% (38)	2% (2)	95
#1 Issue: Other	63% (65)	22% (23)	15% (15)	104
2018 House Vote: Democrat	61% (458)	35% (261)	5% (35)	754
2018 House Vote: Republican	68% (501)	28% (202)	4% (29)	732
2018 House Vote: Someone else	74% (78)	19% (20)	7% (7)	105
2018 House Vote: Didn't Vote	61% (368)	32% (196)	7% (42)	607
2016 Vote: Hillary Clinton	60% (399)	36% (241)	4% (30)	670
2016 Vote: Donald Trump	71% (510)	26% (187)	3% (23)	719
2016 Vote: Someone else	68% (128)	29% (55)	3% (6)	189
2016 Vote: Didn't Vote	59% (365)	32% (199)	9% (56)	619
Voted in 2014: Yes	66% (923)	30% (424)	4% (52)	1400
Voted in 2014: No	60% (482)	32% (257)	8% (62)	800
2012 Vote: Barack Obama	62% (508)	34% (278)	4% (32)	818
2012 Vote: Mitt Romney	73% (404)	24% (135)	3% (17)	556
2012 Vote: Other	67% (74)	30% (33)	3% (3)	110
2012 Vote: Didn't Vote	59% (418)	33% (234)	9% (62)	714
4-Region: Northeast	64% (251)	31% (120)	6% (22)	394
4-Region: Midwest	69% (318)	27% (126)	4% (18)	462
4-Region: South	63% (517)	31% (257)	6% (50)	824
4-Region: West	61% (319)	34% (178)	4% (23)	520

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

Table CDP3_1: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Your full name

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	68% (1491)	20% (440)	7% (157)	2% (53)	3% (59)	2200
Gender: Male	64% (682)	22% (230)	9% (95)	3% (30)	2% (25)	1062
Gender: Female	71% (808)	18% (210)	5% (62)	2% (24)	3% (34)	1138
Age: 18-29	61% (290)	19% (88)	11% (50)	4% (17)	6% (27)	471
Age: 30-44	69% (373)	21% (112)	6% (35)	1% (7)	3% (15)	542
Age: 45-54	70% (250)	20% (72)	6% (21)	2% (8)	2% (7)	357
Age: 55-64	71% (281)	17% (69)	7% (29)	3% (10)	1% (6)	394
Age: 65+	68% (298)	23% (100)	5% (22)	3% (12)	1% (5)	436
Generation Z: 18-21	53% (89)	23% (39)	14% (24)	4% (7)	6% (10)	168
Millennial: Age 22-37	65% (396)	21% (128)	7% (45)	2% (14)	4% (23)	606
Generation X: Age 38-53	72% (400)	18% (98)	6% (34)	1% (6)	3% (15)	552
Boomers: Age 54-72	70% (537)	20% (151)	6% (44)	3% (23)	1% (10)	766
PID: Dem (no lean)	71% (526)	18% (130)	7% (49)	3% (20)	2% (15)	740
PID: Ind (no lean)	64% (496)	22% (172)	8% (60)	2% (19)	4% (30)	777
PID: Rep (no lean)	69% (469)	20% (138)	7% (48)	2% (15)	2% (14)	683
PID/Gender: Dem Men	68% (220)	18% (58)	8% (27)	4% (14)	2% (6)	325
PID/Gender: Dem Women	74% (306)	17% (72)	5% (22)	2% (6)	2% (8)	415
PID/Gender: Ind Men	62% (220)	23% (81)	9% (32)	2% (8)	4% (15)	356
PID/Gender: Ind Women	65% (276)	22% (91)	7% (28)	3% (11)	4% (16)	421
PID/Gender: Rep Men	63% (242)	24% (91)	10% (36)	2% (8)	1% (4)	381
PID/Gender: Rep Women	75% (227)	15% (46)	4% (12)	2% (7)	3% (10)	302
Ideo: Liberal (1-3)	64% (437)	22% (149)	9% (59)	3% (18)	3% (17)	680
Ideo: Moderate (4)	70% (314)	20% (87)	7% (31)	2% (7)	2% (7)	445
Ideo: Conservative (5-7)	69% (513)	20% (152)	6% (48)	2% (17)	2% (13)	742

Continued on next page

Table CDP3_1: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Your full name

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	68% (1491)	20% (440)	7% (157)	2% (53)	3% (59)	2200
Educ: < College	69% (1041)	20% (300)	6% (92)	2% (32)	3% (47)	1512
Educ: Bachelors degree	66% (295)	20% (90)	9% (41)	2% (10)	2% (8)	444
Educ: Post-grad	64% (155)	21% (51)	10% (24)	5% (11)	1% (3)	244
Income: Under 50k	68% (876)	20% (253)	5% (70)	3% (32)	4% (51)	1281
Income: 50k-100k	67% (421)	20% (124)	9% (58)	2% (13)	1% (7)	624
Income: 100k+	66% (194)	22% (63)	10% (29)	3% (8)	— (1)	295
Ethnicity: White	66% (1135)	22% (373)	7% (125)	2% (43)	3% (45)	1722
Ethnicity: Hispanic	68% (237)	17% (59)	7% (25)	3% (9)	5% (19)	349
Ethnicity: Afr. Am.	74% (203)	15% (40)	6% (15)	3% (9)	3% (7)	274
Ethnicity: Other	75% (152)	13% (27)	8% (16)	1% (2)	3% (6)	204
Relig: Protestant	69% (302)	22% (96)	6% (25)	2% (8)	1% (5)	437
Relig: Roman Catholic	66% (271)	19% (78)	8% (34)	4% (16)	3% (11)	410
Relig: Ath./Agn./None	64% (445)	21% (144)	8% (56)	3% (21)	4% (26)	693
Relig: Something Else	66% (244)	21% (78)	7% (24)	2% (7)	4% (14)	368
Relig: Evangelical	75% (440)	17% (100)	6% (37)	1% (4)	1% (7)	588
Relig: Non-Evang. Catholics	65% (361)	21% (118)	7% (40)	4% (21)	2% (11)	552
Relig: All Christian	70% (801)	19% (218)	7% (77)	2% (26)	2% (18)	1139
Relig: All Non-Christian	65% (690)	21% (223)	8% (80)	3% (28)	4% (40)	1061
Community: Urban	69% (404)	19% (114)	6% (36)	2% (13)	3% (19)	587
Community: Suburban	66% (634)	22% (207)	8% (78)	3% (24)	2% (19)	962
Community: Rural	70% (453)	18% (119)	7% (43)	2% (16)	3% (21)	651

Continued on next page

Table CDP3_1: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Your full name

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	68%	(1491)	20%	(440)	7%	(157)	2%	(53)	3%	(59)	2200
Employ: Private Sector	68%	(430)	21%	(132)	8%	(50)	1%	(7)	2%	(10)	629
Employ: Government	72%	(102)	14%	(20)	10%	(14)	4%	(5)	—	(0)	141
Employ: Self-Employed	66%	(150)	22%	(51)	7%	(16)	3%	(8)	2%	(4)	228
Employ: Homemaker	60%	(90)	23%	(35)	8%	(11)	5%	(8)	3%	(5)	150
Employ: Student	59%	(48)	25%	(20)	11%	(9)	5%	(4)	1%	(1)	82
Employ: Retired	68%	(338)	22%	(108)	7%	(33)	3%	(14)	1%	(7)	500
Employ: Unemployed	70%	(175)	14%	(35)	5%	(14)	1%	(2)	10%	(24)	249
Employ: Other	71%	(157)	18%	(39)	5%	(11)	2%	(5)	4%	(9)	221
Military HH: Yes	63%	(249)	23%	(89)	8%	(32)	4%	(15)	2%	(10)	395
Military HH: No	69%	(1241)	19%	(351)	7%	(125)	2%	(38)	3%	(49)	1805
RD/WT: Right Direction	69%	(589)	20%	(170)	7%	(56)	2%	(14)	3%	(24)	854
RD/WT: Wrong Track	67%	(901)	20%	(270)	7%	(101)	3%	(39)	3%	(35)	1346
Trump Job Approve	70%	(675)	20%	(198)	6%	(59)	2%	(20)	2%	(18)	969
Trump Job Disapprove	67%	(749)	20%	(219)	8%	(87)	3%	(29)	3%	(30)	1115
Trump Job Strongly Approve	74%	(355)	16%	(77)	6%	(29)	2%	(10)	2%	(11)	481
Trump Job Somewhat Approve	66%	(320)	25%	(120)	6%	(30)	2%	(11)	1%	(7)	488
Trump Job Somewhat Disapprove	66%	(178)	21%	(56)	10%	(26)	2%	(5)	2%	(5)	270
Trump Job Strongly Disapprove	68%	(571)	19%	(164)	7%	(61)	3%	(24)	3%	(25)	845
Favorable of Trump	68%	(647)	22%	(207)	6%	(61)	2%	(22)	2%	(16)	952
Unfavorable of Trump	68%	(761)	19%	(217)	8%	(86)	3%	(30)	2%	(26)	1119
Very Favorable of Trump	73%	(377)	17%	(90)	6%	(30)	2%	(10)	2%	(12)	520
Somewhat Favorable of Trump	62%	(269)	27%	(117)	7%	(31)	3%	(12)	1%	(3)	432
Somewhat Unfavorable of Trump	64%	(136)	21%	(45)	9%	(19)	3%	(7)	2%	(4)	212
Very Unfavorable of Trump	69%	(625)	19%	(172)	7%	(66)	2%	(22)	2%	(22)	907

Continued on next page

Table CDP3_1: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Your full name

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	68% (1491)	20% (440)	7% (157)	2% (53)	3% (59)	2200
#1 Issue: Economy	65% (377)	22% (126)	7% (40)	3% (18)	4% (21)	582
#1 Issue: Security	75% (349)	17% (81)	4% (21)	2% (11)	1% (5)	466
#1 Issue: Health Care	64% (229)	23% (83)	10% (35)	1% (4)	2% (7)	359
#1 Issue: Medicare / Social Security	72% (222)	19% (58)	6% (18)	1% (5)	2% (6)	309
#1 Issue: Women's Issues	69% (84)	18% (22)	8% (10)	4% (5)	— (0)	121
#1 Issue: Education	66% (107)	16% (25)	8% (13)	4% (6)	7% (11)	163
#1 Issue: Energy	49% (47)	32% (30)	14% (14)	3% (3)	2% (2)	95
#1 Issue: Other	73% (76)	14% (15)	6% (6)	1% (1)	6% (6)	104
2018 House Vote: Democrat	69% (523)	20% (151)	7% (56)	2% (16)	1% (8)	754
2018 House Vote: Republican	67% (489)	22% (163)	6% (46)	3% (19)	2% (14)	732
2018 House Vote: Someone else	79% (83)	14% (15)	5% (5)	1% (1)	1% (1)	105
2018 House Vote: Didnt Vote	65% (394)	18% (111)	8% (49)	3% (18)	6% (35)	607
2016 Vote: Hillary Clinton	70% (466)	19% (126)	8% (54)	2% (13)	2% (10)	670
2016 Vote: Donald Trump	69% (493)	21% (152)	6% (45)	2% (17)	2% (12)	719
2016 Vote: Someone else	70% (133)	20% (37)	7% (12)	2% (4)	2% (3)	189
2016 Vote: Didnt Vote	64% (395)	20% (125)	7% (45)	3% (20)	5% (34)	619
Voted in 2014: Yes	69% (968)	21% (288)	7% (91)	2% (32)	1% (20)	1400
Voted in 2014: No	65% (522)	19% (153)	8% (66)	3% (21)	5% (38)	800
2012 Vote: Barack Obama	71% (580)	19% (153)	7% (59)	2% (16)	1% (9)	818
2012 Vote: Mitt Romney	69% (385)	21% (116)	6% (33)	3% (14)	1% (8)	556
2012 Vote: Other	67% (74)	26% (29)	4% (5)	— (1)	2% (2)	110
2012 Vote: Didn't Vote	63% (449)	20% (143)	8% (60)	3% (22)	6% (40)	714
4-Region: Northeast	66% (259)	21% (81)	7% (26)	3% (13)	4% (14)	394
4-Region: Midwest	71% (330)	17% (77)	9% (39)	2% (9)	2% (7)	462
4-Region: South	68% (564)	20% (167)	6% (48)	2% (19)	3% (26)	824
4-Region: West	65% (338)	22% (116)	8% (43)	2% (13)	2% (11)	520

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

Table CDP3_4: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Mailing address

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	67% (1463)	23% (498)	7% (149)	2% (41)	2% (50)	2200
Gender: Male	62% (656)	25% (266)	9% (96)	3% (27)	2% (17)	1062
Gender: Female	71% (808)	20% (232)	5% (53)	1% (13)	3% (33)	1138
Age: 18-29	71% (332)	17% (78)	5% (24)	3% (16)	5% (21)	471
Age: 30-44	67% (361)	22% (122)	7% (39)	1% (7)	2% (13)	542
Age: 45-54	65% (231)	28% (99)	5% (18)	— (2)	2% (7)	357
Age: 55-64	67% (263)	21% (83)	9% (36)	2% (6)	2% (6)	394
Age: 65+	63% (276)	27% (116)	7% (31)	2% (11)	1% (2)	436
Generation Z: 18-21	66% (111)	20% (34)	4% (7)	3% (6)	6% (10)	168
Millennial: Age 22-37	71% (427)	19% (113)	6% (37)	2% (14)	2% (15)	606
Generation X: Age 38-53	65% (359)	25% (138)	6% (35)	1% (5)	3% (16)	552
Boomers: Age 54-72	65% (500)	24% (187)	7% (57)	2% (14)	1% (9)	766
PID: Dem (no lean)	70% (520)	20% (150)	7% (51)	1% (8)	2% (11)	740
PID: Ind (no lean)	67% (517)	22% (169)	6% (49)	2% (17)	3% (26)	777
PID: Rep (no lean)	62% (427)	26% (179)	7% (49)	2% (16)	2% (13)	683
PID/Gender: Dem Men	64% (210)	23% (76)	9% (30)	2% (6)	1% (4)	325
PID/Gender: Dem Women	75% (310)	18% (74)	5% (21)	1% (2)	2% (8)	415
PID/Gender: Ind Men	62% (221)	24% (85)	8% (29)	3% (11)	3% (10)	356
PID/Gender: Ind Women	70% (296)	20% (84)	5% (19)	1% (6)	4% (16)	421
PID/Gender: Rep Men	59% (225)	28% (105)	10% (36)	3% (11)	1% (3)	381
PID/Gender: Rep Women	67% (201)	24% (74)	4% (13)	2% (5)	3% (9)	302
Ideo: Liberal (1-3)	66% (450)	22% (153)	8% (51)	2% (12)	2% (14)	680
Ideo: Moderate (4)	67% (299)	24% (106)	6% (29)	1% (4)	2% (8)	445
Ideo: Conservative (5-7)	63% (471)	25% (189)	8% (56)	2% (17)	1% (10)	742

Continued on next page

Table CDP3_4: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Mailing address

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	67%	(1463)	23%	(498)	7%	(149)	2%	(41)	2%	(50)	2200
Educ: < College	70%	(1051)	21%	(313)	5%	(76)	2%	(29)	3%	(43)	1512
Educ: Bachelors degree	60%	(266)	27%	(120)	11%	(47)	1%	(6)	1%	(5)	444
Educ: Post-grad	60%	(147)	26%	(64)	10%	(25)	3%	(6)	1%	(2)	244
Income: Under 50k	69%	(878)	21%	(270)	5%	(63)	2%	(30)	3%	(40)	1281
Income: 50k-100k	65%	(405)	23%	(147)	9%	(56)	1%	(6)	1%	(9)	624
Income: 100k+	61%	(180)	28%	(81)	10%	(29)	1%	(4)	—	(1)	295
Ethnicity: White	64%	(1108)	24%	(417)	7%	(127)	2%	(32)	2%	(38)	1722
Ethnicity: Hispanic	70%	(245)	17%	(60)	7%	(23)	1%	(4)	5%	(18)	349
Ethnicity: Afr. Am.	76%	(209)	17%	(47)	3%	(8)	2%	(4)	2%	(6)	274
Ethnicity: Other	72%	(146)	17%	(34)	7%	(14)	2%	(4)	3%	(6)	204
Relig: Protestant	61%	(269)	27%	(117)	8%	(34)	3%	(11)	1%	(6)	437
Relig: Roman Catholic	64%	(261)	25%	(104)	7%	(31)	2%	(6)	2%	(8)	410
Relig: Ath./Agn./None	67%	(464)	20%	(140)	8%	(55)	2%	(13)	3%	(22)	693
Relig: Something Else	68%	(252)	20%	(73)	6%	(23)	3%	(10)	3%	(10)	368
Relig: Evangelical	70%	(414)	23%	(132)	5%	(28)	1%	(5)	2%	(9)	588
Relig: Non-Evang. Catholics	61%	(334)	28%	(152)	8%	(43)	2%	(13)	2%	(9)	552
Relig: All Christian	66%	(748)	25%	(284)	6%	(71)	2%	(18)	2%	(18)	1139
Relig: All Non-Christian	67%	(716)	20%	(213)	7%	(77)	2%	(22)	3%	(32)	1061
Community: Urban	69%	(402)	21%	(122)	5%	(28)	3%	(18)	3%	(17)	587
Community: Suburban	67%	(640)	22%	(213)	8%	(76)	1%	(14)	2%	(18)	962
Community: Rural	65%	(421)	25%	(163)	7%	(44)	1%	(9)	2%	(15)	651

Continued on next page

Table CDP3_4: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Mailing address

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	67%	(1463)	23%	(498)	7%	(149)	2%	(41)	2%	(50)	2200
Employ: Private Sector	65%	(410)	25%	(156)	7%	(44)	2%	(13)	1%	(7)	629
Employ: Government	68%	(95)	22%	(31)	11%	(15)	—	(0)	—	(0)	141
Employ: Self-Employed	65%	(148)	25%	(57)	6%	(14)	2%	(4)	2%	(4)	228
Employ: Homemaker	64%	(96)	24%	(36)	4%	(7)	3%	(5)	4%	(6)	150
Employ: Student	77%	(63)	19%	(16)	1%	(1)	3%	(2)	—	(0)	82
Employ: Retired	64%	(318)	25%	(125)	9%	(46)	1%	(7)	1%	(4)	500
Employ: Unemployed	71%	(176)	15%	(36)	4%	(9)	3%	(6)	9%	(22)	249
Employ: Other	71%	(157)	19%	(41)	6%	(13)	2%	(3)	3%	(7)	221
Military HH: Yes	62%	(246)	26%	(104)	7%	(29)	2%	(8)	2%	(8)	395
Military HH: No	67%	(1217)	22%	(394)	7%	(120)	2%	(32)	2%	(42)	1805
RD/WT: Right Direction	64%	(549)	24%	(208)	7%	(59)	2%	(20)	2%	(17)	854
RD/WT: Wrong Track	68%	(914)	21%	(289)	7%	(89)	2%	(20)	2%	(33)	1346
Trump Job Approve	64%	(618)	25%	(246)	7%	(66)	2%	(24)	2%	(15)	969
Trump Job Disapprove	68%	(759)	22%	(241)	7%	(77)	1%	(11)	2%	(27)	1115
Trump Job Strongly Approve	66%	(319)	21%	(103)	7%	(35)	3%	(16)	2%	(9)	481
Trump Job Somewhat Approve	61%	(299)	29%	(143)	6%	(32)	2%	(8)	1%	(7)	488
Trump Job Somewhat Disapprove	67%	(182)	23%	(61)	7%	(19)	1%	(4)	2%	(4)	270
Trump Job Strongly Disapprove	68%	(576)	21%	(179)	7%	(59)	1%	(7)	3%	(23)	845
Favorable of Trump	64%	(613)	25%	(240)	7%	(66)	2%	(22)	1%	(12)	952
Unfavorable of Trump	68%	(758)	22%	(246)	7%	(77)	1%	(14)	2%	(24)	1119
Very Favorable of Trump	66%	(344)	23%	(120)	7%	(34)	2%	(12)	2%	(10)	520
Somewhat Favorable of Trump	62%	(269)	28%	(120)	7%	(32)	2%	(9)	—	(2)	432
Somewhat Unfavorable of Trump	64%	(136)	28%	(60)	5%	(11)	1%	(1)	2%	(4)	212
Very Unfavorable of Trump	69%	(623)	20%	(185)	7%	(67)	1%	(13)	2%	(20)	907

Continued on next page

Table CDP3_4: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Mailing address

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	67%	(1463)	23%	(498)	7%	(149)	2%	(41)	2%	(50)	2200
#1 Issue: Economy	65%	(381)	23%	(132)	6%	(37)	2%	(14)	3%	(19)	582
#1 Issue: Security	70%	(325)	22%	(103)	6%	(27)	1%	(5)	1%	(5)	466
#1 Issue: Health Care	64%	(230)	25%	(91)	7%	(27)	2%	(5)	2%	(7)	359
#1 Issue: Medicare / Social Security	68%	(210)	22%	(69)	7%	(22)	1%	(4)	1%	(4)	309
#1 Issue: Women's Issues	75%	(91)	13%	(16)	9%	(10)	3%	(3)	—	(0)	121
#1 Issue: Education	62%	(100)	25%	(41)	7%	(11)	—	(0)	6%	(10)	163
#1 Issue: Energy	58%	(55)	27%	(25)	11%	(10)	4%	(4)	1%	(0)	95
#1 Issue: Other	68%	(70)	20%	(20)	4%	(5)	3%	(3)	5%	(5)	104
2018 House Vote: Democrat	69%	(518)	21%	(162)	8%	(61)	1%	(5)	1%	(8)	754
2018 House Vote: Republican	61%	(448)	28%	(207)	7%	(50)	2%	(18)	1%	(9)	732
2018 House Vote: Someone else	73%	(76)	16%	(17)	8%	(8)	2%	(2)	1%	(1)	105
2018 House Vote: Didnt Vote	69%	(419)	18%	(111)	5%	(30)	3%	(16)	5%	(31)	607
2016 Vote: Hillary Clinton	66%	(442)	23%	(157)	9%	(58)	1%	(4)	1%	(9)	670
2016 Vote: Donald Trump	62%	(444)	28%	(203)	7%	(48)	3%	(18)	1%	(6)	719
2016 Vote: Someone else	66%	(124)	21%	(40)	8%	(15)	4%	(8)	1%	(2)	189
2016 Vote: Didnt Vote	73%	(451)	16%	(97)	4%	(28)	2%	(11)	5%	(32)	619
Voted in 2014: Yes	65%	(906)	25%	(354)	7%	(100)	2%	(24)	1%	(16)	1400
Voted in 2014: No	70%	(558)	18%	(144)	6%	(49)	2%	(17)	4%	(33)	800
2012 Vote: Barack Obama	67%	(548)	22%	(183)	8%	(65)	1%	(12)	1%	(9)	818
2012 Vote: Mitt Romney	62%	(343)	28%	(155)	7%	(40)	2%	(11)	1%	(5)	556
2012 Vote: Other	68%	(75)	23%	(25)	6%	(7)	2%	(2)	1%	(1)	110
2012 Vote: Didn't Vote	69%	(496)	19%	(133)	5%	(36)	2%	(15)	5%	(34)	714
4-Region: Northeast	64%	(254)	24%	(96)	6%	(23)	3%	(10)	3%	(11)	394
4-Region: Midwest	68%	(315)	20%	(92)	7%	(31)	3%	(14)	2%	(11)	462
4-Region: South	68%	(561)	23%	(190)	5%	(43)	1%	(10)	2%	(20)	824
4-Region: West	64%	(333)	23%	(120)	10%	(52)	1%	(8)	2%	(8)	520

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

Table CDP3_5: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Email address

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	54% (1196)	30% (656)	11% (233)	3% (58)	3% (57)	2200
Gender: Male	54% (573)	30% (314)	11% (119)	3% (34)	2% (21)	1062
Gender: Female	55% (624)	30% (342)	10% (114)	2% (23)	3% (36)	1138
Age: 18-29	49% (229)	27% (129)	13% (59)	6% (26)	6% (28)	471
Age: 30-44	50% (273)	34% (182)	11% (60)	2% (13)	3% (14)	542
Age: 45-54	55% (195)	30% (108)	12% (42)	1% (5)	2% (7)	357
Age: 55-64	61% (240)	29% (112)	8% (32)	1% (5)	1% (5)	394
Age: 65+	60% (260)	28% (124)	9% (40)	2% (8)	1% (4)	436
Generation Z: 18-21	48% (80)	29% (49)	9% (16)	7% (11)	7% (12)	168
Millennial: Age 22-37	50% (300)	31% (188)	13% (77)	3% (19)	4% (22)	606
Generation X: Age 38-53	53% (293)	31% (172)	11% (60)	2% (13)	3% (15)	552
Boomers: Age 54-72	61% (469)	28% (212)	9% (67)	2% (12)	1% (6)	766
PID: Dem (no lean)	59% (438)	28% (205)	10% (72)	2% (12)	2% (12)	740
PID: Ind (no lean)	49% (383)	33% (254)	11% (87)	3% (23)	4% (30)	777
PID: Rep (no lean)	55% (376)	29% (197)	11% (74)	3% (23)	2% (14)	683
PID/Gender: Dem Men	59% (192)	28% (90)	9% (28)	3% (10)	1% (4)	325
PID/Gender: Dem Women	59% (246)	28% (115)	11% (44)	— (2)	2% (8)	415
PID/Gender: Ind Men	50% (178)	30% (108)	13% (45)	3% (9)	4% (15)	356
PID/Gender: Ind Women	49% (205)	35% (146)	10% (42)	3% (13)	4% (15)	421
PID/Gender: Rep Men	53% (203)	30% (116)	12% (46)	4% (14)	1% (2)	381
PID/Gender: Rep Women	57% (173)	27% (81)	9% (28)	3% (8)	4% (12)	302
Ideo: Liberal (1-3)	50% (342)	33% (223)	12% (78)	3% (19)	2% (17)	680
Ideo: Moderate (4)	58% (259)	29% (127)	10% (44)	2% (7)	2% (8)	445
Ideo: Conservative (5-7)	55% (407)	30% (222)	11% (82)	3% (20)	1% (11)	742

Continued on next page

Table CDP3_5: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Email address

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	54%	(1196)	30%	(656)	11%	(233)	3%	(58)	3%	(57)	2200
Educ: < College	56%	(846)	29%	(432)	9%	(142)	3%	(45)	3%	(47)	1512
Educ: Bachelors degree	51%	(226)	34%	(150)	12%	(55)	1%	(7)	1%	(6)	444
Educ: Post-grad	51%	(124)	30%	(74)	15%	(37)	2%	(6)	1%	(3)	244
Income: Under 50k	55%	(702)	29%	(370)	10%	(123)	3%	(39)	4%	(47)	1281
Income: 50k-100k	55%	(343)	30%	(187)	11%	(71)	2%	(14)	2%	(9)	624
Income: 100k+	51%	(151)	34%	(99)	13%	(39)	2%	(5)	—	(1)	295
Ethnicity: White	53%	(914)	31%	(535)	11%	(189)	2%	(42)	2%	(42)	1722
Ethnicity: Hispanic	56%	(194)	28%	(99)	10%	(35)	—	(0)	6%	(22)	349
Ethnicity: Afr. Am.	60%	(166)	22%	(61)	10%	(27)	5%	(13)	3%	(7)	274
Ethnicity: Other	57%	(116)	29%	(60)	8%	(17)	1%	(3)	4%	(8)	204
Relig: Protestant	55%	(241)	31%	(137)	10%	(43)	2%	(10)	2%	(7)	437
Relig: Roman Catholic	56%	(232)	28%	(116)	11%	(45)	2%	(6)	3%	(12)	410
Relig: Ath./Agn./None	52%	(359)	30%	(208)	12%	(83)	3%	(20)	3%	(23)	693
Relig: Something Else	54%	(199)	29%	(106)	10%	(36)	4%	(14)	4%	(14)	368
Relig: Evangelical	58%	(344)	29%	(173)	9%	(55)	2%	(9)	1%	(7)	588
Relig: Non-Evang. Catholics	54%	(295)	31%	(169)	11%	(60)	3%	(14)	2%	(13)	552
Relig: All Christian	56%	(639)	30%	(342)	10%	(115)	2%	(23)	2%	(20)	1139
Relig: All Non-Christian	53%	(557)	30%	(314)	11%	(118)	3%	(34)	4%	(37)	1061
Community: Urban	57%	(336)	27%	(161)	9%	(51)	3%	(19)	3%	(19)	587
Community: Suburban	54%	(517)	31%	(299)	11%	(106)	2%	(18)	2%	(21)	962
Community: Rural	53%	(343)	30%	(196)	12%	(76)	3%	(20)	3%	(16)	651

Continued on next page

Table CDP3_5: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Email address

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	54%	(1196)	30%	(656)	11%	(233)	3%	(58)	3%	(57)	2200
Employ: Private Sector	54%	(340)	31%	(194)	12%	(73)	2%	(10)	2%	(12)	629
Employ: Government	57%	(81)	32%	(45)	7%	(10)	4%	(5)	—	(0)	141
Employ: Self-Employed	52%	(119)	33%	(75)	10%	(24)	3%	(7)	2%	(4)	228
Employ: Homemaker	41%	(61)	35%	(52)	13%	(20)	6%	(8)	6%	(8)	150
Employ: Student	42%	(34)	44%	(36)	12%	(10)	1%	(1)	1%	(1)	82
Employ: Retired	58%	(288)	29%	(143)	11%	(53)	2%	(11)	1%	(4)	500
Employ: Unemployed	57%	(141)	22%	(55)	8%	(21)	5%	(11)	8%	(21)	249
Employ: Other	60%	(132)	26%	(57)	10%	(22)	1%	(3)	3%	(7)	221
Military HH: Yes	54%	(214)	28%	(113)	11%	(43)	4%	(14)	3%	(11)	395
Military HH: No	54%	(983)	30%	(543)	11%	(190)	2%	(43)	3%	(46)	1805
RD/WT: Right Direction	55%	(468)	30%	(255)	10%	(86)	2%	(21)	3%	(24)	854
RD/WT: Wrong Track	54%	(728)	30%	(401)	11%	(147)	3%	(36)	2%	(33)	1346
Trump Job Approve	55%	(534)	30%	(289)	10%	(97)	3%	(31)	2%	(19)	969
Trump Job Disapprove	54%	(597)	31%	(347)	11%	(121)	2%	(23)	2%	(28)	1115
Trump Job Strongly Approve	60%	(288)	25%	(119)	9%	(45)	3%	(17)	3%	(14)	481
Trump Job Somewhat Approve	50%	(246)	35%	(170)	11%	(52)	3%	(15)	1%	(5)	488
Trump Job Somewhat Disapprove	49%	(134)	35%	(95)	12%	(33)	2%	(6)	1%	(3)	270
Trump Job Strongly Disapprove	55%	(463)	30%	(252)	10%	(88)	2%	(17)	3%	(24)	845
Favorable of Trump	55%	(521)	31%	(293)	10%	(93)	3%	(31)	2%	(15)	952
Unfavorable of Trump	54%	(603)	30%	(341)	11%	(126)	2%	(25)	2%	(24)	1119
Very Favorable of Trump	59%	(306)	27%	(138)	9%	(46)	4%	(18)	2%	(12)	520
Somewhat Favorable of Trump	50%	(215)	36%	(154)	11%	(47)	3%	(13)	1%	(3)	432
Somewhat Unfavorable of Trump	47%	(100)	31%	(65)	18%	(37)	2%	(5)	2%	(4)	212
Very Unfavorable of Trump	55%	(503)	30%	(276)	10%	(89)	2%	(20)	2%	(20)	907

Continued on next page

Table CDP3_5: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Email address

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	54% (1196)	30% (656)	11% (233)	3% (58)	3% (57)	2200
#1 Issue: Economy	53% (310)	29% (168)	12% (68)	3% (17)	3% (18)	582
#1 Issue: Security	60% (282)	28% (131)	9% (40)	2% (7)	1% (6)	466
#1 Issue: Health Care	50% (178)	35% (127)	10% (36)	3% (11)	2% (7)	359
#1 Issue: Medicare / Social Security	59% (184)	28% (88)	9% (27)	2% (5)	2% (5)	309
#1 Issue: Women's Issues	54% (66)	29% (35)	11% (13)	4% (5)	2% (2)	121
#1 Issue: Education	45% (73)	28% (45)	18% (30)	3% (5)	6% (10)	163
#1 Issue: Energy	45% (43)	37% (36)	12% (12)	4% (4)	2% (2)	95
#1 Issue: Other	59% (61)	25% (26)	7% (7)	3% (3)	6% (6)	104
2018 House Vote: Democrat	57% (427)	31% (237)	10% (76)	1% (8)	1% (7)	754
2018 House Vote: Republican	54% (392)	31% (228)	11% (79)	3% (19)	2% (13)	732
2018 House Vote: Someone else	55% (57)	34% (35)	10% (11)	1% (1)	1% (1)	105
2018 House Vote: Didnt Vote	53% (320)	26% (156)	11% (67)	5% (28)	6% (36)	607
2016 Vote: Hillary Clinton	58% (391)	29% (191)	11% (71)	1% (6)	1% (10)	670
2016 Vote: Donald Trump	55% (393)	30% (215)	11% (80)	2% (18)	2% (13)	719
2016 Vote: Someone else	52% (98)	30% (57)	14% (26)	2% (4)	2% (4)	189
2016 Vote: Didnt Vote	50% (312)	31% (192)	9% (55)	5% (29)	5% (31)	619
Voted in 2014: Yes	57% (791)	30% (418)	10% (147)	2% (26)	1% (17)	1400
Voted in 2014: No	51% (405)	30% (238)	11% (86)	4% (32)	5% (39)	800
2012 Vote: Barack Obama	58% (476)	30% (242)	10% (80)	1% (10)	1% (9)	818
2012 Vote: Mitt Romney	55% (303)	31% (174)	11% (60)	2% (11)	1% (7)	556
2012 Vote: Other	54% (59)	33% (36)	9% (10)	2% (3)	2% (2)	110
2012 Vote: Didn't Vote	50% (356)	29% (204)	12% (82)	5% (34)	5% (38)	714
4-Region: Northeast	55% (217)	29% (112)	11% (43)	1% (6)	4% (15)	394
4-Region: Midwest	58% (268)	26% (120)	11% (49)	3% (14)	3% (12)	462
4-Region: South	55% (452)	30% (247)	10% (82)	3% (22)	3% (21)	824
4-Region: West	50% (259)	34% (177)	11% (59)	3% (16)	2% (9)	520

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

Table CDP3_6: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Birth date

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	67% (1471)	20% (442)	8% (173)	3% (63)	2% (51)	2200
Gender: Male	65% (690)	20% (212)	10% (109)	3% (36)	1% (15)	1062
Gender: Female	69% (781)	20% (230)	6% (64)	2% (28)	3% (35)	1138
Age: 18-29	56% (266)	22% (104)	11% (52)	6% (26)	5% (22)	471
Age: 30-44	65% (351)	23% (125)	7% (37)	2% (14)	3% (16)	542
Age: 45-54	70% (251)	20% (71)	7% (24)	1% (4)	2% (7)	357
Age: 55-64	76% (299)	14% (54)	8% (30)	2% (9)	1% (3)	394
Age: 65+	70% (304)	20% (89)	7% (30)	2% (11)	1% (2)	436
Generation Z: 18-21	51% (86)	28% (46)	10% (17)	5% (8)	6% (11)	168
Millennial: Age 22-37	60% (363)	23% (138)	10% (62)	4% (25)	3% (18)	606
Generation X: Age 38-53	71% (392)	18% (102)	6% (33)	2% (9)	3% (17)	552
Boomers: Age 54-72	74% (565)	17% (133)	6% (47)	2% (17)	1% (5)	766
PID: Dem (no lean)	68% (500)	21% (156)	7% (51)	3% (19)	2% (14)	740
PID: Ind (no lean)	65% (506)	20% (157)	8% (65)	3% (24)	3% (25)	777
PID: Rep (no lean)	68% (466)	19% (129)	8% (57)	3% (20)	2% (12)	683
PID/Gender: Dem Men	67% (217)	21% (68)	9% (28)	3% (8)	1% (4)	325
PID/Gender: Dem Women	68% (282)	21% (88)	6% (23)	3% (11)	2% (10)	415
PID/Gender: Ind Men	63% (225)	18% (65)	12% (43)	4% (14)	3% (9)	356
PID/Gender: Ind Women	67% (281)	22% (93)	5% (22)	2% (10)	4% (15)	421
PID/Gender: Rep Men	65% (248)	21% (79)	10% (38)	3% (13)	1% (2)	381
PID/Gender: Rep Women	72% (218)	16% (50)	6% (19)	2% (7)	3% (10)	302
Ideo: Liberal (1-3)	65% (443)	21% (143)	8% (55)	4% (27)	2% (12)	680
Ideo: Moderate (4)	67% (298)	22% (99)	7% (32)	2% (9)	2% (7)	445
Ideo: Conservative (5-7)	69% (514)	18% (135)	9% (66)	2% (17)	1% (10)	742

Continued on next page

Table CDP3_6: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Birth date

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	67%	(1471)	20%	(442)	8%	(173)	3%	(63)	2%	(51)	2200
Educ: < College	67%	(1015)	19%	(292)	7%	(112)	3%	(49)	3%	(44)	1512
Educ: Bachelors degree	67%	(297)	20%	(90)	10%	(43)	2%	(9)	1%	(4)	444
Educ: Post-grad	65%	(160)	24%	(60)	7%	(17)	2%	(5)	1%	(2)	244
Income: Under 50k	66%	(850)	19%	(242)	8%	(96)	4%	(52)	3%	(40)	1281
Income: 50k-100k	68%	(426)	21%	(129)	9%	(54)	1%	(5)	1%	(9)	624
Income: 100k+	66%	(195)	24%	(71)	8%	(23)	2%	(5)	—	(1)	295
Ethnicity: White	65%	(1122)	21%	(365)	9%	(153)	3%	(45)	2%	(37)	1722
Ethnicity: Hispanic	65%	(226)	25%	(86)	4%	(15)	2%	(7)	5%	(16)	349
Ethnicity: Afr. Am.	73%	(201)	16%	(43)	4%	(11)	4%	(11)	3%	(9)	274
Ethnicity: Other	73%	(148)	17%	(35)	4%	(9)	4%	(8)	2%	(5)	204
Relig: Protestant	69%	(301)	20%	(88)	8%	(35)	2%	(10)	1%	(4)	437
Relig: Roman Catholic	68%	(277)	21%	(86)	7%	(30)	2%	(7)	2%	(10)	410
Relig: Ath./Agn./None	62%	(431)	22%	(150)	9%	(61)	4%	(27)	3%	(24)	693
Relig: Something Else	65%	(241)	19%	(71)	9%	(35)	3%	(12)	3%	(9)	368
Relig: Evangelical	74%	(437)	16%	(95)	6%	(35)	2%	(14)	1%	(7)	588
Relig: Non-Evang. Catholics	66%	(362)	23%	(126)	8%	(42)	2%	(10)	2%	(11)	552
Relig: All Christian	70%	(800)	19%	(221)	7%	(77)	2%	(24)	2%	(18)	1139
Relig: All Non-Christian	63%	(672)	21%	(221)	9%	(96)	4%	(39)	3%	(33)	1061
Community: Urban	66%	(387)	22%	(130)	6%	(33)	4%	(22)	2%	(14)	587
Community: Suburban	67%	(648)	19%	(184)	9%	(88)	2%	(20)	2%	(21)	962
Community: Rural	67%	(436)	20%	(128)	8%	(51)	3%	(22)	2%	(15)	651

Continued on next page

Table CDP3_6: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Birth date

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	67% (1471)	20% (442)	8% (173)	3% (63)	2% (51)	2200
Employ: Private Sector	66% (417)	22% (139)	8% (52)	2% (14)	1% (7)	629
Employ: Government	76% (107)	15% (22)	6% (9)	1% (1)	1% (2)	141
Employ: Self-Employed	63% (143)	27% (62)	6% (15)	2% (5)	1% (3)	228
Employ: Homemaker	63% (94)	19% (29)	9% (13)	5% (7)	4% (6)	150
Employ: Student	66% (54)	18% (15)	13% (10)	3% (2)	1% (1)	82
Employ: Retired	68% (341)	20% (101)	8% (41)	2% (12)	1% (5)	500
Employ: Unemployed	65% (163)	15% (37)	8% (20)	4% (9)	8% (21)	249
Employ: Other	69% (152)	17% (38)	5% (12)	6% (13)	3% (6)	221
Military HH: Yes	63% (248)	24% (96)	8% (30)	3% (13)	2% (9)	395
Military HH: No	68% (1223)	19% (346)	8% (143)	3% (51)	2% (42)	1805
RD/WT: Right Direction	69% (591)	19% (159)	8% (66)	3% (21)	2% (17)	854
RD/WT: Wrong Track	65% (880)	21% (284)	8% (107)	3% (42)	3% (34)	1346
Trump Job Approve	70% (681)	19% (180)	7% (72)	2% (24)	1% (13)	969
Trump Job Disapprove	65% (721)	22% (242)	8% (89)	3% (34)	3% (29)	1115
Trump Job Strongly Approve	74% (357)	16% (75)	6% (27)	3% (15)	2% (8)	481
Trump Job Somewhat Approve	66% (324)	22% (105)	9% (45)	2% (9)	1% (5)	488
Trump Job Somewhat Disapprove	63% (169)	22% (60)	10% (28)	4% (10)	1% (3)	270
Trump Job Strongly Disapprove	65% (552)	22% (182)	7% (61)	3% (24)	3% (25)	845
Favorable of Trump	70% (667)	19% (179)	8% (74)	3% (24)	1% (9)	952
Unfavorable of Trump	64% (720)	22% (249)	8% (91)	3% (33)	2% (26)	1119
Very Favorable of Trump	74% (385)	16% (83)	6% (29)	3% (15)	1% (8)	520
Somewhat Favorable of Trump	65% (282)	22% (96)	10% (45)	2% (9)	— (1)	432
Somewhat Unfavorable of Trump	60% (127)	25% (54)	9% (19)	3% (7)	2% (4)	212
Very Unfavorable of Trump	65% (593)	21% (195)	8% (72)	3% (26)	2% (21)	907

Continued on next page

Table CDP3_6: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Birth date

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	67%	(1471)	20%	(442)	8%	(173)	3%	(63)	2%	(51)	2200
#1 Issue: Economy	66%	(382)	18%	(103)	10%	(60)	4%	(21)	3%	(16)	582
#1 Issue: Security	75%	(351)	18%	(83)	4%	(20)	2%	(8)	1%	(4)	466
#1 Issue: Health Care	60%	(216)	23%	(83)	11%	(41)	3%	(12)	2%	(7)	359
#1 Issue: Medicare / Social Security	68%	(212)	21%	(64)	8%	(24)	2%	(6)	1%	(3)	309
#1 Issue: Women's Issues	62%	(75)	32%	(38)	1%	(2)	3%	(4)	2%	(2)	121
#1 Issue: Education	67%	(109)	21%	(34)	6%	(9)	—	(1)	6%	(10)	163
#1 Issue: Energy	55%	(52)	22%	(21)	12%	(12)	9%	(9)	2%	(2)	95
#1 Issue: Other	71%	(74)	15%	(15)	5%	(5)	4%	(4)	5%	(5)	104
2018 House Vote: Democrat	67%	(503)	23%	(170)	7%	(56)	2%	(17)	1%	(8)	754
2018 House Vote: Republican	70%	(514)	18%	(131)	8%	(57)	3%	(20)	1%	(10)	732
2018 House Vote: Someone else	79%	(83)	15%	(16)	3%	(3)	1%	(1)	1%	(1)	105
2018 House Vote: Didnt Vote	61%	(369)	21%	(125)	9%	(56)	4%	(25)	5%	(31)	607
2016 Vote: Hillary Clinton	65%	(437)	23%	(157)	8%	(53)	2%	(12)	2%	(12)	670
2016 Vote: Donald Trump	71%	(514)	18%	(127)	8%	(54)	2%	(16)	1%	(7)	719
2016 Vote: Someone else	70%	(131)	17%	(32)	9%	(16)	4%	(8)	1%	(2)	189
2016 Vote: Didnt Vote	63%	(387)	20%	(126)	8%	(48)	4%	(28)	5%	(29)	619
Voted in 2014: Yes	69%	(969)	20%	(282)	7%	(101)	2%	(34)	1%	(14)	1400
Voted in 2014: No	63%	(502)	20%	(160)	9%	(72)	4%	(30)	5%	(37)	800
2012 Vote: Barack Obama	68%	(557)	22%	(179)	7%	(59)	2%	(13)	1%	(10)	818
2012 Vote: Mitt Romney	70%	(388)	19%	(106)	8%	(46)	2%	(10)	1%	(6)	556
2012 Vote: Other	78%	(86)	14%	(15)	2%	(2)	5%	(5)	1%	(1)	110
2012 Vote: Didn't Vote	61%	(438)	20%	(141)	9%	(65)	5%	(35)	5%	(34)	714
4-Region: Northeast	67%	(266)	21%	(83)	6%	(25)	2%	(9)	3%	(11)	394
4-Region: Midwest	69%	(318)	16%	(76)	9%	(42)	4%	(17)	2%	(9)	462
4-Region: South	66%	(543)	21%	(174)	8%	(65)	3%	(21)	3%	(21)	824
4-Region: West	66%	(345)	21%	(109)	8%	(41)	3%	(16)	2%	(9)	520

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

Table CDP3_7: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?
Social Security number

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	92% (2032)	3% (62)	2% (36)	1% (24)	2% (46)	2200
Gender: Male	91% (963)	4% (38)	3% (29)	1% (15)	2% (16)	1062
Gender: Female	94% (1069)	2% (24)	1% (7)	1% (8)	3% (30)	1138
Age: 18-29	86% (404)	5% (22)	3% (12)	2% (8)	5% (24)	471
Age: 30-44	91% (492)	4% (23)	2% (11)	1% (8)	2% (9)	542
Age: 45-54	93% (331)	2% (7)	2% (9)	— (1)	3% (9)	357
Age: 55-64	96% (378)	1% (5)	1% (3)	1% (4)	1% (3)	394
Age: 65+	98% (427)	1% (5)	— (1)	— (2)	— (1)	436
Generation Z: 18-21	82% (137)	6% (11)	4% (6)	1% (2)	7% (12)	168
Millennial: Age 22-37	90% (543)	4% (22)	2% (15)	2% (11)	2% (15)	606
Generation X: Age 38-53	92% (510)	3% (17)	1% (7)	1% (5)	3% (15)	552
Boomers: Age 54-72	96% (736)	1% (11)	1% (9)	1% (7)	1% (4)	766
PID: Dem (no lean)	93% (690)	3% (23)	1% (10)	1% (6)	1% (11)	740
PID: Ind (no lean)	92% (713)	2% (16)	2% (12)	1% (9)	3% (27)	777
PID: Rep (no lean)	92% (629)	3% (24)	2% (14)	1% (9)	1% (8)	683
PID/Gender: Dem Men	90% (294)	5% (15)	3% (9)	1% (5)	1% (3)	325
PID/Gender: Dem Women	95% (396)	2% (8)	— (1)	— (1)	2% (8)	415
PID/Gender: Ind Men	91% (323)	3% (9)	2% (6)	2% (6)	3% (11)	356
PID/Gender: Ind Women	93% (390)	2% (7)	1% (6)	1% (3)	4% (16)	421
PID/Gender: Rep Men	91% (346)	4% (15)	4% (14)	1% (5)	1% (2)	381
PID/Gender: Rep Women	94% (283)	3% (9)	— (0)	1% (4)	2% (6)	302
Ideo: Liberal (1-3)	90% (614)	4% (28)	2% (15)	1% (10)	2% (14)	680
Ideo: Moderate (4)	95% (422)	2% (10)	1% (5)	1% (4)	1% (3)	445
Ideo: Conservative (5-7)	96% (709)	2% (14)	1% (6)	1% (5)	1% (7)	742

Continued on next page

Table CDP3_7: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Social Security number

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	92% (2032)	3% (62)	2% (36)	1% (24)	2% (46)	2200
Educ: < College	92% (1385)	3% (45)	2% (27)	1% (13)	3% (42)	1512
Educ: Bachelors degree	94% (418)	2% (11)	1% (6)	1% (6)	1% (3)	444
Educ: Post-grad	94% (229)	3% (6)	1% (3)	2% (4)	1% (2)	244
Income: Under 50k	91% (1160)	3% (41)	2% (24)	1% (15)	3% (42)	1281
Income: 50k-100k	94% (588)	3% (16)	1% (8)	1% (8)	1% (4)	624
Income: 100k+	96% (284)	2% (5)	1% (4)	— (1)	— (0)	295
Ethnicity: White	93% (1597)	3% (45)	2% (32)	1% (13)	2% (35)	1722
Ethnicity: Hispanic	86% (302)	1% (4)	5% (18)	3% (9)	5% (17)	349
Ethnicity: Afr. Am.	90% (248)	6% (16)	— (1)	2% (5)	2% (5)	274
Ethnicity: Other	92% (187)	1% (1)	2% (4)	3% (5)	3% (7)	204
Relig: Protestant	96% (418)	2% (10)	1% (3)	— (1)	1% (5)	437
Relig: Roman Catholic	89% (367)	3% (14)	4% (18)	1% (4)	2% (8)	410
Relig: Ath./Agn./None	91% (630)	3% (22)	1% (10)	1% (10)	3% (21)	693
Relig: Something Else	91% (334)	3% (11)	1% (5)	2% (8)	3% (10)	368
Relig: Evangelical	95% (559)	2% (15)	1% (6)	— (2)	1% (6)	588
Relig: Non-Evang. Catholics	92% (509)	3% (15)	3% (15)	1% (4)	2% (9)	552
Relig: All Christian	94% (1069)	3% (29)	2% (21)	1% (6)	1% (15)	1139
Relig: All Non-Christian	91% (963)	3% (33)	1% (15)	2% (18)	3% (31)	1061
Community: Urban	89% (524)	4% (21)	2% (12)	2% (13)	3% (17)	587
Community: Suburban	94% (905)	2% (23)	1% (14)	— (5)	2% (15)	962
Community: Rural	93% (604)	3% (18)	2% (10)	1% (6)	2% (14)	651

Continued on next page

Table CDP3_7: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Social Security number

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	92% (2032)	3% (62)	2% (36)	1% (24)	2% (46)	2200
Employ: Private Sector	94% (590)	3% (16)	1% (9)	1% (8)	1% (6)	629
Employ: Government	92% (130)	7% (10)	— (0)	1% (1)	— (0)	141
Employ: Self-Employed	85% (194)	4% (9)	8% (19)	2% (4)	1% (2)	228
Employ: Homemaker	91% (136)	4% (5)	1% (2)	1% (1)	4% (6)	150
Employ: Student	93% (76)	3% (3)	2% (1)	2% (1)	— (0)	82
Employ: Retired	97% (484)	2% (8)	— (1)	1% (4)	1% (4)	500
Employ: Unemployed	87% (216)	2% (6)	— (1)	1% (2)	10% (24)	249
Employ: Other	93% (205)	3% (6)	1% (3)	1% (2)	2% (5)	221
Military HH: Yes	94% (370)	2% (10)	2% (6)	1% (4)	1% (5)	395
Military HH: No	92% (1662)	3% (53)	2% (30)	1% (20)	2% (41)	1805
RD/WT: Right Direction	92% (782)	4% (33)	2% (13)	1% (9)	2% (16)	854
RD/WT: Wrong Track	93% (1249)	2% (30)	2% (23)	1% (15)	2% (30)	1346
Trump Job Approve	92% (894)	4% (38)	2% (16)	1% (9)	1% (12)	969
Trump Job Disapprove	93% (1040)	2% (23)	2% (18)	1% (11)	2% (23)	1115
Trump Job Strongly Approve	93% (447)	4% (18)	— (2)	1% (5)	2% (9)	481
Trump Job Somewhat Approve	92% (447)	4% (20)	3% (14)	1% (4)	1% (4)	488
Trump Job Somewhat Disapprove	92% (248)	3% (8)	2% (5)	1% (4)	2% (4)	270
Trump Job Strongly Disapprove	94% (792)	2% (14)	2% (13)	1% (7)	2% (19)	845
Favorable of Trump	93% (884)	4% (34)	2% (15)	1% (8)	1% (12)	952
Unfavorable of Trump	93% (1043)	2% (23)	2% (21)	1% (12)	2% (21)	1119
Very Favorable of Trump	93% (483)	4% (20)	1% (4)	1% (4)	2% (9)	520
Somewhat Favorable of Trump	93% (401)	3% (14)	3% (11)	1% (4)	1% (2)	432
Somewhat Unfavorable of Trump	88% (186)	5% (10)	4% (8)	3% (6)	1% (1)	212
Very Unfavorable of Trump	94% (857)	1% (12)	1% (12)	1% (6)	2% (19)	907

Continued on next page

Table CDP3_7: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Social Security number

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	92% (2032)	3% (62)	2% (36)	1% (24)	2% (46)	2200
#1 Issue: Economy	93% (541)	2% (12)	1% (7)	1% (7)	3% (16)	582
#1 Issue: Security	94% (439)	3% (14)	2% (9)	1% (3)	— (1)	466
#1 Issue: Health Care	92% (329)	3% (10)	2% (6)	1% (4)	3% (10)	359
#1 Issue: Medicare / Social Security	96% (298)	2% (5)	1% (2)	1% (2)	1% (3)	309
#1 Issue: Women's Issues	89% (107)	8% (10)	— (0)	1% (1)	2% (2)	121
#1 Issue: Education	84% (136)	3% (5)	6% (9)	2% (3)	6% (10)	163
#1 Issue: Energy	91% (87)	3% (3)	4% (4)	2% (2)	— (0)	95
#1 Issue: Other	91% (95)	4% (4)	— (0)	2% (2)	3% (3)	104
2018 House Vote: Democrat	95% (717)	2% (18)	1% (8)	1% (6)	1% (5)	754
2018 House Vote: Republican	93% (679)	3% (22)	2% (12)	1% (8)	1% (10)	732
2018 House Vote: Someone else	94% (99)	2% (3)	2% (2)	2% (2)	1% (1)	105
2018 House Vote: Didnt Vote	88% (536)	3% (19)	2% (14)	1% (8)	5% (30)	607
2016 Vote: Hillary Clinton	92% (619)	4% (24)	2% (13)	1% (7)	1% (8)	670
2016 Vote: Donald Trump	95% (683)	3% (18)	— (3)	1% (6)	1% (9)	719
2016 Vote: Someone else	94% (177)	1% (2)	3% (5)	1% (3)	1% (2)	189
2016 Vote: Didnt Vote	89% (550)	3% (18)	3% (16)	1% (8)	4% (28)	619
Voted in 2014: Yes	95% (1324)	2% (34)	1% (16)	1% (13)	1% (13)	1400
Voted in 2014: No	88% (708)	4% (28)	3% (20)	1% (10)	4% (33)	800
2012 Vote: Barack Obama	94% (770)	2% (19)	2% (15)	1% (7)	1% (7)	818
2012 Vote: Mitt Romney	96% (533)	3% (15)	— (3)	— (2)	1% (3)	556
2012 Vote: Other	97% (107)	1% (1)	— (0)	2% (2)	— (0)	110
2012 Vote: Didn't Vote	87% (620)	4% (28)	3% (19)	2% (12)	5% (36)	714
4-Region: Northeast	90% (353)	4% (15)	2% (9)	1% (6)	3% (11)	394
4-Region: Midwest	94% (434)	3% (13)	1% (3)	1% (3)	2% (9)	462
4-Region: South	92% (758)	3% (24)	2% (14)	1% (11)	2% (17)	824
4-Region: West	94% (487)	2% (10)	2% (10)	1% (4)	2% (9)	520

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

Table CDP3_8: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Employment history

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	52% (1153)	29% (637)	12% (274)	3% (57)	4% (79)	2200
Gender: Male	53% (567)	28% (300)	12% (132)	3% (37)	2% (26)	1062
Gender: Female	51% (585)	30% (337)	12% (142)	2% (21)	5% (53)	1138
Age: 18-29	43% (202)	31% (147)	13% (61)	5% (24)	8% (37)	471
Age: 30-44	53% (290)	29% (159)	12% (66)	2% (11)	3% (15)	542
Age: 45-54	58% (207)	27% (95)	13% (47)	1% (2)	2% (7)	357
Age: 55-64	59% (234)	27% (104)	10% (38)	2% (9)	2% (8)	394
Age: 65+	50% (220)	30% (132)	14% (62)	2% (11)	3% (13)	436
Generation Z: 18-21	31% (52)	37% (63)	15% (26)	7% (11)	10% (16)	168
Millennial: Age 22-37	50% (305)	30% (180)	12% (75)	3% (17)	5% (29)	606
Generation X: Age 38-53	57% (317)	27% (147)	12% (65)	2% (9)	2% (14)	552
Boomers: Age 54-72	56% (433)	28% (217)	11% (83)	2% (16)	2% (18)	766
PID: Dem (no lean)	53% (395)	29% (214)	12% (86)	3% (23)	3% (22)	740
PID: Ind (no lean)	52% (404)	28% (216)	13% (102)	2% (14)	5% (41)	777
PID: Rep (no lean)	52% (354)	30% (207)	12% (85)	3% (20)	2% (17)	683
PID/Gender: Dem Men	53% (172)	28% (90)	14% (44)	5% (15)	1% (4)	325
PID/Gender: Dem Women	54% (222)	30% (123)	10% (42)	2% (9)	4% (18)	415
PID/Gender: Ind Men	57% (201)	25% (88)	12% (42)	3% (9)	4% (15)	356
PID/Gender: Ind Women	48% (203)	30% (128)	14% (60)	1% (5)	6% (25)	421
PID/Gender: Rep Men	51% (194)	32% (122)	12% (46)	3% (13)	2% (7)	381
PID/Gender: Rep Women	53% (161)	28% (85)	13% (39)	2% (7)	3% (10)	302
Ideo: Liberal (1-3)	52% (352)	31% (213)	11% (76)	3% (19)	3% (20)	680
Ideo: Moderate (4)	58% (260)	27% (120)	11% (47)	2% (7)	2% (11)	445
Ideo: Conservative (5-7)	52% (382)	30% (220)	14% (101)	3% (22)	2% (17)	742

Continued on next page

Table CDP3_8: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Employment history

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	52%	(1153)	29%	(637)	12%	(274)	3%	(57)	4%	(79)	2200
Educ: < College	52%	(783)	28%	(427)	13%	(192)	3%	(40)	5%	(70)	1512
Educ: Bachelors degree	52%	(232)	30%	(135)	13%	(59)	2%	(11)	2%	(7)	444
Educ: Post-grad	56%	(138)	30%	(74)	10%	(23)	3%	(6)	1%	(2)	244
Income: Under 50k	52%	(664)	27%	(349)	12%	(158)	3%	(41)	5%	(70)	1281
Income: 50k-100k	52%	(322)	32%	(198)	13%	(82)	2%	(12)	1%	(9)	624
Income: 100k+	57%	(167)	30%	(90)	12%	(34)	2%	(5)	—	(0)	295
Ethnicity: White	51%	(885)	30%	(514)	13%	(227)	2%	(41)	3%	(55)	1722
Ethnicity: Hispanic	52%	(182)	27%	(93)	13%	(47)	1%	(3)	7%	(25)	349
Ethnicity: Afr. Am.	58%	(160)	23%	(63)	9%	(25)	5%	(13)	5%	(14)	274
Ethnicity: Other	53%	(109)	30%	(60)	11%	(22)	2%	(3)	5%	(10)	204
Relig: Protestant	55%	(240)	28%	(122)	12%	(54)	2%	(11)	2%	(10)	437
Relig: Roman Catholic	50%	(204)	33%	(137)	13%	(53)	1%	(4)	3%	(13)	410
Relig: Ath./Agn./None	52%	(364)	27%	(190)	12%	(80)	3%	(23)	5%	(37)	693
Relig: Something Else	51%	(188)	30%	(109)	12%	(45)	3%	(12)	4%	(13)	368
Relig: Evangelical	55%	(324)	27%	(159)	13%	(76)	2%	(14)	3%	(15)	588
Relig: Non-Evang. Catholics	50%	(277)	33%	(179)	13%	(73)	2%	(9)	3%	(14)	552
Relig: All Christian	53%	(601)	30%	(338)	13%	(149)	2%	(23)	3%	(29)	1139
Relig: All Non-Christian	52%	(552)	28%	(299)	12%	(125)	3%	(35)	5%	(50)	1061
Community: Urban	57%	(335)	28%	(163)	8%	(50)	2%	(14)	4%	(26)	587
Community: Suburban	52%	(500)	30%	(290)	13%	(120)	2%	(22)	3%	(28)	962
Community: Rural	49%	(318)	28%	(183)	16%	(104)	3%	(21)	4%	(24)	651

Continued on next page

Table CDP3_8: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Employment history

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	52%	(1153)	29%	(637)	12%	(274)	3%	(57)	4%	(79)	2200
Employ: Private Sector	60%	(379)	28%	(178)	9%	(55)	1%	(8)	1%	(9)	629
Employ: Government	58%	(82)	28%	(40)	8%	(11)	5%	(7)	1%	(1)	141
Employ: Self-Employed	49%	(111)	29%	(66)	15%	(35)	3%	(8)	4%	(8)	228
Employ: Homemaker	35%	(53)	37%	(55)	17%	(25)	2%	(4)	9%	(13)	150
Employ: Student	27%	(22)	51%	(42)	15%	(12)	5%	(4)	2%	(1)	82
Employ: Retired	49%	(243)	32%	(158)	15%	(77)	2%	(12)	2%	(10)	500
Employ: Unemployed	53%	(133)	20%	(51)	13%	(32)	2%	(6)	11%	(27)	249
Employ: Other	59%	(131)	21%	(46)	12%	(26)	4%	(8)	4%	(9)	221
Military HH: Yes	49%	(192)	35%	(136)	10%	(40)	4%	(16)	3%	(11)	395
Military HH: No	53%	(961)	28%	(500)	13%	(234)	2%	(41)	4%	(68)	1805
RD/WT: Right Direction	53%	(448)	28%	(242)	14%	(119)	2%	(16)	3%	(28)	854
RD/WT: Wrong Track	52%	(705)	29%	(395)	12%	(155)	3%	(41)	4%	(51)	1346
Trump Job Approve	53%	(510)	28%	(274)	14%	(133)	3%	(27)	3%	(25)	969
Trump Job Disapprove	52%	(584)	30%	(340)	11%	(124)	3%	(29)	3%	(38)	1115
Trump Job Strongly Approve	58%	(278)	22%	(107)	14%	(65)	3%	(15)	3%	(16)	481
Trump Job Somewhat Approve	48%	(232)	34%	(167)	14%	(67)	2%	(12)	2%	(9)	488
Trump Job Somewhat Disapprove	50%	(136)	37%	(99)	10%	(26)	2%	(5)	1%	(4)	270
Trump Job Strongly Disapprove	53%	(448)	28%	(240)	12%	(98)	3%	(24)	4%	(34)	845
Favorable of Trump	53%	(509)	28%	(262)	14%	(136)	3%	(24)	2%	(21)	952
Unfavorable of Trump	52%	(579)	31%	(350)	11%	(122)	3%	(31)	3%	(36)	1119
Very Favorable of Trump	58%	(299)	23%	(118)	14%	(74)	3%	(13)	3%	(16)	520
Somewhat Favorable of Trump	49%	(210)	33%	(144)	14%	(62)	2%	(11)	1%	(6)	432
Somewhat Unfavorable of Trump	45%	(95)	38%	(80)	13%	(27)	2%	(5)	2%	(5)	212
Very Unfavorable of Trump	53%	(485)	30%	(271)	10%	(95)	3%	(26)	3%	(32)	907

Continued on next page

Table CDP3_8: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Employment history

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	52%	(1153)	29%	(637)	12%	(274)	3%	(57)	4%	(79)	2200
#1 Issue: Economy	50%	(294)	32%	(186)	11%	(62)	3%	(19)	4%	(22)	582
#1 Issue: Security	61%	(284)	22%	(104)	12%	(58)	2%	(9)	2%	(11)	466
#1 Issue: Health Care	50%	(178)	36%	(128)	10%	(38)	2%	(6)	3%	(10)	359
#1 Issue: Medicare / Social Security	52%	(162)	27%	(83)	17%	(52)	2%	(8)	2%	(5)	309
#1 Issue: Women's Issues	48%	(58)	31%	(38)	9%	(11)	3%	(4)	9%	(11)	121
#1 Issue: Education	43%	(70)	29%	(47)	19%	(30)	2%	(3)	8%	(12)	163
#1 Issue: Energy	48%	(46)	33%	(31)	13%	(12)	5%	(5)	1%	(1)	95
#1 Issue: Other	59%	(62)	20%	(20)	11%	(12)	3%	(3)	7%	(7)	104
2018 House Vote: Democrat	55%	(413)	31%	(235)	10%	(74)	2%	(16)	2%	(17)	754
2018 House Vote: Republican	53%	(391)	28%	(207)	14%	(99)	3%	(18)	2%	(16)	732
2018 House Vote: Someone else	61%	(64)	27%	(28)	6%	(6)	3%	(3)	3%	(3)	105
2018 House Vote: Didnt Vote	47%	(285)	27%	(165)	16%	(95)	3%	(20)	7%	(43)	607
2016 Vote: Hillary Clinton	55%	(365)	31%	(210)	10%	(64)	2%	(12)	3%	(19)	670
2016 Vote: Donald Trump	54%	(390)	28%	(198)	14%	(98)	2%	(18)	2%	(16)	719
2016 Vote: Someone else	57%	(107)	25%	(47)	8%	(16)	7%	(13)	3%	(6)	189
2016 Vote: Didnt Vote	46%	(287)	30%	(183)	16%	(96)	2%	(15)	6%	(38)	619
Voted in 2014: Yes	55%	(774)	29%	(403)	11%	(159)	3%	(36)	2%	(28)	1400
Voted in 2014: No	47%	(379)	29%	(233)	14%	(115)	3%	(21)	6%	(51)	800
2012 Vote: Barack Obama	57%	(468)	29%	(233)	9%	(75)	3%	(22)	2%	(18)	818
2012 Vote: Mitt Romney	54%	(300)	27%	(149)	14%	(80)	3%	(15)	2%	(13)	556
2012 Vote: Other	55%	(60)	32%	(35)	8%	(9)	1%	(1)	4%	(4)	110
2012 Vote: Didn't Vote	45%	(323)	31%	(219)	15%	(109)	3%	(20)	6%	(43)	714
4-Region: Northeast	49%	(194)	33%	(130)	10%	(40)	3%	(11)	5%	(18)	394
4-Region: Midwest	53%	(247)	28%	(129)	12%	(56)	4%	(16)	3%	(14)	462
4-Region: South	52%	(427)	28%	(232)	13%	(110)	3%	(21)	4%	(34)	824
4-Region: West	55%	(285)	28%	(145)	13%	(69)	2%	(8)	3%	(13)	520

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

Table CDP3_9: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Shopping history

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	34% (741)	30% (669)	25% (552)	8% (177)	3% (61)	2200
Gender: Male	37% (392)	28% (298)	25% (268)	8% (80)	2% (23)	1062
Gender: Female	31% (349)	33% (370)	25% (284)	8% (97)	3% (38)	1138
Age: 18-29	29% (136)	26% (123)	24% (113)	15% (71)	6% (29)	471
Age: 30-44	33% (178)	26% (142)	31% (166)	8% (44)	2% (12)	542
Age: 45-54	36% (130)	34% (120)	23% (81)	5% (17)	3% (9)	357
Age: 55-64	38% (152)	31% (121)	24% (93)	6% (22)	2% (7)	394
Age: 65+	33% (146)	38% (164)	23% (99)	5% (23)	1% (4)	436
Generation Z: 18-21	21% (36)	19% (32)	31% (52)	22% (38)	6% (10)	168
Millennial: Age 22-37	32% (193)	26% (159)	28% (172)	10% (58)	4% (25)	606
Generation X: Age 38-53	36% (200)	32% (179)	23% (125)	6% (33)	3% (15)	552
Boomers: Age 54-72	37% (280)	33% (256)	23% (178)	5% (41)	1% (11)	766
PID: Dem (no lean)	35% (260)	28% (210)	25% (186)	9% (68)	2% (16)	740
PID: Ind (no lean)	32% (251)	31% (241)	24% (187)	9% (67)	4% (30)	777
PID: Rep (no lean)	34% (230)	32% (218)	26% (179)	6% (42)	2% (16)	683
PID/Gender: Dem Men	38% (124)	26% (86)	25% (81)	9% (30)	1% (5)	325
PID/Gender: Dem Women	33% (136)	30% (124)	25% (105)	9% (38)	3% (11)	415
PID/Gender: Ind Men	39% (137)	27% (96)	23% (83)	8% (27)	4% (13)	356
PID/Gender: Ind Women	27% (114)	34% (145)	25% (104)	10% (40)	4% (17)	421
PID/Gender: Rep Men	34% (131)	31% (117)	27% (105)	6% (23)	1% (5)	381
PID/Gender: Rep Women	33% (99)	33% (101)	24% (74)	6% (18)	3% (10)	302
Ideo: Liberal (1-3)	33% (226)	31% (213)	25% (173)	8% (53)	2% (14)	680
Ideo: Moderate (4)	37% (164)	29% (130)	24% (108)	7% (33)	2% (10)	445
Ideo: Conservative (5-7)	32% (236)	35% (261)	25% (187)	6% (41)	2% (18)	742

Continued on next page

Table CDP3_9: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Shopping history

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	34% (741)	30% (669)	25% (552)	8% (177)	3% (61)	2200
Educ: < College	34% (521)	28% (426)	25% (376)	9% (136)	4% (53)	1512
Educ: Bachelors degree	33% (145)	35% (154)	27% (119)	5% (22)	1% (5)	444
Educ: Post-grad	31% (75)	36% (89)	23% (57)	8% (19)	2% (4)	244
Income: Under 50k	34% (439)	29% (367)	24% (305)	9% (120)	4% (50)	1281
Income: 50k-100k	33% (204)	33% (205)	26% (162)	7% (42)	2% (11)	624
Income: 100k+	33% (98)	33% (97)	29% (86)	5% (14)	— (1)	295
Ethnicity: White	32% (559)	32% (548)	26% (441)	7% (125)	3% (48)	1722
Ethnicity: Hispanic	39% (135)	22% (76)	27% (95)	7% (26)	5% (17)	349
Ethnicity: Afr. Am.	37% (102)	24% (66)	23% (62)	13% (35)	4% (10)	274
Ethnicity: Other	39% (80)	27% (55)	24% (48)	8% (17)	2% (4)	204
Relig: Protestant	33% (143)	40% (175)	21% (91)	5% (23)	1% (6)	437
Relig: Roman Catholic	36% (148)	31% (127)	26% (107)	4% (15)	3% (13)	410
Relig: Ath./Agn./None	31% (217)	27% (190)	27% (186)	11% (75)	4% (25)	693
Relig: Something Else	34% (124)	28% (102)	24% (89)	11% (40)	4% (14)	368
Relig: Evangelical	37% (216)	32% (188)	23% (136)	6% (38)	2% (11)	588
Relig: Non-Evang. Catholics	33% (184)	34% (189)	26% (141)	4% (24)	2% (12)	552
Relig: All Christian	35% (400)	33% (377)	24% (277)	5% (62)	2% (23)	1139
Relig: All Non-Christian	32% (341)	28% (292)	26% (275)	11% (115)	4% (38)	1061
Community: Urban	34% (201)	30% (176)	24% (139)	10% (56)	3% (16)	587
Community: Suburban	33% (317)	32% (307)	26% (253)	6% (61)	2% (23)	962
Community: Rural	34% (223)	29% (186)	25% (161)	9% (60)	3% (22)	651

Continued on next page

Table CDP3_9: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Shopping history

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	34%	(741)	30%	(669)	25%	(552)	8%	(177)	3%	(61)	2200
Employ: Private Sector	37%	(231)	31%	(196)	25%	(156)	6%	(38)	1%	(9)	629
Employ: Government	39%	(55)	21%	(30)	31%	(44)	9%	(12)	—	(0)	141
Employ: Self-Employed	33%	(75)	32%	(72)	23%	(52)	10%	(23)	2%	(4)	228
Employ: Homemaker	28%	(41)	29%	(43)	28%	(41)	13%	(19)	3%	(5)	150
Employ: Student	26%	(22)	31%	(25)	29%	(24)	13%	(10)	2%	(1)	82
Employ: Retired	31%	(157)	37%	(186)	24%	(119)	6%	(31)	1%	(7)	500
Employ: Unemployed	32%	(79)	22%	(56)	27%	(68)	9%	(23)	9%	(23)	249
Employ: Other	36%	(80)	28%	(62)	21%	(47)	9%	(20)	5%	(12)	221
Military HH: Yes	30%	(120)	32%	(125)	27%	(106)	9%	(35)	2%	(9)	395
Military HH: No	34%	(620)	30%	(543)	25%	(446)	8%	(142)	3%	(53)	1805
RD/WT: Right Direction	34%	(288)	33%	(279)	25%	(210)	6%	(54)	3%	(23)	854
RD/WT: Wrong Track	34%	(453)	29%	(389)	25%	(342)	9%	(123)	3%	(38)	1346
Trump Job Approve	34%	(325)	33%	(322)	25%	(240)	6%	(63)	2%	(18)	969
Trump Job Disapprove	34%	(374)	29%	(321)	26%	(287)	9%	(100)	3%	(33)	1115
Trump Job Strongly Approve	39%	(188)	29%	(138)	24%	(116)	6%	(28)	2%	(11)	481
Trump Job Somewhat Approve	28%	(137)	38%	(184)	26%	(125)	7%	(35)	2%	(7)	488
Trump Job Somewhat Disapprove	32%	(86)	31%	(82)	26%	(71)	10%	(26)	2%	(5)	270
Trump Job Strongly Disapprove	34%	(287)	28%	(239)	26%	(216)	9%	(74)	3%	(29)	845
Favorable of Trump	34%	(328)	33%	(312)	24%	(230)	7%	(66)	2%	(16)	952
Unfavorable of Trump	33%	(373)	30%	(331)	26%	(290)	9%	(96)	3%	(29)	1119
Very Favorable of Trump	40%	(210)	28%	(144)	24%	(123)	6%	(30)	2%	(12)	520
Somewhat Favorable of Trump	27%	(118)	39%	(168)	25%	(107)	8%	(36)	1%	(4)	432
Somewhat Unfavorable of Trump	30%	(64)	31%	(66)	31%	(65)	6%	(13)	2%	(4)	212
Very Unfavorable of Trump	34%	(309)	29%	(265)	25%	(225)	9%	(82)	3%	(25)	907

Continued on next page

Table CDP3_9: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Shopping history

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	34%	(741)	30%	(669)	25%	(552)	8%	(177)	3%	(61)	2200
#1 Issue: Economy	30%	(174)	32%	(185)	27%	(158)	8%	(49)	3%	(17)	582
#1 Issue: Security	40%	(188)	30%	(142)	22%	(104)	6%	(26)	1%	(5)	466
#1 Issue: Health Care	29%	(104)	31%	(111)	30%	(106)	8%	(28)	3%	(9)	359
#1 Issue: Medicare / Social Security	36%	(110)	30%	(92)	27%	(82)	6%	(19)	2%	(6)	309
#1 Issue: Women's Issues	28%	(34)	28%	(33)	28%	(34)	14%	(17)	3%	(3)	121
#1 Issue: Education	35%	(56)	28%	(45)	20%	(32)	11%	(19)	6%	(10)	163
#1 Issue: Energy	31%	(29)	37%	(36)	22%	(21)	7%	(7)	2%	(2)	95
#1 Issue: Other	43%	(44)	23%	(24)	14%	(15)	12%	(12)	8%	(8)	104
2018 House Vote: Democrat	37%	(277)	31%	(234)	23%	(176)	7%	(55)	2%	(12)	754
2018 House Vote: Republican	34%	(250)	35%	(253)	23%	(169)	6%	(43)	2%	(16)	732
2018 House Vote: Someone else	37%	(39)	30%	(32)	29%	(30)	1%	(1)	3%	(4)	105
2018 House Vote: Didnt Vote	29%	(175)	25%	(150)	29%	(175)	13%	(77)	5%	(29)	607
2016 Vote: Hillary Clinton	36%	(243)	30%	(203)	24%	(162)	7%	(48)	2%	(13)	670
2016 Vote: Donald Trump	35%	(248)	35%	(250)	24%	(173)	5%	(34)	2%	(13)	719
2016 Vote: Someone else	30%	(57)	32%	(60)	26%	(49)	9%	(18)	3%	(5)	189
2016 Vote: Didnt Vote	31%	(192)	25%	(155)	27%	(165)	12%	(77)	5%	(30)	619
Voted in 2014: Yes	36%	(507)	33%	(457)	23%	(325)	6%	(85)	2%	(25)	1400
Voted in 2014: No	29%	(234)	26%	(212)	28%	(227)	11%	(91)	5%	(37)	800
2012 Vote: Barack Obama	36%	(295)	32%	(258)	24%	(196)	7%	(53)	2%	(15)	818
2012 Vote: Mitt Romney	33%	(185)	36%	(202)	23%	(129)	6%	(31)	2%	(9)	556
2012 Vote: Other	38%	(42)	31%	(34)	27%	(29)	2%	(3)	2%	(2)	110
2012 Vote: Didn't Vote	30%	(217)	24%	(174)	28%	(198)	13%	(89)	5%	(35)	714
4-Region: Northeast	34%	(135)	32%	(128)	24%	(94)	5%	(20)	4%	(17)	394
4-Region: Midwest	36%	(168)	29%	(136)	24%	(113)	8%	(35)	2%	(10)	462
4-Region: South	32%	(264)	30%	(245)	28%	(231)	7%	(60)	3%	(24)	824
4-Region: West	33%	(173)	31%	(161)	22%	(114)	12%	(62)	2%	(10)	520

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

Table CDP3_10: *As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?
Biometric data, such as your DNA, fingerprints and facial features*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	87% (1905)	7% (162)	3% (56)	1% (26)	2% (51)	2200
Gender: Male	85% (902)	10% (105)	2% (21)	2% (18)	2% (16)	1062
Gender: Female	88% (1003)	5% (57)	3% (35)	1% (8)	3% (35)	1138
Age: 18-29	82% (385)	7% (31)	4% (20)	2% (11)	5% (23)	471
Age: 30-44	87% (472)	8% (43)	2% (10)	1% (7)	2% (9)	542
Age: 45-54	84% (300)	11% (37)	3% (11)	— (1)	2% (8)	357
Age: 55-64	90% (353)	6% (23)	2% (9)	1% (3)	2% (6)	394
Age: 65+	91% (395)	6% (27)	1% (6)	1% (4)	1% (4)	436
Generation Z: 18-21	82% (138)	5% (8)	4% (7)	4% (6)	6% (9)	168
Millennial: Age 22-37	84% (511)	8% (50)	3% (18)	1% (9)	3% (18)	606
Generation X: Age 38-53	86% (476)	9% (47)	2% (12)	1% (4)	2% (13)	552
Boomers: Age 54-72	89% (684)	6% (48)	2% (17)	1% (6)	1% (10)	766
PID: Dem (no lean)	85% (631)	9% (67)	3% (22)	1% (8)	2% (12)	740
PID: Ind (no lean)	89% (692)	4% (30)	3% (23)	1% (6)	3% (26)	777
PID: Rep (no lean)	85% (583)	9% (64)	2% (11)	2% (13)	2% (13)	683
PID/Gender: Dem Men	83% (268)	13% (43)	2% (6)	1% (4)	1% (3)	325
PID/Gender: Dem Women	87% (362)	6% (24)	4% (16)	1% (4)	2% (9)	415
PID/Gender: Ind Men	89% (317)	5% (19)	2% (7)	1% (4)	3% (9)	356
PID/Gender: Ind Women	89% (375)	3% (12)	4% (16)	— (1)	4% (17)	421
PID/Gender: Rep Men	83% (317)	11% (43)	2% (8)	3% (10)	1% (3)	381
PID/Gender: Rep Women	88% (266)	7% (21)	1% (3)	1% (3)	3% (10)	302
Ideo: Liberal (1-3)	84% (572)	10% (68)	3% (19)	1% (8)	2% (13)	680
Ideo: Moderate (4)	89% (394)	7% (32)	2% (10)	— (1)	2% (8)	445
Ideo: Conservative (5-7)	89% (663)	7% (49)	1% (10)	1% (10)	1% (9)	742

Continued on next page

Table CDP3_10: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?
 Biometric data, such as your DNA, fingerprints and facial features

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	87%	(1905)	7%	(162)	3%	(56)	1%	(26)	2%	(51)	2200
Educ: < College	86%	(1307)	6%	(95)	3%	(46)	1%	(18)	3%	(47)	1512
Educ: Bachelors degree	85%	(379)	12%	(52)	1%	(6)	1%	(4)	1%	(3)	444
Educ: Post-grad	90%	(219)	6%	(15)	2%	(5)	2%	(4)	1%	(2)	244
Income: Under 50k	85%	(1087)	7%	(93)	3%	(37)	2%	(19)	3%	(45)	1281
Income: 50k-100k	88%	(546)	8%	(49)	3%	(16)	1%	(6)	1%	(6)	624
Income: 100k+	92%	(272)	7%	(19)	1%	(3)	—	(1)	—	(0)	295
Ethnicity: White	87%	(1499)	7%	(121)	2%	(42)	1%	(18)	2%	(41)	1722
Ethnicity: Hispanic	83%	(291)	8%	(29)	4%	(12)	1%	(3)	4%	(14)	349
Ethnicity: Afr. Am.	83%	(228)	11%	(29)	3%	(7)	2%	(5)	2%	(5)	274
Ethnicity: Other	87%	(178)	6%	(12)	3%	(6)	1%	(3)	2%	(5)	204
Relig: Protestant	92%	(400)	5%	(22)	2%	(8)	1%	(2)	1%	(5)	437
Relig: Roman Catholic	85%	(349)	10%	(43)	2%	(8)	—	(1)	2%	(10)	410
Relig: Ath./Agn./None	84%	(581)	8%	(53)	3%	(24)	2%	(12)	3%	(23)	693
Relig: Something Else	85%	(314)	7%	(26)	3%	(11)	2%	(7)	3%	(11)	368
Relig: Evangelical	92%	(539)	5%	(29)	1%	(8)	1%	(5)	1%	(7)	588
Relig: Non-Evang. Catholics	85%	(471)	10%	(54)	2%	(14)	—	(2)	2%	(10)	552
Relig: All Christian	89%	(1010)	7%	(83)	2%	(21)	1%	(7)	2%	(18)	1139
Relig: All Non-Christian	84%	(895)	7%	(79)	3%	(35)	2%	(19)	3%	(33)	1061
Community: Urban	85%	(500)	8%	(49)	2%	(14)	2%	(10)	2%	(14)	587
Community: Suburban	87%	(835)	8%	(76)	2%	(20)	1%	(10)	2%	(21)	962
Community: Rural	87%	(569)	6%	(37)	3%	(22)	1%	(6)	3%	(17)	651

Continued on next page

Table CDP3_10: *As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?
Biometric data, such as your DNA, fingerprints and facial features*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	87%	(1905)	7%	(162)	3%	(56)	1%	(26)	2%	(51)	2200
Employ: Private Sector	88%	(553)	8%	(50)	2%	(12)	1%	(7)	1%	(6)	629
Employ: Government	91%	(128)	2%	(3)	5%	(8)	2%	(3)	—	(0)	141
Employ: Self-Employed	81%	(185)	12%	(28)	4%	(8)	2%	(5)	—	(1)	228
Employ: Homemaker	85%	(127)	5%	(7)	6%	(9)	—	(0)	4%	(6)	150
Employ: Student	91%	(74)	7%	(5)	1%	(1)	1%	(1)	1%	(1)	82
Employ: Retired	90%	(452)	6%	(31)	1%	(6)	1%	(4)	1%	(6)	500
Employ: Unemployed	80%	(199)	7%	(17)	2%	(5)	1%	(3)	10%	(25)	249
Employ: Other	85%	(188)	8%	(19)	3%	(7)	1%	(2)	3%	(6)	221
Military HH: Yes	89%	(350)	8%	(32)	1%	(5)	1%	(2)	2%	(7)	395
Military HH: No	86%	(1555)	7%	(130)	3%	(51)	1%	(24)	2%	(45)	1805
RD/WT: Right Direction	86%	(732)	8%	(70)	3%	(23)	2%	(13)	2%	(15)	854
RD/WT: Wrong Track	87%	(1173)	7%	(92)	2%	(33)	1%	(13)	3%	(36)	1346
Trump Job Approve	88%	(849)	8%	(73)	2%	(19)	2%	(16)	1%	(12)	969
Trump Job Disapprove	86%	(961)	8%	(84)	3%	(34)	1%	(8)	3%	(28)	1115
Trump Job Strongly Approve	88%	(425)	6%	(30)	1%	(4)	2%	(11)	2%	(11)	481
Trump Job Somewhat Approve	87%	(423)	9%	(43)	3%	(16)	1%	(5)	—	(2)	488
Trump Job Somewhat Disapprove	85%	(229)	9%	(25)	4%	(11)	—	(1)	1%	(4)	270
Trump Job Strongly Disapprove	87%	(732)	7%	(59)	3%	(23)	1%	(7)	3%	(24)	845
Favorable of Trump	88%	(842)	6%	(61)	2%	(22)	2%	(15)	1%	(11)	952
Unfavorable of Trump	86%	(960)	8%	(93)	3%	(33)	1%	(9)	2%	(24)	1119
Very Favorable of Trump	89%	(460)	6%	(30)	1%	(7)	3%	(13)	2%	(9)	520
Somewhat Favorable of Trump	88%	(382)	7%	(31)	3%	(15)	1%	(2)	—	(2)	432
Somewhat Unfavorable of Trump	81%	(171)	12%	(26)	6%	(12)	—	(1)	1%	(1)	212
Very Unfavorable of Trump	87%	(789)	7%	(66)	2%	(21)	1%	(8)	3%	(23)	907

Continued on next page

Table CDP3_10: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?
Biometric data, such as your DNA, fingerprints and facial features

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	87% (1905)	7% (162)	3% (56)	1% (26)	2% (51)	2200
#1 Issue: Economy	89% (516)	6% (34)	2% (11)	1% (7)	3% (15)	582
#1 Issue: Security	91% (422)	6% (28)	1% (6)	1% (6)	1% (3)	466
#1 Issue: Health Care	83% (298)	11% (39)	3% (9)	1% (3)	3% (10)	359
#1 Issue: Medicare / Social Security	88% (272)	7% (20)	3% (9)	1% (2)	2% (6)	309
#1 Issue: Women's Issues	89% (107)	3% (4)	5% (6)	2% (3)	1% (1)	121
#1 Issue: Education	76% (124)	11% (17)	6% (10)	— (1)	7% (11)	163
#1 Issue: Energy	83% (79)	10% (10)	5% (5)	1% (0)	1% (1)	95
#1 Issue: Other	84% (87)	9% (9)	— (0)	4% (4)	4% (4)	104
2018 House Vote: Democrat	88% (664)	8% (63)	2% (15)	1% (5)	1% (7)	754
2018 House Vote: Republican	87% (633)	9% (67)	2% (12)	1% (8)	2% (11)	732
2018 House Vote: Someone else	94% (99)	5% (5)	— (0)	— (0)	1% (1)	105
2018 House Vote: Didnt Vote	84% (507)	4% (27)	5% (28)	2% (13)	5% (32)	607
2016 Vote: Hillary Clinton	86% (574)	10% (69)	1% (10)	1% (6)	2% (11)	670
2016 Vote: Donald Trump	89% (638)	8% (55)	2% (11)	1% (6)	1% (9)	719
2016 Vote: Someone else	90% (170)	7% (13)	1% (2)	2% (3)	1% (1)	189
2016 Vote: Didnt Vote	84% (519)	4% (25)	5% (34)	2% (11)	5% (30)	619
Voted in 2014: Yes	88% (1227)	9% (122)	2% (24)	1% (12)	1% (15)	1400
Voted in 2014: No	85% (678)	5% (39)	4% (32)	2% (14)	5% (37)	800
2012 Vote: Barack Obama	88% (721)	8% (68)	1% (12)	1% (8)	1% (9)	818
2012 Vote: Mitt Romney	88% (489)	9% (49)	1% (8)	1% (4)	1% (6)	556
2012 Vote: Other	91% (100)	7% (7)	— (1)	1% (1)	— (0)	110
2012 Vote: Didn't Vote	83% (592)	5% (37)	5% (35)	2% (13)	5% (36)	714
4-Region: Northeast	85% (336)	10% (41)	— (1)	1% (5)	3% (11)	394
4-Region: Midwest	88% (407)	6% (28)	3% (12)	1% (3)	2% (11)	462
4-Region: South	87% (713)	7% (57)	3% (24)	1% (11)	2% (20)	824
4-Region: West	86% (449)	7% (36)	4% (19)	1% (6)	2% (10)	520

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

Table CDP3_11: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Credit history

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	74% (1634)	17% (371)	4% (92)	2% (45)	3% (57)	2200
Gender: Male	72% (767)	19% (202)	4% (44)	2% (24)	2% (25)	1062
Gender: Female	76% (867)	15% (169)	4% (49)	2% (21)	3% (32)	1138
Age: 18-29	66% (311)	19% (89)	5% (24)	4% (17)	6% (30)	471
Age: 30-44	70% (378)	21% (112)	5% (26)	3% (15)	2% (11)	542
Age: 45-54	78% (279)	16% (56)	4% (13)	— (1)	2% (8)	357
Age: 55-64	79% (311)	14% (56)	3% (13)	3% (10)	1% (4)	394
Age: 65+	81% (355)	13% (58)	4% (17)	1% (3)	1% (4)	436
Generation Z: 18-21	56% (94)	22% (37)	8% (14)	5% (8)	9% (15)	168
Millennial: Age 22-37	69% (420)	20% (122)	4% (27)	3% (17)	3% (20)	606
Generation X: Age 38-53	76% (422)	16% (90)	3% (17)	1% (8)	3% (16)	552
Boomers: Age 54-72	80% (610)	14% (108)	4% (30)	1% (11)	1% (7)	766
PID: Dem (no lean)	75% (554)	16% (121)	5% (36)	2% (17)	2% (12)	740
PID: Ind (no lean)	73% (567)	17% (128)	5% (39)	2% (13)	4% (29)	777
PID: Rep (no lean)	75% (513)	18% (122)	3% (18)	2% (15)	2% (15)	683
PID/Gender: Dem Men	72% (234)	17% (55)	7% (22)	3% (10)	1% (5)	325
PID/Gender: Dem Women	77% (320)	16% (66)	3% (14)	2% (7)	2% (8)	415
PID/Gender: Ind Men	71% (253)	19% (69)	4% (14)	2% (7)	4% (13)	356
PID/Gender: Ind Women	75% (315)	14% (59)	6% (25)	1% (6)	4% (16)	421
PID/Gender: Rep Men	73% (280)	20% (78)	2% (8)	2% (8)	2% (8)	381
PID/Gender: Rep Women	77% (233)	15% (44)	3% (10)	2% (8)	3% (8)	302
Ideo: Liberal (1-3)	71% (480)	18% (125)	6% (43)	2% (15)	3% (17)	680
Ideo: Moderate (4)	75% (335)	18% (78)	3% (15)	1% (7)	2% (10)	445
Ideo: Conservative (5-7)	77% (574)	18% (133)	2% (14)	2% (11)	1% (10)	742

Continued on next page

Table CDP3_11: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Credit history

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	74% (1634)	17% (371)	4% (92)	2% (45)	3% (57)	2200
Educ: < College	74% (1112)	16% (242)	5% (72)	2% (36)	3% (50)	1512
Educ: Bachelors degree	76% (337)	19% (84)	3% (14)	1% (6)	1% (4)	444
Educ: Post-grad	76% (185)	19% (46)	3% (7)	2% (4)	1% (3)	244
Income: Under 50k	72% (924)	16% (210)	5% (61)	3% (34)	4% (51)	1281
Income: 50k-100k	77% (479)	17% (107)	4% (23)	1% (8)	1% (6)	624
Income: 100k+	78% (231)	18% (54)	3% (8)	1% (3)	— (0)	295
Ethnicity: White	75% (1297)	17% (286)	4% (67)	2% (27)	3% (45)	1722
Ethnicity: Hispanic	69% (240)	19% (67)	5% (19)	2% (6)	5% (18)	349
Ethnicity: Afr. Am.	69% (188)	20% (54)	5% (15)	4% (12)	2% (5)	274
Ethnicity: Other	73% (149)	15% (31)	5% (11)	3% (6)	3% (7)	204
Relig: Protestant	78% (342)	17% (73)	1% (6)	2% (7)	2% (9)	437
Relig: Roman Catholic	73% (300)	20% (82)	4% (16)	1% (4)	2% (9)	410
Relig: Ath./Agn./None	73% (504)	17% (115)	5% (35)	2% (17)	3% (22)	693
Relig: Something Else	71% (262)	16% (60)	7% (24)	2% (9)	3% (13)	368
Relig: Evangelical	78% (460)	16% (92)	2% (13)	2% (11)	2% (12)	588
Relig: Non-Evang. Catholics	74% (409)	19% (105)	4% (20)	1% (8)	2% (10)	552
Relig: All Christian	76% (868)	17% (196)	3% (33)	2% (19)	2% (23)	1139
Relig: All Non-Christian	72% (765)	17% (175)	6% (60)	2% (26)	3% (34)	1061
Community: Urban	72% (425)	17% (102)	3% (20)	3% (20)	3% (20)	587
Community: Suburban	75% (726)	16% (157)	4% (41)	2% (18)	2% (20)	962
Community: Rural	74% (484)	17% (112)	5% (31)	1% (7)	3% (17)	651

Continued on next page

Table CDP3_11: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Credit history

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	74%	(1634)	17%	(371)	4%	(92)	2%	(45)	3%	(57)	2200
Employ: Private Sector	76%	(476)	18%	(115)	3%	(18)	1%	(8)	2%	(12)	629
Employ: Government	72%	(101)	20%	(28)	6%	(8)	3%	(4)	—	(0)	141
Employ: Self-Employed	73%	(167)	20%	(45)	4%	(8)	2%	(3)	2%	(5)	228
Employ: Homemaker	61%	(91)	26%	(40)	5%	(7)	4%	(6)	4%	(5)	150
Employ: Student	69%	(56)	22%	(18)	5%	(4)	4%	(3)	—	(0)	82
Employ: Retired	80%	(402)	13%	(66)	4%	(19)	1%	(6)	1%	(6)	500
Employ: Unemployed	72%	(179)	11%	(27)	6%	(14)	2%	(5)	10%	(24)	249
Employ: Other	73%	(161)	15%	(33)	6%	(12)	4%	(10)	2%	(6)	221
Military HH: Yes	76%	(299)	17%	(68)	3%	(14)	2%	(7)	2%	(8)	395
Military HH: No	74%	(1335)	17%	(304)	4%	(79)	2%	(38)	3%	(49)	1805
RD/WT: Right Direction	74%	(633)	18%	(153)	3%	(27)	2%	(15)	3%	(26)	854
RD/WT: Wrong Track	74%	(1001)	16%	(218)	5%	(66)	2%	(30)	2%	(31)	1346
Trump Job Approve	74%	(719)	19%	(183)	3%	(28)	2%	(18)	2%	(21)	969
Trump Job Disapprove	74%	(830)	16%	(181)	5%	(55)	2%	(25)	2%	(25)	1115
Trump Job Strongly Approve	79%	(378)	14%	(69)	2%	(12)	2%	(9)	3%	(14)	481
Trump Job Somewhat Approve	70%	(341)	23%	(114)	3%	(16)	2%	(9)	2%	(8)	488
Trump Job Somewhat Disapprove	72%	(194)	22%	(59)	4%	(12)	1%	(2)	1%	(3)	270
Trump Job Strongly Disapprove	75%	(637)	14%	(121)	5%	(43)	3%	(23)	3%	(22)	845
Favorable of Trump	76%	(719)	18%	(167)	3%	(25)	2%	(21)	2%	(20)	952
Unfavorable of Trump	74%	(830)	17%	(188)	5%	(56)	2%	(24)	2%	(20)	1119
Very Favorable of Trump	79%	(409)	14%	(75)	2%	(10)	3%	(13)	2%	(12)	520
Somewhat Favorable of Trump	72%	(311)	21%	(92)	3%	(14)	2%	(8)	2%	(8)	432
Somewhat Unfavorable of Trump	64%	(136)	28%	(59)	6%	(13)	1%	(2)	1%	(1)	212
Very Unfavorable of Trump	77%	(694)	14%	(130)	5%	(43)	2%	(22)	2%	(19)	907

Continued on next page

Table CDP3_11: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Credit history

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	74% (1634)	17% (371)	4% (92)	2% (45)	3% (57)	2200
#1 Issue: Economy	74% (431)	16% (94)	4% (22)	3% (18)	3% (17)	582
#1 Issue: Security	80% (374)	16% (73)	2% (10)	1% (4)	1% (5)	466
#1 Issue: Health Care	74% (265)	19% (68)	3% (12)	2% (5)	2% (9)	359
#1 Issue: Medicare / Social Security	77% (240)	14% (43)	5% (17)	2% (6)	1% (4)	309
#1 Issue: Women's Issues	61% (74)	24% (29)	9% (11)	4% (5)	2% (2)	121
#1 Issue: Education	65% (106)	18% (29)	8% (12)	2% (3)	8% (13)	163
#1 Issue: Energy	72% (69)	19% (19)	6% (5)	2% (2)	1% (0)	95
#1 Issue: Other	73% (75)	16% (17)	2% (2)	3% (3)	6% (6)	104
2018 House Vote: Democrat	77% (583)	16% (118)	4% (32)	2% (14)	1% (7)	754
2018 House Vote: Republican	76% (556)	18% (133)	2% (18)	2% (12)	2% (13)	732
2018 House Vote: Someone else	74% (78)	11% (12)	8% (8)	5% (5)	2% (2)	105
2018 House Vote: Didnt Vote	69% (417)	18% (108)	6% (34)	2% (13)	6% (35)	607
2016 Vote: Hillary Clinton	75% (499)	18% (120)	4% (26)	2% (15)	1% (10)	670
2016 Vote: Donald Trump	77% (552)	18% (131)	2% (13)	1% (10)	2% (12)	719
2016 Vote: Someone else	80% (150)	9% (18)	7% (14)	2% (4)	2% (3)	189
2016 Vote: Didnt Vote	69% (429)	17% (102)	6% (39)	3% (17)	5% (32)	619
Voted in 2014: Yes	77% (1074)	17% (241)	3% (42)	2% (26)	1% (16)	1400
Voted in 2014: No	70% (560)	16% (130)	6% (50)	2% (19)	5% (41)	800
2012 Vote: Barack Obama	76% (624)	16% (128)	5% (38)	3% (21)	1% (7)	818
2012 Vote: Mitt Romney	77% (429)	18% (98)	3% (14)	1% (8)	1% (7)	556
2012 Vote: Other	79% (86)	18% (20)	1% (1)	— (1)	1% (1)	110
2012 Vote: Didn't Vote	69% (492)	18% (126)	5% (39)	2% (16)	6% (41)	714
4-Region: Northeast	72% (283)	18% (69)	4% (17)	3% (10)	4% (14)	394
4-Region: Midwest	76% (354)	16% (73)	3% (15)	1% (6)	3% (14)	462
4-Region: South	74% (610)	17% (140)	5% (38)	2% (16)	2% (20)	824
4-Region: West	75% (388)	17% (88)	4% (22)	2% (13)	2% (9)	520

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

Table CDP3_12: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Banking information

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	90% (1990)	5% (110)	1% (24)	1% (28)	2% (47)	2200
Gender: Male	88% (939)	7% (69)	1% (14)	2% (24)	1% (16)	1062
Gender: Female	92% (1051)	4% (41)	1% (10)	— (5)	3% (31)	1138
Age: 18-29	82% (386)	8% (36)	2% (10)	4% (18)	5% (21)	471
Age: 30-44	89% (481)	6% (33)	2% (11)	1% (6)	2% (11)	542
Age: 45-54	91% (325)	6% (21)	1% (2)	— (1)	2% (8)	357
Age: 55-64	95% (374)	3% (13)	— (0)	1% (2)	1% (5)	394
Age: 65+	97% (425)	2% (7)	— (1)	— (1)	— (2)	436
Generation Z: 18-21	80% (134)	5% (8)	3% (5)	7% (11)	6% (10)	168
Millennial: Age 22-37	86% (518)	9% (53)	1% (7)	2% (11)	3% (17)	606
Generation X: Age 38-53	91% (504)	4% (21)	2% (10)	1% (3)	3% (14)	552
Boomers: Age 54-72	95% (729)	3% (26)	— (1)	— (4)	1% (6)	766
PID: Dem (no lean)	91% (677)	5% (36)	1% (6)	1% (8)	2% (13)	740
PID: Ind (no lean)	90% (700)	4% (29)	2% (13)	1% (12)	3% (24)	777
PID: Rep (no lean)	90% (614)	7% (46)	1% (5)	1% (8)	1% (10)	683
PID/Gender: Dem Men	90% (293)	5% (16)	1% (4)	2% (7)	2% (5)	325
PID/Gender: Dem Women	92% (383)	5% (20)	1% (3)	— (1)	2% (8)	415
PID/Gender: Ind Men	88% (314)	5% (17)	2% (6)	3% (10)	2% (9)	356
PID/Gender: Ind Women	92% (386)	3% (11)	2% (6)	— (2)	4% (16)	421
PID/Gender: Rep Men	87% (332)	10% (36)	1% (4)	2% (7)	1% (2)	381
PID/Gender: Rep Women	93% (282)	3% (10)	— (1)	— (1)	3% (8)	302
Ideo: Liberal (1-3)	88% (601)	8% (52)	1% (8)	1% (6)	2% (13)	680
Ideo: Moderate (4)	93% (414)	4% (19)	— (2)	1% (6)	1% (4)	445
Ideo: Conservative (5-7)	93% (693)	4% (26)	1% (6)	1% (8)	1% (9)	742

Continued on next page

Table CDP3_12: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Banking information

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	90% (1990)	5% (110)	1% (24)	1% (28)	2% (47)	2200
Educ: < College	89% (1353)	5% (75)	1% (22)	1% (22)	3% (40)	1512
Educ: Bachelors degree	92% (407)	6% (28)	— (2)	1% (3)	1% (4)	444
Educ: Post-grad	94% (230)	3% (7)	— (1)	1% (3)	1% (2)	244
Income: Under 50k	89% (1140)	5% (58)	1% (18)	2% (24)	3% (41)	1281
Income: 50k-100k	92% (572)	6% (36)	1% (5)	1% (4)	1% (6)	624
Income: 100k+	94% (278)	5% (16)	— (0)	— (1)	— (0)	295
Ethnicity: White	91% (1571)	5% (83)	1% (15)	1% (18)	2% (35)	1722
Ethnicity: Hispanic	82% (287)	10% (36)	— (0)	3% (9)	5% (18)	349
Ethnicity: Afr. Am.	87% (239)	7% (20)	3% (8)	— (1)	2% (6)	274
Ethnicity: Other	88% (180)	4% (7)	1% (1)	5% (10)	3% (5)	204
Relig: Protestant	94% (413)	4% (16)	— (0)	1% (6)	1% (3)	437
Relig: Roman Catholic	90% (369)	7% (27)	1% (3)	1% (2)	2% (9)	410
Relig: Ath./Agn./None	89% (616)	5% (38)	1% (10)	1% (7)	3% (22)	693
Relig: Something Else	88% (324)	4% (15)	2% (7)	3% (10)	3% (12)	368
Relig: Evangelical	92% (542)	5% (31)	1% (5)	1% (7)	1% (3)	588
Relig: Non-Evang. Catholics	92% (508)	5% (27)	— (2)	1% (4)	2% (10)	552
Relig: All Christian	92% (1050)	5% (58)	1% (7)	1% (12)	1% (13)	1139
Relig: All Non-Christian	89% (940)	5% (53)	2% (17)	2% (17)	3% (34)	1061
Community: Urban	89% (523)	5% (29)	1% (6)	2% (14)	3% (15)	587
Community: Suburban	91% (877)	5% (49)	1% (8)	1% (11)	2% (16)	962
Community: Rural	91% (590)	5% (32)	2% (10)	— (3)	2% (16)	651

Continued on next page

Table CDP3_12: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Banking information

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	90% (1990)	5% (110)	1% (24)	1% (28)	2% (47)	2200
Employ: Private Sector	91% (576)	6% (36)	1% (4)	2% (10)	1% (3)	629
Employ: Government	91% (129)	5% (7)	3% (5)	— (1)	— (0)	141
Employ: Self-Employed	84% (191)	11% (25)	1% (2)	3% (7)	2% (4)	228
Employ: Homemaker	90% (135)	4% (6)	2% (2)	1% (2)	3% (5)	150
Employ: Student	90% (74)	5% (4)	2% (1)	3% (2)	— (0)	82
Employ: Retired	97% (482)	2% (9)	— (1)	1% (3)	1% (4)	500
Employ: Unemployed	83% (207)	4% (11)	2% (4)	1% (3)	10% (24)	249
Employ: Other	89% (196)	6% (13)	2% (5)	— (1)	3% (7)	221
Military HH: Yes	92% (365)	4% (16)	— (1)	1% (6)	2% (8)	395
Military HH: No	90% (1626)	5% (94)	1% (23)	1% (23)	2% (39)	1805
RD/WT: Right Direction	91% (773)	6% (48)	1% (6)	1% (11)	2% (15)	854
RD/WT: Wrong Track	90% (1217)	5% (63)	1% (18)	1% (17)	2% (31)	1346
Trump Job Approve	91% (880)	6% (56)	1% (9)	1% (12)	1% (12)	969
Trump Job Disapprove	91% (1017)	4% (48)	1% (13)	1% (12)	2% (25)	1115
Trump Job Strongly Approve	93% (447)	3% (13)	1% (3)	2% (9)	2% (9)	481
Trump Job Somewhat Approve	89% (434)	9% (42)	1% (5)	1% (3)	1% (4)	488
Trump Job Somewhat Disapprove	90% (242)	6% (15)	1% (3)	2% (7)	1% (3)	270
Trump Job Strongly Disapprove	92% (775)	4% (33)	1% (10)	1% (6)	3% (21)	845
Favorable of Trump	91% (865)	5% (52)	1% (13)	1% (12)	1% (10)	952
Unfavorable of Trump	91% (1021)	5% (50)	1% (12)	1% (13)	2% (23)	1119
Very Favorable of Trump	92% (479)	4% (21)	— (2)	2% (8)	2% (10)	520
Somewhat Favorable of Trump	89% (387)	7% (31)	2% (10)	1% (5)	— (0)	432
Somewhat Unfavorable of Trump	89% (188)	9% (18)	1% (2)	— (0)	1% (3)	212
Very Unfavorable of Trump	92% (833)	4% (32)	1% (9)	1% (13)	2% (20)	907

Continued on next page

Table CDP3_12: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Banking information

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	90% (1990)	5% (110)	1% (24)	1% (28)	2% (47)	2200
#1 Issue: Economy	91% (533)	3% (18)	1% (5)	2% (9)	3% (17)	582
#1 Issue: Security	93% (434)	5% (25)	1% (3)	— (2)	1% (3)	466
#1 Issue: Health Care	89% (320)	5% (19)	1% (4)	2% (8)	3% (9)	359
#1 Issue: Medicare / Social Security	96% (297)	2% (5)	1% (2)	1% (2)	1% (3)	309
#1 Issue: Women's Issues	88% (106)	5% (5)	5% (6)	3% (3)	— (0)	121
#1 Issue: Education	82% (133)	8% (13)	3% (5)	1% (1)	6% (10)	163
#1 Issue: Energy	83% (79)	16% (15)	— (0)	1% (1)	1% (0)	95
#1 Issue: Other	86% (89)	8% (8)	— (0)	3% (3)	3% (3)	104
2018 House Vote: Democrat	93% (703)	4% (30)	1% (5)	1% (8)	1% (7)	754
2018 House Vote: Republican	92% (670)	6% (41)	1% (4)	1% (7)	1% (9)	732
2018 House Vote: Someone else	93% (98)	3% (3)	— (0)	2% (2)	1% (1)	105
2018 House Vote: Didnt Vote	85% (517)	6% (36)	2% (15)	2% (11)	5% (29)	607
2016 Vote: Hillary Clinton	91% (610)	6% (38)	1% (6)	1% (8)	1% (8)	670
2016 Vote: Donald Trump	93% (666)	5% (33)	1% (4)	1% (9)	1% (6)	719
2016 Vote: Someone else	94% (178)	1% (2)	1% (2)	3% (5)	1% (1)	189
2016 Vote: Didnt Vote	86% (532)	6% (38)	2% (11)	1% (7)	5% (31)	619
Voted in 2014: Yes	92% (1294)	5% (68)	1% (11)	1% (14)	1% (14)	1400
Voted in 2014: No	87% (697)	5% (43)	2% (14)	2% (14)	4% (33)	800
2012 Vote: Barack Obama	92% (753)	4% (36)	1% (7)	2% (14)	1% (8)	818
2012 Vote: Mitt Romney	93% (517)	5% (29)	1% (4)	— (2)	1% (3)	556
2012 Vote: Other	96% (106)	2% (2)	— (0)	2% (2)	— (0)	110
2012 Vote: Didn't Vote	86% (611)	6% (44)	2% (13)	1% (10)	5% (36)	714
4-Region: Northeast	88% (348)	7% (27)	1% (4)	1% (4)	3% (10)	394
4-Region: Midwest	92% (424)	4% (18)	1% (7)	1% (7)	1% (7)	462
4-Region: South	91% (752)	5% (38)	1% (6)	1% (7)	3% (21)	824
4-Region: West	90% (466)	5% (27)	1% (7)	2% (11)	2% (8)	520

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

Table CDP3_13: *As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?*

Driver's license number

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	86% (1890)	8% (172)	3% (62)	1% (24)	2% (53)	2200
Gender: Male	83% (882)	11% (112)	3% (35)	2% (16)	2% (17)	1062
Gender: Female	89% (1008)	5% (60)	2% (27)	1% (8)	3% (36)	1138
Age: 18-29	76% (359)	11% (53)	5% (26)	1% (6)	6% (28)	471
Age: 30-44	86% (463)	9% (47)	2% (11)	2% (11)	2% (10)	542
Age: 45-54	88% (313)	6% (22)	3% (11)	— (2)	2% (8)	357
Age: 55-64	90% (356)	6% (23)	2% (9)	1% (2)	1% (4)	394
Age: 65+	91% (398)	6% (26)	1% (5)	1% (3)	1% (3)	436
Generation Z: 18-21	73% (123)	8% (14)	10% (17)	— (1)	8% (13)	168
Millennial: Age 22-37	81% (493)	11% (68)	3% (17)	2% (9)	3% (18)	606
Generation X: Age 38-53	88% (487)	6% (34)	2% (9)	1% (8)	3% (14)	552
Boomers: Age 54-72	90% (690)	7% (50)	2% (15)	1% (5)	1% (7)	766
PID: Dem (no lean)	86% (639)	8% (61)	2% (17)	1% (10)	2% (13)	740
PID: Ind (no lean)	86% (668)	6% (45)	3% (27)	1% (9)	4% (28)	777
PID: Rep (no lean)	85% (583)	10% (65)	3% (18)	1% (5)	2% (12)	683
PID/Gender: Dem Men	82% (268)	10% (33)	4% (14)	2% (7)	1% (3)	325
PID/Gender: Dem Women	89% (371)	7% (29)	1% (3)	1% (3)	2% (10)	415
PID/Gender: Ind Men	84% (298)	8% (30)	3% (11)	1% (5)	3% (11)	356
PID/Gender: Ind Women	88% (370)	4% (15)	4% (15)	1% (3)	4% (17)	421
PID/Gender: Rep Men	83% (316)	13% (49)	3% (10)	1% (4)	1% (3)	381
PID/Gender: Rep Women	88% (267)	5% (16)	3% (8)	— (1)	3% (9)	302
Ideo: Liberal (1-3)	84% (569)	10% (67)	3% (23)	1% (6)	2% (15)	680
Ideo: Moderate (4)	87% (386)	9% (38)	3% (13)	1% (2)	1% (6)	445
Ideo: Conservative (5-7)	89% (660)	6% (45)	2% (14)	1% (11)	2% (11)	742

Continued on next page

Table CDP3_13: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Driver's license number

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	86% (1890)	8% (172)	3% (62)	1% (24)	2% (53)	2200
Educ: < College	85% (1292)	7% (113)	3% (45)	1% (15)	3% (47)	1512
Educ: Bachelors degree	87% (385)	9% (40)	3% (11)	1% (5)	1% (3)	444
Educ: Post-grad	87% (213)	8% (19)	2% (5)	2% (4)	1% (3)	244
Income: Under 50k	83% (1069)	8% (105)	3% (44)	1% (16)	4% (47)	1281
Income: 50k-100k	88% (551)	8% (48)	2% (13)	1% (7)	1% (5)	624
Income: 100k+	91% (270)	6% (19)	1% (4)	— (1)	— (1)	295
Ethnicity: White	87% (1498)	7% (127)	2% (38)	1% (17)	2% (42)	1722
Ethnicity: Hispanic	80% (279)	9% (33)	6% (20)	— (2)	5% (16)	349
Ethnicity: Afr. Am.	83% (229)	8% (22)	4% (10)	2% (6)	2% (7)	274
Ethnicity: Other	80% (163)	11% (23)	6% (13)	1% (1)	2% (4)	204
Relig: Protestant	90% (394)	6% (25)	2% (10)	1% (3)	1% (5)	437
Relig: Roman Catholic	82% (335)	12% (48)	3% (14)	1% (3)	2% (10)	410
Relig: Ath./Agn./None	85% (586)	8% (56)	2% (16)	2% (13)	3% (22)	693
Relig: Something Else	84% (309)	8% (29)	3% (12)	1% (4)	4% (13)	368
Relig: Evangelical	90% (528)	6% (36)	3% (18)	— (1)	1% (5)	588
Relig: Non-Evang. Catholics	85% (467)	9% (51)	3% (16)	1% (5)	2% (12)	552
Relig: All Christian	87% (995)	8% (87)	3% (34)	1% (6)	2% (17)	1139
Relig: All Non-Christian	84% (895)	8% (85)	3% (28)	2% (18)	3% (36)	1061
Community: Urban	84% (491)	8% (47)	4% (26)	2% (10)	2% (14)	587
Community: Suburban	88% (845)	7% (72)	2% (19)	1% (7)	2% (18)	962
Community: Rural	85% (554)	8% (53)	3% (17)	1% (7)	3% (20)	651

Continued on next page

Table CDP3_13: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Driver's license number

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	86%	(1890)	8%	(172)	3%	(62)	1%	(24)	2%	(53)	2200
Employ: Private Sector	88%	(554)	7%	(46)	2%	(15)	1%	(6)	1%	(8)	629
Employ: Government	89%	(126)	6%	(8)	5%	(7)	—	(1)	—	(0)	141
Employ: Self-Employed	74%	(169)	15%	(34)	7%	(17)	3%	(6)	1%	(2)	228
Employ: Homemaker	85%	(127)	9%	(13)	2%	(3)	1%	(2)	3%	(5)	150
Employ: Student	88%	(72)	8%	(6)	3%	(2)	2%	(2)	—	(0)	82
Employ: Retired	91%	(454)	6%	(29)	1%	(7)	1%	(4)	1%	(6)	500
Employ: Unemployed	80%	(200)	8%	(19)	1%	(3)	1%	(2)	10%	(25)	249
Employ: Other	85%	(187)	8%	(17)	4%	(8)	1%	(2)	3%	(7)	221
Military HH: Yes	86%	(341)	9%	(37)	2%	(7)	1%	(4)	2%	(7)	395
Military HH: No	86%	(1549)	7%	(135)	3%	(55)	1%	(20)	3%	(46)	1805
RD/WT: Right Direction	86%	(734)	9%	(73)	3%	(23)	1%	(7)	2%	(17)	854
RD/WT: Wrong Track	86%	(1155)	7%	(99)	3%	(39)	1%	(17)	3%	(36)	1346
Trump Job Approve	87%	(843)	8%	(77)	3%	(27)	1%	(9)	1%	(14)	969
Trump Job Disapprove	85%	(953)	8%	(91)	3%	(31)	1%	(13)	2%	(28)	1115
Trump Job Strongly Approve	87%	(419)	7%	(36)	2%	(12)	1%	(6)	2%	(9)	481
Trump Job Somewhat Approve	87%	(424)	8%	(41)	3%	(15)	1%	(3)	1%	(5)	488
Trump Job Somewhat Disapprove	80%	(217)	12%	(31)	6%	(17)	—	(1)	1%	(4)	270
Trump Job Strongly Disapprove	87%	(736)	7%	(59)	2%	(14)	1%	(13)	3%	(24)	845
Favorable of Trump	88%	(834)	7%	(67)	3%	(31)	1%	(9)	1%	(11)	952
Unfavorable of Trump	86%	(960)	8%	(92)	2%	(27)	1%	(15)	2%	(25)	1119
Very Favorable of Trump	88%	(455)	8%	(39)	2%	(10)	1%	(7)	2%	(8)	520
Somewhat Favorable of Trump	88%	(379)	6%	(27)	5%	(22)	—	(2)	1%	(3)	432
Somewhat Unfavorable of Trump	79%	(168)	12%	(25)	6%	(13)	2%	(3)	1%	(2)	212
Very Unfavorable of Trump	87%	(792)	7%	(67)	2%	(14)	1%	(11)	2%	(23)	907

Continued on next page

Table CDP3_13: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Driver's license number

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	86% (1890)	8% (172)	3% (62)	1% (24)	2% (53)	2200
#1 Issue: Economy	87% (509)	7% (38)	2% (9)	2% (10)	3% (17)	582
#1 Issue: Security	90% (418)	8% (38)	1% (5)	— (2)	1% (3)	466
#1 Issue: Health Care	83% (299)	10% (36)	3% (11)	1% (3)	3% (11)	359
#1 Issue: Medicare / Social Security	90% (279)	6% (19)	2% (5)	1% (3)	1% (5)	309
#1 Issue: Women's Issues	85% (103)	6% (7)	8% (10)	1% (1)	— (0)	121
#1 Issue: Education	75% (123)	8% (13)	9% (14)	2% (3)	6% (10)	163
#1 Issue: Energy	78% (75)	15% (14)	5% (5)	2% (2)	— (0)	95
#1 Issue: Other	82% (85)	7% (7)	3% (3)	1% (1)	7% (8)	104
2018 House Vote: Democrat	88% (666)	8% (60)	2% (15)	1% (8)	1% (5)	754
2018 House Vote: Republican	87% (635)	9% (64)	2% (16)	1% (5)	2% (12)	732
2018 House Vote: Someone else	87% (91)	8% (9)	2% (2)	1% (1)	2% (2)	105
2018 House Vote: Didnt Vote	82% (496)	6% (39)	5% (29)	1% (9)	6% (34)	607
2016 Vote: Hillary Clinton	86% (575)	9% (60)	3% (20)	1% (4)	2% (11)	670
2016 Vote: Donald Trump	89% (641)	7% (48)	2% (14)	1% (7)	1% (9)	719
2016 Vote: Someone else	92% (173)	5% (10)	— (0)	2% (3)	2% (3)	189
2016 Vote: Didnt Vote	80% (497)	9% (55)	5% (28)	2% (10)	5% (30)	619
Voted in 2014: Yes	88% (1235)	8% (109)	2% (24)	1% (16)	1% (16)	1400
Voted in 2014: No	82% (655)	8% (63)	5% (38)	1% (8)	5% (37)	800
2012 Vote: Barack Obama	89% (724)	8% (61)	2% (16)	1% (9)	1% (7)	818
2012 Vote: Mitt Romney	89% (497)	7% (40)	1% (8)	1% (4)	1% (7)	556
2012 Vote: Other	91% (100)	5% (5)	1% (1)	— (1)	2% (3)	110
2012 Vote: Didn't Vote	79% (566)	9% (65)	5% (37)	1% (10)	5% (35)	714
4-Region: Northeast	82% (322)	9% (37)	4% (16)	1% (3)	4% (17)	394
4-Region: Midwest	89% (410)	7% (32)	2% (8)	1% (5)	2% (8)	462
4-Region: South	86% (708)	8% (68)	2% (16)	1% (12)	2% (19)	824
4-Region: West	87% (450)	7% (35)	4% (22)	1% (4)	2% (8)	520

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

Table CDP3_14: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Passport number

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	82% (1807)	7% (153)	3% (63)	2% (49)	6% (128)	2200
Gender: Male	80% (848)	9% (94)	4% (38)	3% (32)	5% (50)	1062
Gender: Female	84% (959)	5% (59)	2% (25)	2% (18)	7% (77)	1138
Age: 18-29	76% (360)	7% (34)	3% (14)	5% (24)	8% (39)	471
Age: 30-44	80% (433)	8% (42)	4% (24)	2% (10)	6% (32)	542
Age: 45-54	84% (301)	8% (28)	3% (12)	1% (5)	3% (10)	357
Age: 55-64	86% (341)	5% (19)	2% (6)	2% (6)	5% (21)	394
Age: 65+	85% (372)	7% (29)	1% (6)	1% (4)	6% (24)	436
Generation Z: 18-21	76% (128)	4% (7)	2% (3)	7% (12)	10% (17)	168
Millennial: Age 22-37	78% (471)	8% (48)	5% (28)	3% (16)	7% (43)	606
Generation X: Age 38-53	83% (460)	8% (46)	3% (14)	2% (11)	4% (22)	552
Boomers: Age 54-72	86% (660)	5% (41)	2% (16)	1% (10)	5% (39)	766
PID: Dem (no lean)	84% (623)	6% (43)	2% (17)	3% (23)	5% (34)	740
PID: Ind (no lean)	82% (636)	6% (45)	3% (21)	2% (18)	7% (58)	777
PID: Rep (no lean)	80% (549)	10% (65)	4% (25)	1% (9)	5% (36)	683
PID/Gender: Dem Men	81% (264)	8% (25)	3% (10)	4% (14)	4% (13)	325
PID/Gender: Dem Women	87% (359)	5% (19)	1% (6)	2% (9)	5% (22)	415
PID/Gender: Ind Men	81% (289)	8% (28)	2% (6)	3% (12)	6% (21)	356
PID/Gender: Ind Women	82% (347)	4% (17)	3% (15)	1% (6)	9% (37)	421
PID/Gender: Rep Men	78% (296)	11% (41)	6% (21)	2% (6)	4% (17)	381
PID/Gender: Rep Women	84% (253)	8% (24)	1% (4)	1% (3)	6% (19)	302
Ideo: Liberal (1-3)	81% (548)	7% (51)	4% (26)	3% (17)	6% (38)	680
Ideo: Moderate (4)	85% (377)	9% (39)	3% (12)	2% (7)	2% (11)	445
Ideo: Conservative (5-7)	85% (629)	7% (49)	2% (16)	1% (9)	5% (39)	742

Continued on next page

Table CDP3_14: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Passport number

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	82%	(1807)	7%	(153)	3%	(63)	2%	(49)	6%	(128)	2200
Educ: < College	80%	(1207)	7%	(104)	3%	(48)	3%	(42)	7%	(111)	1512
Educ: Bachelors degree	87%	(384)	7%	(33)	3%	(13)	1%	(4)	2%	(10)	444
Educ: Post-grad	89%	(216)	7%	(16)	1%	(2)	1%	(3)	2%	(6)	244
Income: Under 50k	78%	(995)	6%	(83)	4%	(46)	3%	(44)	9%	(114)	1281
Income: 50k-100k	89%	(552)	7%	(46)	2%	(13)	1%	(4)	1%	(8)	624
Income: 100k+	88%	(261)	8%	(25)	1%	(3)	—	(1)	2%	(6)	295
Ethnicity: White	83%	(1437)	7%	(113)	3%	(53)	2%	(28)	5%	(92)	1722
Ethnicity: Hispanic	78%	(272)	7%	(26)	4%	(14)	3%	(11)	8%	(27)	349
Ethnicity: Afr. Am.	72%	(199)	12%	(33)	3%	(7)	3%	(9)	9%	(26)	274
Ethnicity: Other	84%	(172)	3%	(7)	1%	(3)	6%	(13)	5%	(10)	204
Relig: Protestant	87%	(381)	6%	(28)	2%	(9)	1%	(6)	3%	(14)	437
Relig: Roman Catholic	82%	(336)	8%	(31)	4%	(17)	1%	(4)	5%	(22)	410
Relig: Ath./Agn./None	80%	(554)	7%	(47)	2%	(17)	3%	(24)	7%	(51)	693
Relig: Something Else	81%	(298)	7%	(27)	2%	(9)	3%	(9)	7%	(25)	368
Relig: Evangelical	83%	(486)	7%	(43)	4%	(25)	2%	(11)	4%	(23)	588
Relig: Non-Evang. Catholics	85%	(469)	7%	(37)	2%	(11)	1%	(6)	5%	(28)	552
Relig: All Christian	84%	(955)	7%	(80)	3%	(36)	1%	(16)	5%	(51)	1139
Relig: All Non-Christian	80%	(852)	7%	(73)	2%	(26)	3%	(33)	7%	(76)	1061
Community: Urban	80%	(470)	8%	(45)	2%	(10)	3%	(20)	7%	(42)	587
Community: Suburban	85%	(816)	6%	(62)	3%	(26)	2%	(17)	4%	(41)	962
Community: Rural	80%	(521)	7%	(47)	4%	(27)	2%	(12)	7%	(45)	651

Continued on next page

Table CDP3_14: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Passport number

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	82%	(1807)	7%	(153)	3%	(63)	2%	(49)	6%	(128)	2200
Employ: Private Sector	86%	(539)	7%	(45)	3%	(17)	1%	(8)	3%	(21)	629
Employ: Government	81%	(114)	9%	(13)	4%	(6)	2%	(2)	5%	(7)	141
Employ: Self-Employed	75%	(170)	12%	(28)	7%	(16)	4%	(8)	2%	(5)	228
Employ: Homemaker	82%	(122)	4%	(7)	4%	(6)	1%	(2)	8%	(12)	150
Employ: Student	91%	(74)	6%	(5)	1%	(1)	1%	(1)	1%	(1)	82
Employ: Retired	86%	(431)	6%	(30)	1%	(7)	1%	(7)	5%	(25)	500
Employ: Unemployed	74%	(184)	4%	(11)	2%	(5)	6%	(15)	14%	(35)	249
Employ: Other	78%	(172)	7%	(15)	2%	(5)	3%	(7)	10%	(22)	221
Military HH: Yes	82%	(322)	7%	(29)	4%	(15)	2%	(6)	6%	(23)	395
Military HH: No	82%	(1485)	7%	(124)	3%	(48)	2%	(43)	6%	(104)	1805
RD/WT: Right Direction	80%	(686)	9%	(80)	3%	(24)	2%	(14)	6%	(50)	854
RD/WT: Wrong Track	83%	(1122)	5%	(73)	3%	(39)	3%	(35)	6%	(77)	1346
Trump Job Approve	82%	(793)	8%	(81)	3%	(30)	2%	(22)	5%	(44)	969
Trump Job Disapprove	84%	(937)	6%	(64)	3%	(30)	2%	(25)	5%	(60)	1115
Trump Job Strongly Approve	82%	(395)	6%	(31)	3%	(16)	2%	(12)	6%	(27)	481
Trump Job Somewhat Approve	82%	(398)	10%	(50)	3%	(13)	2%	(11)	3%	(17)	488
Trump Job Somewhat Disapprove	79%	(213)	10%	(26)	3%	(8)	2%	(6)	6%	(17)	270
Trump Job Strongly Disapprove	86%	(724)	5%	(38)	3%	(22)	2%	(18)	5%	(43)	845
Favorable of Trump	82%	(779)	8%	(78)	4%	(34)	2%	(19)	4%	(42)	952
Unfavorable of Trump	84%	(939)	6%	(67)	2%	(26)	3%	(29)	5%	(57)	1119
Very Favorable of Trump	83%	(432)	7%	(34)	3%	(18)	2%	(10)	5%	(26)	520
Somewhat Favorable of Trump	80%	(347)	10%	(44)	4%	(17)	2%	(9)	4%	(16)	432
Somewhat Unfavorable of Trump	78%	(165)	10%	(21)	5%	(10)	1%	(3)	6%	(13)	212
Very Unfavorable of Trump	85%	(774)	5%	(47)	2%	(16)	3%	(26)	5%	(44)	907

Continued on next page

Table CDP3_14: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Passport number

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	82% (1807)	7% (153)	3% (63)	2% (49)	6% (128)	2200
#1 Issue: Economy	84% (487)	6% (37)	2% (13)	2% (13)	6% (32)	582
#1 Issue: Security	85% (397)	7% (34)	3% (16)	1% (3)	4% (17)	466
#1 Issue: Health Care	81% (290)	9% (31)	1% (4)	4% (15)	5% (19)	359
#1 Issue: Medicare / Social Security	81% (252)	8% (23)	3% (8)	2% (6)	7% (20)	309
#1 Issue: Women's Issues	80% (97)	7% (9)	2% (3)	4% (5)	7% (8)	121
#1 Issue: Education	77% (125)	4% (7)	6% (9)	1% (2)	12% (19)	163
#1 Issue: Energy	80% (76)	6% (6)	7% (7)	5% (5)	2% (2)	95
#1 Issue: Other	80% (83)	6% (7)	3% (3)	1% (1)	9% (9)	104
2018 House Vote: Democrat	86% (647)	6% (45)	2% (15)	3% (20)	4% (27)	754
2018 House Vote: Republican	83% (609)	8% (61)	3% (23)	1% (9)	4% (30)	732
2018 House Vote: Someone else	79% (83)	3% (3)	4% (4)	3% (3)	12% (12)	105
2018 House Vote: Didnt Vote	77% (467)	7% (43)	3% (21)	3% (18)	10% (58)	607
2016 Vote: Hillary Clinton	83% (559)	7% (47)	3% (23)	2% (12)	4% (29)	670
2016 Vote: Donald Trump	85% (608)	8% (54)	2% (14)	1% (11)	4% (32)	719
2016 Vote: Someone else	84% (158)	3% (6)	2% (4)	5% (9)	6% (12)	189
2016 Vote: Didnt Vote	77% (478)	7% (46)	3% (22)	3% (18)	9% (55)	619
Voted in 2014: Yes	85% (1190)	7% (93)	3% (35)	2% (30)	4% (52)	1400
Voted in 2014: No	77% (617)	8% (60)	3% (28)	2% (20)	9% (76)	800
2012 Vote: Barack Obama	84% (689)	7% (54)	3% (21)	2% (18)	4% (35)	818
2012 Vote: Mitt Romney	85% (470)	9% (49)	2% (12)	1% (4)	4% (21)	556
2012 Vote: Other	90% (99)	3% (3)	3% (4)	1% (1)	3% (3)	110
2012 Vote: Didn't Vote	77% (547)	7% (47)	4% (26)	4% (26)	10% (68)	714
4-Region: Northeast	84% (329)	5% (20)	3% (12)	1% (5)	7% (28)	394
4-Region: Midwest	84% (389)	6% (27)	1% (6)	3% (15)	5% (24)	462
4-Region: South	79% (651)	9% (70)	3% (28)	2% (15)	7% (60)	824
4-Region: West	84% (438)	7% (36)	3% (16)	3% (15)	3% (16)	520

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

Table CDP3_15: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?
Internet browsing history

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	51% (1122)	29% (646)	12% (273)	4% (95)	3% (64)	2200
Gender: Male	54% (576)	27% (288)	12% (131)	5% (50)	2% (17)	1062
Gender: Female	48% (546)	31% (358)	13% (143)	4% (45)	4% (47)	1138
Age: 18-29	43% (204)	29% (135)	14% (65)	8% (36)	7% (32)	471
Age: 30-44	49% (266)	33% (180)	11% (61)	4% (22)	2% (13)	542
Age: 45-54	56% (198)	25% (89)	14% (50)	3% (12)	2% (8)	357
Age: 55-64	55% (217)	27% (105)	14% (54)	3% (11)	2% (8)	394
Age: 65+	54% (238)	32% (138)	10% (43)	3% (14)	1% (4)	436
Generation Z: 18-21	38% (64)	24% (41)	21% (35)	8% (14)	9% (15)	168
Millennial: Age 22-37	46% (276)	34% (206)	12% (70)	6% (33)	3% (21)	606
Generation X: Age 38-53	55% (305)	27% (147)	12% (64)	3% (19)	3% (17)	552
Boomers: Age 54-72	55% (420)	28% (217)	12% (91)	3% (26)	1% (11)	766
PID: Dem (no lean)	51% (375)	30% (219)	12% (92)	5% (34)	3% (20)	740
PID: Ind (no lean)	51% (394)	28% (221)	12% (89)	5% (40)	4% (32)	777
PID: Rep (no lean)	52% (352)	30% (206)	14% (92)	3% (21)	2% (12)	683
PID/Gender: Dem Men	55% (179)	27% (87)	11% (36)	6% (18)	1% (4)	325
PID/Gender: Dem Women	47% (196)	32% (132)	13% (55)	4% (16)	4% (16)	415
PID/Gender: Ind Men	58% (207)	23% (80)	12% (41)	5% (17)	3% (11)	356
PID/Gender: Ind Women	45% (188)	33% (141)	12% (48)	6% (23)	5% (21)	421
PID/Gender: Rep Men	50% (190)	31% (120)	14% (53)	4% (16)	1% (2)	381
PID/Gender: Rep Women	54% (162)	28% (86)	13% (39)	2% (6)	3% (10)	302
Ideo: Liberal (1-3)	53% (359)	29% (196)	11% (76)	5% (32)	3% (17)	680
Ideo: Moderate (4)	54% (238)	29% (130)	12% (52)	4% (16)	2% (9)	445
Ideo: Conservative (5-7)	51% (376)	31% (233)	13% (95)	4% (29)	1% (9)	742

Continued on next page

Table CDP3_15: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Internet browsing history

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	51%	(1122)	29%	(646)	12%	(273)	4%	(95)	3%	(64)	2200
Educ: < College	51%	(765)	28%	(423)	13%	(192)	5%	(76)	4%	(57)	1512
Educ: Bachelors degree	52%	(229)	32%	(143)	12%	(55)	3%	(12)	1%	(4)	444
Educ: Post-grad	53%	(128)	33%	(80)	11%	(26)	3%	(7)	1%	(3)	244
Income: Under 50k	51%	(649)	27%	(341)	13%	(160)	6%	(72)	5%	(59)	1281
Income: 50k-100k	52%	(325)	32%	(199)	12%	(77)	3%	(19)	1%	(4)	624
Income: 100k+	50%	(149)	36%	(107)	12%	(36)	1%	(3)	—	(0)	295
Ethnicity: White	50%	(866)	30%	(523)	13%	(222)	4%	(69)	2%	(43)	1722
Ethnicity: Hispanic	50%	(175)	28%	(98)	13%	(46)	4%	(12)	5%	(18)	349
Ethnicity: Afr. Am.	53%	(145)	25%	(69)	10%	(27)	7%	(19)	5%	(14)	274
Ethnicity: Other	55%	(111)	26%	(54)	12%	(24)	4%	(7)	3%	(7)	204
Relig: Protestant	52%	(228)	31%	(136)	12%	(52)	4%	(16)	1%	(5)	437
Relig: Roman Catholic	52%	(213)	31%	(129)	10%	(43)	4%	(17)	2%	(9)	410
Relig: Ath./Agn./None	49%	(342)	29%	(198)	14%	(96)	4%	(29)	4%	(27)	693
Relig: Something Else	50%	(185)	25%	(94)	15%	(54)	5%	(17)	5%	(18)	368
Relig: Evangelical	53%	(311)	31%	(182)	11%	(62)	4%	(24)	1%	(9)	588
Relig: Non-Evang. Catholics	52%	(284)	31%	(172)	11%	(61)	4%	(25)	2%	(10)	552
Relig: All Christian	52%	(595)	31%	(354)	11%	(123)	4%	(48)	2%	(18)	1139
Relig: All Non-Christian	50%	(527)	27%	(292)	14%	(150)	4%	(47)	4%	(46)	1061
Community: Urban	50%	(296)	29%	(169)	12%	(69)	6%	(32)	4%	(22)	587
Community: Suburban	51%	(489)	31%	(297)	13%	(123)	3%	(26)	3%	(26)	962
Community: Rural	52%	(338)	28%	(179)	13%	(82)	6%	(36)	2%	(16)	651

Continued on next page

Table CDP3_15: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Internet browsing history

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	51%	(1122)	29%	(646)	12%	(273)	4%	(95)	3%	(64)	2200
Employ: Private Sector	54%	(339)	29%	(183)	13%	(81)	3%	(18)	1%	(7)	629
Employ: Government	52%	(73)	30%	(42)	8%	(12)	6%	(8)	4%	(6)	141
Employ: Self-Employed	49%	(111)	33%	(75)	14%	(32)	4%	(9)	1%	(2)	228
Employ: Homemaker	39%	(58)	35%	(53)	15%	(22)	6%	(8)	5%	(8)	150
Employ: Student	50%	(40)	32%	(26)	13%	(11)	5%	(4)	—	(0)	82
Employ: Retired	53%	(263)	31%	(155)	12%	(58)	3%	(17)	2%	(8)	500
Employ: Unemployed	51%	(128)	22%	(55)	10%	(25)	7%	(16)	10%	(25)	249
Employ: Other	50%	(110)	25%	(56)	14%	(32)	7%	(15)	4%	(9)	221
Military HH: Yes	49%	(193)	32%	(128)	13%	(50)	4%	(14)	2%	(10)	395
Military HH: No	51%	(929)	29%	(518)	12%	(223)	4%	(81)	3%	(54)	1805
RD/WT: Right Direction	51%	(439)	29%	(246)	14%	(118)	4%	(34)	2%	(18)	854
RD/WT: Wrong Track	51%	(683)	30%	(400)	12%	(155)	5%	(62)	3%	(46)	1346
Trump Job Approve	49%	(479)	31%	(300)	14%	(132)	4%	(43)	2%	(15)	969
Trump Job Disapprove	52%	(584)	29%	(320)	12%	(132)	4%	(43)	3%	(36)	1115
Trump Job Strongly Approve	55%	(266)	27%	(130)	12%	(59)	4%	(19)	2%	(8)	481
Trump Job Somewhat Approve	44%	(213)	35%	(170)	15%	(73)	5%	(25)	2%	(7)	488
Trump Job Somewhat Disapprove	48%	(130)	32%	(87)	13%	(36)	3%	(8)	3%	(9)	270
Trump Job Strongly Disapprove	54%	(455)	28%	(233)	11%	(96)	4%	(35)	3%	(27)	845
Favorable of Trump	51%	(482)	30%	(285)	13%	(127)	5%	(43)	2%	(14)	952
Unfavorable of Trump	51%	(573)	30%	(338)	12%	(135)	4%	(43)	3%	(30)	1119
Very Favorable of Trump	55%	(286)	27%	(139)	12%	(63)	5%	(24)	2%	(8)	520
Somewhat Favorable of Trump	45%	(196)	34%	(147)	15%	(64)	5%	(20)	1%	(6)	432
Somewhat Unfavorable of Trump	43%	(92)	33%	(71)	15%	(32)	5%	(11)	3%	(6)	212
Very Unfavorable of Trump	53%	(481)	29%	(267)	11%	(104)	3%	(31)	3%	(24)	907

Continued on next page

Table CDP3_15: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?

Internet browsing history

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	51% (1122)	29% (646)	12% (273)	4% (95)	3% (64)	2200
#1 Issue: Economy	50% (289)	33% (191)	10% (57)	5% (28)	3% (17)	582
#1 Issue: Security	55% (257)	28% (129)	12% (58)	3% (16)	1% (6)	466
#1 Issue: Health Care	47% (169)	33% (119)	14% (51)	3% (12)	2% (9)	359
#1 Issue: Medicare / Social Security	55% (171)	25% (77)	15% (47)	3% (10)	1% (5)	309
#1 Issue: Women's Issues	46% (56)	31% (38)	12% (15)	4% (5)	6% (7)	121
#1 Issue: Education	45% (74)	24% (39)	13% (20)	10% (17)	8% (12)	163
#1 Issue: Energy	48% (46)	35% (33)	13% (13)	3% (3)	1% (1)	95
#1 Issue: Other	58% (60)	19% (19)	13% (14)	5% (5)	6% (6)	104
2018 House Vote: Democrat	55% (414)	30% (227)	11% (80)	3% (23)	1% (10)	754
2018 House Vote: Republican	52% (380)	30% (220)	13% (94)	4% (30)	1% (9)	732
2018 House Vote: Someone else	57% (60)	21% (22)	18% (19)	3% (3)	1% (1)	105
2018 House Vote: Didnt Vote	44% (268)	29% (176)	13% (80)	7% (40)	7% (43)	607
2016 Vote: Hillary Clinton	54% (359)	30% (204)	11% (73)	3% (19)	2% (15)	670
2016 Vote: Donald Trump	52% (373)	30% (214)	14% (99)	3% (25)	1% (8)	719
2016 Vote: Someone else	56% (106)	27% (51)	10% (19)	5% (9)	2% (4)	189
2016 Vote: Didnt Vote	46% (282)	29% (177)	13% (81)	7% (43)	6% (37)	619
Voted in 2014: Yes	54% (751)	30% (419)	12% (164)	3% (48)	1% (17)	1400
Voted in 2014: No	46% (371)	28% (227)	14% (109)	6% (47)	6% (47)	800
2012 Vote: Barack Obama	53% (436)	31% (250)	11% (92)	3% (27)	2% (13)	818
2012 Vote: Mitt Romney	52% (290)	30% (168)	12% (69)	4% (23)	1% (6)	556
2012 Vote: Other	59% (65)	30% (33)	9% (10)	— (1)	1% (1)	110
2012 Vote: Didn't Vote	46% (330)	27% (195)	14% (102)	6% (44)	6% (43)	714
4-Region: Northeast	53% (210)	27% (106)	12% (45)	4% (16)	4% (16)	394
4-Region: Midwest	55% (253)	29% (134)	12% (55)	3% (13)	2% (8)	462
4-Region: South	48% (395)	31% (256)	13% (105)	5% (41)	3% (27)	824
4-Region: West	51% (265)	29% (150)	13% (69)	5% (25)	2% (12)	520

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

Table CDP3_16: *As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation? Geolocation data, or data about where you are located and have traveled*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	64% (1403)	24% (530)	7% (158)	2% (53)	3% (55)	2200
Gender: Male	61% (646)	25% (270)	9% (92)	3% (36)	2% (18)	1062
Gender: Female	66% (757)	23% (261)	6% (66)	2% (17)	3% (38)	1138
Age: 18-29	67% (318)	19% (87)	6% (26)	3% (15)	5% (25)	471
Age: 30-44	64% (345)	24% (131)	8% (41)	2% (13)	2% (11)	542
Age: 45-54	64% (228)	24% (87)	6% (20)	3% (12)	3% (10)	357
Age: 55-64	64% (252)	26% (101)	9% (34)	1% (4)	1% (3)	394
Age: 65+	60% (260)	28% (124)	8% (37)	2% (9)	1% (6)	436
Generation Z: 18-21	59% (99)	22% (37)	8% (13)	3% (5)	8% (14)	168
Millennial: Age 22-37	68% (414)	20% (122)	7% (41)	2% (14)	2% (15)	606
Generation X: Age 38-53	63% (348)	25% (135)	6% (33)	3% (19)	3% (18)	552
Boomers: Age 54-72	63% (482)	27% (209)	7% (57)	2% (12)	1% (7)	766
PID: Dem (no lean)	65% (485)	23% (172)	7% (51)	2% (16)	2% (17)	740
PID: Ind (no lean)	66% (514)	22% (175)	6% (49)	2% (13)	3% (26)	777
PID: Rep (no lean)	59% (404)	27% (184)	8% (58)	4% (25)	2% (12)	683
PID/Gender: Dem Men	63% (205)	24% (79)	9% (29)	2% (8)	1% (4)	325
PID/Gender: Dem Women	67% (280)	22% (93)	5% (22)	2% (8)	3% (13)	415
PID/Gender: Ind Men	65% (233)	23% (81)	7% (23)	3% (9)	3% (9)	356
PID/Gender: Ind Women	67% (281)	22% (93)	6% (26)	1% (3)	4% (17)	421
PID/Gender: Rep Men	55% (209)	29% (109)	10% (40)	5% (19)	1% (5)	381
PID/Gender: Rep Women	65% (196)	25% (75)	6% (18)	2% (6)	3% (8)	302
Ideo: Liberal (1-3)	64% (438)	25% (169)	7% (48)	2% (14)	2% (11)	680
Ideo: Moderate (4)	65% (292)	23% (102)	8% (36)	1% (6)	2% (10)	445
Ideo: Conservative (5-7)	64% (472)	25% (183)	7% (56)	3% (23)	1% (9)	742

Continued on next page

Table CDP3_16: *As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?
 Geolocation data, or data about where you are located and have traveled*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	64% (1403)	24% (530)	7% (158)	2% (53)	3% (55)	2200
Educ: < College	65% (980)	23% (344)	7% (100)	3% (39)	3% (50)	1512
Educ: Bachelors degree	62% (273)	27% (120)	9% (39)	2% (9)	1% (3)	444
Educ: Post-grad	62% (150)	27% (67)	8% (19)	2% (5)	1% (3)	244
Income: Under 50k	63% (812)	23% (296)	7% (84)	3% (41)	4% (48)	1281
Income: 50k-100k	64% (398)	26% (162)	8% (48)	1% (9)	1% (7)	624
Income: 100k+	65% (193)	25% (73)	9% (26)	1% (3)	— (1)	295
Ethnicity: White	62% (1063)	26% (453)	7% (125)	2% (39)	2% (41)	1722
Ethnicity: Hispanic	58% (204)	25% (88)	7% (24)	4% (14)	6% (19)	349
Ethnicity: Afr. Am.	72% (198)	17% (47)	5% (13)	2% (7)	3% (10)	274
Ethnicity: Other	70% (142)	15% (30)	9% (19)	4% (7)	2% (5)	204
Relig: Protestant	60% (263)	29% (128)	6% (28)	3% (12)	1% (6)	437
Relig: Roman Catholic	62% (256)	28% (113)	8% (31)	— (2)	2% (8)	410
Relig: Ath./Agn./None	64% (444)	21% (147)	8% (57)	3% (18)	4% (27)	693
Relig: Something Else	63% (232)	22% (83)	7% (27)	4% (17)	3% (10)	368
Relig: Evangelical	67% (396)	24% (142)	5% (30)	2% (13)	1% (7)	588
Relig: Non-Evang. Catholics	60% (330)	29% (160)	8% (45)	1% (5)	2% (11)	552
Relig: All Christian	64% (727)	26% (301)	7% (74)	2% (18)	2% (18)	1139
Relig: All Non-Christian	64% (676)	22% (229)	8% (84)	3% (35)	4% (37)	1061
Community: Urban	62% (363)	25% (148)	6% (33)	4% (24)	3% (19)	587
Community: Suburban	65% (629)	24% (228)	7% (66)	2% (18)	2% (21)	962
Community: Rural	63% (411)	24% (155)	9% (59)	2% (12)	2% (15)	651

Continued on next page

Table CDP3_16: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?
Geolocation data, or data about where you are located and have traveled

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	64% (1403)	24% (530)	7% (158)	2% (53)	3% (55)	2200
Employ: Private Sector	66% (415)	24% (150)	8% (49)	2% (10)	1% (5)	629
Employ: Government	69% (98)	15% (21)	9% (13)	7% (9)	— (0)	141
Employ: Self-Employed	59% (135)	29% (67)	6% (15)	2% (5)	3% (6)	228
Employ: Homemaker	61% (91)	25% (37)	10% (14)	2% (3)	3% (5)	150
Employ: Student	67% (55)	27% (22)	1% (0)	4% (4)	1% (1)	82
Employ: Retired	59% (294)	28% (142)	9% (46)	2% (10)	2% (8)	500
Employ: Unemployed	66% (165)	18% (46)	4% (9)	2% (6)	10% (24)	249
Employ: Other	68% (151)	21% (45)	5% (12)	3% (7)	3% (6)	221
Military HH: Yes	61% (242)	26% (101)	10% (38)	1% (5)	2% (8)	395
Military HH: No	64% (1161)	24% (429)	7% (119)	3% (48)	3% (47)	1805
RD/WT: Right Direction	62% (529)	25% (216)	8% (72)	2% (20)	2% (17)	854
RD/WT: Wrong Track	65% (874)	23% (315)	6% (85)	2% (33)	3% (39)	1346
Trump Job Approve	63% (613)	25% (243)	7% (70)	3% (29)	2% (15)	969
Trump Job Disapprove	64% (716)	24% (270)	7% (77)	2% (20)	3% (32)	1115
Trump Job Strongly Approve	63% (304)	23% (112)	9% (42)	3% (14)	2% (8)	481
Trump Job Somewhat Approve	63% (309)	27% (132)	6% (27)	3% (14)	1% (6)	488
Trump Job Somewhat Disapprove	64% (173)	24% (66)	9% (23)	2% (6)	1% (3)	270
Trump Job Strongly Disapprove	64% (543)	24% (204)	6% (54)	2% (14)	3% (29)	845
Favorable of Trump	64% (608)	24% (232)	8% (75)	3% (26)	1% (11)	952
Unfavorable of Trump	64% (721)	24% (271)	7% (74)	2% (24)	3% (30)	1119
Very Favorable of Trump	65% (338)	22% (113)	8% (40)	4% (19)	2% (9)	520
Somewhat Favorable of Trump	62% (270)	28% (119)	8% (35)	2% (7)	— (2)	432
Somewhat Unfavorable of Trump	58% (123)	30% (64)	9% (18)	3% (5)	1% (2)	212
Very Unfavorable of Trump	66% (598)	23% (207)	6% (56)	2% (18)	3% (28)	907

Continued on next page

Table CDP3_16: As you may know, both the federal government and several state governments are drafting bills to regulate what personal data companies can collect, store and sell about you, such as information on your shopping habits and GPS location. Below is a list of personal information. How important is it that each of the following be protected by such legislation?
Geolocation data, or data about where you are located and have traveled

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	64% (1403)	24% (530)	7% (158)	2% (53)	3% (55)	2200
#1 Issue: Economy	65% (378)	25% (145)	6% (32)	2% (9)	3% (18)	582
#1 Issue: Security	68% (319)	21% (97)	6% (30)	3% (16)	1% (4)	466
#1 Issue: Health Care	58% (207)	27% (98)	10% (37)	2% (8)	2% (8)	359
#1 Issue: Medicare / Social Security	59% (181)	29% (91)	9% (27)	2% (6)	1% (4)	309
#1 Issue: Women's Issues	64% (78)	19% (22)	10% (12)	3% (3)	4% (5)	121
#1 Issue: Education	67% (110)	17% (27)	7% (12)	2% (3)	7% (11)	163
#1 Issue: Energy	61% (58)	27% (26)	5% (5)	5% (5)	1% (0)	95
#1 Issue: Other	69% (72)	22% (23)	2% (2)	3% (3)	4% (4)	104
2018 House Vote: Democrat	65% (494)	24% (179)	7% (54)	2% (17)	1% (10)	754
2018 House Vote: Republican	62% (452)	26% (189)	8% (62)	2% (18)	2% (11)	732
2018 House Vote: Someone else	75% (79)	19% (20)	3% (3)	2% (2)	1% (1)	105
2018 House Vote: Didnt Vote	62% (377)	23% (141)	6% (39)	3% (17)	5% (33)	607
2016 Vote: Hillary Clinton	63% (419)	26% (171)	8% (54)	2% (12)	2% (14)	670
2016 Vote: Donald Trump	63% (453)	26% (184)	8% (56)	2% (18)	1% (9)	719
2016 Vote: Someone else	71% (134)	21% (39)	5% (9)	3% (5)	1% (2)	189
2016 Vote: Didnt Vote	64% (395)	22% (136)	6% (39)	3% (19)	5% (31)	619
Voted in 2014: Yes	64% (899)	25% (349)	8% (108)	2% (30)	1% (14)	1400
Voted in 2014: No	63% (504)	23% (182)	6% (50)	3% (23)	5% (41)	800
2012 Vote: Barack Obama	65% (533)	24% (192)	7% (59)	3% (21)	1% (12)	818
2012 Vote: Mitt Romney	63% (348)	25% (137)	9% (51)	2% (12)	1% (8)	556
2012 Vote: Other	72% (79)	24% (26)	3% (4)	1% (1)	— (0)	110
2012 Vote: Didn't Vote	62% (441)	24% (175)	6% (44)	3% (18)	5% (36)	714
4-Region: Northeast	65% (256)	25% (98)	5% (21)	2% (6)	3% (13)	394
4-Region: Midwest	67% (309)	23% (106)	6% (30)	2% (9)	2% (9)	462
4-Region: South	63% (522)	25% (205)	7% (58)	2% (15)	3% (25)	824
4-Region: West	61% (316)	23% (122)	9% (49)	4% (23)	2% (9)	520

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

Table CDP4_1: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?

Your full name

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	15% (328)	30% (667)	20% (440)	32% (714)	2% (50)	2200
Gender: Male	16% (174)	32% (335)	19% (197)	32% (335)	2% (21)	1062
Gender: Female	14% (155)	29% (332)	21% (243)	33% (379)	3% (29)	1138
Age: 18-29	18% (87)	26% (121)	23% (106)	28% (133)	5% (23)	471
Age: 30-44	18% (96)	33% (177)	21% (115)	26% (141)	2% (12)	542
Age: 45-54	12% (42)	34% (122)	19% (69)	33% (118)	2% (6)	357
Age: 55-64	15% (59)	31% (122)	18% (71)	34% (135)	2% (7)	394
Age: 65+	10% (43)	29% (125)	18% (79)	43% (187)	— (2)	436
Generation Z: 18-21	18% (30)	28% (47)	25% (41)	24% (40)	6% (10)	168
Millennial: Age 22-37	18% (107)	30% (180)	22% (131)	28% (167)	3% (20)	606
Generation X: Age 38-53	15% (84)	32% (177)	20% (111)	31% (169)	2% (11)	552
Boomers: Age 54-72	13% (96)	30% (231)	18% (136)	38% (295)	1% (9)	766
PID: Dem (no lean)	16% (117)	30% (222)	19% (143)	33% (245)	2% (13)	740
PID: Ind (no lean)	16% (123)	31% (240)	21% (161)	29% (222)	4% (31)	777
PID: Rep (no lean)	13% (89)	30% (205)	20% (137)	36% (246)	1% (7)	683
PID/Gender: Dem Men	20% (65)	32% (102)	15% (48)	32% (105)	1% (4)	325
PID/Gender: Dem Women	12% (51)	29% (120)	23% (95)	34% (140)	2% (9)	415
PID/Gender: Ind Men	14% (50)	35% (123)	19% (68)	28% (101)	4% (14)	356
PID/Gender: Ind Women	17% (73)	28% (116)	22% (93)	29% (122)	4% (17)	421
PID/Gender: Rep Men	15% (58)	29% (109)	21% (81)	34% (129)	1% (3)	381
PID/Gender: Rep Women	10% (31)	32% (96)	18% (55)	39% (117)	1% (3)	302
Ideo: Liberal (1-3)	18% (120)	32% (219)	20% (136)	28% (192)	2% (12)	680
Ideo: Moderate (4)	11% (50)	31% (139)	18% (81)	37% (167)	2% (9)	445
Ideo: Conservative (5-7)	12% (89)	29% (214)	23% (174)	35% (260)	1% (4)	742
Educ: < College	15% (229)	31% (463)	19% (285)	33% (494)	3% (41)	1512
Educ: Bachelors degree	15% (65)	30% (135)	22% (99)	32% (140)	1% (5)	444
Educ: Post-grad	14% (34)	28% (69)	23% (57)	33% (80)	2% (4)	244

Continued on next page

Table CDP4_1: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?

Your full name

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	15% (328)	30% (667)	20% (440)	32% (714)	2% (50)	2200
Income: Under 50k	16% (206)	29% (367)	19% (240)	33% (424)	3% (45)	1281
Income: 50k-100k	12% (76)	32% (199)	22% (135)	34% (210)	1% (3)	624
Income: 100k+	16% (47)	34% (101)	22% (65)	27% (81)	1% (2)	295
Ethnicity: White	15% (252)	31% (539)	20% (346)	32% (550)	2% (36)	1722
Ethnicity: Hispanic	14% (48)	29% (102)	27% (94)	26% (92)	4% (14)	349
Ethnicity: Afr. Am.	18% (50)	27% (75)	15% (41)	36% (99)	3% (9)	274
Ethnicity: Other	13% (27)	26% (54)	26% (53)	32% (65)	2% (5)	204
Relig: Protestant	10% (42)	31% (134)	22% (94)	37% (162)	1% (5)	437
Relig: Roman Catholic	14% (57)	31% (127)	17% (71)	36% (146)	2% (9)	410
Relig: Ath./Agn./None	18% (127)	32% (220)	18% (126)	28% (193)	4% (27)	693
Relig: Something Else	17% (62)	30% (110)	24% (89)	27% (99)	2% (8)	368
Relig: Evangelical	14% (82)	27% (160)	20% (120)	38% (224)	— (3)	588
Relig: Non-Evang. Catholics	10% (57)	32% (177)	19% (106)	36% (198)	2% (13)	552
Relig: All Christian	12% (139)	30% (337)	20% (225)	37% (422)	1% (16)	1139
Relig: All Non-Christian	18% (189)	31% (330)	20% (215)	28% (292)	3% (34)	1061
Community: Urban	17% (97)	29% (168)	20% (115)	32% (188)	3% (20)	587
Community: Suburban	15% (141)	32% (310)	22% (216)	29% (276)	2% (18)	962
Community: Rural	14% (90)	29% (189)	17% (109)	39% (251)	2% (12)	651
Employ: Private Sector	14% (87)	31% (198)	23% (144)	31% (197)	1% (4)	629
Employ: Government	12% (17)	32% (46)	25% (35)	30% (43)	— (1)	141
Employ: Self-Employed	17% (39)	32% (73)	21% (48)	29% (67)	1% (1)	228
Employ: Homemaker	17% (26)	35% (52)	15% (22)	29% (43)	4% (6)	150
Employ: Student	13% (10)	32% (26)	26% (22)	29% (23)	1% (1)	82
Employ: Retired	10% (52)	29% (146)	19% (95)	40% (198)	2% (9)	500
Employ: Unemployed	20% (49)	29% (72)	14% (34)	28% (70)	10% (25)	249
Employ: Other	22% (48)	25% (55)	18% (41)	33% (73)	2% (4)	221
Military HH: Yes	13% (50)	31% (122)	18% (71)	37% (146)	2% (7)	395
Military HH: No	15% (278)	30% (545)	20% (370)	31% (568)	2% (43)	1805

Continued on next page

Table CDP4_1: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?

Your full name

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	15% (328)	30% (667)	20% (440)	32% (714)	2% (50)	2200
RD/WT: Right Direction	16% (140)	29% (251)	21% (176)	32% (276)	1% (11)	854
RD/WT: Wrong Track	14% (188)	31% (417)	20% (264)	33% (438)	3% (39)	1346
Trump Job Approve	16% (158)	31% (300)	20% (197)	32% (306)	1% (7)	969
Trump Job Disapprove	13% (150)	30% (337)	21% (229)	33% (368)	3% (31)	1115
Trump Job Strongly Approve	12% (58)	28% (135)	18% (88)	40% (195)	1% (5)	481
Trump Job Somewhat Approve	21% (100)	34% (165)	22% (109)	23% (111)	1% (3)	488
Trump Job Somewhat Disapprove	15% (40)	28% (77)	23% (62)	32% (88)	1% (4)	270
Trump Job Strongly Disapprove	13% (110)	31% (260)	20% (167)	33% (280)	3% (27)	845
Favorable of Trump	15% (147)	30% (290)	21% (197)	33% (313)	1% (6)	952
Unfavorable of Trump	14% (158)	31% (345)	21% (230)	32% (360)	2% (26)	1119
Very Favorable of Trump	13% (69)	27% (140)	20% (104)	39% (203)	1% (4)	520
Somewhat Favorable of Trump	18% (78)	35% (150)	21% (93)	25% (110)	— (2)	432
Somewhat Unfavorable of Trump	16% (33)	36% (76)	19% (41)	28% (60)	1% (2)	212
Very Unfavorable of Trump	14% (125)	30% (270)	21% (189)	33% (301)	3% (24)	907
#1 Issue: Economy	16% (91)	32% (187)	21% (120)	29% (168)	3% (16)	582
#1 Issue: Security	17% (77)	25% (115)	21% (99)	37% (172)	1% (4)	466
#1 Issue: Health Care	18% (66)	33% (119)	17% (62)	28% (102)	3% (10)	359
#1 Issue: Medicare / Social Security	10% (32)	32% (101)	16% (51)	39% (120)	2% (5)	309
#1 Issue: Women's Issues	11% (13)	40% (48)	20% (25)	27% (33)	1% (2)	121
#1 Issue: Education	13% (20)	24% (39)	23% (38)	34% (56)	6% (10)	163
#1 Issue: Energy	18% (17)	24% (23)	28% (27)	30% (29)	— (0)	95
#1 Issue: Other	11% (12)	34% (36)	19% (19)	33% (34)	3% (3)	104
2018 House Vote: Democrat	14% (105)	31% (236)	20% (153)	33% (249)	1% (11)	754
2018 House Vote: Republican	13% (93)	28% (208)	21% (153)	37% (269)	1% (8)	732
2018 House Vote: Someone else	15% (16)	25% (26)	27% (29)	31% (33)	1% (1)	105
2018 House Vote: Didnt Vote	19% (114)	32% (196)	17% (106)	27% (161)	5% (29)	607

Continued on next page

Table CDP4_1: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?

Your full name

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	15% (328)	30% (667)	20% (440)	32% (714)	2% (50)	2200
2016 Vote: Hillary Clinton	16% (105)	31% (205)	18% (118)	34% (231)	2% (11)	670
2016 Vote: Donald Trump	11% (80)	31% (224)	21% (150)	36% (258)	1% (7)	719
2016 Vote: Someone else	8% (16)	32% (60)	29% (54)	30% (57)	— (1)	189
2016 Vote: Didnt Vote	20% (126)	29% (178)	19% (116)	27% (168)	5% (31)	619
Voted in 2014: Yes	13% (185)	31% (431)	20% (284)	35% (484)	1% (15)	1400
Voted in 2014: No	18% (143)	30% (236)	20% (156)	29% (230)	4% (35)	800
2012 Vote: Barack Obama	15% (124)	32% (265)	19% (152)	33% (266)	1% (11)	818
2012 Vote: Mitt Romney	11% (63)	32% (175)	20% (112)	37% (203)	— (2)	556
2012 Vote: Other	6% (7)	24% (26)	31% (34)	38% (42)	1% (1)	110
2012 Vote: Didn't Vote	19% (133)	28% (201)	20% (141)	28% (203)	5% (36)	714
4-Region: Northeast	17% (69)	30% (120)	17% (69)	31% (122)	4% (14)	394
4-Region: Midwest	14% (66)	29% (133)	18% (85)	37% (172)	1% (6)	462
4-Region: South	15% (126)	30% (244)	21% (172)	32% (265)	2% (18)	824
4-Region: West	13% (68)	33% (170)	22% (115)	30% (155)	2% (12)	520

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

Table CDP4_4: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?

Mailing address

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	13% (281)	28% (625)	21% (470)	35% (778)	2% (47)	2200
Gender: Male	15% (161)	31% (325)	19% (197)	34% (363)	2% (17)	1062
Gender: Female	11% (120)	26% (300)	24% (273)	36% (415)	3% (30)	1138
Age: 18-29	15% (70)	25% (118)	19% (87)	37% (174)	5% (22)	471
Age: 30-44	17% (91)	28% (153)	24% (129)	29% (155)	2% (13)	542
Age: 45-54	10% (37)	37% (132)	18% (64)	33% (118)	2% (6)	357
Age: 55-64	12% (48)	25% (99)	22% (86)	40% (156)	1% (4)	394
Age: 65+	8% (35)	28% (123)	24% (103)	40% (174)	— (1)	436
Generation Z: 18-21	11% (19)	29% (48)	17% (29)	37% (63)	6% (9)	168
Millennial: Age 22-37	16% (94)	28% (167)	22% (135)	32% (192)	3% (18)	606
Generation X: Age 38-53	15% (81)	30% (167)	20% (113)	32% (178)	2% (14)	552
Boomers: Age 54-72	10% (76)	28% (213)	21% (162)	40% (310)	1% (6)	766
PID: Dem (no lean)	13% (93)	30% (221)	18% (136)	37% (276)	2% (13)	740
PID: Ind (no lean)	13% (103)	27% (212)	23% (182)	32% (251)	4% (28)	777
PID: Rep (no lean)	12% (84)	28% (192)	22% (152)	37% (251)	1% (5)	683
PID/Gender: Dem Men	18% (60)	31% (102)	13% (43)	36% (116)	1% (4)	325
PID/Gender: Dem Women	8% (33)	29% (119)	23% (93)	39% (160)	2% (10)	415
PID/Gender: Ind Men	13% (46)	30% (105)	23% (83)	31% (109)	3% (12)	356
PID/Gender: Ind Women	14% (57)	25% (107)	23% (99)	34% (142)	4% (17)	421
PID/Gender: Rep Men	14% (54)	31% (117)	19% (71)	36% (138)	— (1)	381
PID/Gender: Rep Women	10% (30)	25% (74)	27% (81)	37% (113)	1% (4)	302
Ideo: Liberal (1-3)	15% (105)	30% (202)	22% (150)	31% (211)	2% (11)	680
Ideo: Moderate (4)	10% (47)	25% (111)	21% (92)	43% (190)	1% (5)	445
Ideo: Conservative (5-7)	11% (80)	30% (220)	24% (178)	35% (258)	1% (6)	742
Educ: < College	13% (198)	28% (422)	20% (310)	36% (543)	3% (40)	1512
Educ: Bachelors degree	13% (59)	29% (127)	23% (103)	34% (152)	1% (3)	444
Educ: Post-grad	10% (24)	31% (76)	24% (57)	34% (84)	1% (4)	244

Continued on next page

Table CDP4_4: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
 Mailing address

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	13%	(281)	28%	(625)	21%	(470)	35%	(778)	2%	(47)	2200
Income: Under 50k	13%	(169)	27%	(345)	20%	(255)	37%	(471)	3%	(41)	1281
Income: 50k-100k	11%	(71)	30%	(188)	23%	(144)	35%	(215)	1%	(4)	624
Income: 100k+	14%	(41)	31%	(91)	24%	(70)	31%	(91)	1%	(2)	295
Ethnicity: White	11%	(196)	30%	(511)	22%	(387)	35%	(596)	2%	(31)	1722
Ethnicity: Hispanic	14%	(48)	26%	(91)	22%	(77)	34%	(118)	4%	(14)	349
Ethnicity: Afr. Am.	19%	(53)	24%	(66)	16%	(43)	37%	(102)	3%	(9)	274
Ethnicity: Other	16%	(32)	23%	(47)	19%	(40)	39%	(79)	3%	(6)	204
Relig: Protestant	9%	(41)	29%	(128)	26%	(116)	34%	(149)	1%	(3)	437
Relig: Roman Catholic	11%	(47)	29%	(119)	18%	(75)	39%	(161)	2%	(8)	410
Relig: Ath./Agn./None	13%	(93)	31%	(214)	20%	(139)	32%	(222)	4%	(25)	693
Relig: Something Else	17%	(62)	22%	(81)	23%	(84)	36%	(132)	2%	(8)	368
Relig: Evangelical	11%	(66)	31%	(180)	21%	(125)	36%	(214)	1%	(3)	588
Relig: Non-Evang. Catholics	11%	(59)	27%	(149)	22%	(122)	38%	(211)	2%	(11)	552
Relig: All Christian	11%	(125)	29%	(329)	22%	(247)	37%	(425)	1%	(14)	1139
Relig: All Non-Christian	15%	(156)	28%	(296)	21%	(223)	33%	(353)	3%	(33)	1061
Community: Urban	17%	(102)	24%	(144)	21%	(125)	34%	(199)	3%	(18)	587
Community: Suburban	11%	(107)	31%	(295)	22%	(212)	34%	(328)	2%	(19)	962
Community: Rural	11%	(71)	29%	(186)	20%	(133)	39%	(251)	1%	(9)	651
Employ: Private Sector	13%	(79)	31%	(197)	23%	(145)	32%	(204)	1%	(5)	629
Employ: Government	9%	(13)	24%	(34)	25%	(35)	41%	(58)	1%	(1)	141
Employ: Self-Employed	19%	(43)	26%	(59)	23%	(52)	32%	(72)	—	(1)	228
Employ: Homemaker	11%	(17)	30%	(45)	25%	(37)	30%	(45)	4%	(6)	150
Employ: Student	8%	(7)	30%	(24)	18%	(15)	44%	(36)	—	(0)	82
Employ: Retired	8%	(42)	27%	(134)	23%	(117)	40%	(202)	1%	(6)	500
Employ: Unemployed	16%	(41)	27%	(68)	13%	(31)	34%	(85)	10%	(24)	249
Employ: Other	18%	(39)	28%	(63)	17%	(38)	35%	(77)	2%	(4)	221
Military HH: Yes	9%	(36)	30%	(119)	21%	(83)	38%	(152)	1%	(4)	395
Military HH: No	14%	(244)	28%	(505)	21%	(387)	35%	(626)	2%	(42)	1805

Continued on next page

Table CDP4_4: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
Mailing address

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	13%	(281)	28%	(625)	21%	(470)	35%	(778)	2%	(47)	2200
RD/WT: Right Direction	15%	(126)	28%	(243)	21%	(177)	35%	(295)	1%	(12)	854
RD/WT: Wrong Track	11%	(154)	28%	(381)	22%	(293)	36%	(483)	3%	(34)	1346
Trump Job Approve	14%	(132)	30%	(289)	22%	(216)	34%	(325)	1%	(8)	969
Trump Job Disapprove	12%	(133)	28%	(312)	21%	(230)	37%	(414)	2%	(27)	1115
Trump Job Strongly Approve	11%	(54)	26%	(125)	22%	(107)	40%	(191)	1%	(4)	481
Trump Job Somewhat Approve	16%	(78)	33%	(163)	22%	(109)	27%	(134)	1%	(4)	488
Trump Job Somewhat Disapprove	15%	(39)	29%	(79)	21%	(57)	34%	(92)	1%	(3)	270
Trump Job Strongly Disapprove	11%	(93)	28%	(233)	20%	(173)	38%	(322)	3%	(24)	845
Favorable of Trump	13%	(119)	30%	(281)	23%	(217)	34%	(328)	1%	(7)	952
Unfavorable of Trump	12%	(138)	28%	(318)	21%	(231)	37%	(411)	2%	(21)	1119
Very Favorable of Trump	12%	(63)	25%	(129)	23%	(117)	40%	(208)	1%	(3)	520
Somewhat Favorable of Trump	13%	(56)	35%	(152)	23%	(100)	28%	(120)	1%	(4)	432
Somewhat Unfavorable of Trump	18%	(37)	35%	(75)	19%	(39)	28%	(60)	—	(1)	212
Very Unfavorable of Trump	11%	(101)	27%	(243)	21%	(191)	39%	(351)	2%	(21)	907
#1 Issue: Economy	12%	(70)	30%	(175)	21%	(119)	35%	(201)	3%	(17)	582
#1 Issue: Security	14%	(65)	25%	(117)	22%	(103)	38%	(176)	1%	(5)	466
#1 Issue: Health Care	11%	(39)	35%	(125)	24%	(85)	28%	(101)	3%	(9)	359
#1 Issue: Medicare / Social Security	12%	(38)	26%	(80)	20%	(60)	41%	(126)	2%	(5)	309
#1 Issue: Women's Issues	10%	(11)	30%	(36)	29%	(35)	32%	(39)	—	(0)	121
#1 Issue: Education	13%	(21)	22%	(36)	19%	(31)	39%	(64)	6%	(10)	163
#1 Issue: Energy	14%	(14)	29%	(27)	21%	(20)	36%	(34)	—	(0)	95
#1 Issue: Other	21%	(22)	28%	(29)	15%	(15)	35%	(37)	1%	(1)	104
2018 House Vote: Democrat	12%	(93)	30%	(229)	19%	(140)	38%	(285)	1%	(8)	754
2018 House Vote: Republican	11%	(83)	29%	(213)	22%	(161)	37%	(268)	1%	(7)	732
2018 House Vote: Someone else	12%	(13)	24%	(25)	26%	(27)	36%	(38)	2%	(2)	105
2018 House Vote: Didnt Vote	15%	(92)	26%	(156)	23%	(141)	31%	(188)	5%	(30)	607

Continued on next page

Table CDP4_4: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
Mailing address

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	13%	(281)	28%	(625)	21%	(470)	35%	(778)	2%	(47)	2200
2016 Vote: Hillary Clinton	14%	(94)	29%	(192)	18%	(122)	38%	(253)	1%	(9)	670
2016 Vote: Donald Trump	9%	(67)	32%	(227)	23%	(167)	35%	(253)	1%	(4)	719
2016 Vote: Someone else	9%	(17)	23%	(43)	35%	(66)	33%	(62)	1%	(1)	189
2016 Vote: Didn't Vote	16%	(100)	26%	(162)	19%	(115)	34%	(209)	5%	(32)	619
Voted in 2014: Yes	11%	(160)	31%	(431)	21%	(293)	36%	(504)	1%	(12)	1400
Voted in 2014: No	15%	(121)	24%	(194)	22%	(177)	34%	(274)	4%	(35)	800
2012 Vote: Barack Obama	13%	(103)	30%	(245)	20%	(167)	36%	(295)	1%	(8)	818
2012 Vote: Mitt Romney	10%	(58)	32%	(178)	22%	(124)	35%	(193)	—	(3)	556
2012 Vote: Other	7%	(7)	26%	(28)	24%	(27)	42%	(47)	1%	(1)	110
2012 Vote: Didn't Vote	15%	(110)	24%	(172)	21%	(153)	34%	(243)	5%	(36)	714
4-Region: Northeast	15%	(58)	27%	(105)	18%	(71)	37%	(147)	3%	(13)	394
4-Region: Midwest	12%	(55)	26%	(118)	24%	(111)	37%	(173)	1%	(5)	462
4-Region: South	14%	(114)	27%	(226)	23%	(188)	34%	(277)	2%	(19)	824
4-Region: West	10%	(53)	34%	(176)	19%	(99)	35%	(182)	2%	(10)	520

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

Table CDP4_5: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?

Email address

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	19%	(412)	33%	(730)	20%	(438)	26%	(566)	2%	(55)	2200
Gender: Male	19%	(205)	32%	(339)	19%	(204)	27%	(289)	2%	(25)	1062
Gender: Female	18%	(207)	34%	(391)	21%	(234)	24%	(277)	3%	(30)	1138
Age: 18-29	26%	(121)	25%	(119)	20%	(93)	24%	(112)	6%	(27)	471
Age: 30-44	23%	(127)	36%	(195)	20%	(106)	19%	(104)	2%	(9)	542
Age: 45-54	15%	(54)	43%	(154)	19%	(67)	21%	(76)	2%	(7)	357
Age: 55-64	16%	(62)	31%	(122)	19%	(73)	33%	(128)	2%	(8)	394
Age: 65+	11%	(48)	32%	(140)	23%	(99)	34%	(146)	1%	(3)	436
Generation Z: 18-21	22%	(38)	19%	(32)	22%	(36)	31%	(52)	6%	(10)	168
Millennial: Age 22-37	25%	(152)	33%	(199)	20%	(120)	19%	(115)	3%	(21)	606
Generation X: Age 38-53	19%	(103)	39%	(217)	19%	(103)	21%	(116)	2%	(13)	552
Boomers: Age 54-72	13%	(97)	32%	(245)	20%	(156)	33%	(257)	1%	(11)	766
PID: Dem (no lean)	20%	(146)	34%	(251)	17%	(128)	27%	(200)	2%	(14)	740
PID: Ind (no lean)	20%	(153)	34%	(265)	20%	(152)	23%	(176)	4%	(32)	777
PID: Rep (no lean)	16%	(113)	31%	(214)	23%	(158)	28%	(190)	1%	(9)	683
PID/Gender: Dem Men	24%	(79)	32%	(105)	16%	(51)	27%	(87)	1%	(4)	325
PID/Gender: Dem Women	16%	(68)	35%	(146)	19%	(77)	27%	(113)	2%	(10)	415
PID/Gender: Ind Men	16%	(58)	35%	(124)	19%	(67)	25%	(89)	5%	(17)	356
PID/Gender: Ind Women	22%	(95)	33%	(140)	20%	(85)	21%	(87)	3%	(15)	421
PID/Gender: Rep Men	18%	(68)	29%	(110)	23%	(86)	30%	(113)	1%	(4)	381
PID/Gender: Rep Women	15%	(45)	34%	(104)	24%	(72)	25%	(77)	2%	(5)	302
Ideo: Liberal (1-3)	22%	(151)	35%	(238)	19%	(131)	22%	(147)	2%	(12)	680
Ideo: Moderate (4)	16%	(70)	33%	(145)	20%	(91)	30%	(132)	2%	(7)	445
Ideo: Conservative (5-7)	15%	(114)	35%	(257)	23%	(169)	26%	(194)	1%	(8)	742
Educ: < College	19%	(287)	32%	(489)	19%	(289)	27%	(401)	3%	(46)	1512
Educ: Bachelors degree	19%	(83)	35%	(154)	22%	(99)	23%	(102)	1%	(6)	444
Educ: Post-grad	17%	(42)	36%	(87)	20%	(50)	25%	(62)	1%	(3)	244

Continued on next page

Table CDP4_5: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
 Email address

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	19%	(412)	33%	(730)	20%	(438)	26%	(566)	2%	(55)	2200
Income: Under 50k	20%	(250)	29%	(370)	19%	(250)	28%	(360)	4%	(52)	1281
Income: 50k-100k	16%	(101)	41%	(253)	20%	(122)	24%	(147)	—	(1)	624
Income: 100k+	21%	(61)	36%	(107)	23%	(67)	20%	(59)	—	(1)	295
Ethnicity: White	18%	(302)	34%	(593)	21%	(358)	25%	(429)	2%	(39)	1722
Ethnicity: Hispanic	24%	(83)	28%	(97)	19%	(67)	25%	(89)	4%	(14)	349
Ethnicity: Afr. Am.	23%	(62)	30%	(83)	14%	(40)	28%	(77)	5%	(13)	274
Ethnicity: Other	24%	(48)	26%	(54)	20%	(40)	29%	(59)	1%	(3)	204
Relig: Protestant	13%	(55)	34%	(147)	24%	(106)	29%	(128)	—	(2)	437
Relig: Roman Catholic	19%	(78)	31%	(125)	18%	(76)	30%	(125)	2%	(7)	410
Relig: Ath./Agn./None	22%	(151)	34%	(233)	17%	(120)	23%	(158)	4%	(30)	693
Relig: Something Else	19%	(71)	34%	(124)	20%	(74)	23%	(84)	4%	(15)	368
Relig: Evangelical	18%	(108)	32%	(187)	22%	(127)	28%	(164)	—	(2)	588
Relig: Non-Evang. Catholics	15%	(81)	34%	(186)	21%	(118)	29%	(159)	1%	(8)	552
Relig: All Christian	17%	(190)	33%	(373)	21%	(244)	28%	(323)	1%	(10)	1139
Relig: All Non-Christian	21%	(222)	34%	(357)	18%	(194)	23%	(243)	4%	(45)	1061
Community: Urban	20%	(120)	29%	(168)	20%	(120)	27%	(156)	4%	(24)	587
Community: Suburban	20%	(191)	35%	(333)	20%	(192)	24%	(230)	2%	(15)	962
Community: Rural	15%	(101)	35%	(229)	19%	(126)	28%	(179)	2%	(16)	651
Employ: Private Sector	19%	(117)	37%	(230)	22%	(136)	22%	(141)	1%	(5)	629
Employ: Government	18%	(25)	33%	(47)	23%	(33)	23%	(33)	2%	(3)	141
Employ: Self-Employed	23%	(52)	36%	(81)	13%	(31)	27%	(62)	1%	(2)	228
Employ: Homemaker	21%	(31)	32%	(48)	21%	(31)	21%	(31)	5%	(8)	150
Employ: Student	21%	(17)	32%	(26)	21%	(17)	23%	(19)	3%	(2)	82
Employ: Retired	11%	(54)	33%	(166)	23%	(115)	32%	(159)	1%	(6)	500
Employ: Unemployed	27%	(68)	23%	(57)	16%	(39)	26%	(65)	8%	(21)	249
Employ: Other	22%	(48)	34%	(75)	16%	(36)	25%	(54)	4%	(8)	221
Military HH: Yes	15%	(60)	36%	(144)	18%	(71)	28%	(111)	2%	(9)	395
Military HH: No	19%	(352)	32%	(586)	20%	(367)	25%	(454)	3%	(46)	1805

Continued on next page

Table CDP4_5: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
Email address

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	19%	(412)	33%	(730)	20%	(438)	26%	(566)	2%	(55)	2200
RD/WT: Right Direction	19%	(165)	32%	(273)	20%	(172)	27%	(228)	2%	(16)	854
RD/WT: Wrong Track	18%	(246)	34%	(457)	20%	(266)	25%	(338)	3%	(39)	1346
Trump Job Approve	19%	(187)	34%	(333)	20%	(195)	25%	(242)	1%	(12)	969
Trump Job Disapprove	18%	(201)	33%	(373)	20%	(227)	26%	(287)	2%	(28)	1115
Trump Job Strongly Approve	16%	(78)	29%	(140)	22%	(105)	31%	(149)	2%	(8)	481
Trump Job Somewhat Approve	22%	(109)	39%	(192)	18%	(90)	19%	(93)	1%	(4)	488
Trump Job Somewhat Disapprove	22%	(58)	32%	(87)	23%	(62)	22%	(59)	1%	(4)	270
Trump Job Strongly Disapprove	17%	(142)	34%	(286)	20%	(165)	27%	(228)	3%	(24)	845
Favorable of Trump	18%	(172)	33%	(314)	21%	(196)	27%	(256)	1%	(14)	952
Unfavorable of Trump	19%	(214)	34%	(384)	20%	(222)	25%	(278)	2%	(20)	1119
Very Favorable of Trump	17%	(88)	30%	(156)	23%	(119)	29%	(152)	1%	(6)	520
Somewhat Favorable of Trump	20%	(85)	37%	(158)	18%	(77)	24%	(104)	2%	(8)	432
Somewhat Unfavorable of Trump	25%	(53)	38%	(81)	20%	(42)	16%	(35)	1%	(1)	212
Very Unfavorable of Trump	18%	(161)	33%	(303)	20%	(180)	27%	(243)	2%	(19)	907
#1 Issue: Economy	19%	(112)	35%	(203)	20%	(116)	23%	(133)	3%	(17)	582
#1 Issue: Security	19%	(89)	29%	(135)	23%	(107)	28%	(129)	1%	(6)	466
#1 Issue: Health Care	21%	(74)	37%	(133)	19%	(69)	21%	(75)	2%	(9)	359
#1 Issue: Medicare / Social Security	13%	(40)	32%	(100)	20%	(61)	33%	(102)	2%	(7)	309
#1 Issue: Women's Issues	19%	(23)	32%	(39)	19%	(23)	27%	(33)	3%	(3)	121
#1 Issue: Education	22%	(36)	32%	(53)	16%	(26)	23%	(38)	6%	(10)	163
#1 Issue: Energy	16%	(15)	36%	(35)	20%	(19)	29%	(27)	—	(0)	95
#1 Issue: Other	21%	(21)	32%	(33)	17%	(18)	27%	(28)	3%	(3)	104
2018 House Vote: Democrat	19%	(144)	34%	(257)	21%	(157)	25%	(189)	1%	(7)	754
2018 House Vote: Republican	17%	(124)	32%	(235)	21%	(156)	28%	(205)	1%	(11)	732
2018 House Vote: Someone else	16%	(17)	34%	(35)	15%	(16)	33%	(34)	3%	(3)	105
2018 House Vote: Didnt Vote	21%	(126)	33%	(202)	18%	(109)	22%	(136)	6%	(34)	607

Continued on next page

Table CDP4_5: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?

Email address

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	19%	(412)	33%	(730)	20%	(438)	26%	(566)	2%	(55)	2200
2016 Vote: Hillary Clinton	20%	(137)	33%	(220)	18%	(123)	27%	(182)	1%	(8)	670
2016 Vote: Donald Trump	15%	(106)	34%	(245)	21%	(154)	28%	(204)	1%	(9)	719
2016 Vote: Someone else	13%	(25)	36%	(67)	23%	(44)	26%	(49)	2%	(4)	189
2016 Vote: Didnt Vote	23%	(142)	32%	(196)	19%	(116)	21%	(130)	6%	(34)	619
Voted in 2014: Yes	18%	(253)	34%	(479)	20%	(282)	27%	(372)	1%	(13)	1400
Voted in 2014: No	20%	(158)	31%	(251)	19%	(156)	24%	(194)	5%	(42)	800
2012 Vote: Barack Obama	20%	(166)	33%	(273)	17%	(142)	28%	(227)	1%	(10)	818
2012 Vote: Mitt Romney	14%	(78)	37%	(207)	23%	(126)	26%	(142)	—	(2)	556
2012 Vote: Other	13%	(15)	29%	(32)	18%	(19)	37%	(40)	3%	(3)	110
2012 Vote: Didn't Vote	21%	(151)	30%	(216)	21%	(150)	22%	(156)	6%	(40)	714
4-Region: Northeast	20%	(77)	35%	(137)	17%	(65)	25%	(99)	4%	(16)	394
4-Region: Midwest	16%	(75)	32%	(147)	23%	(106)	28%	(129)	1%	(5)	462
4-Region: South	20%	(163)	33%	(274)	19%	(154)	25%	(210)	3%	(24)	824
4-Region: West	19%	(97)	33%	(172)	22%	(113)	25%	(128)	2%	(10)	520

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

Table CDP4_6: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?

Birth date

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	13% (288)	25% (543)	19% (425)	41% (895)	2% (49)	2200
Gender: Male	14% (149)	28% (294)	18% (188)	39% (410)	2% (21)	1062
Gender: Female	12% (139)	22% (249)	21% (237)	43% (485)	2% (28)	1138
Age: 18-29	22% (101)	20% (96)	21% (97)	32% (153)	5% (24)	471
Age: 30-44	15% (79)	31% (169)	21% (113)	31% (169)	2% (10)	542
Age: 45-54	8% (30)	27% (97)	21% (77)	41% (147)	2% (7)	357
Age: 55-64	11% (43)	21% (85)	14% (57)	51% (202)	2% (6)	394
Age: 65+	8% (35)	22% (96)	19% (81)	51% (222)	— (2)	436
Generation Z: 18-21	25% (42)	20% (33)	18% (31)	32% (54)	5% (9)	168
Millennial: Age 22-37	17% (105)	27% (163)	22% (136)	30% (182)	3% (20)	606
Generation X: Age 38-53	11% (61)	27% (151)	21% (116)	39% (213)	2% (12)	552
Boomers: Age 54-72	9% (73)	22% (171)	16% (119)	52% (396)	1% (8)	766
PID: Dem (no lean)	12% (92)	29% (211)	16% (118)	41% (306)	2% (13)	740
PID: Ind (no lean)	14% (110)	23% (180)	22% (167)	37% (289)	4% (30)	777
PID: Rep (no lean)	13% (86)	22% (152)	20% (139)	44% (300)	1% (6)	683
PID/Gender: Dem Men	14% (45)	34% (112)	14% (45)	37% (120)	1% (3)	325
PID/Gender: Dem Women	11% (47)	24% (99)	18% (73)	45% (186)	2% (10)	415
PID/Gender: Ind Men	13% (47)	27% (96)	18% (63)	38% (135)	4% (15)	356
PID/Gender: Ind Women	15% (63)	20% (85)	25% (104)	37% (155)	4% (15)	421
PID/Gender: Rep Men	15% (57)	23% (87)	21% (79)	41% (155)	1% (3)	381
PID/Gender: Rep Women	10% (29)	21% (65)	20% (60)	48% (145)	1% (3)	302
Ideo: Liberal (1-3)	16% (107)	29% (195)	18% (125)	36% (243)	1% (10)	680
Ideo: Moderate (4)	11% (49)	25% (110)	18% (79)	45% (199)	2% (9)	445
Ideo: Conservative (5-7)	11% (85)	21% (158)	21% (155)	46% (339)	1% (6)	742
Educ: < College	14% (214)	24% (364)	19% (291)	40% (601)	3% (42)	1512
Educ: Bachelors degree	13% (59)	25% (112)	18% (81)	42% (186)	1% (5)	444
Educ: Post-grad	6% (15)	27% (67)	22% (53)	44% (108)	1% (2)	244

Continued on next page

Table CDP4_6: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?

Birth date

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	13% (288)	25% (543)	19% (425)	41% (895)	2% (49)	2200
Income: Under 50k	14% (179)	23% (300)	19% (247)	40% (508)	4% (47)	1281
Income: 50k-100k	11% (72)	25% (155)	19% (117)	45% (279)	— (1)	624
Income: 100k+	13% (38)	30% (87)	21% (61)	36% (108)	1% (2)	295
Ethnicity: White	12% (201)	25% (435)	20% (344)	41% (705)	2% (37)	1722
Ethnicity: Hispanic	16% (57)	21% (74)	22% (78)	35% (122)	5% (18)	349
Ethnicity: Afr. Am.	20% (54)	23% (64)	14% (39)	39% (108)	3% (9)	274
Ethnicity: Other	16% (33)	22% (44)	21% (42)	40% (82)	2% (4)	204
Relig: Protestant	10% (44)	23% (100)	19% (83)	47% (207)	1% (3)	437
Relig: Roman Catholic	12% (48)	23% (94)	17% (72)	46% (190)	2% (7)	410
Relig: Ath./Agn./None	16% (107)	26% (183)	21% (144)	33% (232)	4% (27)	693
Relig: Something Else	14% (50)	26% (95)	18% (67)	39% (144)	3% (11)	368
Relig: Evangelical	14% (80)	24% (140)	19% (109)	44% (256)	— (3)	588
Relig: Non-Evang. Catholics	9% (50)	23% (125)	19% (104)	48% (263)	2% (9)	552
Relig: All Christian	11% (131)	23% (265)	19% (213)	46% (519)	1% (12)	1139
Relig: All Non-Christian	15% (158)	26% (278)	20% (212)	35% (376)	4% (37)	1061
Community: Urban	17% (98)	25% (149)	16% (92)	39% (231)	3% (17)	587
Community: Suburban	13% (121)	24% (234)	21% (205)	40% (380)	2% (21)	962
Community: Rural	11% (69)	24% (159)	20% (129)	43% (283)	2% (11)	651
Employ: Private Sector	13% (84)	26% (166)	21% (131)	38% (242)	1% (7)	629
Employ: Government	12% (18)	24% (34)	18% (26)	45% (64)	— (0)	141
Employ: Self-Employed	17% (39)	28% (65)	19% (42)	36% (82)	— (0)	228
Employ: Homemaker	13% (20)	26% (40)	21% (32)	36% (54)	3% (5)	150
Employ: Student	13% (11)	28% (23)	23% (18)	36% (29)	— (0)	82
Employ: Retired	8% (40)	23% (116)	17% (85)	51% (253)	1% (6)	500
Employ: Unemployed	15% (38)	22% (55)	20% (50)	33% (82)	10% (24)	249
Employ: Other	18% (40)	20% (45)	19% (42)	40% (88)	3% (6)	221
Military HH: Yes	9% (37)	26% (102)	22% (85)	41% (162)	2% (9)	395
Military HH: No	14% (251)	24% (441)	19% (340)	41% (733)	2% (40)	1805

Continued on next page

Table CDP4_6: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?

Birth date

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	13% (288)	25% (543)	19% (425)	41% (895)	2% (49)	2200
RD/WT: Right Direction	14% (118)	25% (211)	18% (156)	42% (357)	1% (12)	854
RD/WT: Wrong Track	13% (170)	25% (332)	20% (269)	40% (538)	3% (37)	1346
Trump Job Approve	15% (141)	22% (216)	20% (190)	43% (413)	1% (8)	969
Trump Job Disapprove	12% (131)	27% (300)	19% (217)	40% (442)	2% (25)	1115
Trump Job Strongly Approve	11% (54)	20% (95)	20% (95)	48% (232)	1% (4)	481
Trump Job Somewhat Approve	18% (87)	25% (121)	20% (95)	37% (181)	1% (4)	488
Trump Job Somewhat Disapprove	16% (44)	27% (72)	21% (57)	36% (97)	— (1)	270
Trump Job Strongly Disapprove	10% (87)	27% (228)	19% (160)	41% (346)	3% (24)	845
Favorable of Trump	13% (126)	22% (213)	20% (186)	44% (419)	1% (8)	952
Unfavorable of Trump	12% (139)	27% (304)	20% (223)	39% (433)	2% (20)	1119
Very Favorable of Trump	12% (61)	21% (108)	19% (97)	48% (250)	1% (4)	520
Somewhat Favorable of Trump	15% (65)	24% (106)	21% (89)	39% (168)	1% (4)	432
Somewhat Unfavorable of Trump	20% (43)	29% (61)	20% (43)	30% (64)	— (1)	212
Very Unfavorable of Trump	11% (96)	27% (243)	20% (180)	41% (369)	2% (19)	907
#1 Issue: Economy	14% (81)	27% (155)	21% (122)	36% (210)	2% (14)	582
#1 Issue: Security	13% (62)	20% (91)	18% (82)	48% (224)	2% (7)	466
#1 Issue: Health Care	14% (52)	27% (98)	21% (75)	35% (125)	2% (9)	359
#1 Issue: Medicare / Social Security	9% (26)	23% (72)	16% (49)	50% (155)	2% (7)	309
#1 Issue: Women's Issues	13% (16)	30% (36)	23% (27)	34% (41)	— (0)	121
#1 Issue: Education	16% (25)	21% (35)	20% (33)	38% (61)	6% (9)	163
#1 Issue: Energy	16% (15)	25% (24)	23% (22)	36% (35)	1% (1)	95
#1 Issue: Other	11% (11)	30% (31)	15% (16)	41% (43)	3% (3)	104
2018 House Vote: Democrat	10% (78)	29% (218)	17% (130)	43% (322)	1% (7)	754
2018 House Vote: Republican	11% (84)	21% (156)	20% (148)	46% (335)	1% (9)	732
2018 House Vote: Someone else	16% (16)	16% (17)	24% (25)	44% (46)	1% (1)	105
2018 House Vote: Didnt Vote	18% (111)	25% (150)	20% (122)	32% (193)	5% (32)	607

Continued on next page

Table CDP4_6: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?

Birth date

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	13% (288)	25% (543)	19% (425)	41% (895)	2% (49)	2200
2016 Vote: Hillary Clinton	11% (77)	29% (193)	17% (115)	41% (278)	1% (8)	670
2016 Vote: Donald Trump	11% (76)	22% (159)	20% (143)	46% (333)	1% (8)	719
2016 Vote: Someone else	10% (19)	24% (45)	25% (47)	41% (77)	— (1)	189
2016 Vote: Didnt Vote	19% (115)	23% (144)	19% (120)	34% (207)	5% (32)	619
Voted in 2014: Yes	11% (156)	25% (352)	19% (271)	43% (607)	1% (13)	1400
Voted in 2014: No	17% (132)	24% (191)	19% (154)	36% (288)	5% (36)	800
2012 Vote: Barack Obama	11% (92)	28% (231)	19% (153)	41% (334)	1% (8)	818
2012 Vote: Mitt Romney	10% (58)	24% (132)	20% (113)	45% (251)	— (2)	556
2012 Vote: Other	7% (8)	18% (20)	20% (22)	53% (58)	2% (2)	110
2012 Vote: Didn't Vote	18% (131)	22% (158)	19% (138)	35% (251)	5% (37)	714
4-Region: Northeast	13% (51)	25% (100)	18% (71)	41% (160)	3% (12)	394
4-Region: Midwest	14% (62)	22% (101)	17% (78)	46% (211)	2% (10)	462
4-Region: South	16% (128)	24% (198)	20% (165)	38% (315)	2% (18)	824
4-Region: West	9% (47)	28% (144)	21% (111)	40% (209)	2% (9)	520

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

Table CDP4_7: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
Social Security number

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	8% (176)	3% (77)	6% (125)	81% (1773)	2% (49)	2200
Gender: Male	10% (101)	5% (56)	7% (75)	76% (809)	2% (20)	1062
Gender: Female	7% (75)	2% (21)	4% (50)	85% (964)	3% (29)	1138
Age: 18-29	8% (35)	5% (25)	6% (30)	76% (357)	5% (24)	471
Age: 30-44	10% (55)	5% (25)	6% (33)	77% (417)	2% (11)	542
Age: 45-54	8% (28)	4% (13)	5% (19)	81% (291)	2% (6)	357
Age: 55-64	8% (32)	1% (4)	7% (27)	83% (326)	1% (5)	394
Age: 65+	6% (25)	2% (10)	4% (16)	88% (382)	1% (3)	436
Generation Z: 18-21	8% (14)	9% (15)	4% (7)	72% (122)	6% (10)	168
Millennial: Age 22-37	9% (53)	3% (20)	6% (39)	78% (475)	3% (19)	606
Generation X: Age 38-53	8% (47)	5% (25)	7% (37)	78% (432)	2% (12)	552
Boomers: Age 54-72	7% (55)	2% (14)	5% (38)	85% (653)	1% (6)	766
PID: Dem (no lean)	8% (58)	4% (26)	6% (42)	81% (598)	2% (15)	740
PID: Ind (no lean)	8% (60)	3% (26)	7% (54)	79% (610)	3% (26)	777
PID: Rep (no lean)	8% (57)	4% (25)	4% (29)	83% (565)	1% (8)	683
PID/Gender: Dem Men	11% (37)	7% (23)	6% (20)	74% (240)	1% (5)	325
PID/Gender: Dem Women	5% (21)	1% (3)	5% (22)	86% (358)	2% (10)	415
PID/Gender: Ind Men	6% (22)	6% (22)	9% (33)	75% (267)	4% (13)	356
PID/Gender: Ind Women	9% (38)	1% (5)	5% (21)	82% (343)	3% (14)	421
PID/Gender: Rep Men	11% (42)	3% (12)	6% (22)	79% (302)	1% (3)	381
PID/Gender: Rep Women	5% (15)	4% (12)	2% (7)	87% (263)	2% (5)	302
Ideo: Liberal (1-3)	10% (65)	5% (34)	6% (44)	76% (520)	2% (17)	680
Ideo: Moderate (4)	7% (29)	4% (16)	6% (28)	83% (369)	1% (4)	445
Ideo: Conservative (5-7)	7% (50)	2% (16)	4% (31)	86% (640)	1% (5)	742
Educ: < College	9% (129)	4% (58)	6% (89)	79% (1194)	3% (41)	1512
Educ: Bachelors degree	8% (35)	3% (12)	6% (25)	83% (367)	1% (5)	444
Educ: Post-grad	5% (12)	3% (6)	5% (11)	87% (212)	1% (3)	244

Continued on next page

Table CDP4_7: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
Social Security number

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	8%	(176)	3%	(77)	6%	(125)	81%	(1773)	2%	(49)	2200
Income: Under 50k	8%	(106)	4%	(52)	6%	(79)	78%	(998)	4%	(46)	1281
Income: 50k-100k	6%	(36)	2%	(15)	6%	(35)	86%	(535)	—	(2)	624
Income: 100k+	12%	(34)	3%	(10)	4%	(11)	81%	(239)	—	(1)	295
Ethnicity: White	7%	(119)	4%	(61)	5%	(88)	83%	(1421)	2%	(32)	1722
Ethnicity: Hispanic	14%	(49)	4%	(14)	8%	(29)	69%	(241)	5%	(16)	349
Ethnicity: Afr. Am.	10%	(28)	4%	(12)	6%	(17)	75%	(205)	4%	(11)	274
Ethnicity: Other	14%	(29)	2%	(4)	10%	(19)	72%	(146)	3%	(6)	204
Relig: Protestant	7%	(30)	2%	(9)	5%	(21)	86%	(376)	—	(2)	437
Relig: Roman Catholic	8%	(32)	4%	(15)	5%	(21)	82%	(335)	2%	(8)	410
Relig: Ath./Agn./None	8%	(55)	4%	(30)	6%	(40)	78%	(543)	4%	(25)	693
Relig: Something Else	8%	(29)	5%	(17)	7%	(26)	77%	(284)	3%	(12)	368
Relig: Evangelical	9%	(52)	3%	(19)	6%	(32)	82%	(483)	—	(2)	588
Relig: Non-Evang. Catholics	7%	(40)	2%	(11)	5%	(26)	84%	(464)	2%	(10)	552
Relig: All Christian	8%	(92)	3%	(30)	5%	(59)	83%	(947)	1%	(12)	1139
Relig: All Non-Christian	8%	(84)	4%	(47)	6%	(66)	78%	(826)	3%	(37)	1061
Community: Urban	12%	(69)	5%	(29)	5%	(30)	75%	(440)	3%	(20)	587
Community: Suburban	7%	(66)	3%	(26)	6%	(60)	82%	(790)	2%	(19)	962
Community: Rural	6%	(42)	3%	(22)	5%	(35)	83%	(543)	1%	(10)	651
Employ: Private Sector	8%	(49)	4%	(24)	5%	(33)	83%	(520)	1%	(4)	629
Employ: Government	8%	(11)	2%	(3)	11%	(15)	79%	(112)	1%	(1)	141
Employ: Self-Employed	17%	(38)	3%	(7)	6%	(15)	73%	(167)	1%	(2)	228
Employ: Homemaker	5%	(7)	4%	(6)	4%	(7)	84%	(125)	3%	(5)	150
Employ: Student	4%	(3)	4%	(3)	9%	(7)	83%	(68)	—	(0)	82
Employ: Retired	6%	(28)	2%	(11)	4%	(22)	87%	(433)	1%	(6)	500
Employ: Unemployed	10%	(25)	4%	(9)	4%	(9)	73%	(182)	10%	(24)	249
Employ: Other	7%	(15)	7%	(15)	8%	(18)	75%	(165)	3%	(7)	221
Military HH: Yes	6%	(25)	3%	(11)	5%	(19)	85%	(335)	2%	(6)	395
Military HH: No	8%	(151)	4%	(66)	6%	(106)	80%	(1438)	2%	(43)	1805

Continued on next page

Table CDP4_7: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
Social Security number

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	8% (176)	3% (77)	6% (125)	81% (1773)	2% (49)	2200
RD/WT: Right Direction	11% (90)	5% (45)	6% (48)	77% (657)	2% (14)	854
RD/WT: Wrong Track	6% (86)	2% (32)	6% (77)	83% (1116)	3% (35)	1346
Trump Job Approve	9% (91)	4% (41)	5% (51)	80% (776)	1% (10)	969
Trump Job Disapprove	7% (74)	3% (36)	6% (68)	81% (909)	3% (29)	1115
Trump Job Strongly Approve	8% (40)	4% (21)	4% (19)	82% (394)	1% (7)	481
Trump Job Somewhat Approve	11% (51)	4% (20)	7% (32)	78% (382)	1% (3)	488
Trump Job Somewhat Disapprove	10% (28)	3% (7)	7% (20)	79% (212)	1% (3)	270
Trump Job Strongly Disapprove	5% (46)	3% (29)	6% (48)	82% (696)	3% (26)	845
Favorable of Trump	9% (85)	4% (35)	6% (54)	81% (768)	1% (10)	952
Unfavorable of Trump	7% (76)	3% (32)	6% (63)	83% (926)	2% (22)	1119
Very Favorable of Trump	9% (47)	4% (19)	5% (25)	82% (424)	1% (6)	520
Somewhat Favorable of Trump	9% (38)	4% (17)	7% (30)	80% (344)	1% (4)	432
Somewhat Unfavorable of Trump	10% (21)	4% (8)	5% (10)	81% (172)	— (1)	212
Very Unfavorable of Trump	6% (55)	3% (24)	6% (53)	83% (753)	2% (21)	907
#1 Issue: Economy	7% (39)	2% (14)	5% (29)	83% (485)	3% (16)	582
#1 Issue: Security	9% (43)	2% (10)	7% (31)	81% (376)	1% (6)	466
#1 Issue: Health Care	10% (35)	3% (11)	4% (13)	81% (291)	2% (9)	359
#1 Issue: Medicare / Social Security	6% (17)	4% (13)	6% (20)	82% (253)	2% (6)	309
#1 Issue: Women's Issues	7% (8)	9% (10)	13% (15)	72% (87)	— (0)	121
#1 Issue: Education	7% (12)	5% (8)	4% (6)	78% (127)	6% (9)	163
#1 Issue: Energy	7% (7)	6% (6)	6% (6)	79% (76)	1% (1)	95
#1 Issue: Other	14% (14)	5% (5)	4% (4)	75% (78)	3% (3)	104
2018 House Vote: Democrat	9% (68)	3% (26)	5% (38)	81% (613)	1% (9)	754
2018 House Vote: Republican	7% (49)	3% (20)	5% (37)	84% (616)	1% (9)	732
2018 House Vote: Someone else	11% (11)	5% (6)	8% (8)	75% (78)	1% (1)	105
2018 House Vote: Didnt Vote	8% (47)	4% (25)	7% (41)	76% (464)	5% (30)	607

Continued on next page

Table CDP4_7: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
Social Security number

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	8% (176)	3% (77)	6% (125)	81% (1773)	2% (49)	2200
2016 Vote: Hillary Clinton	9% (59)	4% (26)	5% (36)	81% (540)	1% (8)	670
2016 Vote: Donald Trump	6% (44)	3% (23)	5% (35)	85% (608)	1% (8)	719
2016 Vote: Someone else	5% (9)	3% (5)	3% (6)	89% (167)	1% (2)	189
2016 Vote: Didnt Vote	10% (62)	4% (22)	8% (47)	74% (456)	5% (32)	619
Voted in 2014: Yes	8% (111)	3% (47)	5% (67)	83% (1162)	1% (13)	1400
Voted in 2014: No	8% (65)	4% (30)	7% (58)	76% (611)	4% (36)	800
2012 Vote: Barack Obama	8% (69)	4% (31)	5% (45)	81% (665)	1% (7)	818
2012 Vote: Mitt Romney	7% (40)	3% (15)	6% (31)	84% (467)	1% (3)	556
2012 Vote: Other	8% (9)	2% (2)	2% (2)	87% (95)	1% (1)	110
2012 Vote: Didn't Vote	8% (58)	4% (28)	7% (47)	76% (543)	5% (38)	714
4-Region: Northeast	10% (37)	4% (15)	6% (22)	78% (307)	3% (11)	394
4-Region: Midwest	6% (29)	3% (13)	6% (29)	83% (386)	1% (5)	462
4-Region: South	8% (65)	3% (28)	5% (42)	81% (667)	3% (21)	824
4-Region: West	8% (44)	4% (21)	6% (32)	79% (413)	2% (11)	520

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

Table CDP4_8: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
Employment history

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	10%	(221)	23%	(500)	25%	(553)	38%	(845)	4%	(81)	2200
Gender: Male	12%	(125)	24%	(251)	22%	(238)	40%	(420)	3%	(28)	1062
Gender: Female	8%	(96)	22%	(249)	28%	(315)	37%	(425)	5%	(53)	1138
Age: 18-29	14%	(66)	21%	(100)	24%	(115)	32%	(150)	9%	(40)	471
Age: 30-44	12%	(67)	25%	(134)	27%	(145)	34%	(183)	2%	(13)	542
Age: 45-54	11%	(38)	24%	(85)	25%	(89)	39%	(139)	2%	(6)	357
Age: 55-64	7%	(26)	22%	(86)	23%	(90)	46%	(180)	3%	(11)	394
Age: 65+	6%	(24)	22%	(95)	26%	(114)	44%	(193)	2%	(10)	436
Generation Z: 18-21	11%	(19)	27%	(45)	24%	(41)	27%	(46)	10%	(17)	168
Millennial: Age 22-37	14%	(83)	22%	(135)	27%	(163)	33%	(199)	4%	(27)	606
Generation X: Age 38-53	12%	(65)	23%	(129)	24%	(133)	38%	(211)	3%	(15)	552
Boomers: Age 54-72	6%	(46)	22%	(166)	25%	(191)	45%	(346)	2%	(17)	766
PID: Dem (no lean)	11%	(80)	23%	(171)	25%	(189)	37%	(277)	3%	(23)	740
PID: Ind (no lean)	10%	(77)	21%	(165)	27%	(208)	37%	(284)	6%	(43)	777
PID: Rep (no lean)	9%	(64)	24%	(164)	23%	(156)	41%	(283)	2%	(15)	683
PID/Gender: Dem Men	15%	(47)	25%	(82)	22%	(71)	36%	(119)	2%	(6)	325
PID/Gender: Dem Women	8%	(33)	21%	(89)	28%	(118)	38%	(159)	4%	(16)	415
PID/Gender: Ind Men	10%	(34)	24%	(84)	24%	(85)	39%	(139)	4%	(13)	356
PID/Gender: Ind Women	10%	(42)	19%	(80)	29%	(123)	34%	(145)	7%	(30)	421
PID/Gender: Rep Men	11%	(43)	22%	(85)	22%	(82)	43%	(162)	2%	(9)	381
PID/Gender: Rep Women	7%	(21)	26%	(80)	25%	(74)	40%	(121)	2%	(6)	302
Ideo: Liberal (1-3)	13%	(88)	21%	(141)	27%	(184)	37%	(248)	3%	(19)	680
Ideo: Moderate (4)	7%	(29)	26%	(117)	24%	(105)	40%	(178)	4%	(16)	445
Ideo: Conservative (5-7)	8%	(60)	22%	(162)	26%	(196)	42%	(311)	2%	(13)	742
Educ: < College	11%	(160)	24%	(361)	24%	(359)	37%	(560)	5%	(71)	1512
Educ: Bachelors degree	9%	(41)	22%	(96)	28%	(122)	40%	(176)	2%	(8)	444
Educ: Post-grad	8%	(20)	18%	(43)	29%	(71)	44%	(108)	1%	(1)	244

Continued on next page

Table CDP4_8: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
 Employment history

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	10%	(221)	23%	(500)	25%	(553)	38%	(845)	4%	(81)	2200
Income: Under 50k	10%	(133)	22%	(280)	24%	(310)	38%	(488)	5%	(70)	1281
Income: 50k-100k	9%	(56)	24%	(152)	27%	(169)	38%	(240)	1%	(7)	624
Income: 100k+	11%	(31)	23%	(68)	25%	(75)	40%	(117)	1%	(4)	295
Ethnicity: White	9%	(152)	23%	(400)	25%	(436)	39%	(677)	3%	(56)	1722
Ethnicity: Hispanic	11%	(37)	22%	(75)	29%	(102)	33%	(117)	5%	(19)	349
Ethnicity: Afr. Am.	15%	(41)	22%	(60)	23%	(63)	34%	(92)	7%	(19)	274
Ethnicity: Other	14%	(28)	20%	(40)	27%	(54)	37%	(76)	3%	(6)	204
Relig: Protestant	7%	(30)	20%	(86)	27%	(116)	45%	(196)	2%	(9)	437
Relig: Roman Catholic	9%	(36)	24%	(99)	23%	(93)	41%	(170)	3%	(13)	410
Relig: Ath./Agn./None	12%	(80)	24%	(163)	23%	(157)	37%	(258)	5%	(34)	693
Relig: Something Else	12%	(42)	26%	(95)	27%	(101)	31%	(112)	5%	(17)	368
Relig: Evangelical	10%	(57)	22%	(127)	27%	(159)	40%	(233)	2%	(12)	588
Relig: Non-Evang. Catholics	8%	(42)	21%	(115)	25%	(137)	44%	(241)	3%	(17)	552
Relig: All Christian	9%	(98)	21%	(242)	26%	(296)	42%	(474)	3%	(29)	1139
Relig: All Non-Christian	12%	(123)	24%	(258)	24%	(258)	35%	(370)	5%	(52)	1061
Community: Urban	12%	(73)	21%	(126)	25%	(147)	36%	(213)	5%	(28)	587
Community: Suburban	9%	(88)	24%	(232)	25%	(242)	39%	(375)	2%	(24)	962
Community: Rural	9%	(59)	22%	(142)	25%	(164)	39%	(257)	4%	(29)	651
Employ: Private Sector	10%	(63)	22%	(140)	29%	(181)	38%	(240)	1%	(5)	629
Employ: Government	8%	(11)	21%	(30)	27%	(38)	42%	(60)	2%	(3)	141
Employ: Self-Employed	14%	(31)	20%	(46)	34%	(77)	31%	(71)	1%	(2)	228
Employ: Homemaker	12%	(18)	20%	(31)	25%	(37)	37%	(55)	5%	(8)	150
Employ: Student	5%	(4)	26%	(22)	40%	(32)	25%	(21)	4%	(3)	82
Employ: Retired	5%	(27)	22%	(111)	24%	(121)	45%	(226)	3%	(15)	500
Employ: Unemployed	14%	(35)	23%	(58)	14%	(36)	34%	(85)	14%	(35)	249
Employ: Other	14%	(30)	29%	(64)	14%	(31)	40%	(87)	4%	(9)	221
Military HH: Yes	8%	(31)	22%	(87)	22%	(87)	46%	(180)	3%	(10)	395
Military HH: No	11%	(190)	23%	(413)	26%	(466)	37%	(665)	4%	(70)	1805

Continued on next page

Table CDP4_8: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
Employment history

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	10%	(221)	23%	(500)	25%	(553)	38%	(845)	4%	(81)	2200
RD/WT: Right Direction	12%	(106)	24%	(207)	22%	(192)	38%	(324)	3%	(25)	854
RD/WT: Wrong Track	9%	(116)	22%	(293)	27%	(361)	39%	(521)	4%	(55)	1346
Trump Job Approve	12%	(113)	24%	(233)	23%	(220)	39%	(382)	2%	(22)	969
Trump Job Disapprove	8%	(94)	22%	(247)	28%	(309)	38%	(423)	4%	(43)	1115
Trump Job Strongly Approve	9%	(43)	20%	(95)	23%	(112)	45%	(218)	3%	(12)	481
Trump Job Somewhat Approve	14%	(70)	28%	(137)	22%	(108)	34%	(164)	2%	(10)	488
Trump Job Somewhat Disapprove	10%	(27)	26%	(71)	26%	(70)	36%	(98)	2%	(5)	270
Trump Job Strongly Disapprove	8%	(67)	21%	(176)	28%	(239)	38%	(325)	5%	(38)	845
Favorable of Trump	11%	(107)	23%	(216)	22%	(214)	41%	(386)	3%	(29)	952
Unfavorable of Trump	8%	(93)	22%	(251)	29%	(322)	37%	(420)	3%	(34)	1119
Very Favorable of Trump	11%	(56)	20%	(104)	23%	(117)	44%	(231)	2%	(11)	520
Somewhat Favorable of Trump	12%	(51)	26%	(112)	22%	(97)	36%	(154)	4%	(18)	432
Somewhat Unfavorable of Trump	12%	(26)	27%	(57)	33%	(69)	28%	(60)	—	(1)	212
Very Unfavorable of Trump	7%	(68)	21%	(194)	28%	(253)	40%	(360)	4%	(33)	907
#1 Issue: Economy	10%	(56)	25%	(144)	23%	(135)	37%	(217)	5%	(30)	582
#1 Issue: Security	11%	(51)	21%	(97)	21%	(100)	45%	(210)	2%	(8)	466
#1 Issue: Health Care	11%	(38)	24%	(88)	25%	(91)	36%	(130)	3%	(13)	359
#1 Issue: Medicare / Social Security	7%	(22)	28%	(85)	22%	(69)	39%	(121)	4%	(13)	309
#1 Issue: Women's Issues	9%	(10)	23%	(28)	30%	(37)	33%	(40)	5%	(6)	121
#1 Issue: Education	14%	(23)	15%	(25)	32%	(52)	33%	(54)	5%	(9)	163
#1 Issue: Energy	11%	(10)	16%	(15)	37%	(35)	36%	(35)	—	(0)	95
#1 Issue: Other	10%	(10)	17%	(18)	33%	(34)	37%	(38)	3%	(3)	104
2018 House Vote: Democrat	9%	(70)	21%	(161)	25%	(191)	42%	(317)	2%	(15)	754
2018 House Vote: Republican	9%	(66)	22%	(161)	25%	(180)	42%	(306)	3%	(19)	732
2018 House Vote: Someone else	12%	(13)	21%	(22)	30%	(32)	34%	(36)	3%	(3)	105
2018 House Vote: Didnt Vote	12%	(72)	26%	(156)	25%	(150)	30%	(184)	7%	(45)	607

Continued on next page

Table CDP4_8: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
 Employment history

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	10%	(221)	23%	(500)	25%	(553)	38%	(845)	4%	(81)	2200
2016 Vote: Hillary Clinton	10%	(65)	24%	(160)	25%	(170)	38%	(258)	3%	(18)	670
2016 Vote: Donald Trump	8%	(58)	22%	(156)	24%	(176)	44%	(313)	2%	(16)	719
2016 Vote: Someone else	9%	(16)	18%	(33)	32%	(60)	40%	(76)	2%	(3)	189
2016 Vote: Didn't Vote	13%	(80)	24%	(151)	24%	(147)	32%	(197)	7%	(44)	619
Voted in 2014: Yes	9%	(126)	23%	(326)	24%	(337)	42%	(585)	2%	(26)	1400
Voted in 2014: No	12%	(95)	22%	(174)	27%	(217)	32%	(260)	7%	(55)	800
2012 Vote: Barack Obama	9%	(76)	24%	(197)	24%	(197)	41%	(332)	2%	(16)	818
2012 Vote: Mitt Romney	9%	(50)	23%	(126)	25%	(138)	42%	(234)	1%	(8)	556
2012 Vote: Other	5%	(5)	15%	(16)	30%	(33)	49%	(53)	3%	(3)	110
2012 Vote: Didn't Vote	13%	(90)	22%	(160)	26%	(186)	31%	(223)	8%	(54)	714
4-Region: Northeast	13%	(53)	19%	(75)	20%	(79)	42%	(167)	5%	(20)	394
4-Region: Midwest	8%	(38)	20%	(93)	26%	(120)	42%	(194)	4%	(17)	462
4-Region: South	12%	(95)	23%	(193)	28%	(231)	34%	(277)	3%	(28)	824
4-Region: West	7%	(35)	27%	(139)	24%	(123)	40%	(207)	3%	(15)	520

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

Table CDP4_9: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?

Shopping history

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	14% (304)	35% (764)	25% (547)	23% (505)	4% (81)	2200
Gender: Male	15% (155)	35% (372)	22% (234)	25% (264)	3% (37)	1062
Gender: Female	13% (149)	34% (392)	27% (312)	21% (241)	4% (44)	1138
Age: 18-29	18% (86)	32% (150)	22% (102)	23% (108)	5% (25)	471
Age: 30-44	20% (106)	35% (187)	25% (133)	17% (95)	4% (21)	542
Age: 45-54	14% (48)	39% (138)	24% (87)	20% (70)	4% (14)	357
Age: 55-64	10% (38)	36% (140)	26% (101)	27% (105)	3% (11)	394
Age: 65+	6% (25)	34% (149)	29% (125)	29% (128)	2% (9)	436
Generation Z: 18-21	13% (23)	40% (67)	22% (37)	18% (31)	6% (10)	168
Millennial: Age 22-37	21% (126)	32% (191)	23% (139)	20% (123)	4% (27)	606
Generation X: Age 38-53	16% (87)	36% (200)	24% (135)	19% (108)	4% (23)	552
Boomers: Age 54-72	8% (63)	35% (268)	27% (204)	28% (213)	2% (19)	766
PID: Dem (no lean)	14% (102)	36% (265)	23% (172)	23% (173)	4% (28)	740
PID: Ind (no lean)	14% (107)	34% (268)	25% (195)	21% (167)	5% (40)	777
PID: Rep (no lean)	14% (95)	34% (232)	26% (179)	24% (165)	2% (12)	683
PID/Gender: Dem Men	15% (49)	36% (118)	20% (66)	25% (80)	3% (11)	325
PID/Gender: Dem Women	13% (52)	35% (146)	25% (105)	23% (93)	4% (17)	415
PID/Gender: Ind Men	11% (41)	39% (138)	20% (72)	24% (87)	5% (17)	356
PID/Gender: Ind Women	16% (66)	31% (130)	29% (123)	19% (80)	5% (23)	421
PID/Gender: Rep Men	17% (65)	30% (116)	25% (95)	25% (97)	2% (8)	381
PID/Gender: Rep Women	10% (30)	38% (116)	28% (84)	22% (68)	1% (4)	302
Ideo: Liberal (1-3)	18% (121)	35% (237)	22% (150)	22% (151)	3% (21)	680
Ideo: Moderate (4)	11% (50)	37% (164)	26% (114)	25% (111)	1% (7)	445
Ideo: Conservative (5-7)	10% (75)	37% (274)	28% (208)	23% (169)	2% (17)	742
Educ: < College	15% (224)	33% (506)	23% (353)	24% (361)	4% (68)	1512
Educ: Bachelors degree	12% (54)	39% (173)	28% (123)	19% (85)	2% (9)	444
Educ: Post-grad	11% (26)	35% (86)	29% (70)	24% (58)	2% (4)	244

Continued on next page

Table CDP4_9: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
Shopping history

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	14%	(304)	35%	(764)	25%	(547)	23%	(505)	4%	(81)	2200
Income: Under 50k	14%	(179)	32%	(413)	24%	(306)	25%	(318)	5%	(65)	1281
Income: 50k-100k	13%	(80)	37%	(233)	26%	(160)	22%	(139)	2%	(12)	624
Income: 100k+	15%	(45)	40%	(118)	27%	(80)	16%	(49)	1%	(4)	295
Ethnicity: White	13%	(227)	34%	(593)	26%	(439)	24%	(410)	3%	(53)	1722
Ethnicity: Hispanic	15%	(52)	30%	(106)	27%	(94)	23%	(81)	5%	(16)	349
Ethnicity: Afr. Am.	18%	(49)	35%	(96)	23%	(64)	16%	(45)	8%	(21)	274
Ethnicity: Other	14%	(28)	37%	(76)	21%	(43)	24%	(50)	3%	(6)	204
Relig: Protestant	10%	(44)	35%	(154)	29%	(129)	24%	(105)	1%	(6)	437
Relig: Roman Catholic	12%	(48)	39%	(158)	25%	(101)	23%	(93)	3%	(11)	410
Relig: Ath./Agn./None	15%	(103)	34%	(238)	23%	(162)	21%	(148)	6%	(41)	693
Relig: Something Else	18%	(65)	33%	(123)	22%	(82)	23%	(83)	4%	(14)	368
Relig: Evangelical	16%	(91)	32%	(188)	25%	(149)	26%	(150)	2%	(10)	588
Relig: Non-Evang. Catholics	8%	(44)	39%	(215)	28%	(154)	22%	(123)	3%	(15)	552
Relig: All Christian	12%	(136)	35%	(403)	27%	(303)	24%	(273)	2%	(25)	1139
Relig: All Non-Christian	16%	(168)	34%	(361)	23%	(244)	22%	(232)	5%	(56)	1061
Community: Urban	15%	(90)	33%	(192)	24%	(141)	23%	(134)	5%	(30)	587
Community: Suburban	13%	(127)	37%	(352)	27%	(263)	20%	(194)	3%	(25)	962
Community: Rural	13%	(87)	34%	(220)	22%	(143)	27%	(176)	4%	(25)	651
Employ: Private Sector	15%	(93)	38%	(238)	26%	(162)	20%	(126)	2%	(11)	629
Employ: Government	12%	(17)	32%	(46)	28%	(40)	27%	(38)	—	(1)	141
Employ: Self-Employed	15%	(35)	36%	(81)	28%	(64)	21%	(47)	1%	(1)	228
Employ: Homemaker	18%	(26)	33%	(49)	30%	(44)	16%	(24)	4%	(6)	150
Employ: Student	13%	(11)	50%	(41)	19%	(16)	15%	(12)	3%	(2)	82
Employ: Retired	7%	(35)	35%	(173)	27%	(137)	28%	(139)	3%	(16)	500
Employ: Unemployed	19%	(48)	28%	(71)	16%	(39)	24%	(60)	13%	(32)	249
Employ: Other	17%	(38)	30%	(67)	20%	(45)	27%	(60)	5%	(12)	221
Military HH: Yes	11%	(44)	39%	(154)	24%	(94)	24%	(93)	3%	(11)	395
Military HH: No	14%	(260)	34%	(611)	25%	(452)	23%	(412)	4%	(70)	1805

Continued on next page

Table CDP4_9: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
Shopping history

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	14% (304)	35% (764)	25% (547)	23% (505)	4% (81)	2200
RD/WT: Right Direction	15% (124)	34% (293)	26% (225)	22% (187)	3% (25)	854
RD/WT: Wrong Track	13% (179)	35% (472)	24% (322)	24% (318)	4% (55)	1346
Trump Job Approve	14% (138)	36% (346)	26% (249)	22% (217)	2% (19)	969
Trump Job Disapprove	13% (145)	35% (391)	25% (278)	23% (259)	4% (43)	1115
Trump Job Strongly Approve	13% (61)	33% (158)	26% (125)	26% (127)	2% (9)	481
Trump Job Somewhat Approve	16% (76)	39% (189)	25% (123)	18% (89)	2% (10)	488
Trump Job Somewhat Disapprove	18% (49)	37% (100)	24% (66)	20% (53)	1% (2)	270
Trump Job Strongly Disapprove	11% (95)	34% (290)	25% (212)	24% (206)	5% (41)	845
Favorable of Trump	14% (136)	35% (331)	26% (249)	23% (218)	2% (18)	952
Unfavorable of Trump	13% (142)	36% (403)	25% (284)	22% (249)	4% (40)	1119
Very Favorable of Trump	14% (71)	32% (166)	26% (136)	26% (137)	2% (9)	520
Somewhat Favorable of Trump	15% (65)	38% (164)	26% (113)	19% (81)	2% (9)	432
Somewhat Unfavorable of Trump	14% (30)	46% (97)	25% (53)	14% (30)	1% (2)	212
Very Unfavorable of Trump	12% (112)	34% (307)	25% (231)	24% (219)	4% (38)	907
#1 Issue: Economy	13% (73)	36% (211)	27% (156)	21% (121)	4% (22)	582
#1 Issue: Security	16% (76)	33% (153)	24% (113)	25% (115)	2% (8)	466
#1 Issue: Health Care	15% (56)	41% (147)	22% (80)	18% (63)	4% (14)	359
#1 Issue: Medicare / Social Security	9% (27)	34% (104)	23% (73)	29% (89)	5% (16)	309
#1 Issue: Women's Issues	13% (16)	33% (39)	29% (34)	23% (27)	3% (4)	121
#1 Issue: Education	17% (27)	31% (50)	24% (40)	21% (35)	7% (11)	163
#1 Issue: Energy	15% (15)	37% (35)	27% (26)	21% (20)	— (0)	95
#1 Issue: Other	13% (14)	24% (25)	24% (25)	33% (35)	6% (6)	104
2018 House Vote: Democrat	12% (92)	35% (264)	26% (195)	25% (187)	2% (15)	754
2018 House Vote: Republican	13% (95)	34% (248)	27% (201)	24% (174)	2% (14)	732
2018 House Vote: Someone else	17% (17)	31% (33)	18% (19)	29% (30)	5% (6)	105
2018 House Vote: Didnt Vote	16% (100)	36% (218)	22% (131)	19% (113)	8% (46)	607

Continued on next page

Table CDP4_9: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
 Shopping history

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	14%	(304)	35%	(764)	25%	(547)	23%	(505)	4%	(81)	2200
2016 Vote: Hillary Clinton	14%	(91)	36%	(239)	25%	(167)	23%	(153)	3%	(19)	670
2016 Vote: Donald Trump	12%	(86)	35%	(253)	26%	(190)	24%	(175)	2%	(15)	719
2016 Vote: Someone else	11%	(22)	34%	(64)	29%	(55)	24%	(46)	1%	(3)	189
2016 Vote: Didnt Vote	17%	(103)	34%	(209)	21%	(133)	21%	(131)	7%	(44)	619
Voted in 2014: Yes	13%	(179)	35%	(495)	25%	(353)	24%	(341)	2%	(31)	1400
Voted in 2014: No	16%	(125)	34%	(269)	24%	(193)	20%	(164)	6%	(49)	800
2012 Vote: Barack Obama	13%	(108)	36%	(294)	25%	(203)	23%	(191)	3%	(22)	818
2012 Vote: Mitt Romney	12%	(67)	36%	(198)	28%	(156)	23%	(128)	1%	(8)	556
2012 Vote: Other	6%	(6)	27%	(30)	27%	(29)	37%	(40)	4%	(4)	110
2012 Vote: Didn't Vote	17%	(123)	34%	(240)	22%	(158)	20%	(146)	7%	(47)	714
4-Region: Northeast	14%	(57)	34%	(134)	25%	(99)	22%	(88)	4%	(16)	394
4-Region: Midwest	13%	(59)	33%	(154)	25%	(116)	26%	(121)	2%	(11)	462
4-Region: South	14%	(118)	36%	(293)	25%	(207)	20%	(166)	5%	(39)	824
4-Region: West	13%	(69)	35%	(183)	24%	(124)	25%	(130)	3%	(14)	520

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

Table CDP4_10: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
Biometric data, such as your DNA, fingerprints and facial features

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	7% (159)	6% (138)	9% (198)	75% (1644)	3% (61)	2200
Gender: Male	9% (91)	9% (97)	10% (109)	70% (738)	3% (27)	1062
Gender: Female	6% (68)	4% (41)	8% (89)	80% (906)	3% (34)	1138
Age: 18-29	9% (40)	6% (29)	9% (44)	69% (325)	7% (32)	471
Age: 30-44	9% (47)	8% (45)	9% (50)	72% (388)	2% (11)	542
Age: 45-54	5% (18)	8% (28)	9% (32)	76% (271)	2% (7)	357
Age: 55-64	8% (30)	4% (16)	10% (38)	77% (303)	2% (7)	394
Age: 65+	5% (23)	5% (20)	8% (33)	82% (356)	1% (4)	436
Generation Z: 18-21	10% (18)	6% (10)	6% (10)	68% (114)	10% (16)	168
Millennial: Age 22-37	8% (46)	9% (54)	10% (59)	70% (426)	4% (21)	606
Generation X: Age 38-53	7% (41)	5% (30)	10% (55)	75% (414)	2% (13)	552
Boomers: Age 54-72	6% (44)	6% (43)	8% (64)	79% (606)	1% (9)	766
PID: Dem (no lean)	7% (52)	7% (50)	9% (70)	74% (551)	2% (16)	740
PID: Ind (no lean)	8% (64)	4% (29)	10% (74)	74% (576)	4% (34)	777
PID: Rep (no lean)	6% (42)	9% (59)	8% (54)	76% (518)	2% (11)	683
PID/Gender: Dem Men	11% (35)	11% (35)	11% (35)	65% (213)	2% (7)	325
PID/Gender: Dem Women	4% (17)	4% (15)	8% (35)	81% (338)	2% (10)	415
PID/Gender: Ind Men	8% (27)	7% (24)	11% (38)	70% (251)	4% (15)	356
PID/Gender: Ind Women	9% (37)	1% (5)	8% (36)	77% (325)	4% (19)	421
PID/Gender: Rep Men	7% (28)	10% (37)	9% (35)	72% (275)	1% (5)	381
PID/Gender: Rep Women	5% (14)	7% (21)	6% (19)	80% (243)	2% (6)	302
Ideo: Liberal (1-3)	10% (67)	7% (49)	10% (68)	71% (480)	2% (16)	680
Ideo: Moderate (4)	4% (17)	7% (31)	10% (44)	77% (344)	2% (9)	445
Ideo: Conservative (5-7)	6% (44)	5% (39)	9% (63)	79% (589)	1% (7)	742
Educ: < College	8% (115)	6% (97)	9% (136)	73% (1111)	4% (54)	1512
Educ: Bachelors degree	7% (30)	7% (33)	10% (45)	75% (332)	1% (4)	444
Educ: Post-grad	6% (14)	3% (8)	7% (17)	83% (202)	1% (3)	244

Continued on next page

Table CDP4_10: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
 Biometric data, such as your DNA, fingerprints and facial features

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	7%	(159)	6%	(138)	9%	(198)	75%	(1644)	3%	(61)	2200
Income: Under 50k	8%	(98)	7%	(84)	10%	(124)	72%	(919)	4%	(57)	1281
Income: 50k-100k	5%	(29)	5%	(33)	9%	(58)	80%	(500)	1%	(4)	624
Income: 100k+	11%	(32)	7%	(22)	5%	(15)	76%	(226)	—	(1)	295
Ethnicity: White	6%	(110)	6%	(105)	8%	(144)	77%	(1324)	2%	(38)	1722
Ethnicity: Hispanic	9%	(33)	10%	(36)	11%	(40)	63%	(221)	6%	(19)	349
Ethnicity: Afr. Am.	12%	(32)	9%	(24)	7%	(20)	68%	(186)	5%	(13)	274
Ethnicity: Other	8%	(17)	4%	(9)	17%	(34)	66%	(134)	5%	(10)	204
Relig: Protestant	6%	(28)	5%	(21)	8%	(33)	80%	(352)	1%	(4)	437
Relig: Roman Catholic	5%	(22)	10%	(40)	8%	(32)	75%	(307)	2%	(10)	410
Relig: Ath./Agn./None	7%	(49)	7%	(47)	8%	(55)	74%	(514)	4%	(28)	693
Relig: Something Else	11%	(39)	5%	(17)	13%	(47)	69%	(253)	3%	(12)	368
Relig: Evangelical	7%	(41)	6%	(37)	9%	(53)	76%	(446)	2%	(10)	588
Relig: Non-Evang. Catholics	5%	(30)	7%	(38)	8%	(42)	78%	(431)	2%	(11)	552
Relig: All Christian	6%	(71)	7%	(74)	8%	(96)	77%	(877)	2%	(21)	1139
Relig: All Non-Christian	8%	(88)	6%	(64)	10%	(102)	72%	(767)	4%	(40)	1061
Community: Urban	10%	(58)	8%	(45)	8%	(45)	70%	(413)	4%	(26)	587
Community: Suburban	7%	(63)	6%	(53)	10%	(100)	76%	(727)	2%	(19)	962
Community: Rural	6%	(38)	6%	(40)	8%	(53)	77%	(504)	2%	(15)	651
Employ: Private Sector	6%	(38)	7%	(46)	9%	(56)	76%	(479)	2%	(10)	629
Employ: Government	10%	(15)	6%	(8)	12%	(17)	72%	(102)	—	(0)	141
Employ: Self-Employed	12%	(27)	10%	(23)	8%	(19)	70%	(158)	—	(0)	228
Employ: Homemaker	5%	(7)	4%	(6)	10%	(15)	77%	(115)	4%	(7)	150
Employ: Student	5%	(4)	3%	(2)	11%	(9)	78%	(64)	3%	(3)	82
Employ: Retired	5%	(24)	4%	(22)	8%	(42)	81%	(403)	2%	(8)	500
Employ: Unemployed	10%	(25)	6%	(16)	5%	(12)	68%	(169)	11%	(28)	249
Employ: Other	9%	(19)	7%	(15)	12%	(28)	70%	(154)	2%	(5)	221
Military HH: Yes	5%	(20)	8%	(32)	8%	(33)	77%	(306)	1%	(5)	395
Military HH: No	8%	(139)	6%	(106)	9%	(164)	74%	(1338)	3%	(56)	1805

Continued on next page

Table CDP4_10: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
Biometric data, such as your DNA, fingerprints and facial features

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	7%	(159)	6%	(138)	9%	(198)	75%	(1644)	3%	(61)	2200
RD/WT: Right Direction	9%	(77)	8%	(72)	10%	(81)	71%	(602)	3%	(22)	854
RD/WT: Wrong Track	6%	(82)	5%	(67)	9%	(116)	77%	(1042)	3%	(39)	1346
Trump Job Approve	8%	(81)	8%	(75)	9%	(84)	73%	(710)	2%	(20)	969
Trump Job Disapprove	6%	(71)	6%	(62)	9%	(103)	76%	(847)	3%	(32)	1115
Trump Job Strongly Approve	6%	(29)	6%	(31)	7%	(34)	78%	(376)	2%	(11)	481
Trump Job Somewhat Approve	11%	(51)	9%	(44)	10%	(50)	68%	(334)	2%	(9)	488
Trump Job Somewhat Disapprove	11%	(30)	6%	(17)	11%	(31)	69%	(188)	2%	(5)	270
Trump Job Strongly Disapprove	5%	(41)	5%	(45)	9%	(73)	78%	(659)	3%	(27)	845
Favorable of Trump	8%	(74)	7%	(64)	9%	(84)	75%	(712)	2%	(19)	952
Unfavorable of Trump	7%	(74)	5%	(61)	9%	(104)	76%	(853)	2%	(27)	1119
Very Favorable of Trump	7%	(39)	5%	(25)	9%	(46)	77%	(399)	2%	(10)	520
Somewhat Favorable of Trump	8%	(35)	9%	(39)	9%	(37)	72%	(313)	2%	(9)	432
Somewhat Unfavorable of Trump	9%	(20)	10%	(21)	10%	(21)	70%	(147)	1%	(2)	212
Very Unfavorable of Trump	6%	(54)	4%	(40)	9%	(83)	78%	(706)	3%	(24)	907
#1 Issue: Economy	6%	(35)	5%	(27)	9%	(52)	78%	(454)	3%	(15)	582
#1 Issue: Security	7%	(32)	7%	(31)	10%	(46)	75%	(350)	2%	(8)	466
#1 Issue: Health Care	8%	(28)	7%	(26)	9%	(32)	73%	(261)	4%	(13)	359
#1 Issue: Medicare / Social Security	6%	(19)	5%	(16)	9%	(26)	78%	(242)	2%	(6)	309
#1 Issue: Women's Issues	10%	(12)	8%	(9)	8%	(10)	71%	(85)	4%	(5)	121
#1 Issue: Education	11%	(18)	7%	(11)	6%	(11)	69%	(113)	6%	(10)	163
#1 Issue: Energy	7%	(7)	7%	(6)	10%	(10)	74%	(70)	2%	(2)	95
#1 Issue: Other	9%	(9)	11%	(12)	11%	(11)	68%	(70)	1%	(1)	104
2018 House Vote: Democrat	8%	(57)	7%	(51)	8%	(59)	76%	(575)	2%	(12)	754
2018 House Vote: Republican	6%	(43)	7%	(49)	9%	(67)	77%	(560)	2%	(12)	732
2018 House Vote: Someone else	12%	(13)	5%	(5)	17%	(18)	64%	(68)	2%	(2)	105
2018 House Vote: Didnt Vote	8%	(46)	5%	(33)	9%	(53)	73%	(440)	6%	(35)	607

Continued on next page

Table CDP4_10: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?

Biometric data, such as your DNA, fingerprints and facial features

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	7%	(159)	6%	(138)	9%	(198)	75%	(1644)	3%	(61)	2200
2016 Vote: Hillary Clinton	7%	(48)	7%	(49)	9%	(58)	75%	(504)	2%	(11)	670
2016 Vote: Donald Trump	6%	(41)	5%	(38)	9%	(65)	78%	(560)	2%	(15)	719
2016 Vote: Someone else	5%	(9)	5%	(10)	10%	(19)	80%	(150)	1%	(1)	189
2016 Vote: Didn't Vote	10%	(60)	7%	(41)	9%	(56)	69%	(429)	6%	(34)	619
Voted in 2014: Yes	7%	(93)	7%	(92)	9%	(127)	76%	(1067)	1%	(20)	1400
Voted in 2014: No	8%	(66)	6%	(46)	9%	(71)	72%	(577)	5%	(41)	800
2012 Vote: Barack Obama	7%	(59)	8%	(64)	8%	(69)	75%	(613)	2%	(13)	818
2012 Vote: Mitt Romney	6%	(33)	7%	(36)	10%	(55)	77%	(428)	1%	(3)	556
2012 Vote: Other	9%	(10)	2%	(2)	5%	(6)	82%	(90)	1%	(1)	110
2012 Vote: Didn't Vote	8%	(56)	5%	(35)	9%	(67)	72%	(512)	6%	(43)	714
4-Region: Northeast	10%	(40)	6%	(25)	9%	(35)	72%	(282)	3%	(11)	394
4-Region: Midwest	6%	(26)	4%	(19)	9%	(43)	78%	(362)	3%	(12)	462
4-Region: South	7%	(60)	5%	(44)	9%	(76)	75%	(620)	3%	(25)	824
4-Region: West	6%	(33)	10%	(49)	9%	(44)	73%	(381)	2%	(13)	520

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

Table CDP4_11: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?

Credit history

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	9% (188)	12% (271)	18% (395)	58% (1273)	3% (74)	2200
Gender: Male	10% (108)	14% (144)	17% (179)	57% (601)	3% (30)	1062
Gender: Female	7% (80)	11% (127)	19% (216)	59% (672)	4% (44)	1138
Age: 18-29	10% (49)	11% (53)	17% (81)	54% (253)	7% (34)	471
Age: 30-44	10% (56)	15% (80)	20% (110)	52% (281)	3% (15)	542
Age: 45-54	7% (26)	14% (50)	16% (57)	60% (216)	2% (8)	357
Age: 55-64	7% (29)	10% (40)	16% (64)	64% (251)	3% (10)	394
Age: 65+	6% (28)	11% (47)	19% (82)	62% (272)	2% (7)	436
Generation Z: 18-21	13% (22)	13% (22)	18% (30)	46% (77)	9% (16)	168
Millennial: Age 22-37	9% (56)	14% (83)	19% (115)	54% (328)	4% (24)	606
Generation X: Age 38-53	9% (51)	12% (67)	18% (99)	58% (319)	3% (17)	552
Boomers: Age 54-72	6% (48)	11% (83)	17% (133)	64% (489)	2% (13)	766
PID: Dem (no lean)	9% (69)	11% (81)	18% (136)	58% (427)	4% (27)	740
PID: Ind (no lean)	8% (66)	14% (107)	18% (140)	55% (427)	5% (38)	777
PID: Rep (no lean)	8% (53)	12% (82)	17% (119)	61% (419)	1% (10)	683
PID/Gender: Dem Men	14% (45)	14% (46)	14% (46)	54% (176)	4% (12)	325
PID/Gender: Dem Women	6% (24)	8% (35)	22% (90)	61% (252)	3% (14)	415
PID/Gender: Ind Men	9% (32)	14% (51)	19% (67)	54% (192)	4% (14)	356
PID/Gender: Ind Women	8% (34)	13% (56)	17% (72)	56% (235)	6% (24)	421
PID/Gender: Rep Men	8% (31)	12% (47)	17% (65)	61% (233)	1% (4)	381
PID/Gender: Rep Women	7% (22)	12% (35)	18% (54)	61% (186)	2% (6)	302
Ideo: Liberal (1-3)	11% (78)	13% (91)	22% (146)	51% (345)	3% (19)	680
Ideo: Moderate (4)	7% (32)	11% (50)	18% (79)	61% (272)	3% (12)	445
Ideo: Conservative (5-7)	6% (45)	11% (80)	18% (134)	64% (473)	1% (10)	742
Educ: < College	9% (131)	14% (205)	18% (266)	56% (846)	4% (65)	1512
Educ: Bachelors degree	9% (40)	11% (48)	19% (84)	60% (264)	2% (7)	444
Educ: Post-grad	7% (17)	7% (18)	19% (46)	67% (162)	1% (1)	244

Continued on next page

Table CDP4_11: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?*Credit history*

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	9%	(188)	12%	(271)	18%	(395)	58%	(1273)	3%	(74)	2200
Income: Under 50k	9%	(114)	13%	(171)	17%	(218)	56%	(714)	5%	(65)	1281
Income: 50k-100k	6%	(38)	12%	(73)	20%	(126)	61%	(382)	1%	(4)	624
Income: 100k+	12%	(36)	9%	(27)	17%	(51)	60%	(177)	2%	(5)	295
Ethnicity: White	7%	(124)	13%	(217)	18%	(316)	59%	(1017)	3%	(48)	1722
Ethnicity: Hispanic	11%	(37)	15%	(52)	20%	(71)	48%	(169)	6%	(21)	349
Ethnicity: Afr. Am.	14%	(39)	12%	(33)	16%	(43)	52%	(143)	6%	(16)	274
Ethnicity: Other	12%	(25)	10%	(21)	18%	(36)	55%	(112)	5%	(10)	204
Relig: Protestant	7%	(30)	9%	(40)	19%	(84)	63%	(275)	2%	(9)	437
Relig: Roman Catholic	8%	(34)	13%	(51)	15%	(60)	61%	(251)	3%	(14)	410
Relig: Ath./Agn./None	9%	(64)	13%	(92)	18%	(124)	55%	(382)	4%	(30)	693
Relig: Something Else	8%	(30)	15%	(53)	21%	(76)	53%	(196)	4%	(13)	368
Relig: Evangelical	10%	(57)	11%	(67)	18%	(107)	59%	(345)	2%	(12)	588
Relig: Non-Evang. Catholics	7%	(37)	11%	(58)	16%	(88)	64%	(350)	3%	(18)	552
Relig: All Christian	8%	(94)	11%	(125)	17%	(195)	61%	(695)	3%	(30)	1139
Relig: All Non-Christian	9%	(94)	14%	(146)	19%	(200)	54%	(578)	4%	(43)	1061
Community: Urban	11%	(64)	11%	(67)	18%	(106)	56%	(327)	4%	(22)	587
Community: Suburban	8%	(75)	12%	(115)	20%	(188)	57%	(547)	4%	(35)	962
Community: Rural	7%	(49)	14%	(88)	15%	(100)	61%	(398)	2%	(16)	651
Employ: Private Sector	8%	(49)	12%	(75)	18%	(116)	61%	(381)	1%	(9)	629
Employ: Government	7%	(10)	11%	(15)	22%	(31)	59%	(84)	1%	(2)	141
Employ: Self-Employed	13%	(30)	17%	(39)	16%	(37)	50%	(115)	3%	(6)	228
Employ: Homemaker	7%	(10)	13%	(20)	25%	(37)	49%	(74)	6%	(8)	150
Employ: Student	9%	(7)	11%	(9)	16%	(13)	63%	(51)	1%	(1)	82
Employ: Retired	6%	(29)	12%	(59)	18%	(91)	62%	(312)	2%	(8)	500
Employ: Unemployed	11%	(28)	8%	(20)	13%	(33)	54%	(135)	14%	(34)	249
Employ: Other	11%	(24)	15%	(34)	17%	(37)	55%	(120)	2%	(5)	221
Military HH: Yes	5%	(21)	14%	(55)	18%	(71)	60%	(239)	3%	(11)	395
Military HH: No	9%	(167)	12%	(216)	18%	(324)	57%	(1034)	4%	(63)	1805

Continued on next page

Table CDP4_11: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
Credit history

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	9%	(188)	12%	(271)	18%	(395)	58%	(1273)	3%	(74)	2200
RD/WT: Right Direction	11%	(93)	12%	(102)	18%	(154)	56%	(481)	3%	(24)	854
RD/WT: Wrong Track	7%	(95)	13%	(169)	18%	(241)	59%	(792)	4%	(50)	1346
Trump Job Approve	10%	(95)	12%	(120)	18%	(174)	58%	(564)	2%	(15)	969
Trump Job Disapprove	7%	(84)	13%	(142)	19%	(212)	57%	(637)	4%	(41)	1115
Trump Job Strongly Approve	9%	(43)	9%	(45)	17%	(82)	63%	(305)	1%	(7)	481
Trump Job Somewhat Approve	11%	(53)	16%	(76)	19%	(92)	53%	(259)	2%	(8)	488
Trump Job Somewhat Disapprove	11%	(30)	14%	(39)	19%	(51)	53%	(144)	2%	(6)	270
Trump Job Strongly Disapprove	6%	(54)	12%	(103)	19%	(161)	58%	(493)	4%	(35)	845
Favorable of Trump	9%	(85)	12%	(111)	18%	(173)	60%	(569)	1%	(14)	952
Unfavorable of Trump	8%	(87)	13%	(142)	19%	(211)	57%	(640)	4%	(39)	1119
Very Favorable of Trump	8%	(44)	9%	(49)	17%	(87)	64%	(334)	1%	(6)	520
Somewhat Favorable of Trump	9%	(41)	14%	(63)	20%	(85)	55%	(236)	2%	(8)	432
Somewhat Unfavorable of Trump	12%	(25)	19%	(41)	19%	(40)	48%	(102)	2%	(5)	212
Very Unfavorable of Trump	7%	(62)	11%	(102)	19%	(171)	59%	(538)	4%	(35)	907
#1 Issue: Economy	8%	(47)	13%	(77)	19%	(109)	57%	(335)	3%	(16)	582
#1 Issue: Security	8%	(39)	8%	(38)	17%	(79)	64%	(298)	3%	(12)	466
#1 Issue: Health Care	10%	(34)	12%	(44)	17%	(60)	56%	(201)	6%	(20)	359
#1 Issue: Medicare / Social Security	7%	(22)	13%	(40)	18%	(57)	59%	(183)	3%	(8)	309
#1 Issue: Women's Issues	6%	(8)	14%	(17)	25%	(31)	52%	(62)	3%	(3)	121
#1 Issue: Education	13%	(21)	13%	(21)	19%	(32)	50%	(81)	5%	(9)	163
#1 Issue: Energy	11%	(11)	14%	(13)	10%	(9)	63%	(60)	2%	(2)	95
#1 Issue: Other	7%	(7)	20%	(21)	19%	(20)	50%	(52)	4%	(4)	104
2018 House Vote: Democrat	8%	(57)	13%	(98)	16%	(123)	61%	(456)	3%	(19)	754
2018 House Vote: Republican	8%	(61)	10%	(72)	18%	(135)	62%	(456)	1%	(8)	732
2018 House Vote: Someone else	13%	(14)	12%	(13)	22%	(23)	51%	(54)	2%	(2)	105
2018 House Vote: Didnt Vote	9%	(57)	14%	(88)	19%	(113)	50%	(305)	7%	(44)	607

Continued on next page

Table CDP4_11: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?*Credit history*

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	9%	(188)	12%	(271)	18%	(395)	58%	(1273)	3%	(74)	2200
2016 Vote: Hillary Clinton	8%	(57)	14%	(94)	17%	(115)	57%	(383)	3%	(21)	670
2016 Vote: Donald Trump	7%	(53)	10%	(74)	18%	(133)	63%	(452)	1%	(7)	719
2016 Vote: Someone else	6%	(11)	8%	(16)	20%	(38)	64%	(121)	2%	(3)	189
2016 Vote: Didn't Vote	10%	(65)	14%	(87)	17%	(108)	51%	(317)	7%	(43)	619
Voted in 2014: Yes	8%	(108)	12%	(168)	17%	(243)	61%	(854)	2%	(26)	1400
Voted in 2014: No	10%	(79)	13%	(103)	19%	(152)	52%	(418)	6%	(48)	800
2012 Vote: Barack Obama	8%	(63)	14%	(117)	17%	(136)	59%	(481)	3%	(21)	818
2012 Vote: Mitt Romney	7%	(42)	10%	(58)	19%	(107)	62%	(344)	1%	(6)	556
2012 Vote: Other	9%	(10)	8%	(9)	14%	(16)	66%	(73)	2%	(2)	110
2012 Vote: Didn't Vote	10%	(74)	12%	(87)	19%	(136)	52%	(372)	6%	(45)	714
4-Region: Northeast	11%	(45)	14%	(53)	15%	(59)	55%	(218)	5%	(18)	394
4-Region: Midwest	7%	(32)	7%	(33)	20%	(91)	63%	(293)	3%	(13)	462
4-Region: South	9%	(78)	13%	(110)	18%	(147)	56%	(458)	4%	(31)	824
4-Region: West	6%	(33)	14%	(74)	19%	(97)	59%	(304)	2%	(12)	520

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

Table CDP4_12: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?

Banking information

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	8% (173)	4% (93)	9% (204)	76% (1677)	2% (53)	2200
Gender: Male	9% (94)	6% (67)	11% (121)	72% (760)	2% (20)	1062
Gender: Female	7% (79)	2% (26)	7% (84)	81% (917)	3% (33)	1138
Age: 18-29	8% (38)	5% (25)	9% (41)	72% (338)	6% (28)	471
Age: 30-44	9% (51)	7% (38)	10% (53)	72% (390)	2% (10)	542
Age: 45-54	7% (26)	4% (14)	10% (37)	76% (273)	2% (7)	357
Age: 55-64	8% (33)	1% (5)	10% (38)	80% (314)	1% (5)	394
Age: 65+	6% (24)	2% (10)	8% (35)	83% (363)	1% (4)	436
Generation Z: 18-21	9% (15)	6% (10)	10% (16)	66% (111)	9% (15)	168
Millennial: Age 22-37	9% (52)	7% (40)	9% (57)	72% (439)	3% (18)	606
Generation X: Age 38-53	8% (44)	5% (25)	9% (51)	76% (422)	2% (11)	552
Boomers: Age 54-72	7% (53)	2% (15)	9% (70)	81% (622)	1% (6)	766
PID: Dem (no lean)	8% (57)	4% (30)	9% (70)	77% (569)	2% (14)	740
PID: Ind (no lean)	9% (69)	3% (26)	10% (79)	74% (573)	4% (29)	777
PID: Rep (no lean)	7% (47)	5% (36)	8% (55)	78% (535)	1% (10)	683
PID/Gender: Dem Men	10% (34)	6% (20)	12% (39)	70% (227)	1% (4)	325
PID/Gender: Dem Women	6% (23)	2% (10)	7% (31)	82% (341)	2% (10)	415
PID/Gender: Ind Men	9% (30)	6% (23)	13% (46)	69% (245)	3% (12)	356
PID/Gender: Ind Women	9% (38)	1% (4)	8% (33)	78% (328)	4% (18)	421
PID/Gender: Rep Men	8% (30)	6% (24)	9% (35)	76% (288)	1% (4)	381
PID/Gender: Rep Women	6% (17)	4% (12)	7% (20)	82% (247)	2% (5)	302
Ideo: Liberal (1-3)	10% (66)	6% (43)	11% (72)	71% (481)	3% (18)	680
Ideo: Moderate (4)	4% (19)	5% (22)	8% (34)	82% (363)	1% (6)	445
Ideo: Conservative (5-7)	7% (51)	2% (17)	8% (62)	82% (606)	1% (5)	742
Educ: < College	8% (127)	4% (66)	9% (142)	75% (1133)	3% (44)	1512
Educ: Bachelors degree	8% (33)	4% (20)	9% (38)	78% (346)	1% (6)	444
Educ: Post-grad	5% (13)	3% (7)	10% (24)	81% (198)	1% (2)	244

Continued on next page

Table CDP4_12: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
Banking information

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	8%	(173)	4%	(93)	9%	(204)	76%	(1677)	2%	(53)	2200
Income: Under 50k	8%	(108)	5%	(58)	9%	(119)	74%	(947)	4%	(49)	1281
Income: 50k-100k	5%	(29)	3%	(19)	11%	(67)	81%	(507)	—	(3)	624
Income: 100k+	12%	(36)	6%	(17)	6%	(19)	75%	(223)	—	(1)	295
Ethnicity: White	7%	(125)	4%	(68)	9%	(154)	78%	(1343)	2%	(31)	1722
Ethnicity: Hispanic	12%	(42)	8%	(30)	13%	(45)	62%	(217)	5%	(16)	349
Ethnicity: Afr. Am.	9%	(25)	8%	(22)	6%	(16)	72%	(196)	6%	(15)	274
Ethnicity: Other	11%	(22)	2%	(3)	17%	(35)	68%	(138)	3%	(6)	204
Relig: Protestant	6%	(26)	4%	(16)	8%	(35)	82%	(357)	1%	(3)	437
Relig: Roman Catholic	8%	(32)	5%	(19)	11%	(46)	74%	(303)	2%	(10)	410
Relig: Ath./Agn./None	9%	(59)	5%	(33)	9%	(60)	75%	(517)	4%	(24)	693
Relig: Something Else	9%	(32)	4%	(14)	10%	(38)	73%	(270)	4%	(14)	368
Relig: Evangelical	9%	(50)	5%	(28)	8%	(50)	78%	(458)	—	(2)	588
Relig: Non-Evang. Catholics	6%	(32)	3%	(18)	10%	(57)	78%	(433)	2%	(12)	552
Relig: All Christian	7%	(82)	4%	(46)	9%	(107)	78%	(890)	1%	(14)	1139
Relig: All Non-Christian	9%	(91)	4%	(47)	9%	(97)	74%	(787)	4%	(39)	1061
Community: Urban	11%	(62)	5%	(27)	11%	(65)	70%	(411)	4%	(22)	587
Community: Suburban	7%	(71)	5%	(46)	9%	(88)	77%	(742)	2%	(15)	962
Community: Rural	6%	(40)	3%	(20)	8%	(52)	80%	(523)	2%	(16)	651
Employ: Private Sector	7%	(44)	5%	(31)	8%	(52)	79%	(498)	1%	(4)	629
Employ: Government	6%	(9)	6%	(8)	10%	(14)	76%	(108)	2%	(3)	141
Employ: Self-Employed	15%	(34)	6%	(13)	12%	(28)	67%	(152)	1%	(1)	228
Employ: Homemaker	6%	(9)	3%	(5)	9%	(14)	78%	(116)	4%	(6)	150
Employ: Student	3%	(2)	6%	(5)	18%	(15)	73%	(60)	1%	(1)	82
Employ: Retired	5%	(27)	2%	(12)	8%	(41)	83%	(413)	2%	(8)	500
Employ: Unemployed	12%	(30)	3%	(8)	7%	(17)	68%	(169)	11%	(26)	249
Employ: Other	8%	(19)	6%	(13)	11%	(24)	73%	(162)	2%	(4)	221
Military HH: Yes	3%	(13)	5%	(19)	9%	(36)	82%	(324)	1%	(3)	395
Military HH: No	9%	(160)	4%	(74)	9%	(168)	75%	(1353)	3%	(50)	1805

Continued on next page

Table CDP4_12: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
Banking information

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	8%	(173)	4%	(93)	9%	(204)	76%	(1677)	2%	(53)	2200
RD/WT: Right Direction	10%	(85)	5%	(41)	10%	(83)	74%	(629)	2%	(16)	854
RD/WT: Wrong Track	7%	(88)	4%	(52)	9%	(121)	78%	(1048)	3%	(37)	1346
Trump Job Approve	8%	(81)	5%	(45)	9%	(92)	77%	(743)	1%	(10)	969
Trump Job Disapprove	7%	(78)	4%	(44)	9%	(105)	77%	(855)	3%	(34)	1115
Trump Job Strongly Approve	7%	(34)	4%	(21)	7%	(35)	80%	(385)	1%	(5)	481
Trump Job Somewhat Approve	9%	(46)	5%	(23)	12%	(56)	73%	(358)	1%	(4)	488
Trump Job Somewhat Disapprove	8%	(21)	3%	(8)	13%	(36)	73%	(197)	3%	(8)	270
Trump Job Strongly Disapprove	7%	(57)	4%	(36)	8%	(69)	78%	(657)	3%	(26)	845
Favorable of Trump	7%	(71)	5%	(44)	9%	(85)	78%	(739)	1%	(13)	952
Unfavorable of Trump	8%	(85)	3%	(34)	10%	(111)	78%	(868)	2%	(21)	1119
Very Favorable of Trump	7%	(38)	4%	(22)	8%	(41)	80%	(414)	1%	(5)	520
Somewhat Favorable of Trump	8%	(33)	5%	(23)	10%	(44)	75%	(324)	2%	(9)	432
Somewhat Unfavorable of Trump	11%	(22)	3%	(7)	17%	(36)	69%	(146)	—	(1)	212
Very Unfavorable of Trump	7%	(63)	3%	(27)	8%	(75)	80%	(722)	2%	(20)	907
#1 Issue: Economy	6%	(36)	3%	(19)	9%	(54)	79%	(459)	2%	(14)	582
#1 Issue: Security	9%	(40)	5%	(24)	7%	(33)	78%	(362)	1%	(7)	466
#1 Issue: Health Care	9%	(32)	2%	(8)	8%	(29)	78%	(279)	3%	(11)	359
#1 Issue: Medicare / Social Security	7%	(23)	3%	(10)	9%	(27)	78%	(242)	2%	(7)	309
#1 Issue: Women's Issues	6%	(7)	12%	(14)	13%	(16)	68%	(82)	2%	(3)	121
#1 Issue: Education	9%	(15)	3%	(5)	13%	(22)	69%	(112)	6%	(9)	163
#1 Issue: Energy	7%	(7)	6%	(5)	13%	(12)	73%	(70)	1%	(1)	95
#1 Issue: Other	12%	(13)	7%	(7)	10%	(10)	69%	(72)	1%	(1)	104
2018 House Vote: Democrat	8%	(58)	5%	(35)	8%	(62)	78%	(589)	1%	(9)	754
2018 House Vote: Republican	6%	(48)	4%	(32)	9%	(64)	79%	(577)	2%	(12)	732
2018 House Vote: Someone else	16%	(17)	2%	(2)	14%	(15)	67%	(70)	1%	(1)	105
2018 House Vote: Didnt Vote	8%	(51)	4%	(24)	10%	(64)	72%	(439)	5%	(30)	607

Continued on next page

Table CDP4_12: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
Banking information

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	8%	(173)	4%	(93)	9%	(204)	76%	(1677)	2%	(53)	2200
2016 Vote: Hillary Clinton	8%	(52)	6%	(39)	9%	(62)	76%	(507)	1%	(9)	670
2016 Vote: Donald Trump	7%	(47)	3%	(25)	8%	(58)	81%	(580)	1%	(9)	719
2016 Vote: Someone else	6%	(12)	2%	(3)	10%	(19)	81%	(153)	—	(1)	189
2016 Vote: Didn't Vote	10%	(60)	4%	(26)	10%	(65)	70%	(434)	5%	(34)	619
Voted in 2014: Yes	8%	(106)	4%	(59)	8%	(112)	79%	(1107)	1%	(15)	1400
Voted in 2014: No	8%	(67)	4%	(34)	12%	(92)	71%	(570)	5%	(37)	800
2012 Vote: Barack Obama	9%	(71)	5%	(40)	9%	(70)	77%	(629)	1%	(7)	818
2012 Vote: Mitt Romney	6%	(35)	4%	(21)	10%	(53)	79%	(442)	1%	(5)	556
2012 Vote: Other	9%	(9)	3%	(3)	5%	(5)	84%	(92)	1%	(1)	110
2012 Vote: Didn't Vote	8%	(57)	4%	(30)	11%	(76)	72%	(512)	6%	(39)	714
4-Region: Northeast	11%	(42)	3%	(11)	12%	(48)	71%	(280)	3%	(12)	394
4-Region: Midwest	7%	(34)	3%	(14)	8%	(36)	81%	(373)	1%	(5)	462
4-Region: South	7%	(61)	4%	(32)	9%	(71)	77%	(638)	3%	(22)	824
4-Region: West	7%	(35)	7%	(36)	9%	(49)	74%	(386)	3%	(14)	520

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

Table CDP4_13: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
Driver's license number

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	8% (186)	7% (153)	13% (288)	68% (1505)	3% (67)	2200
Gender: Male	9% (99)	8% (89)	16% (165)	64% (683)	2% (24)	1062
Gender: Female	8% (86)	6% (64)	11% (123)	72% (822)	4% (43)	1138
Age: 18-29	10% (46)	7% (32)	15% (70)	61% (286)	8% (37)	471
Age: 30-44	10% (55)	10% (52)	17% (93)	61% (328)	3% (14)	542
Age: 45-54	8% (27)	9% (32)	11% (40)	70% (249)	3% (9)	357
Age: 55-64	8% (30)	6% (23)	11% (42)	74% (293)	1% (5)	394
Age: 65+	6% (27)	3% (14)	10% (44)	80% (349)	— (2)	436
Generation Z: 18-21	6% (9)	8% (13)	18% (30)	58% (98)	10% (17)	168
Millennial: Age 22-37	11% (66)	9% (52)	15% (91)	61% (371)	4% (25)	606
Generation X: Age 38-53	9% (50)	7% (39)	14% (79)	66% (367)	3% (17)	552
Boomers: Age 54-72	7% (51)	6% (47)	9% (71)	77% (590)	1% (7)	766
PID: Dem (no lean)	8% (59)	8% (61)	12% (86)	70% (516)	3% (19)	740
PID: Ind (no lean)	9% (68)	7% (55)	15% (114)	64% (498)	5% (41)	777
PID: Rep (no lean)	9% (59)	5% (37)	13% (88)	72% (492)	1% (8)	683
PID/Gender: Dem Men	10% (32)	10% (34)	13% (43)	64% (209)	2% (8)	325
PID/Gender: Dem Women	6% (27)	6% (27)	10% (43)	74% (307)	3% (11)	415
PID/Gender: Ind Men	8% (28)	9% (33)	19% (68)	60% (215)	3% (12)	356
PID/Gender: Ind Women	10% (41)	5% (22)	11% (46)	67% (284)	7% (29)	421
PID/Gender: Rep Men	10% (40)	6% (23)	14% (54)	68% (260)	1% (5)	381
PID/Gender: Rep Women	6% (19)	5% (15)	11% (34)	77% (232)	1% (3)	302
Ideo: Liberal (1-3)	10% (69)	7% (51)	13% (88)	66% (452)	3% (20)	680
Ideo: Moderate (4)	7% (30)	5% (24)	14% (61)	72% (323)	2% (8)	445
Ideo: Conservative (5-7)	7% (51)	5% (36)	14% (103)	73% (543)	1% (9)	742
Educ: < College	9% (134)	7% (110)	13% (203)	66% (1005)	4% (60)	1512
Educ: Bachelors degree	9% (39)	6% (27)	13% (60)	71% (315)	1% (3)	444
Educ: Post-grad	6% (13)	6% (16)	11% (26)	76% (185)	2% (4)	244

Continued on next page

Table CDP4_13: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
Driver's license number

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	8%	(186)	7%	(153)	13%	(288)	68%	(1505)	3%	(67)	2200
Income: Under 50k	9%	(116)	7%	(93)	13%	(168)	66%	(841)	5%	(63)	1281
Income: 50k-100k	5%	(32)	6%	(37)	15%	(93)	73%	(458)	1%	(3)	624
Income: 100k+	13%	(37)	8%	(23)	9%	(27)	70%	(207)	—	(1)	295
Ethnicity: White	8%	(130)	7%	(113)	13%	(216)	71%	(1222)	2%	(41)	1722
Ethnicity: Hispanic	13%	(46)	9%	(31)	19%	(66)	54%	(188)	5%	(19)	349
Ethnicity: Afr. Am.	10%	(28)	10%	(28)	11%	(29)	61%	(166)	8%	(22)	274
Ethnicity: Other	14%	(28)	6%	(12)	21%	(43)	57%	(117)	2%	(4)	204
Relig: Protestant	7%	(28)	4%	(19)	13%	(55)	75%	(330)	1%	(4)	437
Relig: Roman Catholic	5%	(22)	10%	(41)	13%	(51)	70%	(287)	2%	(9)	410
Relig: Ath./Agn./None	10%	(70)	8%	(55)	13%	(89)	64%	(443)	5%	(36)	693
Relig: Something Else	9%	(35)	7%	(24)	15%	(56)	64%	(236)	4%	(16)	368
Relig: Evangelical	9%	(52)	5%	(31)	13%	(77)	72%	(423)	1%	(5)	588
Relig: Non-Evang. Catholics	5%	(29)	8%	(42)	12%	(66)	73%	(403)	2%	(11)	552
Relig: All Christian	7%	(81)	6%	(73)	13%	(144)	73%	(826)	1%	(16)	1139
Relig: All Non-Christian	10%	(105)	8%	(80)	14%	(145)	64%	(679)	5%	(52)	1061
Community: Urban	10%	(60)	8%	(48)	13%	(79)	63%	(370)	5%	(31)	587
Community: Suburban	8%	(73)	5%	(52)	13%	(129)	72%	(689)	2%	(18)	962
Community: Rural	8%	(53)	8%	(52)	12%	(81)	69%	(447)	3%	(19)	651
Employ: Private Sector	9%	(54)	7%	(42)	12%	(73)	72%	(454)	1%	(7)	629
Employ: Government	7%	(10)	14%	(19)	19%	(27)	58%	(82)	2%	(3)	141
Employ: Self-Employed	13%	(30)	10%	(22)	23%	(53)	54%	(122)	—	(0)	228
Employ: Homemaker	5%	(8)	6%	(9)	11%	(17)	73%	(109)	5%	(8)	150
Employ: Student	4%	(3)	2%	(1)	28%	(23)	65%	(54)	1%	(1)	82
Employ: Retired	6%	(31)	3%	(15)	10%	(51)	79%	(397)	1%	(6)	500
Employ: Unemployed	10%	(25)	6%	(16)	6%	(16)	62%	(154)	15%	(38)	249
Employ: Other	11%	(24)	13%	(29)	13%	(29)	61%	(134)	2%	(5)	221
Military HH: Yes	5%	(21)	4%	(15)	15%	(58)	75%	(298)	1%	(3)	395
Military HH: No	9%	(164)	8%	(137)	13%	(230)	67%	(1208)	4%	(65)	1805

Continued on next page

Table CDP4_13: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
Driver's license number

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	8%	(186)	7%	(153)	13%	(288)	68%	(1505)	3%	(67)	2200
RD/WT: Right Direction	11%	(92)	7%	(63)	12%	(102)	68%	(581)	2%	(16)	854
RD/WT: Wrong Track	7%	(94)	7%	(89)	14%	(186)	69%	(925)	4%	(51)	1346
Trump Job Approve	10%	(93)	7%	(66)	14%	(131)	69%	(669)	1%	(10)	969
Trump Job Disapprove	7%	(81)	7%	(80)	13%	(143)	69%	(770)	4%	(41)	1115
Trump Job Strongly Approve	9%	(44)	5%	(26)	12%	(58)	73%	(349)	1%	(4)	481
Trump Job Somewhat Approve	10%	(49)	8%	(40)	15%	(73)	66%	(320)	1%	(6)	488
Trump Job Somewhat Disapprove	10%	(26)	7%	(19)	19%	(50)	63%	(170)	2%	(5)	270
Trump Job Strongly Disapprove	7%	(55)	7%	(61)	11%	(93)	71%	(600)	4%	(36)	845
Favorable of Trump	9%	(84)	6%	(54)	14%	(129)	70%	(670)	2%	(16)	952
Unfavorable of Trump	8%	(87)	8%	(86)	13%	(142)	69%	(772)	3%	(31)	1119
Very Favorable of Trump	9%	(48)	4%	(22)	14%	(73)	72%	(374)	1%	(3)	520
Somewhat Favorable of Trump	8%	(36)	7%	(32)	13%	(56)	68%	(295)	3%	(13)	432
Somewhat Unfavorable of Trump	11%	(24)	13%	(28)	14%	(30)	59%	(126)	2%	(4)	212
Very Unfavorable of Trump	7%	(63)	6%	(58)	12%	(112)	71%	(646)	3%	(27)	907
#1 Issue: Economy	7%	(40)	7%	(40)	14%	(80)	68%	(398)	4%	(24)	582
#1 Issue: Security	10%	(46)	6%	(26)	15%	(68)	68%	(319)	1%	(6)	466
#1 Issue: Health Care	9%	(33)	8%	(27)	11%	(41)	69%	(246)	3%	(12)	359
#1 Issue: Medicare / Social Security	7%	(21)	4%	(13)	12%	(37)	75%	(233)	2%	(5)	309
#1 Issue: Women's Issues	7%	(8)	15%	(18)	13%	(16)	61%	(74)	4%	(5)	121
#1 Issue: Education	9%	(14)	11%	(17)	10%	(17)	64%	(104)	7%	(11)	163
#1 Issue: Energy	13%	(13)	4%	(4)	18%	(17)	64%	(61)	1%	(1)	95
#1 Issue: Other	10%	(11)	8%	(8)	12%	(13)	66%	(69)	3%	(3)	104
2018 House Vote: Democrat	8%	(64)	7%	(50)	11%	(84)	73%	(547)	1%	(9)	754
2018 House Vote: Republican	7%	(54)	5%	(34)	13%	(94)	74%	(539)	1%	(11)	732
2018 House Vote: Someone else	14%	(15)	10%	(11)	14%	(15)	60%	(63)	2%	(2)	105
2018 House Vote: Didnt Vote	9%	(53)	10%	(58)	16%	(95)	58%	(355)	8%	(46)	607

Continued on next page

Table CDP4_13: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
Driver's license number

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	8%	(186)	7%	(153)	13%	(288)	68%	(1505)	3%	(67)	2200
2016 Vote: Hillary Clinton	8%	(54)	9%	(59)	12%	(82)	69%	(464)	2%	(10)	670
2016 Vote: Donald Trump	7%	(52)	4%	(32)	12%	(83)	76%	(544)	1%	(8)	719
2016 Vote: Someone else	7%	(12)	4%	(8)	14%	(27)	74%	(139)	1%	(2)	189
2016 Vote: Didnt Vote	10%	(65)	9%	(54)	16%	(97)	58%	(356)	8%	(48)	619
Voted in 2014: Yes	9%	(119)	6%	(80)	12%	(167)	73%	(1015)	1%	(18)	1400
Voted in 2014: No	8%	(67)	9%	(73)	15%	(121)	61%	(491)	6%	(49)	800
2012 Vote: Barack Obama	8%	(66)	8%	(63)	12%	(98)	71%	(580)	1%	(10)	818
2012 Vote: Mitt Romney	8%	(45)	5%	(26)	13%	(71)	74%	(410)	1%	(4)	556
2012 Vote: Other	9%	(9)	3%	(4)	6%	(7)	80%	(88)	2%	(2)	110
2012 Vote: Didn't Vote	9%	(65)	8%	(59)	16%	(112)	60%	(426)	7%	(51)	714
4-Region: Northeast	11%	(45)	7%	(26)	11%	(44)	66%	(258)	5%	(21)	394
4-Region: Midwest	7%	(33)	5%	(22)	12%	(57)	74%	(342)	2%	(8)	462
4-Region: South	8%	(64)	8%	(64)	13%	(106)	68%	(562)	3%	(28)	824
4-Region: West	8%	(43)	8%	(41)	16%	(81)	66%	(343)	2%	(11)	520

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

Table CDP4_14: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?

Passport number

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	7%	(152)	5%	(115)	9%	(197)	72%	(1591)	7%	(146)	2200
Gender: Male	7%	(78)	7%	(75)	11%	(113)	70%	(740)	5%	(55)	1062
Gender: Female	6%	(74)	4%	(40)	7%	(83)	75%	(850)	8%	(91)	1138
Age: 18-29	7%	(32)	6%	(30)	11%	(52)	64%	(304)	11%	(54)	471
Age: 30-44	9%	(47)	7%	(39)	10%	(54)	68%	(366)	7%	(36)	542
Age: 45-54	6%	(21)	6%	(21)	10%	(35)	74%	(265)	4%	(14)	357
Age: 55-64	7%	(28)	2%	(7)	6%	(24)	79%	(312)	6%	(23)	394
Age: 65+	5%	(24)	4%	(18)	7%	(32)	79%	(344)	4%	(18)	436
Generation Z: 18-21	5%	(8)	9%	(15)	12%	(20)	64%	(107)	10%	(17)	168
Millennial: Age 22-37	8%	(47)	6%	(38)	10%	(63)	65%	(396)	10%	(63)	606
Generation X: Age 38-53	7%	(39)	6%	(34)	9%	(52)	73%	(403)	4%	(24)	552
Boomers: Age 54-72	6%	(47)	3%	(25)	7%	(50)	79%	(608)	5%	(37)	766
PID: Dem (no lean)	7%	(52)	4%	(33)	10%	(76)	73%	(540)	5%	(39)	740
PID: Ind (no lean)	8%	(60)	5%	(40)	8%	(63)	70%	(542)	9%	(72)	777
PID: Rep (no lean)	6%	(40)	6%	(41)	8%	(58)	75%	(509)	5%	(34)	683
PID/Gender: Dem Men	9%	(30)	7%	(23)	12%	(39)	68%	(221)	4%	(13)	325
PID/Gender: Dem Women	5%	(22)	2%	(10)	9%	(37)	77%	(319)	6%	(27)	415
PID/Gender: Ind Men	7%	(26)	7%	(24)	10%	(35)	70%	(248)	6%	(22)	356
PID/Gender: Ind Women	8%	(34)	4%	(16)	7%	(28)	70%	(293)	12%	(50)	421
PID/Gender: Rep Men	6%	(23)	7%	(28)	10%	(39)	71%	(271)	5%	(20)	381
PID/Gender: Rep Women	6%	(17)	5%	(14)	6%	(18)	79%	(238)	5%	(14)	302
Ideo: Liberal (1-3)	9%	(61)	6%	(44)	10%	(69)	69%	(468)	6%	(38)	680
Ideo: Moderate (4)	4%	(17)	6%	(28)	7%	(33)	79%	(351)	4%	(16)	445
Ideo: Conservative (5-7)	6%	(45)	3%	(25)	8%	(61)	78%	(580)	4%	(30)	742
Educ: < College	7%	(110)	5%	(77)	10%	(146)	70%	(1053)	8%	(126)	1512
Educ: Bachelors degree	7%	(31)	5%	(22)	9%	(38)	76%	(339)	3%	(14)	444
Educ: Post-grad	5%	(11)	6%	(15)	5%	(12)	82%	(199)	3%	(6)	244

Continued on next page

Table CDP4_14: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
 Passport number

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	7%	(152)	5%	(115)	9%	(197)	72%	(1591)	7%	(146)	2200
Income: Under 50k	7%	(88)	5%	(68)	10%	(129)	68%	(868)	10%	(129)	1281
Income: 50k-100k	5%	(33)	4%	(23)	10%	(59)	79%	(492)	2%	(16)	624
Income: 100k+	10%	(31)	8%	(24)	3%	(9)	78%	(231)	—	(1)	295
Ethnicity: White	6%	(106)	5%	(87)	8%	(145)	74%	(1278)	6%	(106)	1722
Ethnicity: Hispanic	9%	(32)	8%	(27)	13%	(44)	63%	(219)	8%	(27)	349
Ethnicity: Afr. Am.	8%	(22)	7%	(21)	9%	(24)	63%	(174)	12%	(34)	274
Ethnicity: Other	12%	(24)	4%	(8)	14%	(28)	68%	(139)	3%	(6)	204
Relig: Protestant	7%	(32)	4%	(16)	7%	(30)	79%	(344)	3%	(15)	437
Relig: Roman Catholic	5%	(20)	6%	(24)	9%	(37)	76%	(310)	5%	(19)	410
Relig: Ath./Agn./None	7%	(49)	6%	(41)	9%	(62)	69%	(480)	9%	(61)	693
Relig: Something Else	9%	(33)	6%	(23)	10%	(36)	67%	(246)	8%	(30)	368
Relig: Evangelical	7%	(38)	5%	(27)	8%	(48)	76%	(445)	5%	(29)	588
Relig: Non-Evang. Catholics	6%	(31)	4%	(23)	9%	(50)	76%	(420)	5%	(27)	552
Relig: All Christian	6%	(70)	4%	(50)	9%	(98)	76%	(865)	5%	(55)	1139
Relig: All Non-Christian	8%	(82)	6%	(64)	9%	(98)	68%	(725)	9%	(91)	1061
Community: Urban	9%	(52)	7%	(42)	10%	(57)	65%	(380)	10%	(56)	587
Community: Suburban	7%	(65)	4%	(41)	8%	(78)	77%	(737)	4%	(40)	962
Community: Rural	5%	(35)	5%	(31)	10%	(62)	73%	(474)	8%	(50)	651
Employ: Private Sector	6%	(39)	7%	(42)	9%	(56)	75%	(475)	3%	(18)	629
Employ: Government	6%	(8)	4%	(5)	12%	(17)	72%	(102)	6%	(9)	141
Employ: Self-Employed	13%	(29)	4%	(8)	14%	(32)	67%	(152)	3%	(6)	228
Employ: Homemaker	6%	(9)	5%	(8)	5%	(8)	73%	(110)	10%	(15)	150
Employ: Student	2%	(2)	3%	(2)	18%	(14)	76%	(62)	2%	(1)	82
Employ: Retired	5%	(25)	4%	(20)	7%	(35)	79%	(394)	5%	(26)	500
Employ: Unemployed	8%	(19)	4%	(11)	8%	(20)	60%	(150)	20%	(49)	249
Employ: Other	9%	(20)	8%	(18)	7%	(15)	66%	(146)	10%	(22)	221
Military HH: Yes	6%	(24)	3%	(11)	9%	(36)	77%	(306)	5%	(18)	395
Military HH: No	7%	(128)	6%	(104)	9%	(161)	71%	(1284)	7%	(127)	1805

Continued on next page

Table CDP4_14: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
Passport number

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion	Total N	
Adults	7%	(152)	5%	(115)	9%	(197)	72%	(1591)	7%	(146)	2200
RD/WT: Right Direction	9%	(76)	7%	(57)	9%	(73)	69%	(590)	7%	(57)	854
RD/WT: Wrong Track	6%	(76)	4%	(58)	9%	(124)	74%	(1001)	7%	(89)	1346
Trump Job Approve	8%	(74)	6%	(60)	7%	(72)	74%	(715)	5%	(48)	969
Trump Job Disapprove	6%	(69)	5%	(53)	10%	(115)	73%	(812)	6%	(68)	1115
Trump Job Strongly Approve	7%	(33)	6%	(27)	7%	(35)	75%	(360)	6%	(27)	481
Trump Job Somewhat Approve	8%	(41)	7%	(33)	8%	(38)	73%	(355)	4%	(21)	488
Trump Job Somewhat Disapprove	7%	(18)	5%	(15)	14%	(38)	68%	(185)	6%	(15)	270
Trump Job Strongly Disapprove	6%	(51)	4%	(38)	9%	(77)	74%	(627)	6%	(53)	845
Favorable of Trump	7%	(68)	6%	(57)	9%	(82)	73%	(693)	5%	(52)	952
Unfavorable of Trump	7%	(73)	4%	(45)	9%	(106)	74%	(831)	6%	(64)	1119
Very Favorable of Trump	7%	(35)	5%	(26)	9%	(48)	74%	(384)	5%	(27)	520
Somewhat Favorable of Trump	7%	(32)	7%	(32)	8%	(35)	72%	(309)	6%	(25)	432
Somewhat Unfavorable of Trump	9%	(19)	4%	(9)	12%	(24)	69%	(146)	6%	(13)	212
Very Unfavorable of Trump	6%	(55)	4%	(36)	9%	(81)	75%	(685)	6%	(51)	907
#1 Issue: Economy	6%	(33)	5%	(28)	9%	(51)	74%	(428)	7%	(42)	582
#1 Issue: Security	7%	(35)	4%	(17)	9%	(41)	76%	(355)	4%	(19)	466
#1 Issue: Health Care	8%	(27)	4%	(16)	9%	(34)	72%	(258)	7%	(25)	359
#1 Issue: Medicare / Social Security	5%	(17)	5%	(17)	8%	(26)	73%	(226)	8%	(24)	309
#1 Issue: Women's Issues	6%	(8)	10%	(12)	9%	(11)	65%	(78)	10%	(12)	121
#1 Issue: Education	7%	(12)	5%	(8)	9%	(15)	71%	(116)	8%	(12)	163
#1 Issue: Energy	10%	(10)	11%	(11)	12%	(12)	64%	(61)	2%	(2)	95
#1 Issue: Other	10%	(11)	7%	(7)	7%	(7)	66%	(69)	10%	(10)	104
2018 House Vote: Democrat	8%	(60)	5%	(35)	8%	(57)	76%	(573)	4%	(29)	754
2018 House Vote: Republican	6%	(42)	5%	(37)	8%	(57)	77%	(566)	4%	(30)	732
2018 House Vote: Someone else	10%	(10)	3%	(3)	12%	(13)	63%	(67)	12%	(13)	105
2018 House Vote: Didnt Vote	6%	(39)	7%	(40)	12%	(70)	63%	(383)	12%	(75)	607

Continued on next page

Table CDP4_14: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
 Passport number

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion	Total N	
Adults	7%	(152)	5%	(115)	9%	(197)	72%	(1591)	7%	(146)	2200
2016 Vote: Hillary Clinton	7%	(46)	5%	(34)	9%	(61)	74%	(497)	5%	(31)	670
2016 Vote: Donald Trump	5%	(39)	5%	(38)	7%	(52)	77%	(556)	5%	(34)	719
2016 Vote: Someone else	4%	(8)	1%	(2)	8%	(15)	81%	(152)	6%	(11)	189
2016 Vote: Didn't Vote	9%	(57)	7%	(40)	11%	(69)	62%	(383)	11%	(70)	619
Voted in 2014: Yes	7%	(99)	5%	(66)	7%	(105)	77%	(1073)	4%	(57)	1400
Voted in 2014: No	7%	(53)	6%	(48)	11%	(92)	65%	(518)	11%	(89)	800
2012 Vote: Barack Obama	7%	(60)	5%	(37)	8%	(64)	76%	(618)	5%	(39)	818
2012 Vote: Mitt Romney	6%	(35)	5%	(25)	9%	(48)	77%	(427)	4%	(20)	556
2012 Vote: Other	7%	(7)	2%	(2)	6%	(7)	81%	(89)	4%	(4)	110
2012 Vote: Didn't Vote	7%	(49)	7%	(50)	11%	(78)	64%	(453)	12%	(83)	714
4-Region: Northeast	9%	(36)	5%	(20)	8%	(30)	71%	(279)	7%	(28)	394
4-Region: Midwest	7%	(30)	4%	(19)	7%	(34)	75%	(349)	7%	(31)	462
4-Region: South	7%	(54)	5%	(42)	11%	(91)	69%	(570)	8%	(68)	824
4-Region: West	6%	(32)	7%	(34)	8%	(42)	76%	(393)	4%	(19)	520

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

Table CDP4_15: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
Internet browsing history

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	10% (228)	24% (520)	26% (564)	37% (814)	3% (73)	2200
Gender: Male	11% (119)	22% (231)	24% (252)	41% (431)	3% (27)	1062
Gender: Female	10% (109)	25% (289)	27% (312)	34% (383)	4% (46)	1138
Age: 18-29	14% (65)	22% (104)	23% (107)	36% (170)	5% (25)	471
Age: 30-44	13% (71)	29% (158)	24% (128)	32% (171)	3% (15)	542
Age: 45-54	10% (36)	25% (89)	27% (95)	36% (129)	2% (9)	357
Age: 55-64	7% (29)	22% (87)	26% (103)	41% (162)	3% (13)	394
Age: 65+	6% (26)	19% (83)	30% (132)	42% (183)	3% (12)	436
Generation Z: 18-21	15% (26)	27% (46)	20% (33)	32% (54)	6% (9)	168
Millennial: Age 22-37	12% (74)	25% (151)	25% (153)	34% (205)	4% (24)	606
Generation X: Age 38-53	12% (66)	26% (144)	24% (132)	36% (196)	3% (15)	552
Boomers: Age 54-72	7% (54)	21% (162)	28% (214)	41% (315)	3% (22)	766
PID: Dem (no lean)	11% (83)	25% (183)	24% (180)	37% (272)	3% (23)	740
PID: Ind (no lean)	10% (76)	23% (182)	26% (203)	36% (278)	5% (37)	777
PID: Rep (no lean)	10% (69)	23% (155)	26% (181)	39% (264)	2% (14)	683
PID/Gender: Dem Men	14% (45)	21% (69)	24% (79)	39% (126)	2% (6)	325
PID/Gender: Dem Women	9% (38)	27% (114)	24% (100)	35% (146)	4% (17)	415
PID/Gender: Ind Men	10% (34)	23% (81)	23% (83)	40% (144)	4% (14)	356
PID/Gender: Ind Women	10% (42)	24% (102)	29% (120)	32% (134)	6% (23)	421
PID/Gender: Rep Men	11% (40)	21% (82)	24% (90)	42% (161)	2% (8)	381
PID/Gender: Rep Women	10% (29)	24% (74)	30% (91)	34% (103)	2% (6)	302
Ideo: Liberal (1-3)	13% (91)	22% (151)	25% (170)	37% (251)	3% (18)	680
Ideo: Moderate (4)	7% (30)	25% (112)	26% (116)	40% (180)	2% (8)	445
Ideo: Conservative (5-7)	9% (68)	23% (168)	30% (219)	37% (275)	1% (11)	742
Educ: < College	11% (166)	25% (374)	23% (350)	37% (559)	4% (62)	1512
Educ: Bachelors degree	10% (44)	21% (94)	33% (146)	34% (152)	2% (8)	444
Educ: Post-grad	8% (18)	21% (52)	28% (68)	42% (103)	1% (3)	244

Continued on next page

Table CDP4_15: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
 Internet browsing history

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	10%	(228)	24%	(520)	26%	(564)	37%	(814)	3%	(73)	2200
Income: Under 50k	11%	(138)	24%	(304)	24%	(306)	37%	(473)	5%	(61)	1281
Income: 50k-100k	10%	(59)	22%	(136)	29%	(178)	39%	(241)	1%	(9)	624
Income: 100k+	11%	(31)	27%	(81)	27%	(80)	34%	(100)	1%	(4)	295
Ethnicity: White	9%	(158)	24%	(410)	26%	(453)	38%	(653)	3%	(47)	1722
Ethnicity: Hispanic	11%	(40)	28%	(97)	23%	(80)	33%	(115)	5%	(18)	349
Ethnicity: Afr. Am.	14%	(38)	25%	(70)	20%	(54)	34%	(92)	7%	(20)	274
Ethnicity: Other	16%	(32)	20%	(41)	27%	(56)	34%	(69)	3%	(6)	204
Relig: Protestant	9%	(40)	20%	(88)	29%	(125)	40%	(176)	2%	(8)	437
Relig: Roman Catholic	9%	(36)	24%	(100)	27%	(113)	37%	(152)	2%	(9)	410
Relig: Ath./Agn./None	11%	(76)	25%	(170)	23%	(159)	36%	(252)	5%	(35)	693
Relig: Something Else	11%	(40)	24%	(89)	30%	(109)	33%	(120)	3%	(10)	368
Relig: Evangelical	12%	(72)	24%	(141)	23%	(132)	39%	(230)	2%	(13)	588
Relig: Non-Evang. Catholics	7%	(41)	22%	(120)	30%	(163)	39%	(213)	3%	(15)	552
Relig: All Christian	10%	(113)	23%	(261)	26%	(295)	39%	(442)	2%	(28)	1139
Relig: All Non-Christian	11%	(115)	24%	(259)	25%	(268)	35%	(372)	4%	(46)	1061
Community: Urban	12%	(73)	23%	(138)	25%	(144)	35%	(207)	4%	(25)	587
Community: Suburban	9%	(84)	25%	(236)	27%	(263)	37%	(351)	3%	(27)	962
Community: Rural	11%	(72)	22%	(146)	24%	(157)	39%	(255)	3%	(21)	651
Employ: Private Sector	11%	(70)	24%	(151)	27%	(168)	37%	(235)	1%	(6)	629
Employ: Government	7%	(10)	22%	(32)	23%	(33)	45%	(64)	2%	(2)	141
Employ: Self-Employed	13%	(29)	30%	(68)	23%	(53)	35%	(79)	—	(0)	228
Employ: Homemaker	11%	(17)	20%	(30)	32%	(48)	31%	(47)	5%	(8)	150
Employ: Student	11%	(9)	22%	(18)	35%	(28)	33%	(27)	—	(0)	82
Employ: Retired	6%	(31)	20%	(100)	30%	(151)	40%	(199)	4%	(20)	500
Employ: Unemployed	15%	(36)	24%	(60)	16%	(40)	34%	(85)	11%	(28)	249
Employ: Other	12%	(27)	28%	(63)	19%	(43)	35%	(78)	4%	(10)	221
Military HH: Yes	8%	(32)	23%	(90)	23%	(91)	42%	(167)	4%	(15)	395
Military HH: No	11%	(196)	24%	(430)	26%	(473)	36%	(647)	3%	(59)	1805

Continued on next page

Table CDP4_15: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
Internet browsing history

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	10% (228)	24% (520)	26% (564)	37% (814)	3% (73)	2200
RD/WT: Right Direction	13% (109)	24% (205)	25% (217)	35% (298)	3% (25)	854
RD/WT: Wrong Track	9% (119)	23% (315)	26% (347)	38% (517)	4% (48)	1346
Trump Job Approve	12% (115)	25% (245)	24% (234)	36% (352)	2% (23)	969
Trump Job Disapprove	9% (101)	23% (254)	27% (302)	38% (422)	3% (37)	1115
Trump Job Strongly Approve	11% (53)	24% (114)	23% (112)	39% (190)	3% (12)	481
Trump Job Somewhat Approve	13% (62)	27% (131)	25% (122)	33% (162)	2% (10)	488
Trump Job Somewhat Disapprove	14% (39)	23% (61)	32% (86)	31% (83)	— (1)	270
Trump Job Strongly Disapprove	7% (62)	23% (193)	25% (215)	40% (339)	4% (36)	845
Favorable of Trump	11% (106)	24% (233)	25% (238)	37% (354)	2% (22)	952
Unfavorable of Trump	9% (99)	23% (262)	27% (304)	38% (421)	3% (31)	1119
Very Favorable of Trump	11% (58)	22% (117)	24% (126)	40% (205)	3% (14)	520
Somewhat Favorable of Trump	11% (48)	27% (116)	26% (112)	34% (149)	2% (8)	432
Somewhat Unfavorable of Trump	14% (30)	25% (53)	31% (67)	28% (59)	1% (3)	212
Very Unfavorable of Trump	8% (69)	23% (209)	26% (238)	40% (363)	3% (29)	907
#1 Issue: Economy	9% (52)	23% (133)	30% (174)	35% (205)	3% (19)	582
#1 Issue: Security	12% (55)	25% (117)	23% (106)	38% (177)	3% (12)	466
#1 Issue: Health Care	11% (38)	26% (95)	25% (90)	36% (130)	2% (7)	359
#1 Issue: Medicare / Social Security	7% (22)	23% (72)	23% (70)	41% (126)	6% (19)	309
#1 Issue: Women's Issues	10% (12)	29% (35)	24% (29)	35% (42)	2% (3)	121
#1 Issue: Education	16% (26)	18% (29)	26% (43)	34% (55)	6% (10)	163
#1 Issue: Energy	11% (10)	18% (17)	31% (30)	40% (39)	— (0)	95
#1 Issue: Other	13% (13)	23% (24)	22% (22)	38% (40)	4% (4)	104
2018 House Vote: Democrat	10% (75)	21% (159)	27% (204)	40% (302)	2% (13)	754
2018 House Vote: Republican	10% (75)	22% (162)	26% (190)	40% (290)	2% (15)	732
2018 House Vote: Someone else	12% (13)	24% (26)	23% (24)	35% (37)	5% (5)	105
2018 House Vote: Didnt Vote	11% (65)	29% (174)	24% (145)	30% (184)	7% (39)	607

Continued on next page

Table CDP4_15: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
 Internet browsing history

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	10%	(228)	24%	(520)	26%	(564)	37%	(814)	3%	(73)	2200
2016 Vote: Hillary Clinton	10%	(68)	24%	(160)	26%	(175)	37%	(250)	3%	(17)	670
2016 Vote: Donald Trump	10%	(70)	24%	(172)	25%	(180)	39%	(282)	2%	(16)	719
2016 Vote: Someone else	9%	(17)	18%	(34)	27%	(52)	45%	(86)	—	(1)	189
2016 Vote: Didn't Vote	12%	(72)	25%	(154)	25%	(156)	32%	(197)	6%	(40)	619
Voted in 2014: Yes	10%	(136)	23%	(325)	26%	(367)	39%	(542)	2%	(29)	1400
Voted in 2014: No	12%	(92)	24%	(195)	25%	(197)	34%	(272)	5%	(44)	800
2012 Vote: Barack Obama	10%	(78)	25%	(206)	26%	(212)	37%	(304)	2%	(18)	818
2012 Vote: Mitt Romney	9%	(49)	24%	(133)	28%	(154)	38%	(211)	2%	(9)	556
2012 Vote: Other	6%	(6)	20%	(22)	20%	(22)	51%	(56)	3%	(3)	110
2012 Vote: Didn't Vote	13%	(94)	22%	(159)	25%	(177)	34%	(241)	6%	(43)	714
4-Region: Northeast	13%	(53)	24%	(96)	21%	(82)	38%	(148)	4%	(15)	394
4-Region: Midwest	9%	(41)	19%	(89)	29%	(133)	40%	(184)	3%	(15)	462
4-Region: South	11%	(91)	25%	(205)	26%	(211)	34%	(282)	4%	(36)	824
4-Region: West	8%	(43)	25%	(131)	26%	(138)	39%	(200)	2%	(8)	520

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

Table CDP4_16: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?

Geolocation data, or data about where you are located and have traveled

Demographic	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Don't know / No opinion	Total N
Adults	10% (219)	18% (395)	22% (483)	47% (1023)	4% (79)	2200
Gender: Male	11% (120)	21% (219)	20% (215)	45% (478)	3% (29)	1062
Gender: Female	9% (99)	15% (176)	24% (268)	48% (545)	4% (50)	1138
Age: 18-29	13% (60)	14% (68)	18% (84)	48% (228)	7% (31)	471
Age: 30-44	10% (55)	21% (116)	23% (126)	42% (225)	4% (20)	542
Age: 45-54	10% (37)	20% (70)	21% (75)	46% (166)	3% (10)	357
Age: 55-64	10% (38)	17% (66)	24% (96)	47% (185)	2% (9)	394
Age: 65+	7% (29)	17% (76)	23% (102)	50% (220)	2% (10)	436
Generation Z: 18-21	18% (30)	10% (17)	15% (24)	48% (81)	10% (16)	168
Millennial: Age 22-37	10% (62)	21% (124)	22% (130)	44% (267)	4% (22)	606
Generation X: Age 38-53	10% (55)	18% (101)	22% (122)	46% (252)	4% (21)	552
Boomers: Age 54-72	8% (60)	17% (128)	24% (185)	49% (376)	2% (16)	766
PID: Dem (no lean)	10% (72)	18% (133)	22% (165)	47% (345)	3% (25)	740
PID: Ind (no lean)	10% (76)	18% (140)	21% (165)	46% (361)	5% (35)	777
PID: Rep (no lean)	10% (70)	18% (123)	22% (153)	46% (317)	3% (20)	683
PID/Gender: Dem Men	13% (41)	23% (74)	19% (60)	44% (144)	2% (6)	325
PID/Gender: Dem Women	8% (31)	14% (59)	25% (104)	49% (201)	5% (19)	415
PID/Gender: Ind Men	10% (35)	20% (71)	18% (65)	48% (169)	4% (16)	356
PID/Gender: Ind Women	10% (41)	16% (69)	24% (100)	45% (191)	5% (20)	421
PID/Gender: Rep Men	12% (44)	20% (74)	24% (90)	43% (165)	2% (8)	381
PID/Gender: Rep Women	9% (26)	16% (48)	21% (63)	50% (152)	4% (12)	302
Ideo: Liberal (1-3)	11% (78)	20% (133)	22% (150)	44% (301)	3% (19)	680
Ideo: Moderate (4)	6% (29)	19% (83)	20% (90)	52% (230)	3% (14)	445
Ideo: Conservative (5-7)	9% (69)	17% (123)	24% (177)	48% (359)	2% (14)	742
Educ: < College	10% (157)	18% (275)	20% (310)	46% (703)	5% (69)	1512
Educ: Bachelors degree	10% (42)	19% (83)	24% (105)	47% (208)	1% (6)	444
Educ: Post-grad	8% (20)	15% (37)	28% (69)	46% (113)	2% (5)	244

Continued on next page

Table CDP4_16: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
 Geolocation data, or data about where you are located and have traveled

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	10%	(219)	18%	(395)	22%	(483)	47%	(1023)	4%	(79)	2200
Income: Under 50k	10%	(122)	18%	(233)	20%	(261)	47%	(596)	5%	(69)	1281
Income: 50k-100k	9%	(57)	17%	(106)	24%	(152)	48%	(300)	2%	(9)	624
Income: 100k+	13%	(40)	19%	(56)	24%	(71)	43%	(127)	1%	(2)	295
Ethnicity: White	9%	(153)	18%	(312)	23%	(389)	47%	(813)	3%	(54)	1722
Ethnicity: Hispanic	18%	(62)	16%	(57)	19%	(66)	41%	(144)	6%	(21)	349
Ethnicity: Afr. Am.	12%	(32)	19%	(51)	17%	(46)	46%	(126)	7%	(18)	274
Ethnicity: Other	16%	(33)	16%	(32)	23%	(47)	42%	(85)	3%	(7)	204
Relig: Protestant	8%	(34)	15%	(65)	23%	(102)	52%	(228)	2%	(8)	437
Relig: Roman Catholic	9%	(37)	19%	(80)	22%	(89)	47%	(194)	3%	(11)	410
Relig: Ath./Agn./None	11%	(80)	19%	(130)	18%	(128)	45%	(313)	6%	(42)	693
Relig: Something Else	12%	(45)	16%	(61)	27%	(99)	40%	(149)	4%	(15)	368
Relig: Evangelical	9%	(53)	18%	(108)	21%	(125)	50%	(292)	2%	(10)	588
Relig: Non-Evang. Catholics	8%	(42)	18%	(97)	24%	(130)	49%	(270)	2%	(13)	552
Relig: All Christian	8%	(95)	18%	(205)	22%	(255)	49%	(562)	2%	(23)	1139
Relig: All Non-Christian	12%	(124)	18%	(191)	21%	(228)	44%	(461)	5%	(57)	1061
Community: Urban	13%	(79)	15%	(91)	22%	(131)	43%	(253)	6%	(33)	587
Community: Suburban	9%	(84)	19%	(182)	22%	(214)	47%	(457)	3%	(25)	962
Community: Rural	9%	(56)	19%	(122)	21%	(138)	48%	(314)	3%	(21)	651
Employ: Private Sector	9%	(57)	19%	(123)	25%	(155)	45%	(285)	2%	(10)	629
Employ: Government	8%	(12)	19%	(28)	21%	(30)	51%	(72)	—	(0)	141
Employ: Self-Employed	18%	(41)	19%	(44)	17%	(39)	42%	(96)	3%	(8)	228
Employ: Homemaker	6%	(9)	19%	(28)	22%	(33)	49%	(73)	5%	(7)	150
Employ: Student	15%	(12)	12%	(10)	20%	(16)	52%	(43)	1%	(1)	82
Employ: Retired	7%	(33)	18%	(89)	24%	(120)	49%	(243)	3%	(15)	500
Employ: Unemployed	14%	(35)	12%	(31)	18%	(44)	45%	(111)	11%	(28)	249
Employ: Other	9%	(19)	20%	(44)	21%	(45)	46%	(102)	5%	(11)	221
Military HH: Yes	9%	(34)	20%	(77)	20%	(78)	50%	(197)	2%	(8)	395
Military HH: No	10%	(185)	18%	(318)	22%	(405)	46%	(826)	4%	(72)	1805

Continued on next page

Table CDP4_16: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
Geolocation data, or data about where you are located and have traveled

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	10%	(219)	18%	(395)	22%	(483)	47%	(1023)	4%	(79)	2200
RD/WT: Right Direction	13%	(107)	17%	(144)	23%	(198)	44%	(374)	3%	(30)	854
RD/WT: Wrong Track	8%	(112)	19%	(251)	21%	(285)	48%	(649)	4%	(50)	1346
Trump Job Approve	11%	(104)	19%	(181)	22%	(217)	46%	(445)	2%	(22)	969
Trump Job Disapprove	9%	(97)	18%	(197)	22%	(249)	48%	(531)	4%	(42)	1115
Trump Job Strongly Approve	10%	(47)	17%	(82)	21%	(101)	50%	(240)	2%	(12)	481
Trump Job Somewhat Approve	12%	(57)	20%	(99)	24%	(117)	42%	(206)	2%	(10)	488
Trump Job Somewhat Disapprove	13%	(35)	19%	(52)	23%	(62)	42%	(115)	2%	(6)	270
Trump Job Strongly Disapprove	7%	(61)	17%	(144)	22%	(187)	49%	(416)	4%	(36)	845
Favorable of Trump	10%	(99)	18%	(171)	22%	(210)	47%	(451)	2%	(21)	952
Unfavorable of Trump	9%	(97)	18%	(206)	23%	(254)	47%	(525)	3%	(37)	1119
Very Favorable of Trump	10%	(53)	17%	(87)	21%	(111)	50%	(259)	2%	(11)	520
Somewhat Favorable of Trump	11%	(46)	19%	(84)	23%	(100)	45%	(193)	2%	(11)	432
Somewhat Unfavorable of Trump	12%	(26)	26%	(56)	23%	(49)	36%	(76)	3%	(6)	212
Very Unfavorable of Trump	8%	(72)	17%	(151)	23%	(205)	49%	(449)	3%	(31)	907
#1 Issue: Economy	9%	(53)	19%	(111)	23%	(135)	45%	(265)	3%	(18)	582
#1 Issue: Security	10%	(47)	15%	(71)	22%	(100)	51%	(239)	2%	(9)	466
#1 Issue: Health Care	8%	(30)	23%	(83)	25%	(91)	38%	(138)	5%	(17)	359
#1 Issue: Medicare / Social Security	6%	(20)	18%	(57)	21%	(64)	51%	(157)	4%	(12)	309
#1 Issue: Women's Issues	16%	(19)	13%	(15)	19%	(24)	48%	(58)	4%	(5)	121
#1 Issue: Education	16%	(25)	16%	(26)	18%	(29)	43%	(70)	7%	(11)	163
#1 Issue: Energy	11%	(10)	17%	(16)	23%	(22)	49%	(46)	1%	(0)	95
#1 Issue: Other	14%	(15)	14%	(15)	17%	(18)	49%	(50)	6%	(6)	104
2018 House Vote: Democrat	9%	(71)	16%	(123)	23%	(175)	49%	(369)	2%	(16)	754
2018 House Vote: Republican	9%	(68)	19%	(138)	22%	(162)	47%	(347)	2%	(17)	732
2018 House Vote: Someone else	14%	(15)	20%	(21)	18%	(19)	44%	(46)	4%	(5)	105
2018 House Vote: Didnt Vote	11%	(66)	18%	(111)	21%	(127)	43%	(262)	7%	(41)	607

Continued on next page

Table CDP4_16: How comfortable would you feel giving the following personal information to companies in exchange for discounts and deals on their products or services?
 Geolocation data, or data about where you are located and have traveled

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Don't know / No opinion		Total N
Adults	10%	(219)	18%	(395)	22%	(483)	47%	(1023)	4%	(79)	2200
2016 Vote: Hillary Clinton	10%	(65)	20%	(132)	24%	(158)	44%	(296)	3%	(18)	670
2016 Vote: Donald Trump	8%	(59)	17%	(125)	23%	(163)	49%	(352)	3%	(20)	719
2016 Vote: Someone else	7%	(14)	15%	(27)	24%	(45)	53%	(100)	1%	(2)	189
2016 Vote: Didn't Vote	13%	(79)	18%	(110)	19%	(115)	44%	(275)	6%	(39)	619
Voted in 2014: Yes	9%	(128)	18%	(253)	23%	(326)	47%	(664)	2%	(28)	1400
Voted in 2014: No	11%	(91)	18%	(142)	20%	(157)	45%	(359)	6%	(52)	800
2012 Vote: Barack Obama	9%	(76)	18%	(149)	25%	(204)	45%	(367)	3%	(22)	818
2012 Vote: Mitt Romney	8%	(45)	19%	(104)	24%	(131)	48%	(265)	2%	(11)	556
2012 Vote: Other	5%	(6)	15%	(16)	15%	(17)	63%	(69)	2%	(2)	110
2012 Vote: Didn't Vote	13%	(90)	18%	(127)	18%	(130)	45%	(322)	6%	(45)	714
4-Region: Northeast	15%	(58)	17%	(67)	22%	(85)	43%	(170)	3%	(14)	394
4-Region: Midwest	7%	(31)	17%	(80)	23%	(105)	50%	(230)	3%	(16)	462
4-Region: South	9%	(77)	20%	(166)	21%	(170)	46%	(379)	4%	(33)	824
4-Region: West	10%	(53)	16%	(82)	24%	(123)	47%	(245)	3%	(17)	520

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

Table CDP5: How much value do you place on the information you share online, such as listed interests on your social media accounts or your online shopping activity?

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion		Total N
Adults	38%	(844)	35%	(770)	18%	(399)	3%	(69)	5%	(118)	2200
Gender: Male	40%	(423)	35%	(369)	17%	(176)	4%	(47)	4%	(46)	1062
Gender: Female	37%	(421)	35%	(401)	20%	(223)	2%	(22)	6%	(72)	1138
Age: 18-29	29%	(136)	38%	(181)	22%	(103)	3%	(14)	8%	(37)	471
Age: 30-44	37%	(202)	35%	(190)	20%	(109)	3%	(19)	4%	(22)	542
Age: 45-54	46%	(163)	33%	(118)	15%	(55)	3%	(10)	3%	(11)	357
Age: 55-64	42%	(165)	35%	(137)	15%	(58)	2%	(8)	7%	(26)	394
Age: 65+	41%	(178)	33%	(145)	17%	(73)	4%	(18)	5%	(22)	436
Generation Z: 18-21	24%	(40)	32%	(53)	33%	(55)	5%	(8)	7%	(11)	168
Millennial: Age 22-37	34%	(204)	39%	(237)	19%	(113)	3%	(18)	6%	(34)	606
Generation X: Age 38-53	42%	(234)	33%	(182)	17%	(95)	3%	(17)	4%	(25)	552
Boomers: Age 54-72	43%	(332)	34%	(262)	14%	(108)	3%	(21)	6%	(43)	766
PID: Dem (no lean)	39%	(289)	37%	(270)	17%	(122)	3%	(22)	5%	(36)	740
PID: Ind (no lean)	36%	(277)	35%	(271)	20%	(153)	4%	(28)	6%	(48)	777
PID: Rep (no lean)	41%	(277)	33%	(229)	18%	(123)	3%	(19)	5%	(34)	683
PID/Gender: Dem Men	41%	(133)	37%	(119)	14%	(47)	5%	(17)	3%	(10)	325
PID/Gender: Dem Women	38%	(156)	37%	(152)	18%	(75)	1%	(5)	6%	(26)	415
PID/Gender: Ind Men	36%	(126)	35%	(125)	17%	(61)	5%	(19)	7%	(24)	356
PID/Gender: Ind Women	36%	(151)	35%	(146)	22%	(92)	2%	(9)	6%	(24)	421
PID/Gender: Rep Men	43%	(164)	33%	(126)	18%	(68)	3%	(12)	3%	(12)	381
PID/Gender: Rep Women	38%	(114)	34%	(103)	18%	(55)	3%	(8)	7%	(22)	302
Ideo: Liberal (1-3)	36%	(245)	41%	(281)	16%	(111)	3%	(21)	3%	(21)	680
Ideo: Moderate (4)	36%	(162)	40%	(177)	16%	(72)	2%	(10)	5%	(24)	445
Ideo: Conservative (5-7)	41%	(307)	31%	(234)	20%	(145)	3%	(22)	5%	(34)	742
Educ: < College	39%	(591)	33%	(498)	18%	(279)	3%	(50)	6%	(94)	1512
Educ: Bachelors degree	36%	(158)	39%	(175)	18%	(81)	3%	(12)	4%	(18)	444
Educ: Post-grad	39%	(95)	40%	(97)	16%	(38)	3%	(7)	2%	(6)	244

Continued on next page

Table CDP5: How much value do you place on the information you share online, such as listed interests on your social media accounts or your online shopping activity?

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion		Total N
Adults	38%	(844)	35%	(770)	18%	(399)	3%	(69)	5%	(118)	2200
Income: Under 50k	39%	(499)	33%	(417)	18%	(230)	4%	(47)	7%	(89)	1281
Income: 50k-100k	36%	(225)	39%	(240)	20%	(123)	3%	(20)	2%	(15)	624
Income: 100k+	41%	(120)	38%	(113)	16%	(46)	1%	(2)	5%	(14)	295
Ethnicity: White	37%	(639)	36%	(628)	18%	(308)	3%	(53)	5%	(94)	1722
Ethnicity: Hispanic	34%	(120)	37%	(128)	19%	(66)	2%	(7)	8%	(28)	349
Ethnicity: Afr. Am.	49%	(135)	25%	(69)	19%	(53)	2%	(7)	4%	(10)	274
Ethnicity: Other	34%	(70)	36%	(73)	19%	(38)	5%	(9)	7%	(14)	204
Relig: Protestant	39%	(172)	38%	(165)	15%	(66)	3%	(12)	5%	(22)	437
Relig: Roman Catholic	38%	(156)	43%	(176)	14%	(56)	2%	(8)	3%	(14)	410
Relig: Ath./Agn./None	33%	(231)	33%	(228)	23%	(159)	4%	(29)	7%	(47)	693
Relig: Something Else	41%	(151)	33%	(120)	17%	(61)	4%	(14)	6%	(22)	368
Relig: Evangelical	46%	(273)	31%	(181)	16%	(94)	2%	(12)	5%	(27)	588
Relig: Non-Evang. Catholics	34%	(189)	44%	(241)	15%	(84)	3%	(15)	4%	(22)	552
Relig: All Christian	41%	(462)	37%	(422)	16%	(178)	2%	(27)	4%	(50)	1139
Relig: All Non-Christian	36%	(382)	33%	(348)	21%	(220)	4%	(43)	6%	(68)	1061
Community: Urban	40%	(235)	33%	(193)	17%	(102)	4%	(21)	6%	(37)	587
Community: Suburban	36%	(343)	38%	(362)	19%	(185)	3%	(25)	5%	(47)	962
Community: Rural	41%	(267)	33%	(215)	17%	(112)	4%	(23)	5%	(35)	651
Employ: Private Sector	38%	(239)	39%	(243)	19%	(119)	2%	(15)	2%	(14)	629
Employ: Government	46%	(65)	26%	(37)	23%	(33)	2%	(3)	2%	(3)	141
Employ: Self-Employed	34%	(78)	40%	(92)	20%	(45)	2%	(5)	3%	(7)	228
Employ: Homemaker	37%	(56)	34%	(51)	13%	(19)	4%	(5)	12%	(18)	150
Employ: Student	28%	(23)	35%	(28)	28%	(23)	6%	(5)	4%	(3)	82
Employ: Retired	40%	(198)	34%	(169)	16%	(78)	4%	(21)	7%	(34)	500
Employ: Unemployed	41%	(103)	30%	(75)	16%	(40)	3%	(8)	9%	(23)	249
Employ: Other	37%	(81)	34%	(74)	19%	(42)	4%	(8)	7%	(16)	221
Military HH: Yes	37%	(146)	35%	(140)	19%	(77)	3%	(13)	5%	(20)	395
Military HH: No	39%	(698)	35%	(630)	18%	(322)	3%	(57)	5%	(98)	1805
RD/WT: Right Direction	39%	(332)	34%	(290)	18%	(153)	3%	(25)	6%	(53)	854
RD/WT: Wrong Track	38%	(512)	36%	(480)	18%	(245)	3%	(44)	5%	(65)	1346

Continued on next page

Table CDP5: How much value do you place on the information you share online, such as listed interests on your social media accounts or your online shopping activity?

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion		Total N
Adults	38%	(844)	35%	(770)	18%	(399)	3%	(69)	5%	(118)	2200
Trump Job Approve	39%	(379)	36%	(346)	18%	(173)	3%	(27)	5%	(44)	969
Trump Job Disapprove	38%	(423)	36%	(398)	18%	(205)	3%	(38)	5%	(51)	1115
Trump Job Strongly Approve	42%	(202)	31%	(148)	18%	(86)	4%	(18)	6%	(27)	481
Trump Job Somewhat Approve	36%	(176)	41%	(198)	18%	(87)	2%	(8)	4%	(18)	488
Trump Job Somewhat Disapprove	36%	(98)	41%	(110)	18%	(48)	2%	(4)	4%	(11)	270
Trump Job Strongly Disapprove	39%	(325)	34%	(288)	19%	(157)	4%	(34)	5%	(41)	845
Favorable of Trump	40%	(378)	35%	(333)	17%	(163)	3%	(30)	5%	(47)	952
Unfavorable of Trump	38%	(422)	36%	(402)	19%	(214)	3%	(35)	4%	(45)	1119
Very Favorable of Trump	45%	(234)	29%	(149)	17%	(88)	4%	(18)	6%	(31)	520
Somewhat Favorable of Trump	33%	(145)	43%	(184)	17%	(76)	3%	(12)	4%	(16)	432
Somewhat Unfavorable of Trump	33%	(69)	43%	(92)	22%	(46)	—	(0)	2%	(5)	212
Very Unfavorable of Trump	39%	(353)	34%	(311)	19%	(168)	4%	(35)	4%	(40)	907
#1 Issue: Economy	40%	(231)	36%	(212)	16%	(91)	4%	(22)	4%	(26)	582
#1 Issue: Security	44%	(205)	32%	(151)	16%	(76)	3%	(12)	5%	(23)	466
#1 Issue: Health Care	35%	(124)	36%	(130)	20%	(73)	3%	(11)	6%	(21)	359
#1 Issue: Medicare / Social Security	41%	(128)	34%	(104)	17%	(52)	2%	(7)	6%	(19)	309
#1 Issue: Women's Issues	27%	(32)	32%	(39)	33%	(40)	4%	(5)	3%	(4)	121
#1 Issue: Education	30%	(50)	37%	(61)	19%	(30)	3%	(5)	11%	(17)	163
#1 Issue: Energy	33%	(31)	40%	(39)	23%	(22)	2%	(2)	2%	(2)	95
#1 Issue: Other	41%	(43)	33%	(35)	14%	(15)	4%	(4)	7%	(7)	104
2018 House Vote: Democrat	38%	(289)	37%	(281)	17%	(128)	4%	(26)	4%	(28)	754
2018 House Vote: Republican	41%	(303)	34%	(251)	17%	(124)	3%	(22)	4%	(33)	732
2018 House Vote: Someone else	45%	(47)	28%	(30)	18%	(19)	—	(0)	9%	(10)	105
2018 House Vote: Didnt Vote	33%	(203)	34%	(208)	21%	(127)	3%	(21)	8%	(47)	607
2016 Vote: Hillary Clinton	39%	(259)	37%	(249)	16%	(109)	4%	(25)	4%	(28)	670
2016 Vote: Donald Trump	41%	(296)	34%	(242)	17%	(125)	3%	(22)	5%	(35)	719
2016 Vote: Someone else	36%	(69)	36%	(68)	21%	(39)	2%	(3)	5%	(10)	189
2016 Vote: Didnt Vote	35%	(218)	34%	(211)	20%	(126)	3%	(19)	7%	(45)	619
Voted in 2014: Yes	42%	(589)	34%	(480)	16%	(230)	3%	(41)	4%	(59)	1400
Voted in 2014: No	32%	(255)	36%	(290)	21%	(169)	3%	(28)	7%	(59)	800

Continued on next page

Table CDP5: How much value do you place on the information you share online, such as listed interests on your social media accounts or your online shopping activity?

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion		Total N
Adults	38%	(844)	35%	(770)	18%	(399)	3%	(69)	5%	(118)	2200
2012 Vote: Barack Obama	42%	(345)	34%	(280)	16%	(135)	3%	(25)	4%	(32)	818
2012 Vote: Mitt Romney	39%	(218)	34%	(189)	19%	(103)	3%	(19)	5%	(27)	556
2012 Vote: Other	43%	(47)	33%	(37)	16%	(18)	—	(0)	7%	(8)	110
2012 Vote: Didn't Vote	33%	(232)	37%	(263)	20%	(143)	4%	(25)	7%	(51)	714
4-Region: Northeast	38%	(151)	39%	(153)	13%	(52)	3%	(12)	7%	(26)	394
4-Region: Midwest	37%	(172)	37%	(169)	17%	(80)	3%	(15)	6%	(27)	462
4-Region: South	41%	(341)	30%	(250)	20%	(167)	3%	(21)	6%	(45)	824
4-Region: West	35%	(180)	38%	(199)	19%	(99)	4%	(22)	4%	(20)	520

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

Table CDP6oen: Your full name

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	More than 10000	Total N
Adults	18% (201)	7% (77)	13% (140)	6% (65)	10% (106)	18% (199)	6% (68)	12% (127)	11% (118)	1102
Gender: Male	19% (97)	10% (49)	11% (58)	6% (28)	11% (58)	18% (89)	4% (22)	10% (52)	11% (55)	507
Gender: Female	18% (104)	5% (29)	14% (82)	6% (37)	8% (49)	18% (110)	8% (46)	13% (75)	11% (64)	595
Age: 18-29	15% (36)	13% (32)	16% (38)	8% (18)	9% (22)	15% (36)	5% (11)	12% (29)	8% (20)	242
Age: 30-44	16% (41)	6% (16)	11% (30)	6% (16)	13% (33)	17% (44)	10% (25)	12% (30)	10% (27)	262
Age: 45-54	21% (34)	7% (11)	9% (15)	5% (8)	11% (18)	21% (34)	4% (6)	10% (17)	12% (20)	164
Age: 55-64	17% (38)	4% (9)	14% (29)	5% (10)	8% (18)	20% (44)	5% (10)	15% (33)	11% (24)	215
Age: 65+	24% (52)	4% (8)	13% (28)	6% (13)	7% (16)	18% (40)	7% (16)	8% (18)	13% (28)	219
Generation Z: 18-21	19% (17)	11% (9)	21% (19)	3% (3)	9% (8)	16% (14)	3% (3)	12% (10)	5% (5)	87
Millennial: Age 22-37	13% (38)	11% (32)	12% (37)	9% (27)	9% (27)	15% (45)	8% (24)	12% (36)	10% (31)	297
Generation X: Age 38-53	20% (53)	7% (19)	9% (25)	4% (10)	14% (38)	20% (52)	6% (15)	10% (28)	10% (28)	267
Boomers: Age 54-72	22% (88)	4% (15)	13% (51)	5% (21)	7% (26)	19% (75)	5% (22)	12% (48)	12% (49)	395
PID: Dem (no lean)	19% (74)	7% (28)	12% (46)	9% (33)	8% (32)	16% (61)	6% (22)	11% (43)	11% (42)	379
PID: Ind (no lean)	17% (70)	8% (31)	13% (52)	4% (17)	10% (39)	20% (80)	6% (24)	13% (51)	10% (43)	407
PID: Rep (no lean)	18% (58)	6% (19)	14% (43)	5% (15)	11% (35)	18% (58)	7% (22)	10% (32)	11% (34)	316
PID/Gender: Dem Men	22% (35)	10% (16)	12% (18)	8% (12)	10% (16)	14% (22)	4% (6)	8% (13)	12% (19)	158
PID/Gender: Dem Women	17% (39)	5% (12)	12% (27)	9% (20)	7% (16)	18% (39)	7% (16)	14% (30)	10% (23)	221
PID/Gender: Ind Men	18% (33)	10% (18)	8% (14)	4% (8)	12% (22)	22% (41)	3% (5)	14% (26)	11% (20)	186
PID/Gender: Ind Women	17% (37)	6% (13)	17% (37)	4% (9)	8% (18)	18% (39)	9% (19)	11% (25)	10% (23)	220
PID/Gender: Rep Men	18% (29)	9% (14)	16% (25)	5% (8)	12% (20)	16% (26)	7% (11)	8% (13)	10% (16)	162
PID/Gender: Rep Women	19% (29)	3% (4)	11% (18)	5% (7)	10% (15)	21% (32)	8% (12)	13% (19)	12% (18)	154
Ideo: Liberal (1-3)	13% (47)	9% (33)	9% (33)	9% (32)	11% (38)	19% (66)	7% (24)	14% (48)	8% (29)	350
Ideo: Moderate (4)	20% (44)	5% (11)	14% (32)	4% (9)	6% (13)	17% (37)	5% (11)	12% (27)	16% (34)	218
Ideo: Conservative (5-7)	20% (71)	5% (18)	13% (46)	5% (19)	10% (37)	21% (76)	7% (25)	9% (32)	9% (32)	355
Educ: < College	19% (144)	8% (60)	13% (99)	5% (36)	9% (68)	16% (120)	6% (43)	13% (94)	11% (83)	746
Educ: Bachelors degree	14% (32)	5% (10)	13% (28)	8% (18)	12% (27)	22% (51)	9% (20)	8% (19)	10% (22)	227
Educ: Post-grad	20% (25)	5% (7)	10% (13)	9% (11)	8% (11)	22% (28)	4% (5)	11% (14)	11% (14)	129

Continued on next page

Table CDP6oen: Your full name

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	More than 10000	Total N
Adults	18% (201)	7% (77)	13% (140)	6% (65)	10% (106)	18% (199)	6% (68)	12% (127)	11% (118)	1102
Income: Under 50k	19% (121)	8% (49)	13% (86)	7% (45)	8% (53)	17% (108)	5% (34)	11% (72)	12% (76)	644
Income: 50k-100k	17% (53)	7% (22)	13% (41)	4% (13)	10% (32)	19% (59)	7% (22)	13% (41)	9% (28)	311
Income: 100k+	19% (28)	4% (5)	9% (13)	4% (7)	14% (21)	22% (32)	8% (12)	10% (14)	10% (15)	146
Ethnicity: White	17% (145)	7% (58)	14% (120)	6% (50)	10% (88)	19% (161)	6% (52)	11% (98)	11% (93)	864
Ethnicity: Hispanic	15% (25)	10% (17)	16% (27)	3% (5)	11% (18)	16% (27)	9% (15)	9% (15)	10% (17)	166
Ethnicity: Afr. Am.	26% (37)	6% (9)	5% (7)	8% (11)	10% (14)	17% (25)	9% (12)	10% (13)	9% (13)	141
Ethnicity: Other	21% (20)	11% (11)	13% (13)	4% (4)	5% (5)	13% (13)	5% (4)	15% (15)	12% (12)	97
Relig: Protestant	16% (36)	6% (14)	16% (37)	7% (15)	9% (21)	22% (50)	8% (19)	9% (20)	8% (19)	229
Relig: Roman Catholic	20% (39)	4% (8)	11% (21)	4% (8)	10% (18)	24% (45)	5% (10)	9% (17)	12% (23)	190
Relig: Ath./Agn./None	19% (66)	9% (32)	11% (37)	5% (17)	11% (38)	14% (49)	6% (19)	12% (41)	13% (44)	342
Relig: Something Else	18% (37)	7% (14)	13% (27)	7% (14)	8% (16)	15% (31)	7% (15)	16% (32)	9% (19)	204
Relig: Evangelical	17% (51)	6% (19)	15% (43)	7% (21)	10% (29)	20% (58)	6% (17)	11% (32)	9% (26)	294
Relig: Non-Evang. Catholics	18% (48)	5% (12)	13% (33)	5% (13)	9% (24)	24% (62)	7% (18)	9% (23)	11% (30)	262
Relig: All Christian	18% (99)	6% (31)	14% (77)	6% (34)	9% (53)	21% (119)	6% (34)	10% (55)	10% (56)	556
Relig: All Non-Christian	19% (103)	8% (46)	12% (64)	6% (31)	10% (54)	15% (79)	6% (34)	13% (72)	11% (63)	545
Community: Urban	18% (50)	7% (20)	18% (50)	6% (17)	8% (23)	20% (55)	5% (13)	10% (27)	9% (26)	281
Community: Suburban	17% (83)	6% (30)	11% (53)	7% (36)	9% (44)	19% (93)	8% (39)	11% (54)	12% (57)	489
Community: Rural	21% (68)	8% (27)	11% (38)	3% (12)	12% (40)	15% (50)	5% (16)	14% (46)	11% (35)	331
Employ: Private Sector	14% (43)	7% (22)	12% (36)	5% (15)	12% (36)	20% (60)	6% (17)	13% (40)	12% (35)	303
Employ: Government	22% (16)	7% (5)	9% (6)	4% (3)	3% (2)	16% (12)	23% (16)	6% (4)	10% (7)	71
Employ: Self-Employed	24% (25)	9% (10)	15% (16)	4% (4)	9% (10)	14% (15)	3% (4)	13% (14)	9% (9)	107
Employ: Homemaker	18% (13)	6% (4)	12% (9)	5% (4)	11% (8)	22% (16)	5% (3)	9% (6)	11% (8)	73
Employ: Retired	21% (57)	4% (11)	14% (39)	6% (17)	8% (21)	19% (52)	5% (14)	11% (31)	11% (31)	273
Employ: Unemployed	14% (17)	14% (17)	13% (16)	10% (12)	10% (12)	18% (22)	— (0)	12% (15)	11% (13)	123
Employ: Other	23% (26)	5% (6)	10% (11)	4% (5)	11% (12)	18% (20)	11% (12)	9% (10)	10% (11)	113
Military HH: Yes	23% (45)	7% (13)	15% (29)	5% (10)	9% (18)	17% (33)	4% (8)	8% (15)	11% (21)	191
Military HH: No	17% (157)	7% (64)	12% (112)	6% (55)	10% (89)	18% (165)	7% (60)	12% (111)	11% (98)	911
RD/WT: Right Direction	19% (77)	6% (23)	14% (55)	4% (15)	11% (44)	18% (70)	6% (25)	12% (46)	11% (44)	397
RD/WT: Wrong Track	18% (124)	8% (54)	12% (86)	7% (50)	9% (63)	18% (129)	6% (43)	12% (81)	11% (75)	705
Trump Job Approve	18% (83)	6% (29)	13% (59)	5% (21)	10% (46)	18% (84)	7% (34)	11% (51)	11% (51)	459
Trump Job Disapprove	19% (112)	7% (42)	12% (69)	7% (42)	9% (54)	18% (104)	5% (31)	11% (64)	10% (61)	580

Continued on next page

Table CDP6oen: Your full name

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	More than 10000	Total N
Adults	18% (201)	7% (77)	13% (140)	6% (65)	10% (106)	18% (199)	6% (68)	12% (127)	11% (118)	1102
Trump Job Strongly Approve	19% (43)	6% (13)	10% (22)	4% (9)	8% (19)	20% (44)	9% (20)	10% (22)	15% (33)	227
Trump Job Somewhat Approve	17% (40)	7% (16)	16% (37)	5% (12)	12% (27)	17% (39)	6% (14)	13% (29)	8% (18)	231
Trump Job Somewhat Disapprove	20% (27)	5% (7)	13% (18)	10% (13)	11% (15)	18% (25)	3% (5)	12% (16)	9% (12)	138
Trump Job Strongly Disapprove	19% (84)	8% (36)	12% (52)	7% (29)	9% (38)	18% (80)	6% (26)	11% (48)	11% (49)	442
Favorable of Trump	18% (82)	6% (25)	13% (57)	4% (19)	10% (46)	20% (90)	7% (30)	12% (54)	11% (49)	451
Unfavorable of Trump	18% (108)	8% (49)	13% (73)	8% (44)	9% (51)	16% (96)	6% (35)	11% (63)	11% (66)	586
Very Favorable of Trump	20% (47)	6% (13)	10% (25)	4% (8)	9% (21)	19% (47)	7% (18)	10% (23)	16% (37)	239
Somewhat Favorable of Trump	16% (35)	5% (12)	15% (32)	5% (10)	12% (25)	20% (43)	6% (12)	15% (31)	6% (12)	212
Somewhat Unfavorable of Trump	21% (20)	9% (9)	11% (10)	10% (9)	13% (12)	11% (11)	2% (2)	13% (12)	11% (11)	96
Very Unfavorable of Trump	18% (89)	8% (40)	13% (63)	7% (35)	8% (39)	17% (86)	7% (34)	10% (51)	11% (55)	490
#1 Issue: Economy	19% (60)	8% (24)	12% (38)	5% (16)	10% (31)	19% (60)	6% (20)	12% (36)	8% (26)	310
#1 Issue: Security	16% (33)	6% (13)	14% (29)	6% (13)	10% (21)	14% (30)	5% (12)	14% (29)	14% (30)	210
#1 Issue: Health Care	21% (36)	9% (16)	12% (21)	7% (12)	7% (13)	23% (40)	3% (5)	8% (14)	10% (17)	173
#1 Issue: Medicare / Social Security	19% (33)	4% (7)	12% (21)	5% (9)	12% (21)	20% (36)	5% (9)	11% (19)	12% (22)	177
#1 Issue: Women's Issues	18% (10)	5% (3)	14% (8)	5% (3)	8% (4)	7% (4)	18% (9)	11% (6)	13% (7)	54
#1 Issue: Education	16% (13)	12% (9)	13% (11)	2% (2)	16% (13)	10% (8)	10% (8)	12% (10)	8% (7)	80
#1 Issue: Other	17% (10)	7% (4)	17% (10)	9% (5)	5% (3)	20% (12)	3% (1)	12% (7)	9% (5)	58
2018 House Vote: Democrat	21% (81)	7% (27)	12% (48)	8% (30)	10% (40)	16% (63)	5% (19)	11% (42)	10% (39)	390
2018 House Vote: Republican	16% (54)	6% (20)	11% (39)	7% (23)	9% (32)	22% (76)	7% (24)	11% (39)	11% (39)	347
2018 House Vote: Someone else	13% (8)	3% (2)	19% (12)	8% (5)	10% (6)	19% (12)	10% (6)	5% (3)	12% (8)	62
2018 House Vote: Didnt Vote	19% (56)	9% (27)	14% (41)	2% (7)	10% (29)	16% (48)	6% (19)	14% (42)	11% (32)	301
2016 Vote: Hillary Clinton	17% (59)	8% (28)	10% (34)	9% (29)	11% (38)	18% (63)	6% (19)	11% (37)	10% (36)	343
2016 Vote: Donald Trump	18% (62)	5% (19)	13% (44)	5% (18)	8% (29)	21% (72)	6% (22)	11% (38)	13% (45)	349
2016 Vote: Someone else	10% (11)	3% (4)	14% (15)	7% (7)	10% (11)	19% (20)	11% (12)	14% (14)	11% (12)	105
2016 Vote: Didnt Vote	23% (69)	9% (26)	16% (48)	3% (8)	10% (29)	14% (43)	5% (16)	13% (38)	9% (26)	303
Voted in 2014: Yes	17% (120)	6% (42)	11% (78)	7% (52)	11% (75)	19% (132)	6% (42)	10% (73)	13% (88)	702
Voted in 2014: No	20% (81)	9% (35)	16% (62)	3% (13)	8% (31)	17% (67)	6% (26)	13% (54)	8% (30)	400
2012 Vote: Barack Obama	18% (76)	6% (27)	12% (50)	8% (33)	11% (47)	16% (67)	7% (30)	11% (47)	11% (46)	423
2012 Vote: Mitt Romney	17% (46)	6% (15)	11% (29)	5% (15)	10% (26)	21% (57)	7% (20)	10% (28)	14% (38)	275
2012 Vote: Other	18% (10)	— (0)	14% (8)	7% (4)	6% (4)	31% (18)	3% (2)	10% (6)	12% (7)	57
2012 Vote: Didn't Vote	20% (69)	10% (35)	15% (53)	4% (13)	9% (30)	16% (56)	5% (16)	13% (46)	8% (28)	346

Continued on next page

Table CDP6oen: *Your full name*

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	More than 10000	Total N
Adults	18% (201)	7% (77)	13% (140)	6% (65)	10% (106)	18% (199)	6% (68)	12% (127)	11% (118)	1102
4-Region: Northeast	16% (34)	9% (19)	13% (27)	8% (17)	14% (30)	16% (36)	3% (6)	10% (23)	12% (26)	218
4-Region: Midwest	22% (51)	7% (17)	10% (22)	5% (11)	7% (16)	17% (39)	6% (14)	16% (36)	10% (22)	226
4-Region: South	16% (63)	6% (26)	15% (59)	7% (27)	9% (38)	21% (86)	7% (28)	9% (35)	10% (40)	402
4-Region: West	21% (54)	6% (16)	13% (32)	4% (10)	9% (23)	15% (38)	8% (20)	13% (33)	12% (30)	255

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

Table CDP7oen: Mailing address

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	More than 10000	Total N
Adults	16% (180)	7% (82)	14% (157)	7% (79)	9% (103)	18% (199)	4% (47)	13% (145)	10% (110)	1102
Gender: Male	16% (80)	10% (49)	16% (79)	6% (29)	10% (51)	18% (93)	3% (16)	10% (50)	11% (58)	507
Gender: Female	17% (100)	6% (33)	13% (78)	8% (50)	9% (51)	18% (106)	5% (31)	16% (95)	9% (52)	595
Age: 18-29	14% (33)	11% (26)	19% (45)	7% (17)	11% (27)	12% (29)	3% (7)	16% (39)	8% (19)	242
Age: 30-44	12% (31)	6% (16)	16% (42)	6% (16)	9% (24)	22% (58)	3% (7)	15% (39)	11% (28)	262
Age: 45-54	21% (34)	5% (9)	10% (16)	5% (9)	9% (15)	24% (39)	5% (8)	10% (17)	10% (17)	164
Age: 55-64	17% (36)	8% (16)	13% (29)	8% (18)	9% (20)	16% (35)	3% (6)	14% (29)	12% (25)	215
Age: 65+	21% (46)	7% (15)	11% (25)	9% (19)	8% (17)	18% (39)	8% (18)	9% (21)	9% (20)	219
Generation Z: 18-21	20% (17)	7% (6)	18% (16)	6% (5)	10% (9)	12% (10)	2% (2)	21% (19)	4% (4)	87
Millennial: Age 22-37	9% (28)	9% (27)	19% (56)	8% (23)	10% (28)	16% (49)	3% (10)	15% (44)	11% (32)	297
Generation X: Age 38-53	18% (49)	7% (18)	11% (30)	5% (14)	10% (27)	24% (63)	4% (10)	11% (30)	10% (26)	267
Boomers: Age 54-72	21% (82)	7% (29)	12% (45)	8% (33)	8% (32)	17% (66)	4% (16)	12% (48)	11% (43)	395
PID: Dem (no lean)	17% (64)	8% (31)	14% (52)	7% (27)	11% (41)	16% (59)	4% (16)	13% (50)	10% (39)	379
PID: Ind (no lean)	15% (62)	7% (28)	16% (66)	7% (27)	8% (32)	19% (79)	3% (12)	15% (59)	10% (40)	407
PID: Rep (no lean)	17% (53)	7% (23)	12% (39)	8% (25)	9% (29)	19% (60)	6% (19)	11% (36)	10% (32)	316
PID/Gender: Dem Men	15% (23)	14% (23)	14% (22)	4% (7)	10% (15)	22% (34)	3% (5)	8% (13)	10% (16)	158
PID/Gender: Dem Women	19% (41)	4% (8)	13% (30)	9% (20)	12% (25)	11% (25)	5% (11)	17% (38)	10% (22)	221
PID/Gender: Ind Men	16% (30)	6% (11)	18% (34)	7% (13)	9% (18)	18% (34)	1% (2)	12% (22)	13% (24)	186
PID/Gender: Ind Women	15% (33)	8% (17)	15% (33)	7% (15)	7% (15)	21% (45)	5% (10)	17% (37)	7% (16)	220
PID/Gender: Rep Men	17% (27)	10% (16)	15% (24)	6% (10)	11% (19)	16% (25)	5% (9)	10% (16)	11% (18)	162
PID/Gender: Rep Women	17% (26)	5% (7)	10% (15)	10% (15)	7% (11)	23% (35)	7% (10)	13% (20)	9% (14)	154
Ideo: Liberal (1-3)	12% (40)	7% (26)	16% (56)	6% (22)	12% (40)	20% (71)	4% (14)	14% (49)	9% (32)	350
Ideo: Moderate (4)	16% (35)	7% (14)	17% (37)	7% (15)	9% (20)	12% (25)	3% (7)	16% (36)	14% (30)	218
Ideo: Conservative (5-7)	16% (57)	8% (30)	13% (44)	8% (29)	9% (31)	22% (77)	5% (18)	11% (39)	8% (29)	355
Educ: < College	18% (135)	8% (62)	14% (103)	7% (56)	7% (55)	17% (128)	4% (28)	14% (101)	11% (79)	746
Educ: Bachelors degree	11% (25)	6% (13)	17% (38)	6% (14)	16% (37)	20% (45)	5% (11)	12% (27)	8% (17)	227
Educ: Post-grad	16% (21)	6% (7)	12% (16)	7% (9)	8% (11)	20% (26)	6% (8)	13% (17)	11% (14)	129

Continued on next page

Table CDP7oen: Mailing address

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	More than 10000	Total N
Adults	16% (180)	7% (82)	14% (157)	7% (79)	9% (103)	18% (199)	4% (47)	13% (145)	10% (110)	1102
Income: Under 50k	18% (115)	7% (47)	16% (102)	8% (51)	8% (54)	16% (104)	4% (23)	14% (88)	9% (60)	644
Income: 50k-100k	14% (44)	8% (26)	12% (37)	7% (22)	10% (30)	21% (65)	5% (16)	14% (43)	9% (29)	311
Income: 100k+	14% (21)	7% (10)	13% (19)	5% (7)	13% (19)	20% (30)	5% (8)	9% (14)	14% (20)	146
Ethnicity: White	15% (132)	7% (61)	14% (122)	9% (74)	10% (82)	18% (157)	4% (38)	13% (112)	10% (87)	864
Ethnicity: Hispanic	17% (27)	6% (10)	18% (30)	8% (14)	11% (19)	19% (32)	2% (4)	13% (22)	5% (9)	166
Ethnicity: Afr. Am.	23% (33)	10% (15)	10% (15)	2% (2)	12% (18)	16% (23)	2% (3)	13% (19)	11% (15)	141
Ethnicity: Other	16% (16)	7% (7)	21% (20)	3% (3)	3% (3)	19% (19)	6% (6)	15% (14)	8% (8)	97
Relig: Protestant	13% (31)	10% (23)	17% (40)	8% (18)	7% (17)	21% (47)	6% (14)	10% (22)	7% (17)	229
Relig: Roman Catholic	20% (39)	3% (6)	10% (18)	9% (17)	8% (16)	22% (42)	5% (9)	11% (22)	11% (21)	190
Relig: Ath./Agn./None	17% (57)	8% (29)	13% (44)	5% (17)	12% (40)	20% (67)	3% (10)	10% (34)	13% (44)	342
Relig: Something Else	14% (28)	8% (15)	15% (31)	11% (22)	9% (17)	10% (21)	3% (6)	22% (44)	9% (18)	204
Relig: Evangelical	16% (47)	8% (23)	17% (51)	6% (17)	10% (30)	18% (52)	5% (15)	13% (38)	7% (22)	294
Relig: Non-Evang. Catholics	18% (48)	6% (15)	12% (31)	9% (24)	6% (16)	22% (59)	6% (15)	11% (29)	10% (25)	262
Relig: All Christian	17% (94)	7% (38)	15% (82)	7% (41)	8% (45)	20% (111)	5% (30)	12% (67)	8% (47)	556
Relig: All Non-Christian	16% (86)	8% (44)	14% (75)	7% (38)	10% (57)	16% (88)	3% (17)	14% (78)	12% (63)	545
Community: Urban	17% (49)	6% (18)	12% (35)	9% (25)	11% (30)	22% (61)	2% (7)	11% (32)	9% (24)	281
Community: Suburban	14% (67)	8% (37)	16% (76)	7% (36)	9% (42)	19% (92)	4% (19)	15% (73)	10% (47)	489
Community: Rural	19% (64)	8% (27)	14% (46)	5% (17)	9% (31)	14% (46)	6% (21)	12% (40)	12% (38)	331
Employ: Private Sector	10% (32)	9% (28)	15% (45)	5% (15)	12% (36)	20% (61)	5% (15)	11% (33)	13% (38)	303
Employ: Government	20% (14)	3% (2)	15% (11)	1% (1)	6% (5)	18% (13)	3% (2)	19% (13)	15% (10)	71
Employ: Self-Employed	24% (26)	2% (2)	15% (16)	11% (12)	6% (6)	18% (19)	1% (1)	15% (17)	8% (8)	107
Employ: Homemaker	15% (11)	7% (5)	17% (12)	4% (3)	9% (7)	24% (17)	4% (3)	9% (7)	11% (8)	73
Employ: Retired	19% (52)	6% (17)	12% (33)	9% (25)	9% (24)	17% (46)	6% (17)	12% (33)	10% (26)	273
Employ: Unemployed	19% (23)	10% (12)	14% (18)	12% (15)	7% (8)	15% (19)	— (0)	17% (21)	6% (7)	123
Employ: Other	19% (21)	12% (13)	15% (17)	6% (7)	5% (6)	18% (20)	7% (8)	10% (11)	8% (10)	113
Military HH: Yes	22% (42)	12% (24)	11% (20)	7% (13)	8% (15)	16% (31)	4% (8)	10% (19)	11% (21)	191
Military HH: No	15% (138)	6% (59)	15% (137)	7% (67)	10% (88)	18% (168)	4% (39)	14% (126)	10% (89)	911
RD/WT: Right Direction	17% (69)	8% (32)	13% (51)	8% (31)	9% (36)	18% (73)	5% (18)	12% (49)	10% (38)	397
RD/WT: Wrong Track	16% (111)	7% (50)	15% (106)	7% (48)	10% (67)	18% (126)	4% (29)	14% (96)	10% (72)	705
Trump Job Approve	17% (76)	8% (39)	11% (52)	8% (35)	9% (41)	20% (92)	5% (21)	12% (53)	11% (49)	459
Trump Job Disapprove	17% (99)	7% (38)	16% (93)	7% (42)	10% (59)	16% (94)	4% (22)	14% (79)	9% (54)	580

Continued on next page

Table CDP7oen: Mailing address

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	More than 10000	Total N
Adults	16% (180)	7% (82)	14% (157)	7% (79)	9% (103)	18% (199)	4% (47)	13% (145)	10% (110)	1102
Trump Job Strongly Approve	17% (39)	8% (18)	10% (23)	7% (16)	6% (14)	21% (47)	6% (13)	13% (29)	12% (28)	227
Trump Job Somewhat Approve	16% (37)	9% (21)	13% (29)	8% (19)	12% (27)	19% (45)	3% (8)	10% (24)	9% (21)	231
Trump Job Somewhat Disapprove	22% (31)	4% (5)	21% (29)	5% (7)	10% (14)	13% (18)	3% (4)	12% (16)	10% (14)	138
Trump Job Strongly Disapprove	16% (69)	7% (33)	14% (63)	8% (35)	10% (45)	17% (76)	4% (18)	14% (62)	9% (40)	442
Favorable of Trump	17% (75)	8% (37)	12% (53)	8% (36)	9% (39)	20% (88)	5% (21)	12% (56)	10% (46)	451
Unfavorable of Trump	16% (95)	7% (42)	16% (91)	7% (41)	10% (59)	16% (96)	4% (22)	13% (77)	10% (61)	586
Very Favorable of Trump	18% (44)	7% (18)	11% (25)	6% (15)	6% (15)	21% (50)	6% (13)	13% (31)	12% (28)	239
Somewhat Favorable of Trump	15% (31)	9% (19)	13% (28)	10% (21)	12% (24)	18% (38)	4% (8)	12% (25)	8% (18)	212
Somewhat Unfavorable of Trump	20% (19)	9% (9)	12% (12)	5% (5)	14% (13)	11% (11)	2% (2)	14% (13)	12% (12)	96
Very Unfavorable of Trump	15% (76)	7% (34)	16% (79)	7% (36)	9% (46)	17% (86)	4% (20)	13% (64)	10% (49)	490
#1 Issue: Economy	19% (59)	7% (23)	15% (47)	5% (14)	10% (31)	16% (50)	3% (10)	14% (44)	10% (32)	310
#1 Issue: Security	14% (30)	9% (18)	12% (25)	8% (17)	6% (13)	18% (39)	4% (8)	15% (32)	14% (29)	210
#1 Issue: Health Care	17% (29)	7% (13)	18% (30)	7% (12)	12% (22)	20% (35)	4% (7)	7% (13)	7% (12)	173
#1 Issue: Medicare / Social Security	15% (27)	5% (9)	12% (21)	11% (19)	11% (19)	18% (32)	7% (12)	13% (23)	8% (15)	177
#1 Issue: Women's Issues	20% (11)	2% (1)	10% (5)	5% (3)	9% (5)	23% (13)	— (0)	16% (9)	15% (8)	54
#1 Issue: Education	15% (12)	10% (8)	17% (13)	3% (2)	11% (9)	19% (15)	7% (6)	13% (11)	5% (4)	80
#1 Issue: Other	10% (6)	16% (9)	10% (6)	17% (10)	4% (2)	18% (10)	4% (2)	13% (8)	8% (5)	58
2018 House Vote: Democrat	18% (69)	6% (24)	18% (69)	5% (21)	11% (45)	18% (68)	4% (15)	10% (39)	10% (40)	390
2018 House Vote: Republican	14% (49)	8% (27)	12% (43)	9% (30)	9% (32)	20% (68)	7% (23)	12% (43)	9% (33)	347
2018 House Vote: Someone else	16% (10)	7% (4)	20% (12)	11% (7)	1% (1)	23% (14)	3% (2)	7% (4)	12% (8)	62
2018 House Vote: Didn't Vote	17% (50)	9% (26)	11% (33)	7% (22)	8% (25)	16% (48)	2% (8)	20% (59)	10% (30)	301
2016 Vote: Hillary Clinton	16% (55)	7% (24)	14% (48)	7% (23)	14% (46)	17% (60)	3% (9)	13% (44)	10% (35)	343
2016 Vote: Donald Trump	16% (56)	8% (29)	11% (38)	8% (29)	7% (25)	22% (76)	7% (23)	9% (33)	12% (40)	349
2016 Vote: Someone else	9% (9)	6% (7)	25% (26)	5% (6)	7% (8)	20% (21)	3% (4)	12% (13)	12% (13)	105
2016 Vote: Didn't Vote	20% (60)	7% (22)	14% (43)	7% (22)	8% (24)	14% (42)	4% (11)	18% (56)	7% (22)	303
Voted in 2014: Yes	16% (111)	7% (50)	13% (90)	7% (51)	11% (74)	20% (139)	5% (35)	10% (68)	12% (84)	702
Voted in 2014: No	17% (69)	8% (32)	17% (67)	7% (28)	7% (29)	15% (60)	3% (12)	19% (77)	7% (26)	400
2012 Vote: Barack Obama	16% (69)	7% (28)	13% (56)	8% (32)	12% (50)	19% (82)	3% (14)	11% (48)	10% (44)	423
2012 Vote: Mitt Romney	15% (40)	9% (24)	12% (32)	7% (21)	8% (23)	19% (52)	6% (17)	12% (32)	12% (34)	275
2012 Vote: Other	16% (9)	1% (1)	21% (12)	5% (3)	4% (2)	26% (15)	8% (4)	8% (5)	12% (7)	57
2012 Vote: Didn't Vote	18% (61)	8% (29)	17% (57)	7% (24)	8% (27)	15% (50)	3% (11)	17% (60)	8% (26)	346

Continued on next page

Table CDP7oen: Mailing address

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	More than 10000	Total N
Adults	16% (180)	7% (82)	14% (157)	7% (79)	9% (103)	18% (199)	4% (47)	13% (145)	10% (110)	1102
4-Region: Northeast	18% (38)	5% (11)	14% (30)	8% (18)	13% (29)	14% (30)	3% (7)	12% (25)	14% (30)	218
4-Region: Midwest	19% (43)	11% (25)	13% (29)	6% (15)	7% (17)	12% (27)	7% (15)	17% (38)	9% (19)	226
4-Region: South	14% (55)	7% (28)	17% (68)	7% (30)	9% (37)	24% (95)	3% (13)	11% (46)	8% (31)	402
4-Region: West	17% (44)	7% (19)	12% (30)	7% (17)	8% (21)	18% (47)	5% (12)	14% (36)	12% (30)	255

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

Table CDP8oen: Email address

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	More than 10000	Total N
Adults	20% (217)	9% (101)	14% (151)	8% (87)	10% (105)	16% (179)	5% (57)	10% (106)	9% (98)	1102
Gender: Male	21% (104)	10% (53)	13% (66)	7% (35)	10% (52)	15% (76)	5% (28)	8% (38)	11% (54)	507
Gender: Female	19% (112)	8% (48)	14% (84)	9% (53)	9% (53)	17% (103)	5% (30)	11% (67)	7% (44)	595
Age: 18-29	19% (45)	14% (34)	19% (47)	9% (22)	6% (15)	15% (35)	6% (14)	6% (15)	6% (14)	242
Age: 30-44	17% (46)	11% (28)	14% (36)	7% (20)	11% (28)	15% (39)	5% (13)	12% (30)	9% (23)	262
Age: 45-54	21% (34)	7% (12)	11% (19)	7% (11)	13% (22)	20% (33)	5% (7)	7% (12)	8% (13)	164
Age: 55-64	19% (42)	6% (14)	13% (27)	8% (18)	8% (16)	15% (32)	2% (5)	16% (34)	13% (28)	215
Age: 65+	23% (50)	6% (14)	10% (22)	8% (17)	11% (25)	18% (39)	8% (18)	7% (15)	9% (20)	219
Generation Z: 18-21	22% (19)	15% (13)	18% (16)	11% (9)	8% (7)	7% (6)	6% (5)	9% (8)	4% (3)	87
Millennial: Age 22-37	15% (45)	12% (36)	18% (54)	8% (25)	8% (23)	16% (48)	6% (17)	9% (27)	8% (23)	297
Generation X: Age 38-53	21% (57)	9% (24)	11% (29)	6% (17)	13% (34)	19% (50)	5% (14)	8% (21)	8% (22)	267
Boomers: Age 54-72	22% (88)	7% (27)	11% (44)	7% (29)	9% (35)	16% (65)	3% (12)	12% (47)	12% (48)	395
PID: Dem (no lean)	19% (70)	10% (37)	14% (53)	8% (29)	10% (38)	17% (65)	5% (21)	8% (31)	10% (36)	379
PID: Ind (no lean)	22% (91)	9% (38)	15% (62)	8% (34)	7% (27)	15% (59)	5% (20)	10% (39)	9% (35)	407
PID: Rep (no lean)	17% (55)	8% (27)	11% (36)	8% (24)	13% (41)	17% (55)	5% (16)	11% (36)	8% (26)	316
PID/Gender: Dem Men	18% (28)	14% (22)	12% (20)	4% (7)	12% (18)	17% (28)	5% (8)	5% (9)	11% (18)	158
PID/Gender: Dem Women	19% (42)	7% (15)	15% (33)	10% (22)	9% (19)	17% (37)	6% (12)	10% (22)	8% (18)	221
PID/Gender: Ind Men	24% (45)	8% (15)	14% (27)	8% (15)	8% (14)	13% (23)	6% (10)	7% (13)	13% (24)	186
PID/Gender: Ind Women	21% (47)	10% (23)	16% (35)	9% (19)	6% (13)	16% (36)	5% (10)	12% (26)	5% (11)	220
PID/Gender: Rep Men	19% (31)	10% (16)	12% (20)	8% (13)	12% (20)	15% (25)	6% (9)	10% (17)	7% (12)	162
PID/Gender: Rep Women	15% (24)	7% (11)	10% (16)	7% (12)	14% (21)	20% (30)	5% (7)	12% (19)	9% (14)	154
Ideo: Liberal (1-3)	13% (47)	11% (40)	15% (51)	8% (27)	13% (44)	18% (65)	5% (16)	10% (34)	8% (26)	350
Ideo: Moderate (4)	23% (50)	7% (15)	13% (27)	8% (18)	6% (14)	15% (33)	6% (13)	10% (21)	12% (25)	218
Ideo: Conservative (5-7)	19% (69)	10% (35)	12% (42)	9% (33)	10% (37)	17% (60)	6% (21)	10% (35)	7% (23)	355
Educ: < College	21% (158)	10% (72)	14% (102)	8% (60)	9% (71)	14% (104)	5% (41)	9% (70)	9% (69)	746
Educ: Bachelors degree	16% (35)	10% (22)	14% (32)	8% (18)	10% (22)	22% (49)	5% (12)	9% (21)	7% (15)	227
Educ: Post-grad	18% (24)	6% (7)	13% (17)	7% (9)	10% (13)	20% (26)	4% (5)	12% (15)	10% (13)	129

Continued on next page

Table CDP8oen: Email address

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	More than 10000	Total N
Adults	20% (217)	9% (101)	14% (151)	8% (87)	10% (105)	16% (179)	5% (57)	10% (106)	9% (98)	1102
Income: Under 50k	22% (142)	8% (52)	14% (93)	9% (60)	9% (57)	14% (90)	5% (33)	9% (59)	9% (60)	644
Income: 50k-100k	15% (45)	13% (41)	12% (38)	7% (21)	11% (33)	19% (58)	6% (17)	12% (37)	7% (21)	311
Income: 100k+	20% (30)	6% (9)	14% (21)	5% (7)	10% (15)	22% (32)	5% (7)	7% (10)	11% (16)	146
Ethnicity: White	19% (163)	8% (70)	14% (124)	8% (71)	10% (89)	16% (141)	5% (43)	10% (88)	9% (74)	864
Ethnicity: Hispanic	16% (27)	13% (21)	15% (24)	10% (16)	10% (16)	14% (24)	7% (12)	10% (17)	5% (8)	166
Ethnicity: Afr. Am.	27% (38)	11% (15)	11% (15)	11% (16)	7% (10)	19% (26)	3% (4)	4% (5)	9% (12)	141
Ethnicity: Other	17% (16)	17% (16)	12% (12)	1% (1)	7% (6)	12% (12)	10% (10)	13% (13)	12% (12)	97
Relig: Protestant	16% (36)	11% (24)	16% (37)	9% (20)	11% (24)	19% (43)	5% (12)	9% (21)	5% (12)	229
Relig: Roman Catholic	22% (41)	5% (9)	8% (16)	10% (20)	11% (22)	16% (31)	7% (13)	11% (20)	10% (18)	190
Relig: Ath./Agn./None	21% (72)	9% (32)	12% (43)	6% (21)	10% (35)	17% (59)	4% (12)	8% (27)	12% (42)	342
Relig: Something Else	19% (38)	13% (26)	15% (31)	10% (20)	6% (12)	12% (25)	6% (12)	12% (25)	7% (15)	204
Relig: Evangelical	20% (59)	8% (24)	19% (56)	7% (20)	10% (30)	14% (43)	6% (17)	9% (25)	7% (20)	294
Relig: Non-Evang. Catholics	18% (48)	7% (19)	8% (22)	10% (26)	11% (29)	20% (53)	6% (16)	11% (28)	8% (21)	262
Relig: All Christian	19% (107)	8% (43)	14% (78)	8% (46)	11% (59)	17% (96)	6% (33)	10% (54)	7% (41)	556
Relig: All Non-Christian	20% (110)	11% (58)	13% (73)	8% (41)	9% (47)	15% (83)	4% (24)	10% (52)	10% (57)	545
Community: Urban	22% (61)	7% (19)	16% (44)	11% (30)	9% (26)	15% (43)	5% (15)	8% (23)	7% (21)	281
Community: Suburban	18% (86)	10% (48)	13% (65)	7% (36)	9% (45)	18% (90)	6% (29)	9% (45)	9% (46)	489
Community: Rural	21% (70)	10% (35)	13% (42)	6% (22)	11% (35)	14% (46)	4% (14)	11% (38)	10% (32)	331
Employ: Private Sector	16% (47)	10% (29)	13% (38)	7% (20)	11% (32)	21% (62)	6% (20)	8% (26)	9% (29)	303
Employ: Government	23% (16)	10% (7)	9% (7)	8% (6)	11% (8)	20% (14)	3% (2)	7% (5)	9% (6)	71
Employ: Self-Employed	20% (21)	10% (10)	21% (22)	4% (4)	8% (9)	16% (17)	3% (3)	9% (10)	9% (10)	107
Employ: Homemaker	21% (16)	9% (7)	15% (11)	3% (3)	8% (6)	17% (12)	2% (2)	13% (9)	12% (8)	73
Employ: Retired	21% (58)	6% (16)	13% (35)	8% (21)	12% (31)	16% (43)	6% (17)	10% (26)	9% (25)	273
Employ: Unemployed	21% (26)	11% (14)	12% (14)	20% (25)	6% (8)	9% (11)	3% (4)	11% (13)	7% (8)	123
Employ: Other	23% (26)	11% (12)	13% (15)	7% (8)	8% (9)	13% (15)	6% (7)	11% (13)	8% (9)	113
Military HH: Yes	22% (42)	11% (22)	15% (28)	7% (14)	12% (23)	15% (29)	3% (6)	6% (12)	8% (16)	191
Military HH: No	19% (174)	9% (80)	13% (123)	8% (74)	9% (83)	17% (151)	6% (52)	10% (93)	9% (82)	911
RD/WT: Right Direction	21% (82)	10% (38)	11% (44)	8% (32)	10% (40)	16% (62)	5% (19)	11% (44)	9% (36)	397
RD/WT: Wrong Track	19% (135)	9% (63)	15% (107)	8% (55)	9% (65)	17% (117)	5% (39)	9% (62)	9% (61)	705
Trump Job Approve	19% (87)	9% (43)	11% (52)	7% (34)	10% (48)	17% (79)	5% (24)	11% (50)	9% (43)	459
Trump Job Disapprove	21% (120)	9% (52)	15% (87)	9% (51)	10% (56)	16% (92)	5% (30)	8% (48)	8% (46)	580

Continued on next page

Table CDP8oen: Email address

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	More than 10000	Total N
Adults	20% (217)	9% (101)	14% (151)	8% (87)	10% (105)	16% (179)	5% (57)	10% (106)	9% (98)	1102
Trump Job Strongly Approve	19% (43)	8% (18)	11% (25)	8% (18)	9% (20)	19% (43)	6% (14)	10% (22)	11% (24)	227
Trump Job Somewhat Approve	19% (44)	11% (26)	12% (27)	7% (15)	12% (27)	15% (36)	4% (10)	12% (27)	8% (19)	231
Trump Job Somewhat Disapprove	23% (31)	6% (9)	20% (28)	8% (12)	6% (9)	14% (19)	5% (7)	10% (13)	7% (10)	138
Trump Job Strongly Disapprove	20% (89)	10% (43)	13% (59)	9% (39)	11% (47)	17% (73)	5% (22)	8% (35)	8% (36)	442
Favorable of Trump	19% (86)	9% (40)	11% (50)	8% (35)	11% (49)	17% (75)	5% (20)	12% (53)	10% (43)	451
Unfavorable of Trump	20% (116)	10% (57)	15% (88)	9% (51)	9% (52)	16% (95)	6% (32)	8% (46)	8% (49)	586
Very Favorable of Trump	19% (45)	9% (22)	9% (22)	8% (19)	9% (22)	18% (44)	5% (12)	10% (25)	12% (29)	239
Somewhat Favorable of Trump	19% (41)	8% (18)	13% (28)	8% (16)	13% (27)	15% (31)	4% (8)	13% (28)	7% (14)	212
Somewhat Unfavorable of Trump	21% (20)	12% (11)	17% (16)	4% (3)	9% (8)	11% (10)	9% (8)	12% (11)	6% (6)	96
Very Unfavorable of Trump	20% (96)	9% (45)	14% (71)	10% (48)	9% (43)	17% (85)	5% (24)	7% (35)	9% (43)	490
#1 Issue: Economy	22% (68)	8% (26)	14% (45)	7% (21)	9% (29)	14% (44)	4% (13)	12% (37)	9% (27)	310
#1 Issue: Security	18% (38)	10% (20)	11% (24)	8% (18)	11% (23)	14% (30)	5% (11)	12% (24)	10% (22)	210
#1 Issue: Health Care	20% (34)	12% (22)	15% (26)	9% (15)	6% (11)	20% (35)	3% (5)	6% (10)	9% (15)	173
#1 Issue: Medicare / Social Security	21% (36)	4% (8)	11% (19)	10% (18)	15% (27)	13% (23)	8% (14)	9% (17)	8% (15)	177
#1 Issue: Women's Issues	22% (12)	5% (3)	10% (6)	11% (6)	8% (4)	20% (11)	5% (2)	12% (6)	7% (4)	54
#1 Issue: Education	20% (16)	15% (12)	13% (10)	9% (7)	2% (2)	21% (17)	8% (6)	4% (3)	8% (7)	80
#1 Issue: Other	10% (6)	16% (9)	24% (14)	3% (2)	7% (4)	19% (11)	3% (2)	8% (5)	10% (6)	58
2018 House Vote: Democrat	21% (82)	8% (31)	14% (54)	9% (34)	11% (42)	17% (65)	5% (18)	7% (28)	9% (36)	390
2018 House Vote: Republican	17% (59)	8% (29)	12% (42)	8% (29)	11% (39)	17% (60)	5% (19)	13% (45)	7% (26)	347
2018 House Vote: Someone else	18% (11)	8% (5)	17% (10)	13% (8)	9% (5)	16% (10)	4% (2)	3% (2)	12% (8)	62
2018 House Vote: Didn't Vote	21% (63)	12% (36)	15% (45)	6% (17)	6% (19)	15% (44)	6% (18)	10% (31)	9% (29)	301
2016 Vote: Hillary Clinton	18% (61)	9% (30)	13% (46)	9% (32)	13% (44)	18% (62)	5% (18)	7% (24)	8% (27)	343
2016 Vote: Donald Trump	20% (68)	7% (25)	11% (39)	9% (30)	10% (36)	17% (59)	5% (18)	12% (41)	9% (32)	349
2016 Vote: Someone else	15% (15)	7% (7)	18% (19)	10% (10)	9% (9)	17% (18)	3% (4)	10% (10)	12% (13)	105
2016 Vote: Didn't Vote	24% (72)	12% (37)	16% (47)	5% (16)	6% (17)	13% (40)	6% (17)	10% (30)	8% (25)	303
Voted in 2014: Yes	19% (131)	8% (57)	12% (82)	8% (56)	11% (81)	18% (126)	5% (34)	9% (60)	11% (75)	702
Voted in 2014: No	22% (86)	11% (45)	17% (69)	8% (31)	6% (25)	13% (53)	6% (23)	11% (46)	6% (23)	400
2012 Vote: Barack Obama	18% (77)	9% (37)	12% (53)	9% (38)	11% (44)	18% (77)	5% (20)	7% (31)	11% (46)	423
2012 Vote: Mitt Romney	19% (52)	7% (20)	11% (32)	8% (23)	13% (35)	15% (41)	6% (17)	11% (31)	9% (25)	275
2012 Vote: Other	16% (9)	5% (3)	20% (12)	5% (3)	8% (4)	17% (10)	2% (1)	19% (11)	8% (4)	57
2012 Vote: Didn't Vote	23% (78)	12% (41)	16% (55)	7% (23)	6% (22)	15% (52)	6% (20)	9% (32)	7% (23)	346

Continued on next page

Table CDP8oen: Email address

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	More than 10000	Total N
Adults	20% (217)	9% (101)	14% (151)	8% (87)	10% (105)	16% (179)	5% (57)	10% (106)	9% (98)	1102
4-Region: Northeast	18% (38)	10% (22)	12% (27)	7% (16)	12% (26)	15% (33)	3% (7)	11% (24)	12% (26)	218
4-Region: Midwest	24% (55)	9% (21)	12% (27)	6% (14)	8% (17)	16% (37)	9% (20)	8% (19)	7% (16)	226
4-Region: South	18% (71)	8% (33)	16% (64)	12% (48)	10% (40)	16% (65)	3% (14)	9% (38)	8% (31)	402
4-Region: West	21% (53)	10% (27)	13% (33)	4% (10)	9% (22)	17% (44)	6% (16)	10% (25)	10% (26)	255

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

Table CDP9oen: Birth date

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	16% (179)	8% (87)	13% (140)	4% (44)	9% (99)	19% (215)	5% (60)	13% (140)	7% (73)	6% (65)	1102
Gender: Male	16% (83)	11% (54)	11% (53)	3% (17)	10% (53)	22% (114)	4% (20)	11% (55)	6% (31)	5% (27)	507
Gender: Female	16% (96)	6% (33)	15% (87)	5% (28)	8% (46)	17% (101)	7% (40)	14% (85)	7% (41)	6% (38)	595
Age: 18-29	15% (37)	14% (33)	19% (47)	5% (11)	7% (18)	16% (39)	3% (8)	12% (29)	5% (13)	2% (6)	242
Age: 30-44	14% (38)	6% (17)	16% (41)	2% (6)	9% (22)	24% (62)	7% (19)	10% (27)	7% (19)	4% (10)	262
Age: 45-54	17% (28)	7% (12)	6% (10)	3% (5)	7% (12)	21% (35)	7% (12)	15% (24)	8% (12)	9% (15)	164
Age: 55-64	16% (35)	6% (13)	11% (24)	5% (11)	9% (20)	19% (40)	4% (10)	14% (30)	9% (19)	7% (14)	215
Age: 65+	19% (41)	6% (12)	9% (19)	5% (12)	12% (26)	18% (38)	6% (12)	14% (30)	4% (10)	9% (19)	219
Generation Z: 18-21	21% (19)	13% (11)	21% (18)	1% (1)	5% (5)	15% (13)	4% (4)	17% (15)	2% (2)	— (0)	87
Millennial: Age 22-37	12% (36)	11% (34)	17% (51)	5% (15)	7% (22)	20% (58)	6% (17)	11% (33)	7% (21)	3% (10)	297
Generation X: Age 38-53	17% (45)	6% (17)	10% (26)	2% (6)	9% (25)	23% (62)	7% (18)	11% (29)	8% (20)	7% (19)	267
Boomers: Age 54-72	19% (74)	6% (24)	10% (38)	5% (19)	10% (38)	18% (72)	5% (19)	13% (50)	8% (30)	8% (32)	395
PID: Dem (no lean)	19% (70)	8% (30)	12% (44)	5% (20)	9% (34)	17% (65)	7% (25)	13% (50)	6% (24)	5% (17)	379
PID: Ind (no lean)	14% (58)	9% (35)	15% (63)	3% (11)	8% (33)	20% (80)	4% (18)	13% (53)	8% (31)	6% (26)	407
PID: Rep (no lean)	16% (50)	7% (22)	11% (34)	4% (14)	10% (32)	22% (70)	5% (17)	12% (37)	6% (18)	7% (22)	316
PID/Gender: Dem Men	20% (32)	10% (16)	10% (15)	4% (6)	12% (19)	20% (32)	6% (9)	7% (11)	8% (13)	3% (5)	158
PID/Gender: Dem Women	17% (39)	6% (14)	13% (28)	6% (14)	7% (15)	15% (32)	7% (16)	18% (39)	5% (11)	5% (12)	221
PID/Gender: Ind Men	13% (23)	13% (25)	10% (18)	2% (3)	10% (19)	23% (43)	2% (4)	15% (28)	6% (12)	6% (11)	186
PID/Gender: Ind Women	16% (34)	5% (11)	20% (44)	3% (8)	6% (13)	17% (37)	6% (14)	11% (25)	9% (19)	7% (15)	220
PID/Gender: Rep Men	17% (28)	8% (14)	12% (20)	4% (7)	9% (15)	24% (38)	4% (7)	10% (16)	4% (7)	7% (11)	162
PID/Gender: Rep Women	15% (23)	5% (8)	9% (14)	4% (6)	11% (17)	21% (32)	7% (10)	14% (21)	7% (11)	7% (11)	154
Ideo: Liberal (1-3)	11% (40)	8% (30)	13% (44)	4% (14)	10% (35)	22% (76)	5% (18)	16% (57)	6% (21)	5% (16)	350
Ideo: Moderate (4)	19% (41)	6% (12)	12% (27)	3% (7)	7% (16)	16% (35)	6% (13)	11% (24)	8% (17)	11% (25)	218
Ideo: Conservative (5-7)	16% (56)	8% (30)	11% (37)	5% (17)	10% (35)	23% (81)	5% (18)	12% (41)	6% (22)	5% (17)	355
Educ: < College	18% (137)	9% (65)	14% (102)	4% (28)	8% (59)	17% (125)	5% (41)	13% (96)	7% (50)	6% (42)	746
Educ: Bachelors degree	11% (25)	8% (18)	12% (27)	5% (12)	11% (24)	28% (63)	7% (16)	8% (18)	5% (11)	5% (12)	227
Educ: Post-grad	13% (17)	3% (4)	9% (12)	4% (5)	12% (15)	20% (26)	3% (3)	20% (26)	9% (11)	8% (10)	129
Income: Under 50k	18% (115)	8% (54)	14% (90)	5% (32)	8% (53)	18% (113)	5% (30)	12% (79)	6% (37)	6% (40)	644
Income: 50k-100k	13% (42)	8% (26)	12% (36)	3% (8)	9% (27)	21% (67)	8% (25)	14% (44)	8% (25)	4% (12)	311
Income: 100k+	15% (22)	5% (7)	10% (14)	3% (5)	13% (19)	23% (34)	4% (5)	12% (17)	7% (11)	9% (13)	146
Ethnicity: White	14% (125)	7% (61)	14% (118)	4% (36)	10% (85)	20% (169)	5% (44)	13% (109)	7% (61)	7% (56)	864
Ethnicity: Hispanic	16% (27)	11% (18)	17% (28)	1% (2)	10% (17)	21% (35)	3% (6)	13% (21)	4% (7)	4% (6)	166
Ethnicity: Afr. Am.	26% (36)	10% (14)	9% (13)	3% (5)	6% (9)	22% (31)	9% (12)	7% (10)	5% (8)	3% (4)	141
Ethnicity: Other	18% (17)	14% (13)	10% (9)	4% (4)	5% (5)	15% (15)	4% (4)	22% (21)	4% (4)	5% (5)	97
Relig: Protestant	13% (29)	7% (17)	12% (29)	6% (14)	11% (26)	21% (48)	8% (18)	10% (23)	6% (15)	5% (11)	229
Relig: Roman Catholic	17% (31)	3% (6)	9% (18)	4% (8)	11% (21)	23% (44)	4% (8)	14% (26)	6% (12)	8% (15)	190
Relig: Ath./Agn./None	17% (57)	9% (31)	12% (42)	2% (6)	9% (32)	20% (68)	4% (12)	13% (44)	7% (25)	7% (23)	342
Relig: Something Else	18% (36)	7% (13)	16% (32)	5% (9)	8% (16)	14% (29)	8% (17)	14% (29)	6% (13)	5% (10)	204
Relig: Evangelical	16% (46)	10% (31)	13% (38)	6% (16)	10% (29)	18% (52)	6% (18)	12% (34)	6% (18)	4% (13)	294
Relig: Non-Evang. Catholics	15% (39)	5% (12)	11% (29)	5% (12)	9% (23)	25% (66)	5% (13)	12% (33)	6% (17)	7% (19)	262
Relig: All Christian	15% (86)	8% (43)	12% (66)	5% (28)	9% (51)	21% (118)	6% (31)	12% (67)	6% (35)	6% (31)	556
Relig: All Non-Christian	17% (93)	8% (45)	14% (74)	3% (16)	9% (47)	18% (97)	5% (29)	13% (73)	7% (38)	6% (33)	545

Continued on next page

Table CDP9oen: Birth date

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	16% (179)	8% (87)	13% (140)	4% (44)	9% (99)	19% (215)	5% (60)	13% (140)	7% (73)	6% (65)	1102
Community: Urban	18% (51)	7% (21)	16% (45)	3% (8)	7% (20)	23% (64)	7% (19)	8% (23)	6% (16)	5% (14)	281
Community: Suburban	13% (63)	9% (44)	11% (55)	5% (22)	9% (45)	21% (102)	5% (26)	13% (66)	7% (34)	7% (32)	489
Community: Rural	20% (65)	7% (23)	12% (41)	4% (14)	10% (34)	15% (48)	5% (15)	15% (51)	7% (22)	6% (19)	331
Employ: Private Sector	10% (29)	9% (27)	12% (36)	3% (8)	9% (26)	25% (76)	6% (20)	13% (39)	9% (27)	5% (15)	303
Employ: Government	21% (15)	6% (4)	14% (10)	2% (1)	7% (5)	22% (15)	9% (6)	8% (6)	6% (4)	6% (4)	71
Employ: Self-Employed	25% (26)	7% (7)	13% (14)	3% (3)	8% (8)	18% (20)	2% (2)	14% (15)	7% (8)	3% (3)	107
Employ: Homemaker	18% (13)	9% (7)	16% (12)	3% (2)	6% (5)	9% (7)	4% (3)	14% (10)	7% (5)	14% (10)	73
Employ: Retired	17% (48)	5% (13)	10% (26)	6% (16)	11% (31)	19% (51)	5% (15)	14% (37)	6% (16)	7% (20)	273
Employ: Unemployed	14% (17)	14% (17)	22% (27)	8% (9)	5% (6)	18% (23)	2% (2)	13% (16)	4% (5)	2% (2)	123
Employ: Other	21% (24)	8% (9)	9% (10)	2% (2)	10% (11)	18% (20)	9% (10)	11% (12)	6% (6)	7% (8)	113
Military HH: Yes	20% (39)	11% (22)	12% (23)	5% (9)	8% (16)	20% (37)	3% (6)	8% (15)	5% (10)	7% (13)	191
Military HH: No	15% (140)	7% (66)	13% (117)	4% (35)	9% (82)	19% (177)	6% (54)	14% (125)	7% (62)	6% (52)	911
RD/WT: Right Direction	17% (67)	7% (29)	12% (46)	3% (14)	10% (40)	19% (77)	5% (21)	13% (52)	7% (29)	6% (23)	397
RD/WT: Wrong Track	16% (112)	8% (59)	13% (95)	4% (31)	8% (58)	20% (138)	6% (39)	12% (88)	6% (44)	6% (41)	705
Trump Job Approve	16% (72)	7% (30)	11% (52)	4% (19)	9% (42)	21% (96)	6% (26)	13% (59)	6% (29)	8% (35)	459
Trump Job Disapprove	17% (99)	9% (51)	13% (78)	4% (25)	9% (52)	19% (110)	6% (32)	12% (69)	6% (38)	5% (27)	580
Trump Job Strongly Approve	16% (36)	7% (16)	9% (21)	4% (9)	8% (17)	22% (50)	5% (12)	14% (31)	7% (16)	8% (19)	227
Trump Job Somewhat Approve	16% (36)	6% (14)	13% (31)	4% (9)	11% (24)	20% (46)	6% (13)	12% (28)	5% (13)	7% (16)	231
Trump Job Somewhat Disapprove	21% (29)	8% (11)	12% (16)	5% (8)	5% (6)	18% (25)	6% (8)	15% (20)	8% (11)	2% (3)	138
Trump Job Strongly Disapprove	16% (70)	9% (40)	14% (61)	4% (17)	10% (45)	19% (85)	5% (24)	11% (49)	6% (27)	5% (24)	442
Favorable of Trump	16% (72)	6% (26)	10% (45)	4% (20)	10% (43)	22% (98)	4% (20)	14% (63)	7% (31)	7% (33)	451
Unfavorable of Trump	16% (95)	10% (57)	14% (83)	4% (24)	8% (48)	18% (107)	6% (36)	11% (66)	7% (40)	5% (29)	586
Very Favorable of Trump	16% (39)	7% (16)	9% (22)	4% (10)	8% (20)	22% (54)	4% (11)	14% (32)	7% (17)	8% (20)	239
Somewhat Favorable of Trump	15% (32)	5% (11)	11% (23)	5% (10)	11% (24)	21% (44)	5% (10)	14% (30)	7% (14)	7% (14)	212
Somewhat Unfavorable of Trump	19% (18)	10% (9)	13% (13)	7% (6)	4% (4)	15% (14)	6% (6)	16% (15)	5% (5)	5% (5)	96
Very Unfavorable of Trump	16% (77)	10% (48)	14% (71)	4% (18)	9% (44)	19% (93)	6% (30)	10% (51)	7% (35)	5% (25)	490
#1 Issue: Economy	19% (59)	10% (32)	13% (40)	2% (8)	9% (27)	19% (60)	5% (16)	11% (35)	6% (19)	4% (14)	310
#1 Issue: Security	14% (29)	5% (10)	12% (26)	7% (14)	10% (21)	16% (34)	4% (8)	15% (31)	9% (19)	9% (19)	210
#1 Issue: Health Care	15% (27)	13% (22)	7% (12)	4% (8)	13% (22)	25% (43)	4% (7)	8% (14)	6% (10)	5% (9)	173
#1 Issue: Medicare / Social Security	16% (27)	5% (10)	12% (20)	5% (9)	12% (22)	18% (31)	7% (12)	14% (25)	6% (11)	5% (10)	177
#1 Issue: Women's Issues	21% (11)	3% (1)	17% (9)	2% (1)	2% (1)	22% (12)	6% (3)	10% (5)	11% (6)	7% (4)	54
#1 Issue: Education	14% (11)	9% (7)	18% (15)	— (0)	4% (3)	19% (15)	12% (10)	18% (14)	4% (3)	3% (3)	80
#1 Issue: Other	12% (7)	11% (6)	19% (11)	4% (2)	4% (2)	18% (10)	4% (2)	18% (10)	4% (3)	7% (4)	58
2018 House Vote: Democrat	18% (69)	7% (27)	11% (44)	4% (17)	11% (43)	19% (73)	7% (26)	11% (41)	7% (26)	6% (23)	390
2018 House Vote: Republican	15% (50)	5% (18)	12% (41)	6% (19)	9% (30)	21% (73)	6% (19)	13% (46)	7% (24)	8% (26)	347
2018 House Vote: Someone else	9% (6)	9% (6)	15% (9)	5% (3)	7% (4)	29% (18)	1% (1)	10% (6)	5% (3)	10% (6)	62
2018 House Vote: Didnt Vote	17% (52)	12% (37)	16% (47)	1% (5)	7% (21)	17% (50)	5% (14)	15% (47)	6% (19)	3% (10)	301
2016 Vote: Hillary Clinton	15% (52)	8% (27)	10% (35)	4% (14)	11% (39)	22% (74)	6% (22)	12% (42)	6% (21)	5% (17)	343
2016 Vote: Donald Trump	16% (54)	6% (20)	10% (35)	6% (19)	8% (29)	20% (71)	5% (18)	14% (48)	7% (24)	9% (31)	349
2016 Vote: Someone else	7% (7)	8% (8)	17% (18)	5% (5)	8% (8)	25% (26)	3% (4)	10% (11)	6% (6)	11% (12)	105
2016 Vote: Didnt Vote	21% (65)	11% (33)	17% (52)	2% (6)	7% (22)	14% (43)	6% (17)	13% (40)	7% (21)	2% (5)	303
Voted in 2014: Yes	15% (105)	7% (50)	10% (70)	5% (37)	10% (69)	20% (140)	6% (41)	12% (82)	7% (51)	8% (58)	702
Voted in 2014: No	19% (74)	9% (38)	18% (70)	2% (7)	7% (29)	19% (75)	5% (20)	15% (58)	5% (21)	2% (7)	400
2012 Vote: Barack Obama	16% (69)	6% (27)	13% (54)	5% (19)	10% (43)	20% (83)	6% (27)	12% (49)	6% (24)	6% (27)	423
2012 Vote: Mitt Romney	14% (40)	7% (19)	7% (18)	5% (13)	10% (28)	22% (62)	6% (16)	13% (37)	8% (22)	7% (20)	275
2012 Vote: Other	11% (6)	4% (2)	14% (8)	6% (3)	8% (5)	12% (7)	9% (5)	10% (6)	10% (6)	16% (9)	57
2012 Vote: Didn't Vote	18% (63)	11% (39)	17% (60)	3% (9)	6% (22)	18% (63)	4% (13)	14% (49)	6% (20)	2% (8)	346

Continued on next page

Table CDP90en: Birth date

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	16% (179)	8% (87)	13% (140)	4% (44)	9% (99)	19% (215)	5% (60)	13% (140)	7% (73)	6% (65)	1102
4-Region: Northeast	13% (29)	5% (12)	15% (32)	4% (9)	9% (20)	21% (45)	5% (10)	13% (29)	7% (15)	8% (17)	218
4-Region: Midwest	22% (49)	11% (24)	8% (18)	5% (10)	6% (14)	15% (34)	7% (15)	16% (36)	7% (16)	4% (9)	226
4-Region: South	14% (57)	7% (29)	15% (62)	4% (16)	10% (42)	23% (94)	5% (20)	9% (37)	6% (24)	5% (22)	402
4-Region: West	17% (44)	9% (23)	11% (27)	3% (9)	9% (22)	16% (42)	6% (16)	15% (37)	7% (18)	7% (17)	255

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

Table CDP10oen: Social Security number

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	12% (130)	3% (32)	4% (48)	2% (20)	4% (49)	16% (171)	6% (67)	15% (169)	15% (168)	22% (248)	1102
Gender: Male	10% (51)	3% (18)	6% (28)	1% (7)	4% (18)	17% (84)	6% (29)	17% (85)	14% (73)	22% (113)	507
Gender: Female	13% (78)	2% (15)	3% (20)	2% (13)	5% (31)	15% (87)	6% (38)	14% (84)	16% (95)	23% (134)	595
Age: 18-29	11% (26)	3% (7)	5% (13)	2% (5)	5% (12)	21% (51)	5% (11)	15% (36)	12% (30)	22% (52)	242
Age: 30-44	8% (22)	4% (10)	3% (9)	3% (9)	5% (12)	18% (46)	6% (17)	12% (32)	19% (51)	21% (55)	262
Age: 45-54	13% (22)	4% (7)	4% (6)	2% (3)	5% (7)	13% (21)	8% (13)	15% (25)	13% (21)	24% (39)	164
Age: 55-64	16% (34)	2% (4)	5% (10)	1% (2)	4% (9)	15% (32)	6% (12)	16% (34)	16% (34)	21% (45)	215
Age: 65+	12% (27)	2% (5)	5% (10)	1% (2)	4% (9)	10% (21)	7% (14)	19% (42)	14% (32)	26% (57)	219
Generation Z: 18-21	10% (9)	4% (4)	3% (3)	2% (1)	4% (4)	17% (15)	6% (6)	22% (19)	7% (6)	25% (22)	87
Millennial: Age 22-37	8% (25)	3% (10)	5% (14)	3% (10)	4% (12)	21% (61)	4% (12)	11% (33)	22% (65)	18% (55)	297
Generation X: Age 38-53	12% (32)	4% (10)	4% (10)	2% (5)	6% (15)	15% (40)	8% (20)	15% (39)	11% (29)	24% (65)	267
Boomers: Age 54-72	16% (61)	2% (9)	5% (18)	1% (2)	4% (17)	13% (50)	6% (22)	16% (63)	15% (59)	24% (93)	395
PID: Dem (no lean)	12% (46)	4% (14)	5% (19)	2% (7)	5% (20)	18% (68)	7% (25)	10% (37)	17% (65)	20% (78)	379
PID: Ind (no lean)	10% (42)	2% (7)	5% (19)	2% (10)	4% (16)	17% (70)	5% (22)	17% (68)	14% (59)	23% (95)	407
PID: Rep (no lean)	13% (41)	4% (12)	3% (10)	1% (4)	4% (13)	10% (33)	6% (20)	20% (64)	14% (43)	24% (76)	316
PID/Gender: Dem Men	9% (14)	4% (7)	7% (11)	3% (4)	6% (9)	21% (33)	7% (11)	9% (14)	16% (26)	18% (29)	158
PID/Gender: Dem Women	14% (32)	3% (7)	3% (7)	1% (3)	5% (11)	16% (35)	7% (14)	10% (23)	18% (40)	22% (49)	221
PID/Gender: Ind Men	10% (18)	2% (5)	5% (9)	1% (2)	2% (3)	17% (31)	4% (8)	18% (33)	17% (31)	25% (47)	186
PID/Gender: Ind Women	11% (25)	1% (2)	5% (10)	4% (8)	6% (13)	18% (39)	6% (14)	16% (35)	13% (28)	22% (48)	220
PID/Gender: Rep Men	12% (19)	4% (6)	5% (8)	1% (2)	3% (5)	12% (20)	6% (10)	23% (37)	10% (16)	23% (38)	162
PID/Gender: Rep Women	14% (22)	4% (6)	1% (2)	1% (2)	5% (8)	8% (13)	6% (10)	17% (26)	18% (27)	25% (38)	154
Ideo: Liberal (1-3)	5% (16)	2% (7)	6% (20)	2% (6)	5% (19)	20% (72)	7% (25)	14% (49)	15% (53)	24% (84)	350
Ideo: Moderate (4)	13% (29)	2% (5)	3% (6)	1% (3)	5% (11)	11% (24)	6% (13)	15% (32)	17% (38)	26% (57)	218
Ideo: Conservative (5-7)	12% (41)	5% (16)	4% (14)	1% (4)	4% (13)	12% (44)	5% (19)	18% (65)	16% (56)	23% (83)	355
Educ: < College	14% (103)	3% (25)	5% (35)	2% (18)	5% (39)	16% (118)	5% (41)	15% (111)	14% (101)	21% (156)	746
Educ: Bachelors degree	7% (16)	3% (7)	3% (6)	1% (2)	4% (9)	18% (42)	7% (15)	16% (35)	18% (41)	24% (54)	227
Educ: Post-grad	9% (11)	— (1)	5% (6)	— (0)	2% (2)	9% (12)	8% (11)	18% (23)	20% (25)	29% (38)	129
Income: Under 50k	15% (94)	3% (21)	5% (34)	2% (16)	5% (33)	16% (103)	6% (37)	15% (97)	14% (88)	19% (122)	644
Income: 50k-100k	7% (23)	3% (8)	2% (8)	1% (4)	4% (13)	17% (52)	6% (20)	16% (50)	17% (54)	25% (79)	311
Income: 100k+	9% (13)	2% (3)	5% (7)	— (0)	2% (3)	11% (17)	7% (10)	15% (22)	17% (25)	32% (47)	146
Ethnicity: White	10% (85)	2% (20)	4% (36)	2% (18)	4% (39)	15% (128)	7% (58)	17% (145)	15% (131)	24% (205)	864
Ethnicity: Hispanic	14% (24)	6% (9)	4% (7)	5% (8)	3% (5)	23% (38)	1% (1)	11% (17)	17% (28)	17% (29)	166
Ethnicity: Afr. Am.	19% (27)	5% (8)	4% (6)	1% (2)	4% (6)	21% (30)	3% (4)	9% (12)	16% (22)	17% (23)	141
Ethnicity: Other	18% (18)	4% (4)	6% (5)	1% (1)	5% (5)	14% (13)	5% (5)	13% (12)	15% (14)	20% (19)	97
Relig: Protestant	9% (21)	3% (8)	5% (11)	2% (4)	4% (9)	11% (25)	9% (20)	18% (41)	14% (32)	25% (58)	229
Relig: Roman Catholic	11% (21)	1% (2)	4% (8)	3% (5)	3% (6)	23% (43)	3% (6)	14% (27)	18% (33)	20% (37)	190
Relig: Ath./Agn./None	12% (42)	2% (8)	3% (9)	1% (3)	5% (16)	17% (60)	5% (19)	13% (44)	16% (54)	26% (89)	342
Relig: Something Else	9% (19)	2% (4)	6% (11)	4% (7)	6% (12)	11% (23)	8% (16)	17% (35)	13% (27)	24% (48)	204
Relig: Evangelical	14% (42)	5% (16)	6% (17)	1% (4)	3% (9)	16% (46)	5% (15)	17% (51)	15% (44)	17% (50)	294
Relig: Non-Evang. Catholics	10% (26)	2% (5)	4% (11)	2% (6)	5% (13)	16% (42)	7% (18)	15% (39)	16% (42)	23% (60)	262
Relig: All Christian	12% (68)	4% (20)	5% (28)	2% (10)	4% (22)	16% (88)	6% (32)	16% (91)	16% (87)	20% (111)	556
Relig: All Non-Christian	11% (62)	2% (12)	4% (20)	2% (10)	5% (28)	15% (83)	6% (35)	14% (78)	15% (81)	25% (137)	545

Continued on next page

Table CDP10oen: Social Security number

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	12% (130)	3% (32)	4% (48)	2% (20)	4% (49)	16% (171)	6% (67)	15% (169)	15% (168)	22% (248)	1102
Community: Urban	14% (39)	2% (5)	5% (13)	2% (7)	5% (15)	22% (63)	5% (14)	14% (41)	14% (41)	16% (44)	281
Community: Suburban	9% (44)	3% (15)	3% (16)	1% (7)	4% (19)	15% (75)	6% (29)	18% (86)	17% (84)	23% (114)	489
Community: Rural	14% (46)	4% (12)	5% (18)	2% (7)	5% (16)	10% (33)	7% (24)	13% (43)	13% (43)	27% (90)	331
Employ: Private Sector	7% (20)	2% (7)	4% (13)	1% (4)	4% (12)	18% (55)	7% (20)	18% (54)	14% (44)	25% (76)	303
Employ: Government	10% (7)	1% (1)	9% (7)	3% (2)	4% (3)	8% (6)	4% (2)	8% (6)	25% (18)	29% (20)	71
Employ: Self-Employed	14% (15)	8% (9)	3% (3)	6% (6)	5% (6)	17% (18)	— (0)	11% (12)	19% (20)	18% (19)	107
Employ: Homemaker	14% (11)	3% (2)	— (0)	2% (1)	7% (5)	20% (15)	5% (4)	11% (8)	13% (9)	25% (18)	73
Employ: Retired	13% (35)	2% (7)	4% (10)	1% (2)	4% (11)	10% (27)	7% (19)	20% (55)	16% (44)	23% (62)	273
Employ: Unemployed	18% (22)	3% (3)	5% (7)	3% (3)	4% (5)	25% (31)	4% (5)	15% (18)	12% (14)	12% (15)	123
Employ: Other	16% (18)	3% (3)	7% (8)	2% (2)	7% (8)	13% (15)	11% (12)	8% (9)	12% (14)	21% (24)	113
Military HH: Yes	14% (27)	7% (14)	5% (9)	2% (3)	4% (7)	12% (22)	7% (14)	12% (23)	10% (19)	27% (52)	191
Military HH: No	11% (103)	2% (19)	4% (39)	2% (17)	5% (42)	16% (149)	6% (53)	16% (146)	16% (149)	21% (195)	911
RD/WT: Right Direction	12% (48)	4% (15)	5% (20)	1% (3)	4% (16)	14% (57)	7% (28)	17% (68)	14% (57)	22% (86)	397
RD/WT: Wrong Track	12% (82)	2% (18)	4% (28)	2% (18)	5% (33)	16% (115)	5% (39)	14% (101)	16% (110)	23% (162)	705
Trump Job Approve	12% (57)	3% (13)	5% (22)	1% (4)	4% (18)	13% (59)	6% (28)	18% (81)	16% (74)	23% (103)	459
Trump Job Disapprove	11% (66)	3% (15)	4% (24)	3% (17)	5% (28)	17% (101)	6% (35)	13% (76)	14% (84)	23% (134)	580
Trump Job Strongly Approve	13% (30)	4% (9)	4% (10)	1% (3)	2% (5)	10% (22)	8% (18)	20% (45)	17% (38)	21% (47)	227
Trump Job Somewhat Approve	11% (26)	2% (5)	5% (12)	— (1)	6% (13)	16% (37)	4% (10)	15% (35)	16% (36)	24% (57)	231
Trump Job Somewhat Disapprove	11% (15)	4% (5)	3% (5)	— (1)	7% (10)	21% (29)	5% (7)	12% (16)	15% (20)	23% (31)	138
Trump Job Strongly Disapprove	12% (51)	2% (10)	4% (19)	4% (16)	4% (19)	16% (72)	6% (28)	14% (60)	14% (63)	23% (103)	442
Favorable of Trump	12% (53)	3% (13)	4% (17)	1% (4)	4% (19)	13% (58)	6% (28)	18% (83)	16% (71)	24% (106)	451
Unfavorable of Trump	11% (66)	3% (16)	5% (29)	3% (17)	5% (27)	16% (96)	6% (36)	13% (75)	15% (87)	23% (135)	586
Very Favorable of Trump	13% (31)	4% (10)	4% (10)	1% (2)	2% (5)	11% (26)	6% (16)	21% (49)	15% (37)	22% (53)	239
Somewhat Favorable of Trump	11% (23)	1% (3)	3% (6)	1% (1)	7% (14)	15% (32)	6% (12)	16% (33)	16% (34)	25% (53)	212
Somewhat Unfavorable of Trump	10% (9)	3% (3)	6% (6)	1% (1)	7% (7)	15% (15)	4% (4)	16% (15)	13% (13)	24% (23)	96
Very Unfavorable of Trump	12% (57)	3% (14)	5% (24)	3% (16)	4% (20)	17% (82)	7% (32)	12% (60)	15% (74)	23% (112)	490
#1 Issue: Economy	15% (45)	3% (9)	5% (16)	1% (3)	4% (14)	18% (55)	5% (16)	12% (36)	16% (50)	21% (66)	310
#1 Issue: Security	11% (24)	4% (7)	4% (8)	1% (3)	4% (9)	9% (20)	6% (12)	20% (42)	16% (33)	25% (52)	210
#1 Issue: Health Care	10% (18)	5% (8)	6% (11)	1% (2)	4% (7)	21% (35)	4% (7)	15% (25)	10% (17)	24% (41)	173
#1 Issue: Medicare / Social Security	12% (21)	2% (4)	3% (6)	3% (6)	5% (9)	14% (24)	9% (16)	20% (35)	14% (24)	18% (32)	177
#1 Issue: Women's Issues	17% (9)	— (0)	— (0)	— (0)	2% (1)	19% (10)	2% (1)	9% (5)	27% (14)	24% (13)	54
#1 Issue: Education	10% (8)	4% (3)	3% (2)	1% (1)	4% (3)	17% (14)	8% (6)	17% (13)	19% (15)	19% (15)	80
#1 Issue: Other	7% (4)	— (0)	3% (2)	11% (6)	10% (6)	11% (7)	13% (8)	12% (7)	9% (5)	23% (13)	58
2018 House Vote: Democrat	13% (51)	2% (9)	5% (18)	2% (6)	4% (14)	19% (74)	8% (29)	11% (41)	14% (56)	23% (91)	390
2018 House Vote: Republican	11% (37)	3% (11)	3% (12)	1% (4)	5% (17)	12% (41)	7% (24)	19% (65)	13% (47)	26% (90)	347
2018 House Vote: Someone else	16% (10)	— (0)	5% (3)	3% (2)	4% (3)	17% (10)	5% (3)	11% (7)	21% (13)	19% (11)	62
2018 House Vote: Didnt Vote	10% (30)	4% (12)	5% (15)	3% (9)	5% (16)	15% (46)	4% (11)	18% (56)	17% (52)	18% (55)	301
2016 Vote: Hillary Clinton	12% (40)	3% (9)	4% (12)	2% (5)	4% (13)	20% (67)	7% (24)	11% (39)	16% (56)	23% (78)	343
2016 Vote: Donald Trump	11% (40)	3% (10)	4% (14)	1% (3)	4% (14)	10% (35)	7% (24)	19% (67)	16% (55)	25% (87)	349
2016 Vote: Someone else	7% (7)	1% (1)	2% (2)	4% (4)	4% (5)	17% (18)	3% (3)	17% (18)	17% (18)	27% (28)	105
2016 Vote: Didnt Vote	14% (43)	4% (12)	6% (19)	3% (9)	6% (18)	16% (50)	5% (16)	15% (44)	13% (39)	18% (54)	303
Voted in 2014: Yes	12% (81)	3% (22)	3% (22)	2% (11)	4% (29)	15% (103)	7% (46)	16% (110)	15% (108)	24% (170)	702
Voted in 2014: No	12% (49)	3% (10)	6% (26)	2% (9)	5% (20)	17% (69)	5% (21)	15% (59)	15% (59)	20% (78)	400
2012 Vote: Barack Obama	13% (56)	3% (11)	4% (17)	2% (8)	4% (19)	17% (71)	7% (28)	11% (48)	18% (75)	22% (91)	423
2012 Vote: Mitt Romney	10% (28)	3% (10)	2% (6)	1% (3)	3% (8)	11% (30)	7% (19)	20% (55)	16% (45)	26% (72)	275
2012 Vote: Other	10% (6)	— (0)	1% (1)	1% (1)	8% (4)	12% (7)	3% (2)	25% (14)	11% (6)	28% (16)	57
2012 Vote: Didn't Vote	11% (40)	3% (11)	7% (24)	3% (9)	5% (18)	18% (63)	5% (18)	15% (52)	12% (42)	20% (68)	346

Continued on next page

Table CDP10oen: Social Security number

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	12% (130)	3% (32)	4% (48)	2% (20)	4% (49)	16% (171)	6% (67)	15% (169)	15% (168)	22% (248)	1102
4-Region: Northeast	12% (26)	1% (2)	4% (9)	3% (6)	4% (10)	16% (34)	5% (11)	12% (26)	20% (44)	23% (50)	218
4-Region: Midwest	13% (30)	4% (9)	5% (12)	1% (2)	4% (9)	15% (34)	7% (16)	15% (33)	17% (38)	20% (45)	226
4-Region: South	12% (47)	3% (11)	4% (17)	1% (4)	4% (15)	19% (78)	6% (24)	17% (67)	12% (48)	23% (91)	402
4-Region: West	11% (27)	4% (10)	4% (10)	4% (9)	6% (16)	10% (25)	6% (16)	17% (43)	15% (38)	24% (62)	255

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

Table CDP11oen: Employment history

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	More than 10000	Total N
Adults	16% (172)	8% (88)	14% (158)	6% (71)	10% (108)	17% (192)	7% (72)	10% (115)	11% (126)	1102
Gender: Male	15% (76)	9% (46)	15% (77)	6% (32)	8% (41)	19% (97)	4% (23)	9% (47)	13% (67)	507
Gender: Female	16% (96)	7% (42)	14% (81)	6% (38)	11% (67)	16% (95)	8% (49)	11% (68)	10% (59)	595
Age: 18-29	12% (30)	12% (28)	21% (50)	8% (18)	12% (28)	16% (39)	4% (10)	7% (17)	9% (21)	242
Age: 30-44	11% (30)	9% (24)	16% (41)	5% (13)	9% (23)	19% (49)	8% (21)	12% (32)	11% (29)	262
Age: 45-54	20% (33)	3% (5)	12% (19)	5% (8)	9% (15)	19% (31)	7% (11)	14% (23)	11% (18)	164
Age: 55-64	18% (39)	7% (15)	11% (23)	6% (13)	9% (20)	19% (41)	5% (10)	10% (22)	14% (31)	215
Age: 65+	18% (39)	7% (16)	12% (26)	8% (18)	10% (22)	14% (32)	9% (19)	9% (21)	12% (27)	219
Generation Z: 18-21	19% (16)	6% (5)	28% (24)	8% (7)	13% (11)	6% (5)	7% (6)	8% (7)	6% (5)	87
Millennial: Age 22-37	9% (27)	13% (39)	17% (49)	6% (17)	10% (29)	18% (55)	5% (16)	11% (32)	11% (34)	297
Generation X: Age 38-53	17% (46)	5% (13)	13% (35)	5% (14)	10% (26)	21% (56)	7% (19)	12% (31)	10% (27)	267
Boomers: Age 54-72	19% (77)	7% (28)	10% (39)	7% (28)	10% (39)	17% (68)	6% (23)	10% (41)	13% (53)	395
PID: Dem (no lean)	17% (64)	8% (29)	13% (49)	6% (24)	12% (44)	17% (63)	7% (28)	11% (43)	10% (37)	379
PID: Ind (no lean)	14% (56)	10% (41)	16% (65)	6% (24)	9% (35)	16% (64)	6% (23)	11% (46)	13% (52)	407
PID: Rep (no lean)	16% (52)	5% (17)	14% (45)	7% (23)	9% (30)	21% (65)	7% (22)	8% (26)	12% (38)	316
PID/Gender: Dem Men	17% (27)	12% (19)	14% (22)	4% (6)	8% (12)	20% (31)	6% (10)	8% (12)	11% (18)	158
PID/Gender: Dem Women	17% (37)	5% (10)	12% (27)	8% (17)	14% (32)	14% (32)	8% (18)	14% (30)	9% (19)	221
PID/Gender: Ind Men	11% (20)	9% (18)	17% (31)	7% (13)	8% (15)	16% (29)	3% (5)	13% (24)	17% (32)	186
PID/Gender: Ind Women	16% (36)	11% (24)	15% (34)	5% (11)	9% (20)	16% (35)	8% (18)	10% (22)	9% (20)	220
PID/Gender: Rep Men	18% (29)	6% (9)	15% (24)	8% (13)	9% (14)	23% (37)	5% (8)	6% (10)	11% (18)	162
PID/Gender: Rep Women	15% (23)	5% (8)	13% (20)	6% (9)	10% (16)	18% (28)	9% (14)	10% (16)	13% (20)	154
Ideo: Liberal (1-3)	11% (37)	8% (27)	15% (52)	6% (22)	10% (37)	18% (63)	8% (28)	12% (43)	12% (40)	350
Ideo: Moderate (4)	16% (34)	5% (10)	16% (36)	4% (8)	14% (30)	16% (34)	5% (12)	10% (21)	15% (33)	218
Ideo: Conservative (5-7)	15% (54)	6% (23)	14% (51)	10% (35)	8% (28)	20% (71)	7% (23)	10% (37)	10% (34)	355
Educ: < College	19% (140)	9% (67)	15% (110)	6% (47)	9% (70)	15% (110)	6% (47)	10% (75)	11% (81)	746
Educ: Bachelors degree	9% (21)	6% (13)	15% (35)	6% (14)	11% (24)	26% (60)	7% (16)	10% (22)	10% (22)	227
Educ: Post-grad	8% (10)	6% (8)	11% (14)	7% (9)	11% (14)	17% (22)	8% (10)	14% (18)	18% (23)	129

Continued on next page

Table CDP11oen: Employment history

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	More than 10000	Total N
Adults	16% (172)	8% (88)	14% (158)	6% (71)	10% (108)	17% (192)	7% (72)	10% (115)	11% (126)	1102
Income: Under 50k	18% (116)	9% (59)	17% (107)	7% (42)	9% (60)	14% (89)	6% (37)	9% (61)	11% (73)	644
Income: 50k-100k	12% (37)	7% (22)	11% (35)	5% (16)	10% (30)	25% (78)	8% (25)	12% (37)	10% (31)	311
Income: 100k+	12% (18)	5% (8)	11% (16)	8% (12)	12% (18)	17% (25)	7% (10)	11% (17)	16% (23)	146
Ethnicity: White	14% (123)	8% (67)	14% (121)	7% (62)	10% (83)	18% (157)	6% (51)	11% (94)	12% (105)	864
Ethnicity: Hispanic	13% (22)	14% (24)	19% (31)	4% (7)	4% (7)	18% (29)	8% (13)	7% (12)	13% (22)	166
Ethnicity: Afr. Am.	22% (31)	9% (12)	13% (19)	5% (7)	12% (17)	17% (25)	9% (12)	6% (8)	6% (9)	141
Ethnicity: Other	18% (17)	10% (9)	19% (18)	1% (1)	8% (8)	10% (10)	9% (9)	13% (13)	13% (12)	97
Relig: Protestant	14% (32)	5% (11)	19% (44)	10% (23)	8% (18)	22% (49)	5% (12)	9% (21)	9% (20)	229
Relig: Roman Catholic	17% (32)	4% (8)	10% (18)	7% (14)	9% (17)	23% (44)	8% (15)	8% (16)	14% (26)	190
Relig: Ath./Agn./None	15% (53)	10% (34)	13% (43)	4% (13)	10% (36)	15% (52)	7% (23)	12% (41)	14% (49)	342
Relig: Something Else	13% (27)	10% (20)	19% (39)	8% (17)	9% (19)	13% (26)	5% (11)	12% (25)	11% (21)	204
Relig: Evangelical	17% (51)	7% (22)	16% (46)	6% (17)	11% (32)	19% (56)	7% (20)	9% (27)	8% (23)	294
Relig: Non-Evang. Catholics	16% (42)	5% (13)	12% (31)	9% (24)	8% (21)	22% (59)	7% (18)	8% (22)	12% (32)	262
Relig: All Christian	17% (92)	6% (34)	14% (77)	7% (41)	10% (54)	21% (115)	7% (39)	9% (49)	10% (56)	556
Relig: All Non-Christian	15% (79)	10% (54)	15% (82)	5% (29)	10% (55)	14% (77)	6% (33)	12% (66)	13% (70)	545
Community: Urban	16% (44)	9% (27)	16% (46)	5% (14)	11% (32)	21% (58)	5% (15)	8% (23)	8% (23)	281
Community: Suburban	13% (63)	7% (36)	14% (70)	7% (33)	11% (52)	17% (83)	7% (34)	11% (53)	13% (64)	489
Community: Rural	19% (64)	8% (26)	13% (42)	7% (23)	7% (24)	16% (51)	7% (24)	12% (38)	12% (39)	331
Employ: Private Sector	9% (29)	7% (21)	13% (40)	5% (14)	10% (30)	25% (77)	7% (22)	12% (37)	11% (35)	303
Employ: Government	18% (13)	5% (3)	12% (8)	3% (2)	12% (8)	17% (12)	13% (9)	9% (6)	11% (8)	71
Employ: Self-Employed	23% (25)	9% (10)	15% (16)	6% (7)	5% (6)	16% (17)	2% (2)	14% (15)	9% (10)	107
Employ: Homemaker	16% (12)	11% (8)	11% (8)	8% (6)	12% (9)	17% (12)	6% (5)	8% (6)	9% (7)	73
Employ: Retired	18% (48)	6% (17)	13% (36)	8% (22)	10% (27)	15% (40)	7% (19)	8% (20)	16% (43)	273
Employ: Unemployed	18% (22)	12% (15)	21% (26)	7% (8)	10% (12)	9% (11)	2% (3)	11% (14)	10% (13)	123
Employ: Other	19% (22)	12% (13)	11% (12)	6% (7)	11% (12)	13% (15)	10% (11)	10% (12)	8% (9)	113
Military HH: Yes	20% (39)	10% (20)	13% (25)	4% (7)	11% (21)	18% (35)	6% (11)	7% (14)	10% (20)	191
Military HH: No	15% (133)	7% (68)	15% (134)	7% (64)	10% (87)	17% (157)	7% (61)	11% (101)	12% (106)	911
RD/WT: Right Direction	16% (64)	8% (31)	11% (44)	8% (32)	9% (35)	18% (73)	7% (28)	11% (43)	12% (46)	397
RD/WT: Wrong Track	15% (107)	8% (57)	16% (115)	5% (38)	10% (73)	17% (119)	6% (44)	10% (72)	11% (80)	705
Trump Job Approve	16% (76)	8% (34)	11% (52)	7% (32)	10% (47)	20% (92)	7% (34)	8% (38)	12% (53)	459
Trump Job Disapprove	15% (86)	7% (43)	17% (101)	6% (37)	10% (57)	15% (88)	6% (37)	12% (71)	10% (60)	580

Continued on next page

Table CDP11oen: Employment history

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	More than 10000	Total N
Adults	16% (172)	8% (88)	14% (158)	6% (71)	10% (108)	17% (192)	7% (72)	10% (115)	11% (126)	1102
Trump Job Strongly Approve	17% (39)	6% (15)	12% (26)	7% (15)	10% (22)	19% (42)	8% (19)	8% (17)	14% (31)	227
Trump Job Somewhat Approve	16% (37)	9% (20)	11% (25)	7% (17)	11% (25)	22% (50)	7% (15)	9% (20)	9% (22)	231
Trump Job Somewhat Disapprove	18% (25)	5% (7)	22% (30)	6% (8)	10% (13)	14% (20)	5% (7)	13% (18)	8% (11)	138
Trump Job Strongly Disapprove	14% (61)	8% (36)	16% (71)	7% (29)	10% (44)	15% (68)	7% (30)	12% (53)	11% (50)	442
Favorable of Trump	17% (77)	7% (31)	11% (49)	7% (32)	10% (45)	20% (91)	7% (30)	9% (42)	12% (53)	451
Unfavorable of Trump	14% (81)	8% (48)	17% (102)	6% (36)	10% (59)	15% (88)	7% (42)	11% (67)	11% (63)	586
Very Favorable of Trump	18% (44)	7% (18)	10% (24)	7% (17)	9% (21)	19% (45)	8% (19)	8% (20)	13% (32)	239
Somewhat Favorable of Trump	16% (33)	6% (14)	12% (25)	7% (15)	11% (24)	22% (46)	5% (11)	11% (22)	10% (21)	212
Somewhat Unfavorable of Trump	14% (13)	10% (9)	16% (15)	7% (7)	14% (13)	12% (11)	9% (9)	10% (10)	9% (8)	96
Very Unfavorable of Trump	14% (68)	8% (39)	18% (87)	6% (29)	9% (46)	16% (77)	7% (33)	12% (57)	11% (55)	490
#1 Issue: Economy	16% (50)	12% (37)	14% (42)	5% (15)	9% (27)	19% (60)	5% (17)	11% (33)	9% (29)	310
#1 Issue: Security	14% (30)	7% (14)	11% (24)	9% (20)	9% (18)	14% (29)	6% (13)	13% (27)	17% (35)	210
#1 Issue: Health Care	17% (29)	4% (8)	18% (31)	5% (9)	13% (23)	22% (37)	4% (7)	6% (11)	10% (17)	173
#1 Issue: Medicare / Social Security	15% (26)	5% (9)	18% (32)	7% (13)	12% (22)	14% (24)	9% (15)	9% (16)	12% (20)	177
#1 Issue: Women's Issues	19% (10)	4% (2)	10% (6)	6% (3)	6% (3)	18% (10)	15% (8)	11% (6)	12% (6)	54
#1 Issue: Education	19% (15)	7% (6)	17% (14)	5% (4)	9% (7)	20% (16)	6% (5)	6% (5)	11% (9)	80
#1 Issue: Other	8% (5)	22% (13)	10% (6)	5% (3)	7% (4)	14% (8)	6% (3)	17% (10)	10% (6)	58
2018 House Vote: Democrat	17% (66)	7% (26)	17% (65)	6% (22)	10% (39)	17% (64)	6% (22)	10% (41)	12% (45)	390
2018 House Vote: Republican	14% (47)	6% (20)	13% (47)	8% (27)	10% (35)	21% (72)	9% (32)	8% (28)	11% (38)	347
2018 House Vote: Someone else	15% (9)	6% (3)	17% (11)	10% (6)	3% (2)	13% (8)	12% (8)	12% (7)	13% (8)	62
2018 House Vote: Didn't Vote	16% (47)	13% (39)	12% (36)	5% (15)	11% (32)	16% (48)	4% (11)	13% (38)	12% (35)	301
2016 Vote: Hillary Clinton	14% (48)	6% (20)	16% (54)	6% (22)	12% (41)	18% (62)	7% (24)	10% (36)	11% (37)	343
2016 Vote: Donald Trump	17% (59)	6% (21)	11% (40)	6% (22)	9% (33)	20% (71)	7% (24)	9% (32)	14% (48)	349
2016 Vote: Someone else	7% (8)	6% (6)	17% (18)	9% (10)	5% (5)	18% (19)	11% (11)	14% (15)	12% (13)	105
2016 Vote: Didn't Vote	19% (57)	14% (41)	15% (46)	5% (15)	9% (29)	13% (40)	4% (13)	11% (32)	10% (29)	303
Voted in 2014: Yes	15% (103)	7% (46)	13% (89)	8% (55)	10% (70)	18% (130)	7% (51)	9% (63)	14% (95)	702
Voted in 2014: No	17% (68)	11% (42)	17% (70)	4% (16)	10% (39)	16% (62)	5% (21)	13% (51)	8% (31)	400
2012 Vote: Barack Obama	15% (65)	7% (28)	14% (59)	7% (30)	10% (43)	17% (70)	7% (29)	11% (45)	13% (54)	423
2012 Vote: Mitt Romney	15% (41)	5% (15)	11% (31)	8% (22)	10% (28)	19% (51)	8% (21)	11% (31)	13% (35)	275
2012 Vote: Other	16% (9)	4% (2)	16% (9)	8% (5)	5% (3)	23% (13)	7% (4)	11% (6)	11% (6)	57
2012 Vote: Didn't Vote	16% (56)	13% (44)	17% (59)	4% (14)	10% (34)	17% (58)	5% (18)	10% (33)	9% (31)	346

Continued on next page

Table CDP11oen: Employment history

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	More than 10000	Total N
Adults	16% (172)	8% (88)	14% (158)	6% (71)	10% (108)	17% (192)	7% (72)	10% (115)	11% (126)	1102
4-Region: Northeast	15% (33)	8% (18)	12% (26)	9% (20)	8% (17)	15% (33)	6% (13)	12% (25)	15% (32)	218
4-Region: Midwest	20% (45)	6% (14)	11% (26)	6% (14)	8% (19)	20% (45)	8% (17)	12% (26)	9% (20)	226
4-Region: South	14% (56)	8% (34)	18% (72)	7% (29)	10% (42)	19% (75)	7% (27)	8% (34)	8% (34)	402
4-Region: West	15% (37)	9% (22)	13% (34)	3% (8)	12% (31)	15% (39)	6% (15)	11% (29)	16% (40)	255

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

Table CDP12oen: Shopping history

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	19% (204)	9% (102)	16% (174)	6% (65)	11% (122)	17% (186)	6% (61)	9% (101)	4% (47)	3% (38)	1102
Gender: Male	18% (90)	9% (48)	17% (85)	6% (28)	10% (53)	18% (90)	5% (27)	7% (34)	6% (30)	4% (21)	507
Gender: Female	19% (115)	9% (54)	15% (89)	6% (37)	12% (69)	16% (96)	6% (35)	11% (67)	3% (17)	3% (18)	595
Age: 18-29	18% (44)	14% (34)	20% (48)	7% (18)	12% (30)	14% (34)	3% (7)	7% (16)	3% (7)	2% (5)	242
Age: 30-44	15% (40)	12% (31)	18% (47)	4% (10)	10% (27)	18% (47)	5% (14)	10% (27)	4% (12)	3% (7)	262
Age: 45-54	22% (36)	4% (7)	14% (23)	4% (7)	13% (21)	20% (33)	7% (11)	8% (14)	2% (3)	5% (8)	164
Age: 55-64	21% (45)	6% (13)	12% (26)	7% (16)	8% (17)	17% (36)	6% (13)	13% (27)	7% (15)	4% (8)	215
Age: 65+	18% (39)	8% (18)	14% (30)	7% (14)	12% (26)	16% (35)	8% (17)	8% (17)	5% (11)	5% (11)	219
Generation Z: 18-21	23% (20)	18% (16)	19% (17)	3% (3)	13% (12)	11% (10)	2% (2)	9% (8)	— (0)	1% (1)	87
Millennial: Age 22-37	14% (42)	13% (39)	20% (59)	6% (19)	10% (31)	16% (46)	4% (12)	10% (29)	5% (13)	2% (7)	297
Generation X: Age 38-53	21% (55)	6% (17)	15% (41)	4% (11)	13% (35)	20% (55)	6% (16)	7% (18)	3% (9)	4% (10)	267
Boomers: Age 54-72	21% (83)	7% (28)	11% (44)	7% (28)	9% (37)	17% (67)	6% (23)	11% (42)	6% (25)	5% (18)	395
PID: Dem (no lean)	18% (69)	9% (35)	16% (60)	7% (25)	13% (51)	14% (54)	6% (24)	8% (31)	5% (19)	3% (11)	379
PID: Ind (no lean)	19% (77)	12% (48)	15% (60)	5% (18)	9% (37)	18% (73)	4% (18)	10% (42)	4% (16)	4% (16)	407
PID: Rep (no lean)	18% (58)	6% (19)	17% (54)	7% (21)	11% (35)	19% (59)	6% (19)	9% (28)	4% (12)	3% (11)	316
PID/Gender: Dem Men	15% (24)	12% (19)	16% (26)	5% (8)	15% (24)	15% (24)	6% (10)	4% (7)	8% (12)	3% (5)	158
PID/Gender: Dem Women	20% (45)	7% (16)	16% (34)	8% (18)	12% (27)	14% (30)	6% (14)	11% (25)	3% (7)	3% (6)	221
PID/Gender: Ind Men	19% (36)	8% (15)	15% (29)	5% (10)	10% (19)	19% (36)	2% (4)	10% (19)	6% (11)	5% (8)	186
PID/Gender: Ind Women	19% (41)	15% (34)	14% (32)	4% (9)	8% (18)	17% (37)	6% (14)	11% (23)	2% (5)	4% (8)	220
PID/Gender: Rep Men	18% (29)	9% (14)	19% (31)	7% (11)	7% (11)	18% (30)	8% (13)	6% (9)	4% (7)	5% (7)	162
PID/Gender: Rep Women	18% (28)	3% (5)	15% (23)	7% (10)	16% (24)	19% (29)	5% (7)	12% (19)	3% (5)	2% (4)	154
Ideo: Liberal (1-3)	12% (43)	11% (38)	17% (58)	6% (22)	15% (52)	15% (51)	8% (27)	10% (36)	5% (16)	2% (8)	350
Ideo: Moderate (4)	21% (46)	6% (13)	15% (33)	5% (11)	10% (22)	19% (41)	5% (10)	8% (17)	5% (11)	7% (14)	218
Ideo: Conservative (5-7)	17% (61)	9% (32)	16% (57)	8% (27)	10% (34)	21% (73)	5% (17)	9% (31)	4% (15)	3% (9)	355
Educ: < College	22% (164)	10% (73)	15% (113)	5% (38)	11% (80)	16% (116)	5% (41)	8% (63)	4% (31)	4% (28)	746
Educ: Bachelors degree	11% (25)	8% (19)	21% (47)	7% (17)	12% (26)	19% (43)	7% (16)	8% (18)	4% (8)	3% (7)	227
Educ: Post-grad	12% (15)	8% (11)	11% (14)	8% (10)	12% (16)	21% (27)	3% (4)	15% (19)	7% (8)	3% (3)	129
Income: Under 50k	22% (141)	9% (61)	16% (105)	5% (35)	11% (73)	14% (90)	6% (37)	8% (54)	3% (21)	4% (27)	644
Income: 50k-100k	14% (45)	10% (31)	14% (43)	7% (21)	11% (33)	20% (64)	7% (21)	10% (31)	6% (17)	2% (5)	311
Income: 100k+	13% (18)	7% (11)	18% (27)	6% (8)	11% (16)	22% (32)	3% (4)	11% (16)	6% (8)	4% (6)	146
Ethnicity: White	18% (154)	9% (76)	15% (131)	6% (55)	11% (94)	18% (155)	5% (45)	10% (86)	4% (37)	4% (32)	864
Ethnicity: Hispanic	19% (32)	16% (26)	15% (25)	3% (5)	11% (18)	16% (27)	7% (11)	9% (15)	4% (7)	— (0)	166
Ethnicity: Afr. Am.	23% (32)	13% (19)	16% (23)	4% (5)	15% (21)	11% (15)	8% (12)	3% (4)	5% (7)	2% (2)	141
Ethnicity: Other	19% (18)	8% (8)	22% (21)	4% (4)	6% (6)	16% (16)	5% (5)	11% (11)	4% (4)	4% (4)	97
Relig: Protestant	17% (38)	7% (17)	21% (47)	7% (16)	11% (24)	18% (42)	6% (14)	8% (18)	4% (9)	2% (4)	229
Relig: Roman Catholic	19% (36)	5% (9)	13% (24)	8% (14)	13% (24)	22% (41)	5% (9)	8% (15)	5% (9)	4% (8)	190
Relig: Ath./Agn./None	21% (71)	12% (40)	12% (39)	3% (11)	10% (36)	17% (58)	6% (19)	10% (33)	6% (20)	5% (16)	342
Relig: Something Else	15% (31)	13% (27)	16% (32)	8% (15)	13% (26)	11% (22)	5% (10)	13% (27)	3% (7)	4% (7)	204
Relig: Evangelical	18% (53)	7% (19)	24% (70)	6% (17)	9% (25)	19% (55)	6% (18)	7% (19)	3% (9)	3% (8)	294
Relig: Non-Evang. Catholics	19% (50)	6% (16)	13% (33)	8% (21)	13% (35)	19% (51)	5% (14)	8% (22)	5% (12)	3% (7)	262
Relig: All Christian	19% (103)	6% (35)	19% (103)	7% (38)	11% (60)	19% (106)	6% (32)	7% (42)	4% (21)	3% (15)	556
Relig: All Non-Christian	19% (101)	12% (67)	13% (71)	5% (27)	11% (62)	15% (80)	5% (29)	11% (59)	5% (26)	4% (23)	545

Continued on next page

Table CDP12oen: Shopping history

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	19% (204)	9% (102)	16% (174)	6% (65)	11% (122)	17% (186)	6% (61)	9% (101)	4% (47)	3% (38)	1102
Community: Urban	21% (60)	11% (31)	17% (47)	6% (18)	9% (26)	17% (49)	5% (14)	6% (17)	5% (15)	2% (5)	281
Community: Suburban	16% (77)	9% (42)	16% (78)	6% (30)	12% (57)	18% (87)	6% (29)	10% (47)	4% (21)	4% (21)	489
Community: Rural	21% (68)	9% (30)	15% (50)	5% (17)	12% (39)	15% (50)	5% (18)	11% (37)	3% (11)	4% (12)	331
Employ: Private Sector	13% (40)	6% (18)	19% (58)	5% (15)	11% (33)	23% (69)	6% (19)	8% (25)	7% (20)	2% (7)	303
Employ: Government	17% (12)	16% (11)	10% (7)	2% (1)	8% (6)	15% (11)	10% (7)	14% (10)	2% (2)	4% (3)	71
Employ: Self-Employed	24% (25)	12% (13)	11% (12)	7% (7)	12% (13)	13% (14)	3% (4)	9% (9)	7% (8)	1% (1)	107
Employ: Homemaker	20% (14)	16% (12)	9% (7)	7% (5)	11% (8)	18% (13)	2% (1)	8% (6)	1% (1)	8% (6)	73
Employ: Retired	19% (51)	8% (21)	14% (37)	8% (22)	10% (27)	16% (43)	8% (22)	9% (25)	4% (12)	5% (14)	273
Employ: Unemployed	29% (36)	10% (12)	16% (20)	7% (8)	8% (10)	14% (17)	1% (1)	12% (15)	2% (3)	1% (1)	123
Employ: Other	22% (25)	7% (8)	20% (22)	3% (3)	17% (20)	14% (15)	5% (5)	6% (7)	2% (2)	4% (4)	113
Military HH: Yes	24% (45)	11% (21)	14% (27)	7% (12)	11% (21)	16% (30)	4% (8)	7% (13)	3% (6)	4% (7)	191
Military HH: No	17% (159)	9% (81)	16% (148)	6% (52)	11% (101)	17% (156)	6% (53)	10% (88)	5% (41)	3% (32)	911
RD/WT: Right Direction	20% (78)	7% (26)	16% (62)	8% (32)	11% (42)	18% (71)	4% (17)	9% (37)	4% (16)	4% (15)	397
RD/WT: Wrong Track	18% (126)	11% (76)	16% (112)	5% (32)	11% (80)	16% (115)	6% (44)	9% (64)	5% (32)	3% (23)	705
Trump Job Approve	19% (89)	7% (33)	14% (66)	7% (31)	10% (48)	21% (96)	5% (21)	8% (38)	4% (17)	4% (19)	459
Trump Job Disapprove	17% (101)	11% (61)	17% (101)	6% (32)	12% (68)	14% (83)	7% (40)	9% (51)	4% (26)	3% (15)	580
Trump Job Strongly Approve	20% (45)	5% (11)	14% (32)	6% (13)	10% (22)	21% (49)	7% (15)	9% (21)	4% (8)	5% (12)	227
Trump Job Somewhat Approve	19% (44)	9% (22)	15% (34)	8% (18)	11% (26)	21% (48)	3% (6)	8% (18)	4% (9)	3% (7)	231
Trump Job Somewhat Disapprove	19% (27)	6% (9)	25% (34)	7% (9)	10% (13)	13% (18)	5% (8)	8% (11)	5% (7)	1% (2)	138
Trump Job Strongly Disapprove	17% (75)	12% (53)	15% (67)	5% (23)	12% (55)	15% (65)	7% (33)	9% (40)	4% (19)	3% (14)	442
Favorable of Trump	19% (87)	7% (30)	15% (69)	6% (28)	10% (47)	20% (90)	5% (22)	9% (42)	4% (17)	4% (18)	451
Unfavorable of Trump	17% (100)	11% (67)	17% (97)	5% (31)	12% (69)	15% (88)	7% (40)	8% (50)	5% (28)	3% (18)	586
Very Favorable of Trump	19% (46)	7% (17)	14% (34)	5% (12)	9% (22)	21% (50)	6% (15)	10% (24)	4% (9)	4% (11)	239
Somewhat Favorable of Trump	19% (41)	6% (13)	17% (35)	8% (16)	12% (25)	19% (41)	3% (7)	8% (18)	4% (8)	4% (8)	212
Somewhat Unfavorable of Trump	19% (18)	13% (13)	14% (13)	8% (7)	11% (11)	13% (13)	6% (6)	9% (9)	3% (3)	3% (3)	96
Very Unfavorable of Trump	17% (82)	11% (54)	17% (84)	5% (24)	12% (59)	15% (75)	7% (33)	8% (41)	5% (25)	3% (14)	490
#1 Issue: Economy	20% (62)	10% (30)	16% (49)	5% (14)	13% (40)	17% (53)	3% (8)	10% (32)	5% (17)	2% (5)	310
#1 Issue: Security	18% (39)	8% (18)	13% (27)	8% (18)	7% (15)	19% (40)	3% (6)	13% (28)	4% (8)	5% (11)	210
#1 Issue: Health Care	21% (36)	9% (15)	17% (30)	5% (9)	12% (21)	19% (34)	6% (11)	4% (6)	2% (4)	4% (7)	173
#1 Issue: Medicare / Social Security	18% (32)	5% (10)	14% (25)	8% (14)	15% (27)	13% (23)	10% (17)	7% (13)	5% (9)	4% (7)	177
#1 Issue: Women's Issues	21% (12)	6% (4)	11% (6)	8% (4)	7% (4)	14% (8)	9% (5)	15% (8)	4% (2)	5% (2)	54
#1 Issue: Education	17% (13)	18% (14)	17% (14)	2% (1)	15% (12)	12% (10)	10% (8)	7% (6)	3% (2)	— (0)	80
#1 Issue: Other	11% (6)	15% (9)	26% (15)	4% (2)	2% (1)	18% (10)	2% (1)	9% (5)	8% (5)	5% (3)	58
2018 House Vote: Democrat	18% (71)	10% (38)	17% (67)	5% (21)	11% (42)	16% (61)	5% (20)	9% (34)	5% (20)	4% (15)	390
2018 House Vote: Republican	17% (58)	5% (18)	15% (53)	8% (26)	12% (41)	21% (74)	7% (25)	8% (28)	4% (13)	3% (12)	347
2018 House Vote: Someone else	22% (13)	3% (2)	26% (16)	8% (5)	3% (2)	11% (7)	11% (7)	3% (2)	3% (2)	9% (6)	62
2018 House Vote: Didnt Vote	20% (61)	15% (44)	13% (39)	4% (12)	12% (37)	14% (43)	3% (10)	12% (37)	4% (13)	2% (6)	301
2016 Vote: Hillary Clinton	15% (52)	9% (31)	16% (53)	7% (22)	14% (49)	16% (57)	7% (23)	9% (30)	5% (17)	3% (9)	343
2016 Vote: Donald Trump	20% (70)	6% (21)	14% (49)	6% (21)	10% (35)	20% (68)	6% (21)	9% (32)	5% (16)	5% (16)	349
2016 Vote: Someone else	10% (11)	7% (7)	20% (21)	10% (10)	9% (10)	18% (19)	7% (7)	7% (7)	5% (5)	8% (8)	105
2016 Vote: Didnt Vote	24% (72)	14% (41)	17% (51)	4% (12)	9% (28)	14% (41)	4% (11)	10% (31)	3% (10)	2% (5)	303
Voted in 2014: Yes	17% (120)	8% (53)	14% (97)	7% (50)	12% (86)	18% (125)	6% (42)	8% (57)	5% (38)	5% (32)	702
Voted in 2014: No	21% (84)	12% (49)	19% (78)	4% (14)	9% (36)	15% (60)	5% (19)	11% (44)	2% (10)	2% (6)	400
2012 Vote: Barack Obama	18% (75)	9% (37)	13% (56)	7% (28)	13% (55)	16% (70)	7% (30)	8% (35)	5% (20)	4% (18)	423
2012 Vote: Mitt Romney	17% (46)	5% (13)	17% (47)	7% (20)	11% (30)	18% (51)	6% (15)	10% (28)	6% (17)	3% (8)	275
2012 Vote: Other	14% (8)	5% (3)	24% (14)	6% (3)	6% (3)	22% (13)	6% (3)	7% (4)	6% (3)	5% (3)	57
2012 Vote: Didn't Vote	22% (76)	14% (50)	17% (58)	4% (14)	10% (34)	15% (53)	4% (13)	10% (34)	2% (7)	2% (8)	346

Continued on next page

Table CDP12oen: Shopping history

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	19% (204)	9% (102)	16% (174)	6% (65)	11% (122)	17% (186)	6% (61)	9% (101)	4% (47)	3% (38)	1102
4-Region: Northeast	18% (40)	7% (14)	15% (33)	8% (17)	12% (27)	13% (29)	5% (11)	9% (20)	8% (18)	4% (9)	218
4-Region: Midwest	21% (48)	9% (21)	16% (37)	5% (12)	9% (21)	18% (41)	5% (11)	10% (22)	4% (8)	3% (6)	226
4-Region: South	17% (70)	11% (44)	17% (70)	7% (27)	13% (51)	17% (67)	7% (27)	7% (27)	2% (10)	3% (11)	402
4-Region: West	18% (47)	9% (23)	14% (35)	4% (10)	9% (23)	19% (49)	5% (13)	13% (32)	5% (12)	5% (12)	255

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

Table CDP13oen: Biometric data, such as your DNA, fingerprints and facial features

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	14% (153)	3% (30)	5% (52)	3% (35)	4% (46)	14% (151)	6% (64)	18% (197)	14% (149)	20% (222)	1098
Gender: Male	14% (76)	3% (18)	4% (22)	4% (21)	4% (23)	16% (87)	5% (27)	16% (88)	14% (78)	21% (115)	555
Gender: Female	14% (76)	2% (12)	5% (30)	3% (14)	4% (23)	12% (64)	7% (37)	20% (109)	13% (71)	20% (107)	543
Age: 18-29	10% (22)	4% (10)	7% (16)	2% (5)	6% (13)	12% (28)	8% (19)	21% (48)	14% (31)	16% (37)	229
Age: 30-44	13% (37)	3% (7)	5% (15)	5% (14)	5% (13)	15% (42)	6% (18)	16% (45)	13% (38)	19% (52)	280
Age: 45-54	19% (36)	4% (9)	4% (7)	5% (9)	3% (6)	14% (27)	5% (9)	11% (22)	15% (30)	21% (40)	193
Age: 55-64	12% (21)	1% (2)	5% (10)	2% (4)	5% (8)	15% (26)	1% (2)	21% (37)	13% (22)	25% (46)	179
Age: 65+	17% (37)	1% (2)	2% (5)	1% (3)	3% (7)	13% (28)	7% (15)	21% (45)	13% (28)	22% (48)	217
Generation Z: 18-21	15% (12)	6% (4)	7% (5)	4% (3)	12% (10)	9% (7)	6% (5)	19% (15)	14% (11)	9% (7)	81
Millennial: Age 22-37	10% (30)	3% (10)	5% (16)	4% (14)	4% (12)	15% (47)	8% (25)	19% (58)	13% (40)	18% (56)	309
Generation X: Age 38-53	17% (49)	2% (7)	6% (16)	3% (8)	3% (9)	13% (36)	5% (15)	14% (40)	15% (43)	22% (62)	285
Boomers: Age 54-72	15% (56)	2% (8)	3% (12)	3% (10)	3% (11)	14% (51)	4% (16)	20% (76)	14% (51)	22% (83)	371
PID: Dem (no lean)	10% (34)	3% (9)	6% (21)	2% (8)	4% (14)	16% (59)	6% (23)	23% (81)	13% (47)	17% (63)	361
PID: Ind (no lean)	14% (54)	4% (14)	4% (14)	2% (9)	5% (20)	10% (39)	5% (18)	18% (66)	12% (45)	25% (93)	370
PID: Rep (no lean)	18% (65)	2% (7)	4% (16)	5% (17)	3% (12)	14% (53)	7% (24)	13% (49)	15% (57)	18% (66)	367
PID/Gender: Dem Men	10% (17)	4% (6)	7% (11)	4% (7)	6% (10)	20% (33)	6% (9)	17% (28)	12% (21)	16% (26)	167
PID/Gender: Dem Women	9% (17)	2% (4)	5% (10)	1% (2)	2% (5)	14% (27)	7% (13)	28% (53)	14% (26)	19% (37)	193
PID/Gender: Ind Men	15% (26)	5% (9)	4% (7)	3% (5)	4% (7)	10% (17)	2% (4)	17% (29)	11% (18)	28% (47)	169
PID/Gender: Ind Women	14% (28)	2% (5)	4% (8)	2% (4)	6% (12)	11% (21)	7% (14)	18% (37)	13% (27)	23% (46)	201
PID/Gender: Rep Men	15% (33)	2% (4)	2% (4)	4% (9)	3% (6)	17% (37)	7% (14)	14% (30)	18% (39)	19% (42)	219
PID/Gender: Rep Women	22% (32)	2% (4)	8% (12)	5% (8)	4% (6)	11% (16)	6% (10)	13% (19)	12% (18)	17% (25)	148
Ideo: Liberal (1-3)	10% (32)	3% (11)	6% (21)	3% (9)	3% (11)	18% (58)	5% (16)	19% (63)	14% (45)	19% (63)	330
Ideo: Moderate (4)	19% (44)	2% (4)	5% (11)	3% (6)	4% (9)	9% (20)	8% (18)	15% (34)	13% (30)	23% (51)	228
Ideo: Conservative (5-7)	13% (50)	1% (5)	2% (6)	3% (11)	5% (19)	14% (53)	7% (26)	17% (65)	16% (62)	23% (90)	387
Educ: < College	15% (115)	3% (24)	6% (44)	4% (27)	5% (39)	14% (110)	6% (48)	18% (136)	13% (103)	16% (119)	766
Educ: Bachelors degree	13% (27)	2% (4)	3% (6)	3% (6)	3% (6)	12% (26)	5% (10)	17% (37)	12% (26)	32% (69)	217
Educ: Post-grad	10% (11)	2% (2)	2% (2)	1% (1)	1% (1)	13% (16)	5% (6)	20% (23)	17% (19)	30% (34)	115
Income: Under 50k	15% (98)	4% (25)	7% (44)	4% (23)	5% (34)	15% (93)	5% (34)	17% (106)	12% (77)	16% (102)	637
Income: 50k-100k	10% (32)	1% (3)	1% (4)	3% (9)	2% (7)	14% (44)	6% (20)	21% (65)	17% (53)	24% (75)	312
Income: 100k+	15% (23)	1% (2)	2% (3)	2% (3)	3% (5)	9% (14)	6% (9)	17% (26)	12% (18)	31% (46)	149
Ethnicity: White	14% (116)	2% (19)	4% (34)	3% (23)	4% (33)	14% (116)	6% (52)	18% (156)	14% (116)	22% (192)	858
Ethnicity: Hispanic	11% (21)	5% (9)	6% (11)	6% (11)	1% (1)	22% (40)	4% (8)	18% (33)	12% (21)	15% (28)	183
Ethnicity: Afr. Am.	17% (22)	8% (10)	10% (13)	5% (7)	8% (10)	14% (19)	5% (7)	14% (18)	12% (16)	8% (10)	133
Ethnicity: Other	13% (14)	1% (1)	5% (5)	4% (4)	2% (2)	15% (16)	5% (6)	21% (23)	16% (17)	19% (20)	107
Relig: Protestant	15% (30)	1% (2)	4% (8)	5% (9)	1% (2)	17% (35)	3% (7)	17% (34)	12% (24)	26% (55)	208
Relig: Roman Catholic	12% (26)	5% (10)	3% (6)	6% (13)	5% (11)	19% (42)	4% (9)	15% (34)	12% (26)	20% (44)	221
Relig: Ath./Agn./None	13% (46)	3% (10)	7% (24)	2% (8)	5% (16)	11% (38)	9% (30)	19% (68)	12% (42)	19% (68)	351
Relig: Something Else	16% (25)	3% (4)	3% (4)	2% (3)	5% (8)	13% (21)	2% (3)	22% (35)	16% (27)	20% (33)	164
Relig: Evangelical	14% (40)	3% (9)	4% (13)	4% (12)	4% (12)	16% (47)	6% (18)	16% (47)	14% (41)	19% (56)	293
Relig: Non-Evang. Catholics	14% (42)	2% (7)	4% (10)	4% (12)	3% (10)	15% (45)	4% (13)	16% (47)	13% (39)	23% (66)	290
Relig: All Christian	14% (81)	3% (16)	4% (23)	4% (24)	4% (21)	16% (92)	5% (31)	16% (93)	14% (80)	21% (122)	583
Relig: All Non-Christian	14% (71)	3% (15)	6% (28)	2% (11)	5% (25)	11% (59)	6% (33)	20% (103)	13% (69)	20% (101)	515

Continued on next page

Table CDP13oen: Biometric data, such as your DNA, fingerprints and facial features

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	14% (153)	3% (30)	5% (52)	3% (35)	4% (46)	14% (151)	6% (64)	18% (197)	14% (149)	20% (222)	1098
Community: Urban	13% (41)	2% (6)	5% (16)	5% (15)	5% (14)	15% (47)	8% (24)	16% (49)	15% (46)	15% (47)	306
Community: Suburban	12% (59)	3% (14)	5% (23)	3% (12)	3% (15)	13% (59)	5% (23)	20% (94)	15% (69)	22% (105)	472
Community: Rural	17% (53)	3% (11)	4% (12)	3% (8)	5% (16)	14% (45)	5% (17)	17% (54)	10% (33)	22% (70)	320
Employ: Private Sector	13% (44)	1% (5)	2% (6)	4% (14)	5% (17)	8% (27)	7% (24)	19% (63)	15% (48)	24% (78)	326
Employ: Government	7% (5)	2% (1)	7% (5)	— (0)	2% (2)	29% (20)	— (0)	21% (15)	15% (11)	17% (12)	71
Employ: Self-Employed	14% (17)	8% (10)	2% (2)	9% (11)	4% (5)	16% (20)	8% (10)	9% (11)	12% (14)	18% (22)	120
Employ: Homemaker	12% (9)	4% (3)	6% (4)	2% (1)	11% (8)	14% (11)	4% (3)	18% (14)	9% (7)	20% (15)	76
Employ: Retired	16% (36)	— (1)	5% (11)	1% (3)	1% (2)	12% (27)	5% (12)	24% (54)	13% (29)	23% (52)	227
Employ: Unemployed	14% (17)	4% (5)	10% (13)	— (0)	6% (7)	21% (26)	4% (5)	14% (18)	10% (13)	17% (22)	126
Employ: Other	22% (23)	3% (4)	9% (10)	1% (2)	2% (3)	14% (16)	5% (6)	13% (14)	16% (17)	14% (15)	108
Military HH: Yes	11% (23)	2% (5)	4% (8)	3% (6)	4% (9)	14% (28)	5% (11)	16% (32)	17% (34)	25% (51)	205
Military HH: No	15% (130)	3% (25)	5% (44)	3% (29)	4% (37)	14% (123)	6% (53)	18% (165)	13% (114)	19% (172)	894
RD/WT: Right Direction	20% (91)	3% (13)	4% (18)	5% (24)	4% (18)	12% (55)	5% (22)	16% (73)	14% (63)	18% (80)	457
RD/WT: Wrong Track	10% (62)	3% (17)	5% (33)	2% (10)	4% (28)	15% (97)	7% (42)	19% (124)	13% (86)	22% (142)	642
Trump Job Approve	15% (78)	3% (15)	3% (15)	5% (24)	5% (25)	16% (82)	5% (26)	15% (74)	14% (73)	19% (99)	511
Trump Job Disapprove	11% (61)	3% (15)	7% (36)	2% (10)	4% (19)	12% (66)	6% (33)	21% (112)	13% (70)	21% (114)	535
Trump Job Strongly Approve	16% (40)	1% (2)	2% (5)	6% (16)	6% (16)	12% (31)	5% (12)	15% (39)	16% (40)	21% (53)	254
Trump Job Somewhat Approve	15% (38)	5% (13)	4% (10)	3% (8)	4% (9)	20% (52)	5% (13)	14% (35)	13% (33)	18% (46)	257
Trump Job Somewhat Disapprove	13% (17)	3% (4)	4% (5)	4% (6)	3% (4)	16% (21)	6% (8)	18% (24)	15% (20)	18% (24)	132
Trump Job Strongly Disapprove	11% (44)	3% (11)	8% (32)	1% (5)	4% (15)	11% (45)	6% (25)	22% (87)	12% (50)	22% (90)	403
Favorable of Trump	15% (76)	2% (8)	3% (14)	5% (25)	4% (22)	16% (80)	6% (29)	15% (76)	14% (69)	21% (103)	501
Unfavorable of Trump	11% (57)	4% (20)	5% (28)	2% (9)	4% (20)	12% (66)	6% (31)	20% (108)	14% (77)	22% (118)	533
Very Favorable of Trump	14% (41)	1% (3)	2% (6)	6% (17)	7% (19)	15% (41)	5% (15)	15% (41)	13% (37)	21% (60)	280
Somewhat Favorable of Trump	16% (35)	2% (4)	4% (8)	4% (8)	1% (3)	18% (39)	6% (14)	15% (34)	15% (32)	19% (42)	220
Somewhat Unfavorable of Trump	13% (15)	11% (13)	4% (5)	2% (2)	3% (3)	12% (14)	3% (4)	15% (17)	20% (23)	17% (20)	116
Very Unfavorable of Trump	10% (42)	2% (7)	6% (23)	2% (7)	4% (17)	12% (52)	6% (27)	22% (90)	13% (54)	23% (98)	417
#1 Issue: Economy	10% (26)	1% (2)	4% (11)	3% (8)	3% (9)	15% (41)	6% (17)	22% (60)	13% (36)	23% (63)	272
#1 Issue: Security	10% (26)	2% (6)	3% (7)	6% (16)	5% (12)	19% (47)	5% (13)	15% (39)	15% (38)	20% (51)	256
#1 Issue: Health Care	16% (30)	3% (5)	9% (16)	4% (7)	7% (12)	8% (15)	6% (12)	14% (26)	17% (31)	18% (33)	187
#1 Issue: Medicare / Social Security	23% (30)	2% (2)	3% (4)	— (0)	4% (5)	14% (18)	4% (6)	24% (32)	10% (13)	16% (21)	133
#1 Issue: Women's Issues	9% (6)	2% (1)	16% (10)	1% (1)	2% (1)	16% (11)	5% (4)	23% (16)	16% (10)	10% (7)	67
#1 Issue: Education	22% (19)	14% (12)	— (0)	1% (1)	4% (3)	11% (9)	9% (7)	12% (10)	11% (9)	15% (13)	83
#1 Issue: Energy	7% (4)	4% (2)	7% (4)	3% (2)	3% (1)	7% (4)	7% (4)	20% (11)	14% (7)	28% (15)	55
2018 House Vote: Democrat	12% (43)	2% (6)	5% (20)	2% (8)	3% (12)	14% (51)	7% (25)	21% (76)	12% (45)	21% (78)	364
2018 House Vote: Republican	16% (61)	2% (9)	2% (9)	5% (20)	4% (14)	14% (53)	5% (19)	15% (57)	15% (59)	22% (85)	385
2018 House Vote: Didn't Vote	14% (44)	4% (13)	7% (22)	2% (7)	6% (19)	14% (42)	6% (19)	17% (52)	13% (40)	15% (47)	305
2016 Vote: Hillary Clinton	11% (36)	1% (2)	6% (19)	3% (10)	3% (8)	16% (51)	5% (17)	22% (72)	12% (41)	21% (70)	327
2016 Vote: Donald Trump	15% (57)	3% (13)	2% (9)	5% (17)	4% (15)	13% (47)	6% (22)	15% (57)	16% (58)	20% (74)	370
2016 Vote: Someone else	13% (11)	2% (2)	— (0)	1% (1)	4% (3)	8% (7)	8% (6)	22% (19)	15% (12)	27% (23)	84
2016 Vote: Didn't Vote	15% (49)	4% (13)	8% (24)	2% (7)	6% (20)	14% (46)	6% (19)	15% (48)	11% (36)	17% (55)	317
Voted in 2014: Yes	13% (93)	2% (16)	4% (31)	3% (23)	3% (20)	14% (99)	6% (38)	19% (131)	13% (89)	22% (156)	698
Voted in 2014: No	15% (60)	4% (14)	5% (21)	3% (11)	6% (26)	13% (52)	6% (26)	16% (66)	15% (59)	17% (66)	400
2012 Vote: Barack Obama	11% (44)	2% (7)	4% (15)	3% (11)	4% (14)	15% (59)	6% (24)	21% (84)	14% (55)	20% (80)	394
2012 Vote: Mitt Romney	15% (43)	2% (4)	3% (7)	6% (16)	3% (8)	16% (44)	6% (18)	15% (43)	12% (33)	23% (64)	281
2012 Vote: Other	12% (6)	4% (2)	6% (3)	— (0)	1% (1)	7% (4)	1% (1)	17% (9)	15% (8)	37% (19)	52
2012 Vote: Didn't Vote	16% (59)	5% (17)	7% (26)	2% (8)	6% (23)	12% (45)	6% (21)	16% (60)	14% (53)	15% (56)	368

Continued on next page

Table CDP13oen: Biometric data, such as your DNA, fingerprints and facial features

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	14% (153)	3% (30)	5% (52)	3% (35)	4% (46)	14% (151)	6% (64)	18% (197)	14% (149)	20% (222)	1098
4-Region: Northeast	14% (24)	3% (6)	6% (10)	3% (6)	5% (9)	14% (25)	7% (12)	14% (24)	15% (26)	19% (33)	176
4-Region: Midwest	14% (33)	3% (7)	1% (3)	1% (3)	6% (13)	14% (33)	4% (10)	22% (53)	13% (31)	21% (50)	236
4-Region: South	13% (55)	4% (15)	5% (23)	5% (21)	4% (16)	15% (62)	7% (30)	19% (79)	13% (54)	16% (67)	422
4-Region: West	16% (41)	1% (3)	6% (16)	2% (6)	3% (7)	12% (32)	5% (12)	15% (40)	14% (37)	27% (72)	265

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

Table CDP14oen: Credit history

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	15% (164)	3% (34)	8% (86)	3% (32)	7% (78)	18% (198)	8% (86)	18% (199)	9% (100)	11% (121)	1098
Gender: Male	14% (80)	3% (18)	7% (38)	3% (16)	9% (47)	16% (91)	8% (43)	17% (94)	10% (57)	13% (70)	555
Gender: Female	16% (84)	3% (16)	9% (48)	3% (16)	6% (30)	20% (107)	8% (43)	19% (105)	8% (43)	9% (51)	543
Age: 18-29	11% (25)	4% (9)	11% (24)	2% (5)	6% (15)	21% (48)	11% (25)	19% (44)	10% (22)	5% (12)	229
Age: 30-44	14% (39)	4% (12)	12% (35)	5% (14)	6% (17)	18% (49)	8% (23)	16% (44)	6% (18)	11% (30)	280
Age: 45-54	21% (40)	3% (6)	5% (10)	1% (2)	8% (15)	16% (32)	8% (15)	18% (35)	8% (16)	12% (23)	193
Age: 55-64	13% (24)	2% (4)	6% (10)	4% (7)	8% (14)	16% (28)	7% (12)	20% (35)	10% (18)	15% (27)	179
Age: 65+	17% (37)	1% (2)	3% (6)	2% (5)	8% (16)	19% (42)	5% (11)	19% (42)	12% (26)	14% (30)	217
Generation Z: 18-21	16% (13)	3% (3)	12% (10)	— (0)	7% (6)	23% (18)	10% (8)	16% (13)	10% (8)	3% (3)	81
Millennial: Age 22-37	10% (32)	5% (15)	13% (39)	5% (16)	7% (21)	16% (51)	11% (34)	17% (54)	8% (25)	7% (22)	309
Generation X: Age 38-53	18% (51)	3% (9)	7% (21)	2% (5)	6% (17)	18% (51)	7% (20)	19% (54)	7% (20)	13% (37)	285
Boomers: Age 54-72	16% (60)	1% (5)	4% (14)	3% (11)	7% (26)	18% (66)	6% (23)	20% (73)	12% (44)	13% (49)	371
PID: Dem (no lean)	10% (34)	3% (11)	10% (36)	3% (11)	8% (29)	21% (75)	7% (26)	23% (84)	7% (26)	8% (29)	361
PID: Ind (no lean)	17% (63)	2% (9)	7% (28)	3% (10)	5% (19)	17% (61)	8% (31)	17% (61)	11% (41)	13% (47)	370
PID: Rep (no lean)	18% (66)	4% (13)	6% (23)	3% (12)	8% (30)	17% (62)	8% (29)	15% (54)	9% (33)	13% (46)	367
PID/Gender: Dem Men	11% (18)	1% (2)	11% (19)	3% (5)	10% (17)	23% (38)	6% (10)	18% (30)	8% (13)	8% (14)	167
PID/Gender: Dem Women	9% (17)	4% (9)	9% (16)	3% (6)	6% (12)	19% (37)	8% (16)	28% (54)	7% (13)	7% (14)	193
PID/Gender: Ind Men	17% (30)	5% (8)	6% (11)	4% (6)	6% (10)	11% (19)	6% (11)	16% (27)	12% (20)	16% (28)	169
PID/Gender: Ind Women	17% (34)	— (1)	8% (17)	2% (4)	5% (9)	21% (43)	10% (20)	17% (34)	10% (21)	9% (19)	201
PID/Gender: Rep Men	15% (33)	3% (7)	4% (8)	2% (5)	9% (21)	16% (34)	10% (23)	17% (37)	11% (24)	13% (28)	219
PID/Gender: Rep Women	23% (34)	4% (6)	10% (14)	4% (7)	6% (9)	19% (28)	5% (7)	11% (17)	6% (9)	12% (17)	148
Ideo: Liberal (1-3)	10% (34)	3% (11)	10% (32)	3% (11)	11% (36)	20% (67)	7% (23)	20% (66)	8% (27)	7% (23)	330
Ideo: Moderate (4)	20% (46)	2% (5)	4% (9)	4% (9)	8% (17)	14% (31)	9% (21)	16% (37)	9% (19)	14% (32)	228
Ideo: Conservative (5-7)	13% (52)	3% (12)	6% (24)	3% (12)	6% (22)	18% (70)	7% (29)	18% (68)	11% (44)	14% (56)	387
Educ: < College	16% (125)	4% (29)	9% (68)	3% (21)	8% (58)	20% (149)	8% (62)	16% (125)	9% (67)	8% (62)	766
Educ: Bachelors degree	14% (30)	1% (1)	7% (15)	4% (9)	5% (10)	14% (30)	7% (15)	21% (45)	9% (19)	19% (42)	217
Educ: Post-grad	8% (9)	3% (3)	3% (3)	2% (2)	8% (10)	17% (19)	7% (8)	25% (29)	12% (14)	15% (17)	115
Income: Under 50k	17% (105)	3% (20)	9% (60)	3% (18)	9% (59)	18% (115)	7% (47)	17% (108)	7% (45)	10% (61)	637
Income: 50k-100k	12% (37)	3% (8)	6% (19)	3% (9)	5% (15)	19% (60)	8% (25)	20% (61)	13% (40)	12% (39)	312
Income: 100k+	15% (22)	4% (5)	5% (7)	4% (6)	3% (4)	16% (23)	10% (15)	20% (30)	10% (15)	15% (22)	149
Ethnicity: White	15% (127)	3% (24)	7% (59)	3% (26)	8% (68)	17% (146)	8% (67)	18% (152)	9% (81)	13% (108)	858
Ethnicity: Hispanic	12% (23)	4% (7)	6% (11)	2% (3)	6% (12)	20% (36)	11% (20)	26% (47)	7% (12)	7% (12)	183
Ethnicity: Afr. Am.	19% (25)	2% (2)	17% (22)	3% (4)	5% (7)	21% (29)	6% (8)	15% (20)	6% (8)	6% (8)	133
Ethnicity: Other	11% (12)	6% (7)	4% (4)	3% (3)	3% (3)	22% (24)	10% (11)	26% (28)	11% (11)	5% (5)	107
Relig: Protestant	12% (25)	3% (7)	7% (14)	3% (6)	7% (15)	17% (34)	7% (15)	18% (38)	10% (20)	16% (34)	208
Relig: Roman Catholic	14% (32)	4% (8)	7% (15)	3% (8)	9% (20)	20% (43)	9% (19)	13% (29)	12% (27)	9% (19)	221
Relig: Ath./Agn./None	14% (48)	4% (14)	10% (36)	2% (8)	5% (19)	18% (63)	8% (29)	19% (66)	8% (26)	12% (42)	351
Relig: Something Else	21% (34)	1% (2)	8% (13)	1% (2)	9% (14)	15% (25)	6% (10)	23% (38)	7% (12)	8% (14)	164
Relig: Evangelical	12% (35)	3% (9)	8% (23)	4% (13)	9% (27)	18% (52)	9% (27)	16% (48)	9% (25)	11% (34)	293
Relig: Non-Evang. Catholics	16% (47)	3% (8)	5% (14)	3% (9)	6% (17)	20% (58)	7% (21)	16% (47)	13% (37)	11% (32)	290
Relig: All Christian	14% (82)	3% (17)	6% (37)	4% (22)	8% (44)	19% (110)	8% (47)	16% (95)	11% (62)	11% (66)	583
Relig: All Non-Christian	16% (82)	3% (16)	9% (48)	2% (10)	6% (33)	17% (88)	7% (39)	20% (104)	7% (38)	11% (56)	515

Continued on next page

Table CDP14oen: Credit history

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	15% (164)	3% (34)	8% (86)	3% (32)	7% (78)	18% (198)	8% (86)	18% (199)	9% (100)	11% (121)	1098
Community: Urban	13% (39)	1% (4)	7% (22)	4% (12)	8% (25)	21% (63)	8% (24)	21% (65)	10% (32)	6% (20)	306
Community: Suburban	13% (63)	5% (23)	8% (38)	2% (10)	7% (34)	14% (66)	8% (39)	19% (89)	10% (48)	13% (63)	472
Community: Rural	19% (62)	2% (7)	8% (26)	3% (10)	6% (18)	22% (69)	7% (22)	14% (45)	6% (21)	12% (38)	320
Employ: Private Sector	12% (40)	4% (12)	4% (13)	5% (15)	5% (16)	18% (60)	9% (31)	19% (61)	9% (28)	16% (51)	326
Employ: Government	8% (6)	— (0)	11% (8)	— (0)	7% (5)	13% (10)	7% (5)	30% (22)	11% (8)	12% (9)	71
Employ: Self-Employed	20% (24)	3% (4)	14% (17)	5% (6)	9% (11)	17% (21)	3% (4)	12% (14)	9% (11)	7% (8)	120
Employ: Homemaker	17% (13)	3% (2)	10% (8)	7% (5)	9% (7)	23% (18)	10% (8)	12% (9)	9% (7)	— (0)	76
Employ: Retired	16% (36)	1% (2)	7% (15)	2% (4)	8% (17)	16% (37)	5% (12)	23% (53)	10% (23)	13% (29)	227
Employ: Unemployed	15% (19)	3% (4)	11% (14)	1% (2)	11% (14)	21% (26)	7% (9)	14% (18)	5% (7)	11% (14)	126
Employ: Other	21% (22)	7% (8)	8% (8)	1% (1)	4% (4)	20% (21)	8% (8)	16% (17)	8% (9)	8% (9)	108
Military HH: Yes	11% (23)	2% (4)	6% (13)	4% (9)	11% (22)	14% (28)	8% (17)	18% (38)	12% (25)	13% (26)	205
Military HH: No	16% (142)	3% (30)	8% (73)	3% (23)	6% (55)	19% (170)	8% (69)	18% (162)	8% (75)	11% (95)	894
RD/WT: Right Direction	19% (87)	3% (16)	8% (34)	3% (14)	8% (35)	18% (81)	8% (35)	16% (71)	9% (39)	9% (43)	457
RD/WT: Wrong Track	12% (77)	3% (18)	8% (52)	3% (18)	7% (42)	18% (117)	8% (51)	20% (128)	9% (61)	12% (78)	642
Trump Job Approve	15% (77)	3% (16)	7% (35)	3% (17)	8% (42)	19% (99)	7% (37)	17% (85)	9% (47)	11% (57)	511
Trump Job Disapprove	13% (70)	3% (17)	8% (45)	2% (13)	6% (34)	18% (99)	8% (44)	19% (102)	10% (51)	11% (59)	535
Trump Job Strongly Approve	15% (37)	3% (8)	6% (16)	4% (9)	8% (20)	22% (55)	7% (17)	12% (32)	9% (23)	15% (37)	254
Trump Job Somewhat Approve	15% (40)	3% (8)	7% (19)	3% (8)	8% (21)	17% (44)	8% (20)	21% (53)	9% (24)	8% (20)	257
Trump Job Somewhat Disapprove	18% (23)	3% (4)	7% (9)	2% (2)	8% (11)	18% (24)	5% (7)	15% (19)	14% (18)	10% (14)	132
Trump Job Strongly Disapprove	12% (47)	3% (13)	9% (36)	3% (11)	6% (23)	19% (75)	9% (37)	21% (83)	8% (33)	11% (45)	403
Favorable of Trump	15% (77)	3% (14)	6% (32)	3% (16)	9% (44)	19% (94)	8% (38)	17% (84)	9% (46)	11% (56)	501
Unfavorable of Trump	13% (67)	3% (17)	9% (46)	2% (13)	6% (32)	18% (93)	8% (44)	20% (105)	10% (51)	12% (65)	533
Very Favorable of Trump	15% (41)	3% (9)	7% (18)	3% (10)	8% (22)	21% (60)	7% (19)	14% (39)	9% (26)	13% (38)	280
Somewhat Favorable of Trump	16% (36)	3% (6)	6% (14)	3% (7)	10% (22)	16% (34)	8% (19)	21% (46)	9% (20)	8% (18)	220
Somewhat Unfavorable of Trump	20% (23)	4% (5)	11% (13)	2% (2)	5% (6)	15% (17)	5% (6)	12% (14)	13% (15)	12% (14)	116
Very Unfavorable of Trump	11% (44)	3% (12)	8% (33)	2% (10)	6% (26)	18% (76)	9% (38)	22% (91)	9% (36)	12% (51)	417
#1 Issue: Economy	11% (31)	3% (7)	7% (20)	2% (6)	7% (18)	22% (59)	10% (26)	24% (64)	6% (16)	9% (25)	272
#1 Issue: Security	10% (26)	4% (9)	6% (16)	3% (9)	9% (24)	20% (51)	6% (14)	16% (40)	15% (38)	12% (30)	256
#1 Issue: Health Care	18% (34)	3% (6)	11% (21)	5% (9)	9% (17)	16% (30)	5% (9)	14% (26)	6% (11)	12% (23)	187
#1 Issue: Medicare / Social Security	25% (33)	2% (3)	6% (8)	3% (4)	6% (9)	12% (16)	4% (5)	23% (30)	9% (12)	9% (12)	133
#1 Issue: Women's Issues	8% (5)	— (0)	8% (5)	1% (1)	4% (3)	28% (18)	13% (9)	25% (17)	7% (5)	5% (3)	67
#1 Issue: Education	29% (24)	2% (1)	9% (8)	1% (1)	2% (2)	14% (12)	14% (11)	13% (11)	11% (9)	6% (5)	83
#1 Issue: Energy	4% (2)	9% (5)	8% (4)	7% (4)	5% (3)	11% (6)	12% (7)	15% (8)	9% (5)	20% (11)	55
2018 House Vote: Democrat	12% (44)	2% (8)	6% (22)	3% (12)	8% (30)	19% (70)	7% (26)	21% (76)	10% (36)	11% (40)	364
2018 House Vote: Republican	17% (65)	3% (11)	7% (29)	3% (10)	8% (29)	15% (57)	8% (31)	16% (61)	11% (42)	13% (50)	385
2018 House Vote: Didnt Vote	16% (48)	5% (15)	11% (33)	3% (9)	6% (18)	21% (63)	8% (25)	17% (52)	7% (20)	7% (23)	305
2016 Vote: Hillary Clinton	11% (35)	1% (5)	9% (28)	3% (9)	9% (28)	18% (60)	7% (23)	22% (73)	10% (33)	10% (34)	327
2016 Vote: Donald Trump	17% (61)	3% (12)	7% (25)	4% (13)	7% (26)	15% (56)	9% (35)	16% (58)	12% (43)	11% (39)	370
2016 Vote: Someone else	16% (13)	1% (1)	1% (1)	2% (2)	5% (4)	19% (16)	9% (7)	21% (18)	7% (6)	19% (16)	84
2016 Vote: Didnt Vote	17% (54)	5% (16)	10% (33)	3% (9)	6% (20)	21% (66)	6% (19)	16% (50)	6% (18)	10% (32)	317
Voted in 2014: Yes	14% (100)	3% (19)	6% (44)	3% (19)	8% (56)	18% (122)	8% (53)	19% (134)	10% (67)	12% (83)	698
Voted in 2014: No	16% (64)	4% (14)	11% (42)	3% (13)	5% (21)	19% (76)	8% (33)	16% (65)	8% (34)	9% (38)	400
2012 Vote: Barack Obama	10% (40)	3% (11)	6% (25)	4% (15)	9% (36)	19% (77)	9% (34)	20% (77)	9% (36)	11% (44)	394
2012 Vote: Mitt Romney	18% (49)	3% (8)	7% (19)	1% (3)	8% (23)	17% (46)	7% (20)	19% (53)	9% (26)	12% (34)	281
2012 Vote: Other	15% (8)	— (0)	3% (2)	4% (2)	7% (3)	11% (6)	7% (4)	13% (7)	17% (9)	23% (12)	52
2012 Vote: Didn't Vote	18% (67)	4% (14)	11% (41)	3% (13)	4% (16)	19% (69)	8% (29)	17% (62)	8% (28)	8% (30)	368

Continued on next page

Table CDP14oen: Credit history

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	15% (164)	3% (34)	8% (86)	3% (32)	7% (78)	18% (198)	8% (86)	18% (199)	9% (100)	11% (121)	1098
4-Region: Northeast	15% (26)	3% (5)	10% (17)	4% (7)	11% (19)	13% (23)	8% (15)	18% (31)	8% (15)	10% (18)	176
4-Region: Midwest	13% (31)	4% (8)	6% (14)	2% (6)	6% (14)	21% (50)	7% (17)	18% (42)	10% (24)	12% (29)	236
4-Region: South	15% (65)	3% (11)	9% (36)	3% (13)	6% (25)	22% (91)	9% (37)	16% (68)	9% (38)	9% (38)	422
4-Region: West	16% (42)	4% (10)	7% (19)	3% (7)	7% (19)	13% (34)	6% (17)	22% (58)	9% (23)	14% (36)	265

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

Table CDP15oen: Banking information

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	15% (162)	3% (29)	4% (39)	3% (31)	5% (51)	13% (144)	7% (76)	18% (198)	14% (158)	19% (209)	1098
Gender: Male	13% (75)	4% (20)	4% (20)	3% (19)	6% (33)	13% (72)	7% (37)	18% (97)	13% (73)	20% (110)	555
Gender: Female	16% (87)	2% (9)	4% (19)	2% (12)	3% (18)	13% (73)	7% (39)	19% (101)	16% (86)	18% (99)	543
Age: 18-29	12% (27)	6% (13)	2% (6)	4% (9)	3% (7)	15% (34)	9% (20)	16% (36)	18% (40)	17% (38)	229
Age: 30-44	15% (41)	3% (8)	5% (14)	5% (15)	5% (15)	14% (40)	7% (18)	19% (52)	10% (29)	17% (48)	280
Age: 45-54	20% (40)	3% (6)	4% (7)	2% (3)	4% (8)	13% (25)	7% (13)	18% (35)	12% (24)	17% (33)	193
Age: 55-64	10% (19)	— (1)	5% (9)	2% (4)	8% (15)	12% (22)	3% (6)	19% (33)	16% (28)	24% (42)	179
Age: 65+	16% (36)	1% (2)	2% (4)	— (0)	3% (6)	11% (23)	9% (19)	19% (42)	17% (37)	22% (49)	217
Generation Z: 18-21	19% (15)	6% (4)	3% (2)	4% (3)	3% (2)	18% (15)	3% (2)	21% (17)	16% (13)	9% (7)	81
Millennial: Age 22-37	11% (34)	4% (13)	3% (9)	6% (20)	5% (16)	13% (41)	9% (28)	16% (50)	14% (44)	18% (55)	309
Generation X: Age 38-53	17% (49)	3% (10)	5% (15)	2% (4)	3% (10)	13% (38)	7% (20)	19% (55)	11% (33)	18% (52)	285
Boomers: Age 54-72	15% (57)	— (2)	3% (11)	1% (4)	6% (21)	11% (42)	5% (19)	18% (68)	17% (65)	22% (82)	371
PID: Dem (no lean)	11% (38)	3% (11)	5% (18)	3% (9)	6% (21)	17% (60)	5% (19)	20% (73)	15% (55)	16% (58)	361
PID: Ind (no lean)	15% (54)	3% (11)	3% (9)	2% (6)	4% (16)	13% (49)	7% (26)	18% (67)	14% (50)	22% (82)	370
PID: Rep (no lean)	19% (69)	2% (7)	3% (12)	4% (15)	4% (14)	10% (36)	9% (32)	16% (59)	15% (53)	19% (69)	367
PID/Gender: Dem Men	10% (17)	3% (6)	5% (8)	4% (6)	9% (15)	20% (34)	5% (9)	17% (28)	12% (20)	14% (24)	167
PID/Gender: Dem Women	11% (21)	3% (6)	5% (10)	2% (3)	3% (6)	13% (26)	5% (10)	23% (44)	18% (34)	17% (34)	193
PID/Gender: Ind Men	14% (23)	6% (10)	2% (4)	3% (4)	5% (8)	12% (20)	3% (6)	18% (30)	14% (24)	24% (40)	169
PID/Gender: Ind Women	16% (31)	— (0)	3% (5)	1% (2)	4% (8)	14% (29)	10% (20)	18% (36)	13% (26)	21% (42)	201
PID/Gender: Rep Men	16% (35)	2% (4)	4% (8)	4% (8)	5% (10)	8% (18)	10% (23)	18% (39)	13% (28)	21% (46)	219
PID/Gender: Rep Women	23% (34)	2% (3)	3% (5)	5% (7)	3% (4)	12% (18)	6% (9)	14% (20)	17% (25)	16% (23)	148
Ideo: Liberal (1-3)	10% (32)	5% (17)	4% (14)	3% (11)	8% (25)	16% (52)	5% (16)	18% (59)	14% (46)	18% (59)	330
Ideo: Moderate (4)	21% (48)	1% (3)	2% (5)	1% (3)	5% (12)	12% (27)	7% (15)	17% (38)	14% (32)	20% (45)	228
Ideo: Conservative (5-7)	13% (49)	1% (5)	3% (12)	3% (11)	3% (10)	9% (36)	10% (37)	20% (76)	17% (66)	22% (85)	387
Educ: < College	16% (124)	3% (22)	4% (30)	3% (20)	6% (43)	14% (109)	8% (63)	16% (126)	14% (105)	16% (122)	766
Educ: Bachelors degree	13% (28)	2% (4)	3% (7)	4% (9)	2% (4)	10% (21)	4% (8)	22% (47)	12% (27)	28% (60)	217
Educ: Post-grad	8% (9)	2% (2)	3% (3)	1% (1)	3% (3)	12% (14)	4% (5)	21% (24)	23% (26)	23% (27)	115
Income: Under 50k	17% (106)	3% (21)	4% (27)	3% (21)	6% (36)	15% (95)	7% (43)	17% (107)	14% (87)	15% (94)	637
Income: 50k-100k	11% (34)	2% (6)	3% (9)	2% (6)	4% (12)	12% (37)	7% (22)	20% (63)	17% (53)	23% (72)	312
Income: 100k+	15% (22)	2% (2)	3% (4)	3% (4)	2% (3)	9% (13)	8% (11)	19% (28)	12% (18)	29% (43)	149
Ethnicity: White	15% (126)	2% (14)	3% (28)	2% (21)	4% (38)	12% (105)	8% (68)	18% (152)	15% (127)	21% (179)	858
Ethnicity: Hispanic	12% (23)	4% (8)	2% (4)	5% (9)	6% (10)	19% (36)	9% (17)	16% (29)	14% (26)	12% (22)	183
Ethnicity: Afr. Am.	18% (24)	8% (10)	6% (8)	7% (10)	8% (10)	14% (18)	3% (4)	18% (24)	8% (10)	10% (14)	133
Ethnicity: Other	11% (12)	5% (5)	3% (3)	— (0)	3% (3)	19% (21)	4% (4)	20% (22)	20% (21)	15% (17)	107
Relig: Protestant	13% (27)	2% (4)	2% (4)	4% (8)	3% (6)	10% (22)	10% (21)	16% (34)	15% (31)	25% (51)	208
Relig: Roman Catholic	14% (31)	3% (6)	5% (10)	3% (8)	6% (13)	16% (34)	7% (15)	15% (34)	15% (32)	17% (37)	221
Relig: Ath./Agn./None	14% (48)	4% (13)	4% (15)	2% (8)	4% (13)	14% (49)	7% (25)	18% (65)	13% (44)	20% (71)	351
Relig: Something Else	19% (31)	2% (3)	3% (5)	3% (4)	6% (10)	11% (18)	5% (8)	21% (34)	16% (27)	15% (25)	164
Relig: Evangelical	13% (39)	3% (9)	4% (11)	4% (12)	7% (20)	12% (35)	8% (22)	18% (52)	13% (39)	19% (55)	293
Relig: Non-Evang. Catholics	15% (44)	1% (4)	3% (10)	2% (7)	3% (7)	15% (42)	7% (20)	16% (47)	17% (49)	21% (60)	290
Relig: All Christian	14% (83)	2% (13)	3% (20)	3% (19)	5% (27)	13% (77)	7% (43)	17% (99)	15% (87)	20% (114)	583
Relig: All Non-Christian	15% (78)	3% (16)	4% (19)	2% (12)	5% (23)	13% (67)	7% (34)	19% (99)	14% (71)	18% (95)	515

Continued on next page

Table CDP15oen: Banking information

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	15% (162)	3% (29)	4% (39)	3% (31)	5% (51)	13% (144)	7% (76)	18% (198)	14% (158)	19% (209)	1098
Community: Urban	13% (40)	2% (7)	3% (9)	5% (15)	6% (19)	17% (52)	8% (25)	19% (59)	13% (40)	14% (42)	306
Community: Suburban	13% (62)	4% (17)	3% (15)	2% (9)	4% (20)	12% (57)	6% (30)	18% (83)	17% (80)	21% (100)	472
Community: Rural	19% (60)	2% (6)	5% (15)	2% (7)	4% (12)	11% (36)	7% (21)	18% (56)	12% (38)	21% (68)	320
Employ: Private Sector	13% (42)	2% (8)	1% (4)	4% (12)	4% (12)	13% (41)	7% (23)	18% (59)	16% (51)	23% (75)	326
Employ: Government	8% (6)	— (0)	7% (5)	— (0)	— (0)	11% (8)	16% (11)	23% (16)	15% (11)	20% (14)	71
Employ: Self-Employed	19% (23)	4% (5)	3% (4)	8% (10)	7% (8)	13% (15)	3% (3)	14% (17)	13% (16)	15% (19)	120
Employ: Homemaker	16% (12)	1% (1)	3% (3)	5% (4)	9% (7)	16% (12)	7% (5)	15% (12)	16% (12)	12% (9)	76
Employ: Retired	15% (33)	— (1)	6% (13)	— (1)	2% (5)	10% (23)	6% (13)	22% (51)	16% (37)	22% (49)	227
Employ: Unemployed	14% (17)	4% (6)	3% (3)	— (1)	14% (17)	18% (23)	8% (10)	14% (18)	9% (11)	15% (19)	126
Employ: Other	22% (24)	7% (7)	5% (5)	4% (4)	— (0)	15% (16)	5% (5)	16% (17)	11% (12)	16% (18)	108
Military HH: Yes	10% (21)	2% (3)	3% (6)	1% (3)	7% (14)	11% (22)	8% (16)	17% (35)	17% (35)	24% (49)	205
Military HH: No	16% (140)	3% (26)	4% (33)	3% (28)	4% (37)	14% (122)	7% (60)	18% (163)	14% (124)	18% (160)	894
RD/WT: Right Direction	19% (86)	3% (14)	4% (17)	4% (17)	4% (17)	12% (53)	7% (32)	17% (79)	15% (67)	16% (73)	457
RD/WT: Wrong Track	12% (76)	2% (15)	3% (22)	2% (14)	5% (33)	14% (91)	7% (44)	19% (119)	14% (91)	21% (136)	642
Trump Job Approve	15% (77)	3% (15)	3% (17)	4% (21)	5% (25)	11% (59)	7% (36)	18% (94)	14% (72)	19% (96)	511
Trump Job Disapprove	13% (68)	3% (14)	4% (22)	2% (10)	5% (25)	15% (79)	6% (33)	18% (95)	16% (84)	20% (105)	535
Trump Job Strongly Approve	15% (38)	1% (4)	3% (8)	6% (15)	4% (10)	11% (27)	5% (13)	19% (48)	13% (33)	23% (58)	254
Trump Job Somewhat Approve	15% (39)	5% (12)	3% (9)	2% (6)	6% (15)	12% (32)	9% (22)	18% (46)	15% (39)	15% (38)	257
Trump Job Somewhat Disapprove	13% (17)	4% (6)	3% (3)	2% (2)	5% (6)	16% (21)	7% (9)	17% (23)	16% (21)	18% (24)	132
Trump Job Strongly Disapprove	13% (50)	2% (8)	5% (18)	2% (8)	5% (19)	14% (58)	6% (24)	18% (72)	16% (63)	20% (82)	403
Favorable of Trump	15% (75)	2% (10)	4% (18)	4% (19)	5% (24)	10% (52)	9% (44)	18% (92)	14% (71)	19% (96)	501
Unfavorable of Trump	12% (66)	3% (16)	3% (17)	2% (9)	5% (25)	15% (80)	5% (29)	18% (95)	16% (85)	21% (112)	533
Very Favorable of Trump	15% (43)	1% (4)	4% (12)	5% (13)	4% (10)	11% (30)	8% (22)	18% (50)	13% (37)	21% (60)	280
Somewhat Favorable of Trump	15% (32)	3% (7)	3% (6)	3% (7)	6% (14)	10% (22)	10% (22)	19% (42)	15% (34)	16% (36)	220
Somewhat Unfavorable of Trump	19% (22)	6% (7)	2% (3)	1% (1)	3% (4)	13% (15)	4% (4)	14% (16)	21% (24)	17% (20)	116
Very Unfavorable of Trump	11% (44)	2% (8)	3% (14)	2% (8)	5% (21)	15% (64)	6% (25)	19% (79)	15% (61)	22% (92)	417
#1 Issue: Economy	10% (28)	1% (2)	4% (11)	2% (5)	4% (11)	15% (41)	9% (26)	19% (51)	16% (45)	19% (53)	272
#1 Issue: Security	10% (25)	2% (5)	4% (9)	4% (11)	8% (21)	13% (33)	5% (13)	18% (46)	16% (41)	20% (52)	256
#1 Issue: Health Care	19% (35)	2% (4)	5% (9)	5% (9)	6% (12)	16% (29)	4% (7)	14% (26)	13% (25)	17% (32)	187
#1 Issue: Medicare / Social Security	21% (28)	3% (4)	2% (2)	2% (3)	3% (4)	9% (12)	9% (13)	24% (31)	10% (13)	17% (23)	133
#1 Issue: Women's Issues	10% (7)	1% (0)	6% (4)	— (0)	3% (2)	13% (9)	6% (4)	35% (23)	13% (9)	13% (9)	67
#1 Issue: Education	28% (23)	8% (7)	— (0)	3% (3)	— (0)	11% (9)	11% (9)	11% (9)	13% (11)	15% (13)	83
#1 Issue: Energy	4% (2)	12% (6)	7% (4)	1% (1)	1% (1)	12% (7)	4% (2)	17% (9)	14% (8)	27% (15)	55
2018 House Vote: Democrat	12% (44)	2% (8)	4% (14)	3% (9)	4% (16)	16% (59)	7% (24)	18% (66)	15% (53)	19% (69)	364
2018 House Vote: Republican	16% (60)	2% (9)	4% (14)	3% (12)	4% (17)	8% (29)	8% (31)	19% (71)	16% (62)	21% (79)	385
2018 House Vote: Didnt Vote	17% (52)	3% (10)	3% (10)	3% (8)	6% (17)	17% (52)	6% (18)	17% (51)	13% (39)	16% (49)	305
2016 Vote: Hillary Clinton	11% (36)	— (1)	5% (16)	2% (8)	7% (23)	13% (44)	7% (24)	20% (65)	15% (50)	19% (61)	327
2016 Vote: Donald Trump	15% (55)	4% (13)	4% (13)	4% (15)	2% (9)	8% (31)	9% (33)	19% (69)	17% (63)	19% (70)	370
2016 Vote: Someone else	13% (11)	2% (2)	— (0)	1% (1)	3% (3)	10% (9)	5% (4)	23% (19)	15% (12)	27% (22)	84
2016 Vote: Didnt Vote	19% (59)	4% (13)	3% (10)	2% (7)	5% (17)	19% (61)	5% (15)	14% (44)	11% (34)	18% (56)	317
Voted in 2014: Yes	13% (94)	3% (19)	3% (24)	3% (21)	4% (31)	11% (77)	8% (54)	20% (137)	15% (105)	20% (137)	698
Voted in 2014: No	17% (68)	2% (10)	4% (16)	3% (10)	5% (20)	17% (67)	6% (23)	15% (61)	13% (54)	18% (72)	400
2012 Vote: Barack Obama	11% (43)	2% (7)	3% (12)	3% (11)	6% (24)	16% (64)	6% (24)	20% (79)	15% (61)	18% (69)	394
2012 Vote: Mitt Romney	15% (43)	1% (3)	4% (11)	3% (9)	2% (6)	9% (26)	10% (29)	18% (51)	14% (39)	23% (64)	281
2012 Vote: Other	15% (8)	4% (2)	2% (1)	3% (2)	5% (3)	4% (2)	7% (4)	14% (7)	21% (11)	26% (13)	52
2012 Vote: Didn't Vote	18% (68)	5% (17)	4% (16)	3% (10)	5% (17)	14% (53)	5% (20)	16% (60)	13% (48)	16% (61)	368

Continued on next page

Table CDP15oen: Banking information

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	15% (162)	3% (29)	4% (39)	3% (31)	5% (51)	13% (144)	7% (76)	18% (198)	14% (158)	19% (209)	1098
4-Region: Northeast	13% (23)	3% (6)	5% (9)	5% (9)	8% (14)	7% (12)	10% (17)	14% (25)	15% (26)	20% (36)	176
4-Region: Midwest	13% (30)	4% (9)	1% (2)	2% (6)	3% (8)	13% (30)	6% (15)	22% (52)	13% (31)	23% (54)	236
4-Region: South	16% (68)	2% (8)	5% (19)	3% (14)	3% (14)	16% (69)	6% (26)	18% (76)	14% (59)	16% (69)	422
4-Region: West	15% (41)	3% (7)	3% (9)	1% (2)	6% (15)	13% (34)	7% (18)	17% (45)	16% (42)	19% (51)	265

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

Table CDP16oen: Driver's license number

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	15% (164)	3% (32)	7% (73)	3% (34)	7% (73)	14% (157)	7% (79)	18% (200)	12% (135)	14% (151)	1098
Gender: Male	15% (83)	3% (18)	8% (43)	4% (24)	6% (33)	13% (70)	6% (34)	17% (96)	12% (65)	16% (89)	555
Gender: Female	15% (81)	3% (14)	5% (30)	2% (10)	7% (40)	16% (87)	8% (45)	19% (104)	13% (70)	12% (62)	543
Age: 18-29	11% (26)	6% (15)	5% (12)	2% (5)	9% (22)	17% (40)	10% (22)	17% (38)	11% (25)	10% (24)	229
Age: 30-44	14% (38)	3% (9)	10% (29)	6% (16)	7% (18)	14% (38)	8% (24)	17% (48)	9% (25)	12% (34)	280
Age: 45-54	23% (44)	2% (5)	5% (10)	1% (3)	5% (10)	14% (27)	3% (7)	18% (36)	17% (32)	11% (21)	193
Age: 55-64	11% (20)	— (1)	9% (15)	4% (6)	5% (8)	14% (24)	5% (9)	19% (34)	15% (28)	18% (32)	179
Age: 65+	17% (36)	1% (3)	3% (7)	2% (5)	7% (14)	13% (28)	8% (17)	20% (43)	11% (25)	18% (40)	217
Generation Z: 18-21	16% (13)	8% (7)	2% (2)	3% (2)	14% (11)	14% (11)	6% (5)	22% (18)	10% (8)	4% (3)	81
Millennial: Age 22-37	11% (32)	5% (15)	10% (31)	5% (14)	7% (22)	15% (46)	10% (32)	15% (46)	10% (32)	12% (37)	309
Generation X: Age 38-53	19% (54)	2% (6)	6% (18)	2% (7)	5% (15)	14% (40)	5% (15)	19% (56)	13% (38)	13% (37)	285
Boomers: Age 54-72	16% (59)	1% (2)	5% (20)	2% (9)	5% (17)	15% (54)	6% (24)	19% (70)	15% (54)	17% (63)	371
PID: Dem (no lean)	10% (35)	5% (17)	9% (33)	3% (12)	8% (27)	16% (57)	6% (22)	22% (81)	10% (35)	11% (41)	361
PID: Ind (no lean)	16% (59)	2% (7)	5% (18)	2% (8)	8% (30)	13% (49)	9% (33)	16% (60)	11% (40)	18% (66)	370
PID: Rep (no lean)	19% (70)	2% (7)	6% (22)	4% (15)	4% (16)	14% (50)	7% (25)	16% (59)	16% (60)	12% (44)	367
PID/Gender: Dem Men	10% (17)	5% (8)	12% (20)	4% (7)	8% (14)	16% (26)	5% (8)	20% (33)	7% (11)	13% (22)	167
PID/Gender: Dem Women	9% (18)	5% (10)	6% (12)	2% (4)	7% (13)	16% (31)	7% (14)	25% (48)	12% (24)	10% (19)	193
PID/Gender: Ind Men	17% (29)	4% (7)	7% (11)	3% (6)	7% (12)	8% (14)	5% (9)	18% (30)	8% (14)	22% (37)	169
PID/Gender: Ind Women	15% (31)	— (0)	3% (6)	1% (2)	9% (18)	18% (36)	12% (24)	15% (29)	13% (26)	14% (29)	201
PID/Gender: Rep Men	17% (38)	2% (3)	5% (11)	5% (11)	3% (7)	14% (30)	8% (17)	15% (32)	18% (39)	14% (30)	219
PID/Gender: Rep Women	22% (32)	2% (4)	7% (11)	2% (4)	6% (9)	14% (21)	5% (7)	18% (27)	14% (20)	10% (14)	148
Ideo: Liberal (1-3)	10% (34)	5% (15)	9% (30)	5% (16)	7% (24)	16% (54)	7% (24)	18% (61)	10% (33)	12% (39)	330
Ideo: Moderate (4)	20% (45)	1% (3)	4% (9)	3% (7)	9% (21)	8% (19)	8% (18)	18% (42)	10% (23)	17% (39)	228
Ideo: Conservative (5-7)	14% (52)	2% (6)	5% (20)	3% (11)	5% (19)	14% (53)	8% (31)	17% (66)	18% (68)	16% (61)	387
Educ: < College	16% (124)	3% (23)	8% (65)	3% (23)	7% (56)	15% (116)	8% (64)	16% (121)	12% (89)	11% (85)	766
Educ: Bachelors degree	13% (28)	3% (6)	3% (6)	4% (9)	5% (11)	12% (26)	4% (9)	21% (46)	14% (30)	21% (46)	217
Educ: Post-grad	10% (12)	2% (3)	1% (2)	2% (3)	6% (6)	12% (14)	6% (7)	28% (33)	14% (16)	17% (20)	115
Income: Under 50k	17% (108)	3% (21)	9% (57)	4% (26)	7% (45)	15% (93)	8% (49)	16% (100)	11% (68)	11% (70)	637
Income: 50k-100k	11% (33)	2% (6)	4% (11)	2% (6)	7% (23)	13% (42)	7% (22)	23% (71)	15% (46)	17% (53)	312
Income: 100k+	16% (24)	3% (4)	3% (5)	2% (3)	3% (5)	15% (22)	5% (8)	19% (28)	14% (21)	20% (29)	149
Ethnicity: White	15% (125)	2% (17)	6% (53)	3% (25)	6% (52)	14% (122)	7% (63)	18% (152)	14% (117)	15% (131)	858
Ethnicity: Hispanic	12% (23)	5% (10)	6% (11)	4% (7)	4% (7)	23% (42)	8% (14)	15% (28)	11% (21)	11% (20)	183
Ethnicity: Afr. Am.	21% (28)	6% (7)	13% (17)	7% (9)	8% (10)	13% (18)	6% (8)	15% (20)	5% (7)	6% (8)	133
Ethnicity: Other	10% (11)	6% (7)	3% (3)	— (0)	10% (10)	16% (17)	7% (7)	26% (28)	11% (12)	12% (12)	107
Relig: Protestant	13% (27)	2% (5)	9% (18)	2% (4)	4% (9)	11% (24)	5% (10)	18% (38)	15% (31)	21% (43)	208
Relig: Roman Catholic	13% (28)	4% (8)	5% (11)	6% (14)	8% (18)	17% (37)	7% (15)	17% (37)	13% (30)	10% (23)	221
Relig: Ath./Agn./None	15% (51)	4% (13)	7% (23)	2% (8)	8% (29)	14% (49)	8% (29)	17% (59)	11% (37)	15% (52)	351
Relig: Something Else	19% (32)	3% (4)	7% (11)	1% (1)	6% (10)	16% (26)	5% (8)	21% (35)	11% (18)	12% (20)	164
Relig: Evangelical	14% (40)	3% (10)	7% (21)	6% (17)	5% (15)	12% (35)	9% (27)	16% (48)	14% (40)	14% (40)	293
Relig: Non-Evang. Catholics	14% (41)	2% (4)	6% (16)	3% (8)	7% (19)	16% (47)	5% (16)	20% (58)	14% (39)	14% (40)	290
Relig: All Christian	14% (81)	2% (14)	6% (38)	4% (25)	6% (34)	14% (82)	7% (43)	18% (106)	14% (80)	14% (80)	583
Relig: All Non-Christian	16% (83)	3% (18)	7% (35)	2% (9)	8% (39)	15% (75)	7% (36)	18% (94)	11% (55)	14% (72)	515

Continued on next page

Table CDP16oen: Driver's license number

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	15% (164)	3% (32)	7% (73)	3% (34)	7% (73)	14% (157)	7% (79)	18% (200)	12% (135)	14% (151)	1098
Community: Urban	14% (42)	2% (6)	9% (28)	3% (10)	7% (22)	17% (53)	7% (20)	19% (57)	13% (39)	10% (29)	306
Community: Suburban	13% (60)	4% (17)	6% (28)	4% (19)	6% (30)	11% (52)	7% (34)	21% (100)	14% (66)	14% (66)	472
Community: Rural	20% (62)	3% (8)	5% (17)	2% (6)	6% (21)	16% (52)	8% (25)	13% (43)	9% (30)	17% (56)	320
Employ: Private Sector	14% (46)	3% (9)	4% (12)	3% (11)	6% (20)	13% (42)	8% (25)	20% (65)	12% (41)	17% (56)	326
Employ: Government	8% (6)	— (0)	7% (5)	3% (2)	4% (3)	18% (13)	4% (3)	19% (13)	28% (20)	10% (7)	71
Employ: Self-Employed	20% (24)	5% (6)	10% (12)	6% (7)	7% (9)	11% (13)	8% (10)	12% (15)	7% (8)	14% (16)	120
Employ: Homemaker	9% (7)	4% (3)	5% (3)	5% (4)	15% (11)	17% (13)	13% (10)	13% (10)	11% (8)	9% (7)	76
Employ: Retired	15% (35)	1% (2)	7% (17)	2% (4)	5% (11)	12% (28)	6% (14)	23% (53)	11% (26)	17% (39)	227
Employ: Unemployed	18% (22)	1% (1)	13% (17)	2% (3)	8% (10)	20% (25)	6% (7)	14% (17)	8% (11)	10% (13)	126
Employ: Other	22% (24)	9% (9)	5% (6)	3% (3)	2% (2)	16% (17)	6% (7)	13% (14)	16% (17)	8% (9)	108
Military HH: Yes	11% (23)	2% (3)	7% (14)	6% (12)	6% (13)	10% (21)	8% (16)	18% (36)	16% (33)	16% (33)	205
Military HH: No	16% (142)	3% (28)	7% (59)	3% (23)	7% (60)	15% (135)	7% (63)	18% (164)	11% (102)	13% (119)	894
RD/WT: Right Direction	20% (89)	3% (13)	7% (31)	3% (16)	6% (29)	13% (61)	6% (26)	18% (80)	13% (58)	12% (54)	457
RD/WT: Wrong Track	12% (75)	3% (19)	7% (42)	3% (19)	7% (44)	15% (96)	8% (53)	19% (120)	12% (77)	15% (97)	642
Trump Job Approve	16% (80)	3% (15)	7% (35)	4% (20)	6% (31)	14% (69)	6% (30)	18% (90)	14% (73)	13% (67)	511
Trump Job Disapprove	13% (70)	3% (14)	7% (37)	3% (14)	7% (39)	15% (80)	8% (43)	19% (101)	11% (59)	14% (77)	535
Trump Job Strongly Approve	15% (38)	1% (3)	6% (14)	4% (10)	8% (20)	15% (37)	5% (12)	20% (52)	12% (30)	15% (38)	254
Trump Job Somewhat Approve	16% (42)	5% (12)	8% (21)	4% (10)	4% (11)	13% (32)	7% (18)	15% (38)	17% (43)	11% (29)	257
Trump Job Somewhat Disapprove	15% (20)	2% (3)	8% (11)	5% (7)	5% (6)	12% (16)	9% (12)	19% (25)	9% (12)	15% (20)	132
Trump Job Strongly Disapprove	12% (50)	3% (11)	7% (26)	2% (8)	8% (33)	16% (65)	8% (31)	19% (76)	12% (47)	14% (56)	403
Favorable of Trump	15% (77)	2% (8)	7% (34)	4% (21)	6% (29)	13% (67)	7% (33)	18% (88)	15% (75)	13% (67)	501
Unfavorable of Trump	12% (65)	4% (20)	6% (33)	2% (12)	7% (39)	15% (82)	8% (41)	19% (102)	11% (59)	15% (81)	533
Very Favorable of Trump	15% (43)	1% (4)	6% (18)	4% (11)	8% (21)	13% (37)	5% (15)	19% (53)	15% (42)	13% (37)	280
Somewhat Favorable of Trump	16% (34)	2% (5)	7% (16)	5% (11)	4% (8)	14% (30)	8% (19)	16% (35)	15% (32)	14% (30)	220
Somewhat Unfavorable of Trump	19% (22)	7% (8)	8% (9)	2% (2)	3% (4)	10% (12)	10% (11)	18% (21)	11% (13)	13% (15)	116
Very Unfavorable of Trump	10% (43)	3% (12)	6% (24)	2% (10)	8% (35)	17% (70)	7% (30)	19% (81)	11% (47)	16% (65)	417
#1 Issue: Economy	10% (27)	2% (5)	7% (19)	1% (2)	7% (18)	18% (49)	9% (25)	22% (59)	10% (27)	15% (40)	272
#1 Issue: Security	9% (24)	2% (5)	7% (19)	7% (18)	7% (19)	13% (32)	6% (15)	18% (46)	17% (44)	14% (35)	256
#1 Issue: Health Care	18% (34)	4% (7)	10% (19)	3% (5)	9% (16)	12% (22)	5% (10)	14% (27)	12% (23)	13% (23)	187
#1 Issue: Medicare / Social Security	23% (30)	1% (1)	5% (7)	3% (4)	5% (7)	13% (18)	4% (6)	21% (27)	12% (16)	12% (17)	133
#1 Issue: Women's Issues	11% (7)	1% (1)	6% (4)	3% (2)	6% (4)	23% (16)	10% (6)	25% (17)	8% (6)	7% (4)	67
#1 Issue: Education	30% (25)	9% (7)	1% (1)	1% (1)	6% (5)	9% (8)	8% (7)	14% (12)	11% (9)	11% (9)	83
#1 Issue: Energy	6% (3)	7% (4)	9% (5)	5% (3)	5% (3)	13% (7)	9% (5)	15% (8)	11% (6)	20% (11)	55
2018 House Vote: Democrat	13% (46)	3% (10)	7% (26)	3% (13)	6% (23)	16% (58)	6% (21)	20% (73)	12% (43)	14% (52)	364
2018 House Vote: Republican	16% (62)	2% (9)	6% (24)	3% (13)	5% (21)	11% (43)	7% (28)	17% (66)	16% (61)	15% (58)	385
2018 House Vote: Didnt Vote	16% (50)	4% (12)	7% (21)	3% (8)	9% (27)	18% (54)	8% (25)	16% (49)	9% (28)	11% (32)	305
2016 Vote: Hillary Clinton	11% (36)	2% (6)	9% (30)	4% (12)	6% (18)	16% (53)	6% (20)	21% (70)	11% (36)	14% (46)	327
2016 Vote: Donald Trump	16% (58)	2% (9)	6% (23)	3% (13)	5% (20)	11% (40)	9% (32)	17% (65)	17% (63)	13% (47)	370
2016 Vote: Someone else	16% (14)	1% (1)	2% (2)	3% (3)	5% (4)	5% (4)	9% (8)	27% (23)	12% (10)	20% (17)	84
2016 Vote: Didnt Vote	18% (57)	5% (16)	6% (18)	2% (7)	10% (31)	19% (60)	6% (20)	13% (41)	8% (25)	13% (42)	317
Voted in 2014: Yes	14% (98)	3% (18)	6% (44)	4% (27)	6% (42)	13% (93)	7% (51)	19% (134)	13% (90)	14% (100)	698
Voted in 2014: No	16% (66)	3% (13)	7% (28)	2% (7)	8% (31)	16% (64)	7% (28)	16% (66)	11% (45)	13% (51)	400
2012 Vote: Barack Obama	11% (43)	3% (10)	7% (27)	5% (19)	7% (26)	15% (61)	7% (27)	21% (84)	11% (44)	14% (54)	394
2012 Vote: Mitt Romney	17% (47)	1% (3)	7% (19)	2% (6)	5% (15)	14% (38)	7% (19)	17% (49)	14% (41)	15% (43)	281
2012 Vote: Other	18% (9)	— (0)	2% (1)	3% (2)	6% (3)	9% (4)	4% (2)	19% (10)	19% (10)	20% (10)	52
2012 Vote: Didn't Vote	18% (66)	5% (18)	7% (26)	2% (7)	8% (29)	15% (54)	8% (31)	15% (56)	11% (40)	11% (42)	368

Continued on next page

Table CDP16oen: Driver's license number

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	15% (164)	3% (32)	7% (73)	3% (34)	7% (73)	14% (157)	7% (79)	18% (200)	12% (135)	14% (151)	1098
4-Region: Northeast	14% (24)	7% (12)	9% (15)	3% (5)	9% (15)	13% (22)	5% (9)	14% (24)	13% (23)	15% (26)	176
4-Region: Midwest	15% (35)	2% (4)	4% (10)	2% (5)	6% (14)	15% (36)	7% (16)	23% (54)	12% (27)	14% (34)	236
4-Region: South	16% (65)	2% (7)	8% (32)	3% (12)	6% (25)	18% (74)	8% (34)	18% (74)	12% (50)	12% (49)	422
4-Region: West	15% (40)	3% (8)	6% (16)	5% (13)	7% (19)	9% (24)	7% (20)	18% (47)	13% (35)	16% (42)	265

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

Table CDP17oen: Passport number

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	16% (180)	3% (32)	5% (60)	1% (14)	5% (60)	16% (178)	6% (70)	17% (191)	13% (143)	15% (170)	1098
Gender: Male	17% (92)	2% (13)	7% (41)	2% (9)	6% (34)	14% (77)	5% (30)	16% (90)	13% (70)	18% (98)	555
Gender: Female	16% (88)	3% (19)	3% (19)	1% (5)	5% (26)	19% (101)	7% (40)	19% (101)	13% (72)	13% (72)	543
Age: 18-29	13% (31)	6% (14)	5% (12)	1% (3)	4% (9)	22% (50)	8% (19)	13% (30)	15% (34)	12% (27)	229
Age: 30-44	14% (40)	3% (8)	8% (22)	2% (6)	6% (17)	17% (47)	8% (23)	18% (50)	10% (27)	14% (39)	280
Age: 45-54	22% (42)	3% (6)	2% (5)	1% (3)	6% (12)	16% (32)	3% (6)	19% (36)	15% (30)	12% (22)	193
Age: 55-64	16% (28)	1% (2)	7% (13)	1% (2)	7% (12)	11% (20)	3% (6)	20% (36)	11% (20)	22% (40)	179
Age: 65+	18% (39)	1% (2)	4% (8)	— (1)	5% (10)	14% (29)	7% (15)	18% (38)	15% (32)	19% (42)	217
Generation Z: 18-21	23% (18)	2% (1)	8% (7)	— (0)	4% (3)	22% (18)	7% (6)	15% (12)	14% (12)	5% (4)	81
Millennial: Age 22-37	12% (37)	6% (17)	6% (19)	2% (6)	6% (18)	19% (57)	9% (29)	15% (47)	12% (38)	13% (40)	309
Generation X: Age 38-53	19% (54)	2% (5)	5% (13)	2% (6)	5% (15)	16% (46)	5% (13)	19% (54)	13% (37)	15% (42)	285
Boomers: Age 54-72	17% (64)	2% (8)	5% (18)	1% (2)	5% (17)	14% (51)	4% (16)	19% (70)	14% (53)	19% (72)	371
PID: Dem (no lean)	12% (43)	3% (10)	9% (31)	1% (4)	7% (25)	16% (59)	6% (23)	21% (77)	13% (46)	12% (42)	361
PID: Ind (no lean)	16% (59)	4% (14)	5% (18)	1% (3)	5% (19)	16% (58)	7% (25)	16% (60)	11% (43)	19% (70)	370
PID: Rep (no lean)	21% (78)	2% (8)	3% (10)	2% (7)	4% (16)	17% (61)	6% (22)	15% (54)	15% (54)	16% (57)	367
PID/Gender: Dem Men	13% (22)	1% (2)	13% (22)	1% (2)	9% (15)	17% (29)	6% (10)	19% (32)	10% (16)	11% (18)	167
PID/Gender: Dem Women	11% (22)	4% (8)	5% (10)	1% (2)	5% (10)	16% (31)	7% (13)	23% (44)	15% (30)	13% (25)	193
PID/Gender: Ind Men	18% (31)	4% (6)	8% (14)	2% (3)	5% (8)	8% (14)	5% (8)	17% (28)	10% (18)	24% (40)	169
PID/Gender: Ind Women	14% (28)	4% (8)	2% (5)	— (1)	6% (11)	22% (44)	8% (17)	16% (32)	12% (25)	15% (30)	201
PID/Gender: Rep Men	18% (39)	2% (5)	3% (6)	2% (5)	5% (12)	16% (35)	5% (12)	13% (29)	17% (36)	18% (40)	219
PID/Gender: Rep Women	26% (38)	2% (3)	3% (5)	1% (2)	3% (4)	18% (26)	7% (10)	17% (25)	12% (17)	12% (17)	148
Ideo: Liberal (1-3)	13% (43)	4% (13)	8% (26)	2% (5)	8% (27)	17% (57)	6% (21)	19% (63)	11% (36)	12% (38)	330
Ideo: Moderate (4)	22% (51)	— (1)	4% (9)	2% (5)	5% (10)	13% (29)	8% (19)	16% (35)	10% (23)	20% (46)	228
Ideo: Conservative (5-7)	15% (56)	2% (6)	3% (13)	1% (4)	5% (18)	15% (58)	5% (20)	17% (67)	19% (72)	19% (73)	387
Educ: < College	17% (134)	4% (28)	7% (54)	1% (8)	6% (48)	18% (135)	7% (54)	15% (112)	13% (101)	12% (93)	766
Educ: Bachelors degree	16% (35)	1% (1)	2% (5)	2% (4)	3% (6)	14% (30)	6% (13)	23% (50)	9% (20)	24% (52)	217
Educ: Post-grad	10% (11)	2% (2)	1% (1)	2% (2)	6% (7)	12% (13)	2% (3)	25% (29)	19% (22)	21% (25)	115
Income: Under 50k	18% (116)	4% (25)	7% (46)	1% (9)	7% (44)	17% (110)	7% (42)	15% (95)	11% (71)	12% (78)	637
Income: 50k-100k	13% (40)	1% (4)	3% (9)	1% (3)	4% (12)	17% (52)	6% (19)	20% (62)	18% (56)	18% (56)	312
Income: 100k+	16% (24)	2% (3)	3% (5)	1% (2)	3% (5)	11% (16)	6% (9)	22% (34)	10% (15)	25% (37)	149
Ethnicity: White	16% (136)	3% (22)	4% (34)	1% (11)	6% (47)	16% (136)	6% (55)	17% (150)	14% (117)	17% (149)	858
Ethnicity: Hispanic	12% (21)	6% (11)	3% (5)	— (0)	6% (12)	24% (44)	9% (16)	15% (27)	16% (29)	10% (18)	183
Ethnicity: Afr. Am.	23% (31)	4% (5)	13% (17)	2% (3)	8% (10)	18% (25)	4% (5)	17% (23)	5% (7)	6% (8)	133
Ethnicity: Other	12% (13)	5% (5)	8% (9)	— (0)	3% (3)	17% (18)	9% (9)	17% (18)	17% (19)	13% (13)	107
Relig: Protestant	15% (31)	2% (4)	5% (11)	2% (3)	2% (5)	16% (32)	3% (7)	17% (35)	17% (36)	21% (43)	208
Relig: Roman Catholic	14% (31)	3% (7)	5% (11)	2% (4)	6% (12)	20% (44)	7% (16)	18% (39)	13% (29)	12% (27)	221
Relig: Ath./Agn./None	17% (59)	4% (13)	6% (20)	1% (2)	5% (18)	16% (55)	8% (29)	16% (57)	10% (35)	18% (61)	351
Relig: Something Else	19% (32)	4% (6)	4% (7)	— (0)	9% (15)	15% (25)	5% (8)	16% (26)	14% (23)	14% (23)	164
Relig: Evangelical	17% (49)	2% (5)	7% (19)	3% (8)	7% (20)	14% (42)	5% (15)	18% (52)	13% (39)	15% (45)	293
Relig: Non-Evang. Catholics	14% (40)	3% (8)	5% (14)	1% (4)	2% (7)	19% (56)	6% (17)	19% (56)	16% (47)	14% (41)	290
Relig: All Christian	15% (89)	2% (13)	6% (33)	2% (12)	5% (27)	17% (98)	6% (33)	18% (108)	15% (85)	15% (86)	583
Relig: All Non-Christian	18% (91)	4% (19)	5% (27)	— (2)	6% (33)	16% (80)	7% (37)	16% (83)	11% (57)	16% (84)	515

Continued on next page

Table CDP17oen: Passport number

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	16% (180)	3% (32)	5% (60)	1% (14)	5% (60)	16% (178)	6% (70)	17% (191)	13% (143)	15% (170)	1098
Community: Urban	15% (45)	1% (4)	7% (23)	1% (4)	7% (20)	20% (61)	6% (19)	18% (56)	14% (42)	11% (33)	306
Community: Suburban	15% (70)	4% (17)	5% (22)	1% (4)	5% (25)	14% (65)	7% (32)	19% (89)	13% (64)	18% (84)	472
Community: Rural	20% (64)	4% (11)	5% (16)	2% (6)	5% (15)	16% (53)	6% (19)	14% (46)	11% (37)	17% (53)	320
Employ: Private Sector	14% (46)	3% (8)	5% (17)	1% (4)	4% (12)	15% (49)	7% (24)	19% (63)	11% (37)	20% (65)	326
Employ: Government	6% (4)	2% (1)	7% (5)	2% (1)	4% (3)	14% (10)	8% (5)	19% (14)	29% (20)	8% (6)	71
Employ: Self-Employed	19% (23)	6% (7)	5% (6)	2% (3)	10% (12)	20% (25)	3% (4)	11% (14)	9% (11)	14% (16)	120
Employ: Homemaker	16% (12)	5% (4)	2% (2)	4% (3)	11% (9)	14% (11)	11% (9)	12% (9)	12% (9)	12% (9)	76
Employ: Retired	16% (37)	1% (2)	6% (14)	— (1)	4% (9)	12% (27)	4% (10)	23% (52)	14% (33)	19% (43)	227
Employ: Unemployed	21% (26)	2% (3)	5% (7)	— (1)	10% (13)	24% (30)	4% (5)	12% (15)	8% (10)	13% (17)	126
Employ: Other	26% (28)	5% (6)	8% (9)	1% (1)	1% (2)	16% (17)	6% (7)	15% (17)	12% (13)	9% (9)	108
Military HH: Yes	10% (21)	3% (6)	6% (12)	2% (5)	6% (12)	12% (25)	8% (16)	17% (36)	16% (34)	19% (38)	205
Military HH: No	18% (159)	3% (26)	5% (48)	1% (9)	5% (48)	17% (153)	6% (54)	17% (155)	12% (109)	15% (132)	894
RD/WT: Right Direction	22% (99)	2% (10)	4% (19)	2% (9)	5% (23)	17% (79)	6% (26)	15% (69)	13% (60)	14% (64)	457
RD/WT: Wrong Track	13% (81)	4% (22)	6% (41)	1% (5)	6% (37)	16% (100)	7% (44)	19% (122)	13% (82)	17% (107)	642
Trump Job Approve	17% (89)	3% (13)	4% (22)	2% (10)	6% (30)	17% (86)	6% (31)	15% (77)	14% (72)	16% (81)	511
Trump Job Disapprove	14% (74)	3% (19)	7% (37)	1% (4)	5% (26)	16% (83)	7% (36)	20% (107)	13% (67)	15% (82)	535
Trump Job Strongly Approve	17% (43)	1% (3)	4% (9)	2% (5)	5% (13)	20% (51)	5% (12)	15% (38)	14% (35)	17% (44)	254
Trump Job Somewhat Approve	18% (46)	4% (10)	5% (13)	2% (5)	6% (16)	14% (35)	7% (19)	15% (38)	15% (37)	14% (37)	257
Trump Job Somewhat Disapprove	14% (18)	3% (4)	8% (10)	2% (2)	3% (3)	16% (21)	8% (10)	20% (27)	13% (17)	14% (19)	132
Trump Job Strongly Disapprove	14% (56)	4% (14)	7% (27)	1% (2)	6% (23)	15% (62)	6% (26)	20% (80)	12% (50)	16% (63)	403
Favorable of Trump	17% (85)	2% (11)	4% (18)	2% (11)	6% (31)	17% (87)	6% (29)	15% (76)	14% (73)	16% (81)	501
Unfavorable of Trump	14% (74)	4% (19)	6% (34)	— (2)	5% (26)	15% (82)	7% (36)	20% (106)	12% (67)	16% (87)	533
Very Favorable of Trump	17% (47)	2% (5)	4% (10)	3% (7)	5% (13)	18% (50)	6% (16)	15% (43)	15% (42)	17% (46)	280
Somewhat Favorable of Trump	17% (38)	2% (5)	4% (8)	2% (4)	8% (18)	16% (36)	6% (13)	15% (33)	14% (30)	16% (35)	220
Somewhat Unfavorable of Trump	17% (20)	7% (8)	9% (11)	— (0)	3% (3)	14% (16)	8% (9)	16% (19)	12% (14)	14% (16)	116
Very Unfavorable of Trump	13% (54)	3% (10)	6% (24)	— (2)	6% (23)	16% (66)	7% (27)	21% (87)	13% (52)	17% (71)	417
#1 Issue: Economy	10% (28)	2% (5)	6% (18)	1% (2)	5% (13)	20% (53)	9% (25)	20% (55)	13% (34)	15% (40)	272
#1 Issue: Security	11% (29)	2% (6)	5% (12)	2% (5)	7% (18)	17% (44)	5% (12)	16% (41)	19% (49)	15% (39)	256
#1 Issue: Health Care	22% (41)	4% (7)	7% (13)	3% (6)	8% (16)	15% (29)	2% (3)	13% (25)	12% (22)	14% (27)	187
#1 Issue: Medicare / Social Security	22% (30)	1% (1)	5% (6)	1% (2)	4% (5)	13% (17)	6% (8)	23% (30)	10% (13)	16% (21)	133
#1 Issue: Women's Issues	13% (9)	2% (2)	7% (4)	— (0)	2% (1)	23% (16)	8% (6)	27% (18)	9% (6)	7% (5)	67
#1 Issue: Education	26% (22)	9% (8)	3% (2)	1% (1)	4% (4)	12% (10)	10% (8)	13% (11)	7% (6)	15% (12)	83
#1 Issue: Energy	11% (6)	8% (4)	8% (4)	— (0)	3% (2)	6% (3)	11% (6)	15% (8)	13% (7)	24% (13)	55
2018 House Vote: Democrat	14% (52)	3% (10)	7% (24)	1% (3)	6% (20)	15% (53)	6% (23)	20% (74)	14% (51)	15% (54)	364
2018 House Vote: Republican	18% (71)	1% (5)	3% (13)	1% (5)	5% (21)	14% (54)	6% (25)	16% (61)	15% (59)	18% (70)	385
2018 House Vote: Didn't Vote	17% (52)	5% (15)	7% (22)	2% (5)	6% (17)	21% (65)	6% (19)	15% (45)	10% (29)	12% (36)	305
2016 Vote: Hillary Clinton	14% (44)	1% (4)	7% (23)	1% (4)	8% (26)	15% (49)	5% (17)	20% (67)	13% (42)	15% (50)	327
2016 Vote: Donald Trump	19% (69)	2% (6)	5% (19)	2% (6)	4% (14)	13% (49)	7% (27)	16% (58)	17% (62)	16% (59)	370
2016 Vote: Someone else	14% (11)	3% (3)	1% (1)	1% (1)	4% (3)	11% (9)	7% (6)	25% (21)	12% (10)	22% (18)	84
2016 Vote: Didn't Vote	18% (55)	6% (19)	5% (17)	1% (3)	5% (17)	23% (72)	6% (19)	14% (43)	9% (28)	14% (44)	317
Voted in 2014: Yes	15% (106)	3% (18)	5% (33)	2% (11)	6% (41)	15% (106)	6% (42)	19% (132)	14% (97)	16% (112)	698
Voted in 2014: No	18% (73)	4% (14)	7% (27)	1% (3)	5% (19)	18% (73)	7% (28)	15% (59)	11% (45)	14% (58)	400
2012 Vote: Barack Obama	13% (53)	2% (6)	7% (26)	1% (4)	9% (34)	15% (58)	6% (25)	21% (85)	12% (48)	14% (56)	394
2012 Vote: Mitt Romney	17% (49)	2% (4)	3% (8)	2% (5)	4% (10)	17% (47)	6% (17)	17% (47)	15% (42)	18% (52)	281
2012 Vote: Other	16% (9)	1% (1)	2% (1)	3% (2)	5% (3)	9% (5)	8% (4)	9% (5)	24% (12)	23% (12)	52
2012 Vote: Didn't Vote	19% (70)	6% (21)	7% (26)	1% (4)	4% (13)	19% (69)	6% (24)	14% (53)	11% (41)	13% (48)	368

Continued on next page

Table CDP17oen: Passport number

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	16% (180)	3% (32)	5% (60)	1% (14)	5% (60)	16% (178)	6% (70)	17% (191)	13% (143)	15% (170)	1098
4-Region: Northeast	16% (28)	3% (6)	4% (7)	3% (6)	8% (15)	16% (27)	7% (12)	13% (23)	14% (24)	15% (27)	176
4-Region: Midwest	17% (40)	3% (7)	3% (8)	1% (3)	4% (10)	17% (39)	5% (12)	21% (49)	12% (27)	17% (40)	236
4-Region: South	16% (67)	3% (13)	7% (28)	1% (5)	5% (19)	20% (84)	7% (29)	18% (75)	11% (48)	12% (53)	422
4-Region: West	17% (44)	2% (6)	6% (17)	— (0)	6% (16)	10% (27)	6% (16)	17% (44)	16% (43)	19% (51)	265

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

Table CDP18oen: Internet browsing history

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	17% (184)	5% (59)	11% (121)	5% (52)	7% (80)	20% (222)	6% (69)	13% (145)	6% (70)	9% (96)	1098
Gender: Male	17% (94)	6% (31)	11% (62)	4% (20)	8% (45)	20% (112)	6% (33)	13% (70)	6% (33)	10% (54)	555
Gender: Female	16% (89)	5% (28)	11% (60)	6% (32)	7% (35)	20% (109)	7% (36)	14% (74)	7% (37)	8% (41)	543
Age: 18-29	13% (30)	6% (14)	16% (36)	4% (10)	6% (15)	21% (48)	8% (18)	12% (27)	7% (15)	7% (16)	229
Age: 30-44	16% (45)	8% (24)	9% (26)	7% (21)	9% (24)	20% (56)	6% (16)	10% (29)	5% (13)	10% (27)	280
Age: 45-54	23% (45)	6% (11)	9% (17)	4% (9)	5% (10)	23% (44)	5% (10)	11% (22)	6% (11)	7% (14)	193
Age: 55-64	12% (22)	5% (8)	14% (26)	3% (5)	7% (13)	17% (30)	7% (13)	18% (32)	7% (13)	10% (17)	179
Age: 65+	20% (43)	1% (2)	7% (16)	3% (7)	9% (19)	20% (45)	6% (13)	16% (34)	8% (18)	10% (22)	217
Generation Z: 18-21	23% (19)	7% (6)	18% (15)	4% (3)	4% (4)	12% (10)	7% (5)	13% (10)	9% (7)	2% (2)	81
Millennial: Age 22-37	11% (35)	8% (24)	12% (38)	6% (20)	8% (26)	23% (70)	7% (23)	10% (31)	6% (17)	8% (24)	309
Generation X: Age 38-53	21% (60)	5% (15)	9% (27)	6% (16)	7% (19)	20% (58)	5% (14)	13% (36)	4% (13)	10% (28)	285
Boomers: Age 54-72	16% (61)	4% (14)	10% (36)	3% (11)	8% (31)	19% (70)	6% (23)	16% (60)	8% (31)	9% (34)	371
PID: Dem (no lean)	12% (45)	5% (19)	14% (50)	5% (18)	8% (28)	20% (71)	7% (24)	18% (65)	5% (16)	7% (25)	361
PID: Ind (no lean)	16% (59)	6% (22)	10% (37)	5% (20)	6% (23)	19% (72)	7% (25)	11% (39)	8% (31)	11% (42)	370
PID: Rep (no lean)	22% (80)	5% (18)	9% (34)	4% (14)	8% (30)	22% (79)	6% (20)	11% (41)	6% (22)	8% (29)	367
PID/Gender: Dem Men	13% (22)	6% (9)	17% (29)	4% (6)	9% (15)	20% (34)	5% (8)	15% (26)	3% (5)	8% (13)	167
PID/Gender: Dem Women	12% (23)	5% (10)	11% (22)	6% (12)	6% (12)	19% (37)	8% (15)	20% (39)	6% (12)	6% (12)	193
PID/Gender: Ind Men	18% (31)	7% (12)	8% (14)	5% (8)	8% (14)	15% (25)	6% (10)	10% (17)	9% (15)	13% (23)	169
PID/Gender: Ind Women	14% (27)	5% (10)	12% (23)	6% (12)	5% (10)	23% (47)	7% (15)	11% (22)	8% (16)	10% (19)	201
PID/Gender: Rep Men	19% (41)	5% (10)	9% (19)	3% (6)	7% (16)	24% (53)	6% (14)	13% (28)	6% (13)	9% (19)	219
PID/Gender: Rep Women	27% (39)	5% (8)	10% (15)	6% (9)	9% (14)	17% (26)	4% (7)	9% (13)	6% (9)	7% (10)	148
Ideo: Liberal (1-3)	12% (40)	7% (22)	13% (44)	4% (13)	11% (35)	21% (68)	5% (17)	14% (46)	6% (20)	8% (26)	330
Ideo: Moderate (4)	21% (47)	4% (9)	10% (22)	6% (14)	5% (12)	17% (38)	7% (16)	14% (31)	4% (10)	12% (27)	228
Ideo: Conservative (5-7)	15% (60)	4% (17)	10% (38)	5% (21)	7% (26)	21% (82)	6% (25)	13% (50)	9% (34)	9% (33)	387
Educ: < College	18% (140)	5% (37)	13% (97)	5% (36)	7% (56)	21% (159)	7% (52)	12% (92)	6% (47)	6% (49)	766
Educ: Bachelors degree	14% (30)	8% (17)	5% (10)	6% (13)	7% (15)	20% (44)	3% (7)	16% (35)	7% (15)	15% (32)	217
Educ: Post-grad	11% (13)	4% (5)	13% (15)	3% (3)	8% (9)	17% (19)	9% (10)	15% (18)	7% (8)	13% (15)	115
Income: Under 50k	19% (118)	6% (39)	12% (79)	4% (27)	8% (48)	21% (132)	6% (37)	12% (77)	6% (37)	7% (43)	637
Income: 50k-100k	14% (42)	4% (14)	9% (27)	7% (21)	7% (23)	18% (56)	8% (24)	16% (49)	7% (22)	11% (34)	312
Income: 100k+	16% (24)	4% (6)	10% (15)	2% (4)	6% (10)	22% (33)	6% (9)	12% (18)	7% (11)	13% (19)	149
Ethnicity: White	17% (142)	5% (43)	10% (90)	4% (36)	8% (72)	20% (170)	6% (53)	13% (111)	7% (61)	9% (79)	858
Ethnicity: Hispanic	13% (24)	9% (17)	4% (8)	8% (15)	7% (13)	30% (55)	4% (8)	10% (18)	8% (15)	6% (11)	183
Ethnicity: Afr. Am.	21% (27)	6% (9)	18% (25)	8% (11)	5% (6)	15% (20)	6% (8)	12% (16)	3% (4)	6% (9)	133
Ethnicity: Other	13% (14)	7% (7)	7% (7)	6% (6)	2% (2)	29% (32)	7% (8)	16% (18)	6% (6)	7% (8)	107
Relig: Protestant	15% (31)	5% (10)	8% (18)	5% (10)	8% (16)	22% (47)	5% (10)	15% (31)	6% (12)	11% (23)	208
Relig: Roman Catholic	13% (28)	9% (20)	11% (24)	7% (16)	8% (17)	18% (40)	6% (13)	13% (29)	8% (17)	8% (17)	221
Relig: Ath./Agn./None	17% (61)	6% (20)	13% (46)	4% (15)	6% (21)	19% (67)	8% (29)	12% (42)	4% (16)	10% (34)	351
Relig: Something Else	20% (33)	4% (6)	8% (13)	4% (7)	9% (15)	25% (41)	2% (4)	15% (24)	5% (9)	8% (14)	164
Relig: Evangelical	15% (43)	5% (15)	10% (30)	5% (16)	9% (25)	23% (67)	7% (22)	11% (31)	8% (23)	7% (22)	293
Relig: Non-Evang. Catholics	16% (47)	6% (18)	11% (32)	5% (15)	7% (19)	16% (47)	5% (14)	16% (47)	8% (23)	9% (26)	290
Relig: All Christian	15% (90)	6% (33)	11% (62)	5% (31)	8% (45)	20% (114)	6% (36)	13% (78)	8% (46)	8% (48)	583
Relig: All Non-Christian	18% (94)	5% (26)	11% (59)	4% (22)	7% (36)	21% (107)	6% (33)	13% (66)	5% (24)	9% (47)	515

Continued on next page

Table CDP18oen: Internet browsing history

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	17% (184)	5% (59)	11% (121)	5% (52)	7% (80)	20% (222)	6% (69)	13% (145)	6% (70)	9% (96)	1098
Community: Urban	16% (49)	4% (12)	12% (37)	4% (12)	7% (21)	25% (76)	7% (20)	14% (43)	5% (16)	6% (19)	306
Community: Suburban	15% (70)	6% (30)	11% (54)	4% (19)	8% (40)	16% (78)	7% (31)	14% (68)	7% (34)	10% (48)	472
Community: Rural	20% (64)	5% (17)	9% (30)	7% (21)	6% (19)	21% (68)	6% (18)	10% (33)	6% (21)	9% (28)	320
Employ: Private Sector	14% (45)	5% (17)	7% (24)	5% (15)	9% (29)	23% (74)	7% (22)	14% (45)	5% (17)	12% (38)	326
Employ: Government	7% (5)	4% (3)	12% (8)	7% (5)	1% (1)	29% (21)	5% (4)	17% (12)	11% (8)	7% (5)	71
Employ: Self-Employed	16% (19)	16% (20)	13% (15)	7% (8)	7% (8)	17% (20)	5% (6)	8% (10)	4% (5)	7% (8)	120
Employ: Homemaker	21% (16)	3% (2)	17% (13)	7% (6)	11% (9)	24% (19)	4% (3)	7% (5)	5% (4)	1% (1)	76
Employ: Retired	19% (42)	1% (3)	9% (21)	4% (8)	8% (19)	17% (38)	7% (16)	16% (37)	9% (20)	9% (21)	227
Employ: Unemployed	25% (31)	3% (4)	14% (18)	2% (3)	7% (8)	22% (28)	4% (5)	13% (16)	3% (3)	7% (9)	126
Employ: Other	20% (21)	9% (10)	12% (13)	4% (4)	5% (5)	18% (19)	7% (8)	11% (12)	7% (7)	8% (9)	108
Military HH: Yes	14% (28)	3% (7)	12% (25)	3% (7)	10% (21)	17% (35)	5% (11)	16% (33)	8% (17)	10% (21)	205
Military HH: No	17% (156)	6% (52)	11% (96)	5% (45)	7% (60)	21% (186)	7% (59)	13% (112)	6% (53)	8% (75)	894
RD/WT: Right Direction	22% (102)	5% (23)	11% (48)	5% (23)	7% (30)	20% (92)	5% (25)	11% (51)	7% (31)	6% (30)	457
RD/WT: Wrong Track	13% (82)	6% (36)	11% (73)	5% (29)	8% (51)	20% (129)	7% (44)	15% (93)	6% (39)	10% (66)	642
Trump Job Approve	17% (87)	6% (32)	10% (53)	5% (26)	8% (40)	22% (113)	5% (26)	12% (63)	7% (34)	7% (36)	511
Trump Job Disapprove	15% (79)	5% (27)	12% (62)	5% (25)	7% (39)	19% (101)	7% (39)	14% (74)	6% (34)	10% (55)	535
Trump Job Strongly Approve	17% (44)	4% (9)	9% (24)	7% (18)	7% (17)	23% (59)	6% (15)	11% (29)	6% (16)	9% (22)	254
Trump Job Somewhat Approve	17% (44)	9% (23)	11% (29)	3% (8)	9% (23)	21% (53)	4% (11)	13% (34)	7% (18)	5% (14)	257
Trump Job Somewhat Disapprove	21% (28)	4% (5)	7% (9)	5% (6)	7% (10)	15% (20)	11% (14)	11% (14)	9% (11)	11% (15)	132
Trump Job Strongly Disapprove	13% (51)	5% (22)	13% (53)	5% (18)	7% (29)	20% (81)	6% (25)	15% (60)	6% (23)	10% (41)	403
Favorable of Trump	17% (86)	5% (27)	10% (50)	5% (25)	8% (41)	23% (115)	5% (26)	12% (61)	7% (33)	7% (38)	501
Unfavorable of Trump	13% (71)	6% (31)	12% (63)	4% (23)	7% (39)	19% (103)	7% (36)	14% (74)	7% (35)	11% (58)	533
Very Favorable of Trump	17% (49)	4% (11)	11% (31)	6% (16)	7% (19)	25% (71)	4% (12)	11% (30)	6% (18)	8% (23)	280
Somewhat Favorable of Trump	17% (37)	7% (15)	9% (19)	4% (9)	10% (22)	20% (44)	6% (14)	14% (31)	7% (15)	6% (14)	220
Somewhat Unfavorable of Trump	19% (21)	12% (14)	11% (13)	3% (3)	6% (7)	11% (13)	9% (11)	12% (14)	8% (10)	8% (9)	116
Very Unfavorable of Trump	12% (49)	4% (17)	12% (51)	5% (20)	8% (32)	22% (90)	6% (26)	14% (60)	6% (25)	12% (48)	417
#1 Issue: Economy	14% (38)	5% (13)	11% (29)	4% (11)	7% (19)	26% (72)	8% (21)	12% (34)	5% (15)	8% (21)	272
#1 Issue: Security	12% (30)	5% (14)	11% (28)	8% (21)	8% (22)	21% (55)	4% (11)	13% (34)	10% (25)	7% (18)	256
#1 Issue: Health Care	17% (32)	5% (9)	17% (31)	6% (10)	7% (13)	19% (35)	3% (6)	14% (27)	5% (10)	8% (15)	187
#1 Issue: Medicare / Social Security	25% (33)	4% (5)	7% (9)	2% (3)	5% (7)	18% (23)	7% (10)	20% (27)	3% (4)	9% (12)	133
#1 Issue: Women's Issues	20% (13)	2% (2)	12% (8)	4% (2)	11% (7)	15% (10)	9% (6)	11% (8)	8% (5)	7% (5)	67
#1 Issue: Education	25% (21)	12% (10)	7% (6)	4% (3)	6% (5)	15% (13)	8% (6)	7% (5)	9% (7)	7% (6)	83
#1 Issue: Energy	7% (4)	8% (4)	14% (7)	3% (2)	8% (5)	18% (10)	8% (4)	13% (7)	4% (2)	18% (10)	55
2018 House Vote: Democrat	13% (47)	4% (15)	11% (40)	4% (16)	9% (34)	20% (71)	6% (22)	15% (56)	7% (24)	10% (37)	364
2018 House Vote: Republican	19% (73)	6% (23)	9% (35)	5% (18)	8% (29)	20% (78)	5% (19)	13% (49)	8% (30)	8% (31)	385
2018 House Vote: Didnt Vote	19% (58)	6% (18)	14% (42)	5% (17)	5% (16)	21% (63)	9% (28)	10% (30)	5% (15)	6% (19)	305
2016 Vote: Hillary Clinton	12% (41)	3% (9)	12% (40)	4% (13)	10% (32)	19% (61)	7% (22)	18% (59)	5% (16)	10% (34)	327
2016 Vote: Donald Trump	18% (65)	7% (24)	9% (33)	6% (22)	7% (25)	21% (78)	6% (23)	12% (43)	9% (32)	6% (23)	370
2016 Vote: Someone else	18% (15)	6% (5)	5% (5)	2% (1)	7% (6)	17% (14)	9% (7)	17% (14)	4% (4)	15% (13)	84
2016 Vote: Didnt Vote	20% (63)	6% (20)	14% (43)	5% (16)	6% (18)	21% (67)	5% (17)	9% (28)	6% (18)	8% (27)	317
Voted in 2014: Yes	16% (109)	5% (35)	10% (70)	4% (31)	9% (61)	20% (139)	6% (41)	14% (100)	7% (49)	9% (64)	698
Voted in 2014: No	19% (75)	6% (24)	13% (51)	5% (21)	5% (20)	21% (83)	7% (28)	11% (45)	5% (21)	8% (32)	400
2012 Vote: Barack Obama	12% (49)	4% (17)	11% (43)	5% (19)	10% (39)	19% (77)	6% (25)	15% (60)	6% (24)	10% (41)	394
2012 Vote: Mitt Romney	18% (51)	5% (14)	8% (23)	6% (17)	7% (18)	23% (64)	6% (16)	11% (31)	9% (25)	8% (21)	281
2012 Vote: Other	14% (7)	7% (4)	10% (5)	— (0)	4% (2)	19% (10)	1% (1)	19% (10)	6% (3)	19% (10)	52
2012 Vote: Didn't Vote	21% (77)	7% (24)	13% (48)	4% (16)	6% (21)	19% (71)	7% (27)	11% (41)	5% (18)	6% (23)	368

Continued on next page

Table CDP18oen: Internet browsing history

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	17% (184)	5% (59)	11% (121)	5% (52)	7% (80)	20% (222)	6% (69)	13% (145)	6% (70)	9% (96)	1098
4-Region: Northeast	17% (30)	6% (11)	11% (18)	6% (10)	11% (20)	19% (34)	3% (6)	12% (21)	7% (12)	7% (13)	176
4-Region: Midwest	14% (33)	5% (11)	11% (26)	3% (7)	9% (21)	20% (47)	6% (15)	17% (40)	6% (15)	8% (20)	236
4-Region: South	16% (66)	6% (26)	11% (45)	6% (27)	5% (22)	23% (96)	7% (30)	12% (52)	5% (22)	8% (35)	422
4-Region: West	21% (54)	4% (10)	12% (32)	3% (8)	6% (17)	17% (45)	7% (18)	12% (31)	8% (21)	10% (28)	265

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

Table CDP19oen: Geolocation data, or data about where you are located and have traveled

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	17% (182)	4% (45)	10% (107)	4% (47)	7% (80)	18% (196)	7% (72)	16% (177)	7% (79)	10% (112)	1098
Gender: Male	17% (93)	5% (26)	10% (54)	5% (28)	9% (51)	17% (95)	5% (26)	15% (82)	7% (38)	11% (62)	555
Gender: Female	17% (90)	3% (19)	10% (53)	4% (19)	5% (29)	18% (100)	8% (46)	18% (95)	8% (41)	9% (50)	543
Age: 18-29	14% (33)	5% (11)	9% (20)	2% (5)	7% (15)	21% (48)	8% (19)	19% (43)	9% (20)	6% (15)	229
Age: 30-44	13% (37)	5% (15)	15% (41)	5% (14)	7% (21)	16% (44)	7% (18)	15% (41)	4% (12)	13% (37)	280
Age: 45-54	24% (46)	5% (9)	7% (13)	7% (13)	6% (11)	19% (37)	5% (9)	14% (27)	7% (13)	7% (14)	193
Age: 55-64	14% (25)	3% (6)	12% (21)	4% (7)	9% (16)	15% (27)	6% (11)	15% (27)	10% (18)	12% (21)	179
Age: 65+	19% (42)	2% (5)	6% (12)	4% (8)	8% (16)	18% (39)	7% (14)	18% (39)	7% (16)	12% (26)	217
Generation Z: 18-21	23% (19)	6% (5)	6% (5)	2% (2)	11% (9)	14% (12)	5% (4)	15% (12)	14% (11)	2% (2)	81
Millennial: Age 22-37	11% (33)	5% (16)	14% (42)	4% (13)	6% (20)	19% (60)	9% (27)	17% (52)	5% (16)	10% (31)	309
Generation X: Age 38-53	19% (54)	5% (13)	10% (28)	5% (14)	6% (18)	18% (51)	5% (14)	16% (46)	6% (17)	11% (30)	285
Boomers: Age 54-72	18% (68)	3% (10)	8% (30)	4% (15)	7% (27)	17% (64)	6% (24)	16% (59)	9% (32)	12% (43)	371
PID: Dem (no lean)	11% (41)	7% (24)	10% (36)	4% (15)	8% (28)	19% (68)	8% (28)	20% (73)	6% (22)	7% (26)	361
PID: Ind (no lean)	17% (62)	3% (11)	10% (35)	4% (15)	7% (27)	16% (60)	6% (20)	15% (56)	8% (29)	15% (54)	370
PID: Rep (no lean)	21% (79)	3% (10)	10% (36)	5% (18)	7% (25)	18% (68)	7% (24)	13% (49)	7% (27)	9% (32)	367
PID/Gender: Dem Men	12% (20)	7% (11)	13% (22)	4% (7)	11% (19)	20% (34)	4% (7)	15% (24)	6% (10)	7% (12)	167
PID/Gender: Dem Women	11% (21)	6% (12)	7% (14)	4% (8)	5% (9)	18% (34)	11% (21)	25% (48)	6% (12)	7% (14)	193
PID/Gender: Ind Men	17% (28)	6% (10)	9% (15)	5% (9)	9% (15)	11% (18)	3% (5)	16% (27)	7% (11)	18% (31)	169
PID/Gender: Ind Women	17% (34)	1% (1)	10% (20)	3% (6)	6% (12)	21% (42)	8% (15)	14% (29)	9% (18)	12% (23)	201
PID/Gender: Rep Men	20% (44)	2% (5)	8% (17)	5% (12)	8% (17)	20% (43)	7% (14)	14% (31)	7% (16)	9% (19)	219
PID/Gender: Rep Women	23% (35)	3% (5)	13% (19)	4% (6)	5% (8)	16% (24)	7% (10)	12% (18)	7% (11)	9% (13)	148
Ideo: Liberal (1-3)	11% (35)	6% (21)	11% (37)	3% (10)	11% (37)	21% (69)	6% (19)	17% (55)	6% (21)	8% (26)	330
Ideo: Moderate (4)	19% (44)	3% (6)	8% (18)	7% (16)	6% (13)	13% (31)	8% (18)	14% (33)	7% (16)	15% (33)	228
Ideo: Conservative (5-7)	16% (60)	2% (9)	10% (40)	5% (19)	6% (22)	18% (70)	7% (25)	17% (64)	9% (35)	11% (42)	387
Educ: < College	18% (136)	3% (26)	11% (82)	4% (33)	8% (64)	18% (137)	7% (57)	15% (111)	7% (57)	8% (60)	766
Educ: Bachelors degree	16% (36)	5% (11)	8% (18)	4% (8)	6% (13)	15% (32)	5% (10)	21% (45)	4% (8)	16% (35)	217
Educ: Post-grad	9% (10)	6% (7)	6% (7)	5% (6)	2% (3)	23% (26)	5% (6)	18% (20)	12% (13)	15% (17)	115
Income: Under 50k	19% (120)	4% (28)	11% (70)	4% (25)	8% (54)	18% (112)	6% (39)	15% (93)	7% (44)	8% (52)	637
Income: 50k-100k	12% (38)	4% (12)	8% (25)	5% (16)	7% (21)	17% (54)	8% (26)	18% (57)	8% (25)	13% (39)	312
Income: 100k+	16% (24)	4% (5)	8% (12)	5% (7)	3% (5)	20% (29)	5% (8)	19% (28)	6% (10)	14% (21)	149
Ethnicity: White	17% (144)	3% (30)	9% (73)	4% (38)	8% (67)	17% (146)	7% (59)	16% (138)	8% (65)	11% (97)	858
Ethnicity: Hispanic	19% (35)	7% (12)	9% (16)	1% (1)	9% (17)	22% (39)	9% (16)	12% (22)	6% (11)	8% (14)	183
Ethnicity: Afr. Am.	19% (25)	6% (8)	18% (24)	4% (6)	5% (7)	19% (26)	6% (8)	12% (16)	5% (6)	5% (7)	133
Ethnicity: Other	12% (13)	6% (7)	10% (10)	3% (3)	5% (6)	22% (24)	5% (6)	21% (23)	7% (8)	8% (8)	107
Relig: Protestant	13% (27)	3% (7)	13% (28)	2% (4)	7% (15)	18% (38)	4% (8)	22% (45)	6% (12)	11% (23)	208
Relig: Roman Catholic	16% (35)	4% (9)	11% (23)	7% (14)	8% (18)	16% (35)	6% (12)	15% (33)	7% (14)	12% (25)	221
Relig: Ath./Agn./None	17% (59)	6% (20)	10% (33)	4% (14)	7% (23)	16% (56)	10% (36)	14% (49)	8% (27)	9% (33)	351
Relig: Something Else	18% (30)	4% (7)	6% (11)	3% (5)	9% (15)	19% (32)	5% (8)	17% (28)	8% (13)	9% (16)	164
Relig: Evangelical	14% (41)	3% (9)	11% (33)	6% (17)	7% (22)	22% (64)	5% (13)	16% (46)	5% (16)	11% (33)	293
Relig: Non-Evang. Catholics	18% (52)	3% (9)	11% (31)	4% (11)	7% (20)	15% (44)	5% (16)	19% (55)	8% (23)	11% (31)	290
Relig: All Christian	16% (93)	3% (18)	11% (63)	5% (28)	7% (41)	19% (108)	5% (29)	17% (101)	7% (39)	11% (64)	583
Relig: All Non-Christian	17% (89)	5% (27)	9% (44)	4% (20)	7% (38)	17% (88)	8% (43)	15% (77)	8% (40)	9% (49)	515

Continued on next page

Table CDP19oen: Geolocation data, or data about where you are located and have traveled

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	17% (182)	4% (45)	10% (107)	4% (47)	7% (80)	18% (196)	7% (72)	16% (177)	7% (79)	10% (112)	1098
Community: Urban	15% (46)	6% (19)	9% (26)	7% (22)	9% (28)	19% (59)	6% (18)	15% (45)	8% (24)	7% (20)	306
Community: Suburban	15% (70)	5% (23)	10% (49)	3% (16)	7% (34)	16% (74)	6% (30)	18% (84)	8% (37)	12% (56)	472
Community: Rural	21% (66)	1% (3)	10% (32)	3% (9)	6% (18)	20% (63)	8% (24)	15% (49)	6% (18)	11% (36)	320
Employ: Private Sector	13% (43)	4% (12)	9% (28)	6% (21)	8% (25)	17% (57)	5% (17)	17% (56)	6% (20)	14% (47)	326
Employ: Government	8% (6)	— (0)	12% (8)	4% (3)	5% (3)	29% (20)	7% (5)	15% (11)	13% (9)	8% (6)	71
Employ: Self-Employed	20% (24)	6% (7)	13% (15)	5% (6)	12% (14)	14% (17)	5% (6)	15% (18)	4% (4)	7% (8)	120
Employ: Homemaker	19% (15)	2% (1)	11% (9)	7% (5)	5% (4)	22% (17)	12% (9)	8% (6)	7% (5)	7% (5)	76
Employ: Retired	20% (45)	2% (5)	9% (22)	2% (4)	8% (17)	15% (35)	7% (15)	21% (47)	7% (15)	10% (23)	227
Employ: Unemployed	20% (25)	8% (10)	12% (15)	2% (3)	7% (9)	18% (23)	6% (8)	12% (15)	6% (7)	8% (10)	126
Employ: Other	21% (23)	8% (8)	7% (7)	3% (3)	3% (4)	20% (22)	7% (8)	15% (16)	9% (10)	7% (8)	108
Military HH: Yes	13% (27)	2% (5)	11% (22)	6% (11)	7% (14)	17% (35)	8% (17)	14% (29)	10% (20)	12% (25)	205
Military HH: No	17% (155)	4% (40)	10% (86)	4% (36)	7% (66)	18% (160)	6% (55)	17% (148)	7% (59)	10% (88)	894
RD/WT: Right Direction	22% (100)	4% (16)	10% (47)	6% (28)	8% (36)	16% (74)	5% (22)	13% (61)	8% (38)	8% (36)	457
RD/WT: Wrong Track	13% (82)	4% (29)	9% (61)	3% (19)	7% (44)	19% (122)	8% (50)	18% (116)	6% (41)	12% (77)	642
Trump Job Approve	17% (86)	4% (18)	10% (49)	6% (28)	9% (47)	18% (91)	5% (24)	15% (79)	8% (41)	9% (47)	511
Trump Job Disapprove	15% (82)	5% (26)	10% (54)	3% (17)	6% (31)	18% (95)	8% (43)	17% (92)	7% (36)	11% (59)	535
Trump Job Strongly Approve	18% (46)	3% (7)	10% (26)	7% (17)	8% (21)	17% (44)	6% (15)	13% (34)	7% (19)	10% (25)	254
Trump Job Somewhat Approve	15% (40)	4% (11)	9% (23)	4% (11)	10% (26)	18% (47)	4% (9)	18% (45)	9% (22)	8% (22)	257
Trump Job Somewhat Disapprove	18% (24)	5% (6)	9% (12)	4% (5)	4% (5)	17% (23)	8% (11)	13% (17)	9% (12)	13% (17)	132
Trump Job Strongly Disapprove	14% (58)	5% (19)	10% (42)	3% (13)	7% (26)	18% (72)	8% (32)	19% (75)	6% (24)	10% (41)	403
Favorable of Trump	17% (84)	2% (12)	10% (48)	6% (29)	9% (45)	19% (96)	5% (26)	15% (74)	8% (39)	10% (48)	501
Unfavorable of Trump	14% (74)	6% (31)	10% (51)	3% (15)	6% (31)	18% (95)	8% (41)	18% (94)	7% (39)	12% (63)	533
Very Favorable of Trump	18% (50)	3% (8)	9% (25)	8% (22)	8% (24)	19% (53)	6% (17)	13% (36)	8% (21)	9% (25)	280
Somewhat Favorable of Trump	15% (34)	2% (4)	10% (23)	3% (7)	10% (22)	20% (43)	4% (9)	17% (38)	8% (18)	10% (23)	220
Somewhat Unfavorable of Trump	19% (22)	11% (12)	7% (8)	2% (2)	2% (3)	16% (18)	6% (7)	17% (20)	9% (10)	11% (13)	116
Very Unfavorable of Trump	12% (51)	4% (18)	10% (42)	3% (13)	7% (28)	19% (77)	8% (34)	18% (75)	7% (28)	12% (50)	417
#1 Issue: Economy	13% (35)	4% (12)	7% (19)	6% (16)	8% (21)	20% (55)	8% (21)	21% (57)	6% (15)	8% (21)	272
#1 Issue: Security	12% (31)	2% (6)	14% (36)	6% (15)	8% (22)	18% (47)	6% (15)	13% (32)	10% (25)	10% (26)	256
#1 Issue: Health Care	16% (31)	4% (7)	16% (30)	3% (6)	5% (9)	18% (33)	5% (9)	14% (26)	9% (16)	10% (19)	187
#1 Issue: Medicare / Social Security	26% (35)	2% (2)	5% (7)	4% (5)	7% (10)	16% (21)	5% (6)	19% (25)	7% (10)	8% (11)	133
#1 Issue: Women's Issues	18% (12)	5% (3)	10% (6)	4% (3)	5% (3)	16% (10)	6% (4)	24% (16)	5% (3)	7% (5)	67
#1 Issue: Education	30% (25)	5% (4)	4% (4)	— (0)	9% (8)	18% (15)	7% (6)	11% (9)	6% (5)	10% (8)	83
#1 Issue: Energy	5% (3)	14% (8)	5% (3)	1% (1)	11% (6)	12% (7)	9% (5)	16% (8)	7% (4)	19% (10)	55
2018 House Vote: Democrat	13% (46)	5% (18)	9% (34)	5% (17)	7% (26)	17% (64)	7% (25)	19% (69)	7% (25)	11% (40)	364
2018 House Vote: Republican	19% (74)	3% (10)	10% (39)	5% (20)	8% (30)	16% (61)	5% (20)	15% (58)	9% (33)	10% (39)	385
2018 House Vote: Didnt Vote	18% (56)	5% (16)	10% (30)	3% (10)	7% (20)	21% (63)	8% (26)	14% (42)	7% (20)	7% (23)	305
2016 Vote: Hillary Clinton	12% (41)	4% (12)	11% (36)	3% (9)	8% (27)	20% (67)	7% (23)	19% (61)	4% (14)	11% (37)	327
2016 Vote: Donald Trump	19% (69)	3% (13)	9% (35)	7% (26)	6% (22)	17% (64)	6% (22)	14% (53)	9% (33)	9% (34)	370
2016 Vote: Someone else	16% (13)	3% (3)	6% (5)	— (0)	9% (8)	9% (7)	4% (3)	31% (26)	7% (6)	15% (12)	84
2016 Vote: Didnt Vote	19% (60)	5% (17)	9% (30)	4% (12)	7% (23)	18% (57)	8% (25)	12% (38)	8% (25)	9% (29)	317
Voted in 2014: Yes	16% (109)	4% (29)	9% (65)	5% (33)	8% (52)	17% (122)	6% (40)	18% (128)	6% (44)	11% (76)	698
Voted in 2014: No	18% (73)	4% (16)	11% (42)	4% (14)	7% (28)	18% (74)	8% (33)	12% (49)	9% (35)	9% (37)	400
2012 Vote: Barack Obama	11% (44)	4% (17)	8% (30)	5% (22)	9% (35)	19% (75)	7% (27)	18% (73)	6% (23)	13% (50)	394
2012 Vote: Mitt Romney	20% (55)	2% (7)	12% (32)	5% (15)	5% (15)	19% (52)	5% (13)	16% (45)	6% (18)	10% (28)	281
2012 Vote: Other	11% (6)	5% (3)	9% (5)	6% (3)	9% (5)	9% (4)	4% (2)	19% (10)	10% (5)	18% (10)	52
2012 Vote: Didn't Vote	21% (78)	5% (18)	10% (38)	2% (8)	7% (25)	17% (63)	8% (30)	13% (50)	9% (33)	7% (25)	368

Continued on next page

Table CDP19oen: Geolocation data, or data about where you are located and have traveled

Demographic	5 or less	5 - 10	10 - 25	25 - 50	50 - 100	100 - 500	500 - 1000	1000 - 10000	10000 - 100000	More than 100000	Total N
Adults	17% (182)	4% (45)	10% (107)	4% (47)	7% (80)	18% (196)	7% (72)	16% (177)	7% (79)	10% (112)	1098
4-Region: Northeast	17% (30)	4% (6)	10% (17)	5% (10)	13% (23)	17% (31)	4% (7)	15% (26)	7% (13)	8% (14)	176
4-Region: Midwest	14% (32)	4% (8)	6% (14)	5% (12)	7% (17)	19% (45)	5% (13)	24% (57)	6% (14)	10% (24)	236
4-Region: South	16% (69)	3% (13)	14% (58)	3% (11)	5% (22)	19% (79)	9% (39)	14% (58)	7% (29)	10% (44)	422
4-Region: West	19% (51)	7% (17)	7% (18)	5% (14)	7% (18)	15% (41)	6% (15)	14% (36)	9% (24)	11% (30)	265

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

Table CDP20: Which of the following do you think is the most responsible for ensuring that an individual's personal data is protected online?

Demographic	Companies collecting and sharing the data		The government		The individual		Don't know / No opinion		Total N
Adults	40%	(876)	17%	(375)	34%	(740)	10%	(209)	2200
Gender: Male	39%	(412)	20%	(208)	35%	(371)	7%	(71)	1062
Gender: Female	41%	(463)	15%	(167)	32%	(369)	12%	(139)	1138
Age: 18-29	36%	(167)	20%	(95)	31%	(147)	13%	(63)	471
Age: 30-44	43%	(235)	21%	(116)	28%	(151)	7%	(40)	542
Age: 45-54	38%	(135)	14%	(51)	38%	(137)	10%	(35)	357
Age: 55-64	42%	(167)	11%	(45)	35%	(139)	11%	(42)	394
Age: 65+	39%	(171)	16%	(69)	38%	(166)	7%	(30)	436
Generation Z: 18-21	36%	(60)	26%	(43)	24%	(39)	15%	(25)	168
Millennial: Age 22-37	39%	(237)	20%	(119)	32%	(196)	9%	(54)	606
Generation X: Age 38-53	41%	(229)	17%	(93)	32%	(177)	10%	(54)	552
Boomers: Age 54-72	41%	(316)	14%	(109)	36%	(274)	9%	(67)	766
PID: Dem (no lean)	39%	(288)	21%	(156)	30%	(222)	10%	(73)	740
PID: Ind (no lean)	40%	(313)	15%	(113)	34%	(264)	11%	(87)	777
PID: Rep (no lean)	40%	(274)	15%	(106)	37%	(254)	7%	(49)	683
PID/Gender: Dem Men	36%	(116)	27%	(87)	31%	(102)	6%	(21)	325
PID/Gender: Dem Women	42%	(173)	17%	(69)	29%	(120)	13%	(52)	415
PID/Gender: Ind Men	39%	(139)	17%	(60)	36%	(128)	8%	(29)	356
PID/Gender: Ind Women	41%	(175)	13%	(53)	32%	(136)	14%	(57)	421
PID/Gender: Rep Men	41%	(158)	16%	(61)	37%	(142)	5%	(21)	381
PID/Gender: Rep Women	38%	(116)	15%	(44)	37%	(113)	10%	(29)	302
Ideo: Liberal (1-3)	38%	(262)	22%	(149)	31%	(213)	8%	(55)	680
Ideo: Moderate (4)	41%	(185)	21%	(95)	29%	(129)	8%	(37)	445
Ideo: Conservative (5-7)	41%	(308)	13%	(96)	40%	(293)	6%	(45)	742
Educ: < College	38%	(580)	16%	(248)	34%	(512)	11%	(172)	1512
Educ: Bachelors degree	43%	(192)	16%	(71)	37%	(163)	4%	(18)	444
Educ: Post-grad	42%	(103)	23%	(56)	27%	(65)	8%	(20)	244

Continued on next page

Table CDP20: Which of the following do you think is the most responsible for ensuring that an individual's personal data is protected online?

Demographic	Companies collecting and sharing the data				Don't know / No opinion				Total N
	The government	The individual							
Adults	40%	(876)	17%	(375)	34%	(740)	10%	(209)	2200
Income: Under 50k	37%	(478)	17%	(216)	33%	(428)	12%	(159)	1281
Income: 50k-100k	41%	(255)	18%	(110)	36%	(224)	6%	(35)	624
Income: 100k+	48%	(142)	16%	(49)	30%	(89)	5%	(16)	295
Ethnicity: White	40%	(696)	16%	(274)	34%	(592)	9%	(160)	1722
Ethnicity: Hispanic	35%	(123)	23%	(81)	32%	(112)	10%	(34)	349
Ethnicity: Afr. Am.	43%	(119)	15%	(42)	33%	(90)	9%	(24)	274
Ethnicity: Other	30%	(62)	29%	(59)	28%	(58)	12%	(25)	204
Relig: Protestant	43%	(186)	15%	(64)	37%	(161)	6%	(27)	437
Relig: Roman Catholic	40%	(162)	16%	(66)	37%	(152)	7%	(31)	410
Relig: Ath./Agn./None	37%	(257)	19%	(129)	33%	(227)	12%	(80)	693
Relig: Something Else	42%	(154)	17%	(62)	30%	(110)	11%	(42)	368
Relig: Evangelical	39%	(227)	16%	(95)	37%	(217)	8%	(48)	588
Relig: Non-Evang. Catholics	43%	(237)	16%	(89)	34%	(186)	7%	(39)	552
Relig: All Christian	41%	(465)	16%	(184)	35%	(404)	8%	(87)	1139
Relig: All Non-Christian	39%	(411)	18%	(191)	32%	(337)	12%	(123)	1061
Community: Urban	39%	(231)	19%	(110)	32%	(186)	10%	(61)	587
Community: Suburban	42%	(406)	17%	(165)	32%	(310)	8%	(81)	962
Community: Rural	37%	(239)	15%	(100)	38%	(244)	10%	(68)	651
Employ: Private Sector	43%	(273)	16%	(98)	36%	(224)	5%	(34)	629
Employ: Government	44%	(63)	21%	(29)	33%	(47)	1%	(2)	141
Employ: Self-Employed	35%	(81)	22%	(50)	34%	(78)	9%	(19)	228
Employ: Homemaker	38%	(57)	13%	(20)	31%	(47)	17%	(25)	150
Employ: Student	29%	(24)	32%	(26)	31%	(25)	8%	(7)	82
Employ: Retired	39%	(196)	15%	(75)	37%	(187)	8%	(42)	500
Employ: Unemployed	34%	(85)	18%	(44)	27%	(68)	21%	(52)	249
Employ: Other	44%	(97)	14%	(32)	29%	(64)	13%	(28)	221
Military HH: Yes	39%	(152)	19%	(74)	35%	(139)	8%	(30)	395
Military HH: No	40%	(723)	17%	(301)	33%	(601)	10%	(179)	1805
RD/WT: Right Direction	42%	(356)	14%	(120)	36%	(304)	9%	(74)	854
RD/WT: Wrong Track	39%	(520)	19%	(255)	32%	(436)	10%	(136)	1346

Continued on next page

Table CDP20: Which of the following do you think is the most responsible for ensuring that an individual's personal data is protected online?

Demographic	Companies collecting and sharing the data		The government		The individual		Don't know / No opinion		Total N
Adults	40%	(876)	17%	(375)	34%	(740)	10%	(209)	2200
Trump Job Approve	40%	(391)	15%	(147)	38%	(368)	7%	(63)	969
Trump Job Disapprove	40%	(442)	19%	(217)	32%	(355)	9%	(102)	1115
Trump Job Strongly Approve	40%	(191)	13%	(63)	41%	(197)	6%	(30)	481
Trump Job Somewhat Approve	41%	(200)	17%	(84)	35%	(171)	7%	(33)	488
Trump Job Somewhat Disapprove	38%	(102)	18%	(49)	35%	(94)	9%	(25)	270
Trump Job Strongly Disapprove	40%	(340)	20%	(168)	31%	(261)	9%	(77)	845
Favorable of Trump	41%	(395)	15%	(145)	37%	(351)	6%	(61)	952
Unfavorable of Trump	39%	(437)	19%	(218)	33%	(367)	9%	(97)	1119
Very Favorable of Trump	39%	(204)	14%	(74)	40%	(206)	7%	(36)	520
Somewhat Favorable of Trump	44%	(191)	16%	(71)	34%	(146)	6%	(25)	432
Somewhat Unfavorable of Trump	38%	(81)	14%	(29)	39%	(83)	9%	(19)	212
Very Unfavorable of Trump	39%	(357)	21%	(189)	31%	(284)	9%	(78)	907
#1 Issue: Economy	43%	(248)	15%	(90)	33%	(191)	9%	(54)	582
#1 Issue: Security	39%	(181)	15%	(71)	37%	(174)	8%	(40)	466
#1 Issue: Health Care	38%	(138)	21%	(76)	31%	(111)	9%	(34)	359
#1 Issue: Medicare / Social Security	40%	(125)	12%	(37)	38%	(116)	10%	(32)	309
#1 Issue: Women's Issues	40%	(49)	21%	(25)	25%	(30)	14%	(17)	121
#1 Issue: Education	38%	(62)	20%	(33)	31%	(51)	11%	(17)	163
#1 Issue: Energy	36%	(35)	23%	(22)	37%	(35)	4%	(4)	95
#1 Issue: Other	38%	(39)	21%	(21)	30%	(31)	12%	(12)	104
2018 House Vote: Democrat	39%	(297)	20%	(149)	32%	(244)	8%	(64)	754
2018 House Vote: Republican	41%	(303)	14%	(103)	38%	(279)	6%	(47)	732
2018 House Vote: Someone else	40%	(42)	7%	(8)	43%	(45)	10%	(10)	105
2018 House Vote: Didnt Vote	38%	(231)	19%	(115)	28%	(172)	15%	(88)	607
2016 Vote: Hillary Clinton	40%	(269)	22%	(149)	28%	(187)	10%	(65)	670
2016 Vote: Donald Trump	42%	(299)	13%	(91)	39%	(281)	7%	(47)	719
2016 Vote: Someone else	49%	(93)	9%	(18)	34%	(64)	8%	(14)	189
2016 Vote: Didnt Vote	34%	(211)	19%	(117)	34%	(208)	13%	(83)	619
Voted in 2014: Yes	40%	(557)	16%	(230)	36%	(509)	7%	(103)	1400
Voted in 2014: No	40%	(319)	18%	(145)	29%	(231)	13%	(106)	800

Continued on next page

Table CDP20: Which of the following do you think is the most responsible for ensuring that an individual's personal data is protected online?

Demographic	Companies collecting and sharing the data		The government		The individual		Don't know / No opinion		Total N
Adults	40%	(876)	17%	(375)	34%	(740)	10%	(209)	2200
2012 Vote: Barack Obama	41%	(333)	21%	(169)	29%	(240)	9%	(76)	818
2012 Vote: Mitt Romney	39%	(216)	12%	(66)	44%	(246)	5%	(28)	556
2012 Vote: Other	50%	(55)	8%	(9)	35%	(38)	7%	(8)	110
2012 Vote: Didn't Vote	38%	(270)	18%	(131)	30%	(214)	14%	(98)	714
4-Region: Northeast	38%	(150)	19%	(75)	34%	(135)	9%	(34)	394
4-Region: Midwest	39%	(182)	18%	(82)	33%	(153)	10%	(46)	462
4-Region: South	41%	(336)	15%	(123)	34%	(279)	11%	(87)	824
4-Region: West	40%	(208)	18%	(95)	33%	(174)	8%	(43)	520

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

Table CDP21: Which of the following comes closest to your views even if neither is exactly right?

Demographic	As we become a more digital society, the occasional data breach is just something we're going to have to accept		Data privacy is one of the biggest issues our society faces and we need more legislation to stop data breaches from happening		Don't know / No opinion		Total N
Adults	16%	(361)	74%	(1622)	10%	(218)	2200
Gender: Male	19%	(206)	72%	(766)	8%	(90)	1062
Gender: Female	14%	(155)	75%	(855)	11%	(128)	1138
Age: 18-29	20%	(94)	63%	(296)	17%	(81)	471
Age: 30-44	20%	(106)	72%	(389)	9%	(47)	542
Age: 45-54	17%	(60)	74%	(265)	9%	(32)	357
Age: 55-64	14%	(54)	77%	(303)	9%	(37)	394
Age: 65+	11%	(47)	85%	(369)	5%	(20)	436
Generation Z: 18-21	24%	(40)	58%	(97)	19%	(31)	168
Millennial: Age 22-37	20%	(122)	68%	(413)	12%	(71)	606
Generation X: Age 38-53	17%	(92)	74%	(407)	10%	(53)	552
Boomers: Age 54-72	12%	(94)	81%	(620)	7%	(52)	766
PID: Dem (no lean)	13%	(100)	77%	(571)	9%	(69)	740
PID: Ind (no lean)	16%	(127)	72%	(558)	12%	(92)	777
PID: Rep (no lean)	20%	(134)	72%	(493)	8%	(57)	683
PID/Gender: Dem Men	18%	(59)	75%	(245)	7%	(22)	325
PID/Gender: Dem Women	10%	(41)	79%	(327)	11%	(47)	415
PID/Gender: Ind Men	18%	(65)	70%	(249)	12%	(42)	356
PID/Gender: Ind Women	15%	(62)	73%	(309)	12%	(51)	421
PID/Gender: Rep Men	22%	(83)	71%	(272)	7%	(26)	381
PID/Gender: Rep Women	17%	(52)	73%	(220)	10%	(31)	302
Ideo: Liberal (1-3)	19%	(132)	73%	(498)	7%	(50)	680
Ideo: Moderate (4)	16%	(69)	78%	(347)	7%	(29)	445
Ideo: Conservative (5-7)	17%	(127)	76%	(565)	7%	(50)	742

Continued on next page

Table CDP21: Which of the following comes closest to your views even if neither is exactly right?

Demographic	As we become a more digital society, the occasional data breach is just something we're going to have to accept		Data privacy is one of the biggest issues our society faces and we need more legislation to stop data breaches from happening		Don't know / No opinion		Total N
Adults	16%	(361)	74%	(1622)	10%	(218)	2200
Educ: < College	14%	(219)	74%	(1113)	12%	(180)	1512
Educ: Bachelors degree	21%	(94)	74%	(329)	5%	(21)	444
Educ: Post-grad	20%	(48)	73%	(179)	7%	(17)	244
Income: Under 50k	15%	(194)	72%	(923)	13%	(165)	1281
Income: 50k-100k	17%	(107)	78%	(485)	5%	(32)	624
Income: 100k+	20%	(60)	73%	(214)	7%	(21)	295
Ethnicity: White	16%	(279)	75%	(1286)	9%	(157)	1722
Ethnicity: Hispanic	21%	(72)	65%	(227)	15%	(51)	349
Ethnicity: Afr. Am.	17%	(46)	72%	(196)	12%	(32)	274
Ethnicity: Other	18%	(37)	68%	(139)	14%	(28)	204
Relig: Protestant	17%	(73)	77%	(338)	6%	(26)	437
Relig: Roman Catholic	16%	(65)	77%	(316)	7%	(30)	410
Relig: Ath./Agn./None	18%	(122)	69%	(477)	14%	(94)	693
Relig: Something Else	19%	(69)	68%	(252)	13%	(47)	368
Relig: Evangelical	15%	(90)	78%	(461)	6%	(37)	588
Relig: Non-Evang. Catholics	15%	(80)	78%	(432)	7%	(39)	552
Relig: All Christian	15%	(170)	78%	(893)	7%	(77)	1139
Relig: All Non-Christian	18%	(191)	69%	(729)	13%	(141)	1061
Community: Urban	19%	(112)	70%	(412)	11%	(63)	587
Community: Suburban	17%	(159)	75%	(717)	9%	(86)	962
Community: Rural	14%	(90)	76%	(492)	11%	(69)	651

Continued on next page

Table CDP21: Which of the following comes closest to your views even if neither is exactly right?

Demographic	As we become a more digital society, the occasional data breach is just something we're going to have to accept		Data privacy is one of the biggest issues our society faces and we need more legislation to stop data breaches from happening		Don't know / No opinion		Total N
Adults	16%	(361)	74%	(1622)	10%	(218)	2200
Employ: Private Sector	19%	(120)	75%	(473)	6%	(36)	629
Employ: Government	20%	(29)	70%	(99)	10%	(14)	141
Employ: Self-Employed	21%	(49)	70%	(159)	9%	(20)	228
Employ: Homemaker	12%	(18)	74%	(111)	14%	(21)	150
Employ: Student	25%	(20)	61%	(50)	14%	(11)	82
Employ: Retired	12%	(62)	81%	(406)	6%	(32)	500
Employ: Unemployed	14%	(34)	70%	(174)	17%	(41)	249
Employ: Other	13%	(29)	68%	(150)	19%	(41)	221
Military HH: Yes	17%	(67)	76%	(299)	7%	(29)	395
Military HH: No	16%	(294)	73%	(1323)	10%	(188)	1805
RD/WT: Right Direction	18%	(155)	71%	(608)	11%	(92)	854
RD/WT: Wrong Track	15%	(206)	75%	(1014)	9%	(126)	1346
Trump Job Approve	18%	(170)	74%	(718)	8%	(81)	969
Trump Job Disapprove	16%	(181)	75%	(836)	9%	(98)	1115
Trump Job Strongly Approve	16%	(75)	76%	(366)	8%	(40)	481
Trump Job Somewhat Approve	19%	(95)	72%	(352)	8%	(41)	488
Trump Job Somewhat Disapprove	22%	(60)	71%	(192)	7%	(18)	270
Trump Job Strongly Disapprove	14%	(121)	76%	(644)	9%	(80)	845
Favorable of Trump	18%	(171)	74%	(703)	8%	(79)	952
Unfavorable of Trump	16%	(175)	76%	(846)	9%	(98)	1119
Very Favorable of Trump	15%	(80)	76%	(393)	9%	(46)	520
Somewhat Favorable of Trump	21%	(90)	72%	(310)	8%	(32)	432
Somewhat Unfavorable of Trump	20%	(42)	67%	(143)	13%	(27)	212
Very Unfavorable of Trump	15%	(132)	78%	(704)	8%	(71)	907

Continued on next page

Table CDP21: Which of the following comes closest to your views even if neither is exactly right?

Demographic	As we become a more digital society, the occasional data breach is just something we're going to have to accept	Data privacy is one of the biggest issues our society faces and we need more legislation to stop data breaches from happening	Don't know / No opinion	Total N
Adults	16% (361)	74% (1622)	10% (218)	2200
#1 Issue: Economy	16% (92)	77% (447)	7% (43)	582
#1 Issue: Security	18% (84)	72% (335)	10% (47)	466
#1 Issue: Health Care	14% (52)	76% (273)	10% (34)	359
#1 Issue: Medicare / Social Security	12% (37)	80% (246)	8% (26)	309
#1 Issue: Women's Issues	20% (25)	64% (78)	15% (19)	121
#1 Issue: Education	23% (37)	57% (92)	21% (33)	163
#1 Issue: Energy	18% (17)	80% (77)	2% (2)	95
#1 Issue: Other	16% (17)	71% (74)	13% (13)	104
2018 House Vote: Democrat	15% (117)	77% (584)	7% (54)	754
2018 House Vote: Republican	19% (136)	74% (544)	7% (51)	732
2018 House Vote: Someone else	15% (16)	69% (72)	16% (17)	105
2018 House Vote: Didnt Vote	15% (90)	69% (421)	16% (96)	607
2016 Vote: Hillary Clinton	17% (116)	75% (503)	8% (50)	670
2016 Vote: Donald Trump	17% (124)	75% (542)	7% (53)	719
2016 Vote: Someone else	17% (32)	77% (146)	6% (11)	189
2016 Vote: Didnt Vote	14% (88)	69% (428)	17% (103)	619
Voted in 2014: Yes	17% (232)	77% (1080)	6% (88)	1400
Voted in 2014: No	16% (129)	68% (542)	16% (129)	800
2012 Vote: Barack Obama	16% (131)	77% (628)	7% (59)	818
2012 Vote: Mitt Romney	18% (101)	76% (424)	6% (31)	556
2012 Vote: Other	9% (10)	81% (89)	10% (11)	110
2012 Vote: Didn't Vote	17% (119)	67% (478)	16% (117)	714
4-Region: Northeast	14% (57)	79% (311)	7% (26)	394
4-Region: Midwest	13% (61)	75% (345)	12% (56)	462
4-Region: South	17% (136)	73% (598)	11% (90)	824
4-Region: West	21% (107)	71% (367)	9% (46)	520

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age5	Age: 18-29	471	21%
	Age: 30-44	542	25%
	Age: 45-54	357	16%
	Age: 55-64	394	18%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	Generation Z: 18-21	168	8%
	Millennial: Age 22-37	606	28%
	Generation X: Age 38-53	552	25%
	Boomers: Age 54-72	766	35%
	N	2093	
xpid3	PID: Dem (no lean)	740	34%
	PID: Ind (no lean)	777	35%
	PID: Rep (no lean)	683	31%
	N	2200	
xpidGender	PID/Gender: Dem Men	325	15%
	PID/Gender: Dem Women	415	19%
	PID/Gender: Ind Men	356	16%
	PID/Gender: Ind Women	421	19%
	PID/Gender: Rep Men	381	17%
	PID/Gender: Rep Women	302	14%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	680	31%
	Ideo: Moderate (4)	445	20%
	Ideo: Conservative (5-7)	742	34%
	N	1867	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1281	58%
	Income: 50k-100k	624	28%
	Income: 100k+	295	13%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xrelNet	Relig: Protestant	437	20%
	Relig: Roman Catholic	410	19%
	Relig: Ath./Agn./None	693	31%
	Relig: Something Else	368	17%
	N	1908	
xreligion1	Relig: Jewish	48	2%
xreligion2	Relig: Evangelical	588	27%
	Relig: Non-Evang. Catholics	552	25%
	N	1139	
xreligion3	Relig: All Christian	1139	52%
	Relig: All Non-Christian	1061	48%
	N	2200	
xdemUsr	Community: Urban	587	27%
	Community: Suburban	962	44%
	Community: Rural	651	30%
	N	2200	
xdemEmploy	Employ: Private Sector	629	29%
	Employ: Government	141	6%
	Employ: Self-Employed	228	10%
	Employ: Homemaker	150	7%
	Employ: Student	82	4%
	Employ: Retired	500	23%
	Employ: Unemployed	249	11%
	Employ: Other	221	10%
	N	2200	
xdemMilHH1	Military HH: Yes	395	18%
	Military HH: No	1805	82%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	854	39%
	RD/WT: Wrong Track	1346	61%
	N	2200	
Trump_Approve	Trump Job Approve	969	44%
	Trump Job Disapprove	1115	51%
	N	2084	
Trump_Approve2	Trump Job Strongly Approve	481	22%
	Trump Job Somewhat Approve	488	22%
	Trump Job Somewhat Disapprove	270	12%
	Trump Job Strongly Disapprove	845	38%
	N	2084	
Trump_Fav	Favorable of Trump	952	43%
	Unfavorable of Trump	1119	51%
	N	2071	
Trump_Fav_FULL	Very Favorable of Trump	520	24%
	Somewhat Favorable of Trump	432	20%
	Somewhat Unfavorable of Trump	212	10%
	Very Unfavorable of Trump	907	41%
	N	2071	
xnr3	#1 Issue: Economy	582	26%
	#1 Issue: Security	466	21%
	#1 Issue: Health Care	359	16%
	#1 Issue: Medicare / Social Security	309	14%
	#1 Issue: Women's Issues	121	5%
	#1 Issue: Education	163	7%
	#1 Issue: Energy	95	4%
	#1 Issue: Other	104	5%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	754	34%
	2018 House Vote: Republican	732	33%
	2018 House Vote: Someone else	105	5%
	2018 House Vote: Didnt Vote	607	28%
	N	2198	
xsubVote16O	2016 Vote: Hillary Clinton	670	30%
	2016 Vote: Donald Trump	719	33%
	2016 Vote: Someone else	189	9%
	2016 Vote: Didnt Vote	619	28%
	N	2196	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote14O	Voted in 2014: Yes	1400	64%
	Voted in 2014: No	800	36%
	N	2200	
	<hr/>		
xsubVote12O	2012 Vote: Barack Obama	818	37%
	2012 Vote: Mitt Romney	556	25%
	2012 Vote: Other	110	5%
	2012 Vote: Didn't Vote	714	32%
	N	2197	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	

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

