



National Tracking Poll #200229
February 13-15, 2020

Crosstabulation Results

Methodology:

This poll was conducted between February 13-February 15, 2020 among a national sample of 6600 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 1 percentage points.

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Crosstabulation Results by Respondent Demographics

Table BHM1_1: *To what extent do you trust each of the following to give good advice on brands or products?
 Friends and family*

Demographic	A lot		Some		Not too much		Not at all		Total N
Adults	45%	(2966)	42%	(2746)	8%	(498)	6%	(390)	6600
Gender: Male	40%	(1288)	44%	(1397)	10%	(304)	6%	(197)	3185
Gender: Female	49%	(1679)	40%	(1350)	6%	(193)	6%	(193)	3415
Age: 18-29	52%	(709)	30%	(405)	9%	(126)	9%	(120)	1360
Age: 30-44	49%	(828)	38%	(643)	6%	(108)	6%	(99)	1679
Age: 45-54	47%	(442)	40%	(378)	7%	(66)	7%	(63)	950
Age: 55-64	40%	(521)	49%	(635)	7%	(86)	5%	(61)	1303
Age: 65+	36%	(466)	52%	(685)	9%	(112)	4%	(46)	1309
Generation Z: 18-22	53%	(320)	29%	(177)	9%	(57)	8%	(51)	605
Millennial: Age 23-38	51%	(918)	34%	(616)	7%	(130)	7%	(128)	1792
Generation X: Age 39-54	47%	(742)	40%	(633)	7%	(113)	7%	(104)	1592
Boomers: Age 55-73	38%	(866)	51%	(1158)	8%	(172)	4%	(96)	2293
PID: Dem (no lean)	46%	(1090)	42%	(991)	7%	(178)	5%	(116)	2374
PID: Ind (no lean)	39%	(817)	43%	(905)	10%	(200)	9%	(183)	2105
PID: Rep (no lean)	50%	(1060)	40%	(851)	6%	(120)	4%	(91)	2121
PID/Gender: Dem Men	43%	(472)	43%	(466)	9%	(102)	4%	(45)	1085
PID/Gender: Dem Women	48%	(618)	41%	(524)	6%	(76)	5%	(71)	1289
PID/Gender: Ind Men	32%	(328)	45%	(460)	13%	(129)	10%	(97)	1015
PID/Gender: Ind Women	45%	(488)	41%	(445)	6%	(71)	8%	(85)	1089
PID/Gender: Rep Men	45%	(488)	43%	(470)	7%	(73)	5%	(54)	1085
PID/Gender: Rep Women	55%	(572)	37%	(380)	4%	(47)	4%	(37)	1036
Ideo: Liberal (1-3)	45%	(798)	42%	(749)	8%	(144)	4%	(75)	1766
Ideo: Moderate (4)	44%	(764)	43%	(736)	7%	(129)	6%	(95)	1724
Ideo: Conservative (5-7)	48%	(1118)	42%	(981)	7%	(161)	4%	(92)	2353
Educ: < College	45%	(2051)	40%	(1825)	8%	(345)	7%	(315)	4537
Educ: Bachelors degree	46%	(614)	44%	(581)	7%	(91)	3%	(45)	1331
Educ: Post-grad	41%	(301)	47%	(341)	8%	(61)	4%	(29)	732

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**Table BHM1_1: To what extent do you trust each of the following to give good advice on brands or products?
Friends and family**

Demographic	A lot		Some		Not too much		Not at all		Total N
Adults	45%	(2966)	42%	(2746)	8%	(498)	6%	(390)	6600
Income: Under 50k	42%	(1547)	41%	(1490)	9%	(321)	8%	(295)	3654
Income: 50k-100k	47%	(941)	43%	(863)	6%	(122)	4%	(70)	1996
Income: 100k+	50%	(479)	41%	(393)	6%	(55)	3%	(25)	950
Ethnicity: White	45%	(2331)	43%	(2220)	7%	(350)	5%	(264)	5165
Ethnicity: Hispanic	46%	(486)	37%	(383)	9%	(95)	8%	(85)	1048
Ethnicity: Afr. Am.	46%	(375)	38%	(314)	9%	(71)	8%	(63)	823
Ethnicity: Other	43%	(260)	35%	(213)	12%	(76)	10%	(63)	612
All Christian	47%	(1448)	43%	(1337)	6%	(179)	4%	(126)	3091
All Non-Christian	42%	(126)	36%	(107)	14%	(41)	8%	(25)	299
Atheist	40%	(122)	44%	(135)	11%	(34)	5%	(14)	304
Agnostic/Nothing in particular	44%	(1271)	40%	(1168)	8%	(243)	8%	(224)	2906
Religious Non-Protestant/Catholic	42%	(157)	38%	(143)	12%	(47)	8%	(28)	376
Evangelical	52%	(882)	39%	(672)	5%	(84)	4%	(72)	1710
Non-Evangelical	45%	(1095)	43%	(1061)	7%	(170)	5%	(117)	2444
Community: Urban	45%	(762)	39%	(672)	9%	(149)	7%	(123)	1706
Community: Suburban	46%	(1372)	42%	(1273)	7%	(215)	5%	(148)	3009
Community: Rural	44%	(832)	42%	(801)	7%	(134)	6%	(118)	1886
Employ: Private Sector	47%	(906)	42%	(811)	7%	(125)	4%	(70)	1912
Employ: Government	50%	(208)	38%	(159)	7%	(28)	5%	(21)	416
Employ: Self-Employed	46%	(247)	41%	(223)	9%	(47)	4%	(23)	540
Employ: Homemaker	47%	(239)	38%	(195)	6%	(30)	9%	(44)	508
Employ: Retired	37%	(591)	51%	(808)	8%	(122)	5%	(74)	1595
Employ: Unemployed	44%	(321)	35%	(251)	11%	(83)	10%	(71)	726
Employ: Other	49%	(264)	33%	(181)	6%	(32)	12%	(66)	542
Military HH: Yes	47%	(506)	42%	(459)	7%	(79)	4%	(43)	1087
Military HH: No	45%	(2460)	41%	(2288)	8%	(419)	6%	(347)	5513
RD/WT: Right Direction	48%	(1285)	40%	(1081)	7%	(191)	5%	(147)	2703
RD/WT: Wrong Track	43%	(1681)	43%	(1666)	8%	(307)	6%	(243)	3897
Trump Job Approve	48%	(1343)	41%	(1144)	7%	(193)	4%	(122)	2803
Trump Job Disapprove	43%	(1515)	43%	(1502)	8%	(284)	6%	(192)	3493

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Table BHM1_1: To what extent do you trust each of the following to give good advice on brands or products?
 Friends and family

Demographic	A lot		Some		Not too much		Not at all		Total N
Adults	45%	(2966)	42%	(2746)	8%	(498)	6%	(390)	6600
Trump Job Strongly Approve	50%	(820)	39%	(638)	6%	(106)	4%	(73)	1636
Trump Job Somewhat Approve	45%	(524)	43%	(505)	8%	(88)	4%	(50)	1166
Trump Job Somewhat Disapprove	47%	(344)	43%	(317)	7%	(55)	3%	(22)	738
Trump Job Strongly Disapprove	43%	(1171)	43%	(1185)	8%	(228)	6%	(170)	2755
Favorable of Trump	48%	(1323)	41%	(1119)	7%	(180)	4%	(109)	2732
Unfavorable of Trump	44%	(1525)	43%	(1499)	8%	(277)	5%	(180)	3480
Very Favorable of Trump	51%	(859)	38%	(644)	6%	(108)	4%	(73)	1684
Somewhat Favorable of Trump	44%	(464)	45%	(475)	7%	(72)	4%	(37)	1048
Somewhat Unfavorable of Trump	47%	(254)	43%	(235)	8%	(42)	2%	(12)	543
Very Unfavorable of Trump	43%	(1271)	43%	(1264)	8%	(235)	6%	(168)	2938
#1 Issue: Economy	48%	(785)	40%	(666)	7%	(123)	5%	(76)	1650
#1 Issue: Security	47%	(582)	43%	(527)	6%	(69)	5%	(57)	1236
#1 Issue: Health Care	45%	(554)	43%	(523)	7%	(85)	5%	(63)	1226
#1 Issue: Medicare / Social Security	42%	(438)	44%	(460)	9%	(94)	6%	(65)	1056
#1 Issue: Women's Issues	50%	(170)	34%	(114)	7%	(25)	9%	(29)	338
#1 Issue: Education	40%	(157)	43%	(166)	8%	(29)	9%	(37)	388
#1 Issue: Energy	43%	(151)	42%	(148)	10%	(36)	6%	(20)	356
#1 Issue: Other	37%	(128)	41%	(143)	10%	(37)	12%	(42)	351
2018 House Vote: Democrat	44%	(1011)	45%	(1014)	7%	(152)	4%	(99)	2276
2018 House Vote: Republican	49%	(961)	41%	(801)	6%	(122)	3%	(65)	1950
2018 House Vote: Someone else	41%	(93)	40%	(93)	10%	(22)	9%	(22)	230
2016 Vote: Hillary Clinton	43%	(887)	46%	(936)	7%	(144)	4%	(87)	2053
2016 Vote: Donald Trump	49%	(1001)	41%	(841)	7%	(144)	4%	(76)	2062
2016 Vote: Other	44%	(201)	43%	(198)	8%	(35)	6%	(26)	459
2016 Vote: Didn't Vote	43%	(877)	38%	(766)	9%	(175)	10%	(201)	2018
Voted in 2014: Yes	46%	(1762)	43%	(1682)	7%	(265)	4%	(158)	3867
Voted in 2014: No	44%	(1205)	39%	(1064)	9%	(232)	8%	(231)	2733
2012 Vote: Barack Obama	43%	(1059)	45%	(1095)	7%	(165)	5%	(119)	2437
2012 Vote: Mitt Romney	47%	(719)	43%	(651)	7%	(108)	3%	(53)	1530
2012 Vote: Other	40%	(110)	48%	(132)	10%	(27)	3%	(8)	276
2012 Vote: Didn't Vote	46%	(1076)	37%	(869)	8%	(197)	9%	(210)	2352

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Table BHM1_1: *To what extent do you trust each of the following to give good advice on brands or products?*
Friends and family

Demographic	A lot		Some		Not too much		Not at all		Total N
Adults	45%	(2966)	42%	(2746)	8%	(498)	6%	(390)	6600
4-Region: Northeast	46%	(540)	41%	(485)	7%	(88)	6%	(68)	1181
4-Region: Midwest	46%	(638)	42%	(583)	7%	(104)	4%	(62)	1387
4-Region: South	44%	(1083)	42%	(1050)	7%	(169)	7%	(171)	2473
4-Region: West	45%	(705)	40%	(629)	9%	(137)	6%	(88)	1560
200226	44%	(975)	43%	(948)	8%	(168)	6%	(133)	2224
200228	45%	(976)	41%	(883)	7%	(161)	7%	(141)	2161
200229	46%	(1016)	41%	(916)	8%	(168)	5%	(116)	2215
Afr. Am. Men	43%	(181)	40%	(171)	11%	(46)	6%	(27)	425
Afr. Am. Women	49%	(194)	36%	(143)	6%	(25)	9%	(36)	398
Hispanic Men	45%	(243)	37%	(202)	11%	(61)	7%	(40)	546
Hispanic Women	48%	(243)	36%	(181)	7%	(33)	9%	(45)	502
White Men	40%	(966)	46%	(1124)	9%	(211)	5%	(128)	2429
White Women	50%	(1366)	40%	(1096)	5%	(139)	5%	(136)	2736

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

Table BHM1_2: To what extent do you trust each of the following to give good advice on brands or products?

Product reviews on ecommerce websites such as Amazon

Demographic	A lot		Some		Not too much		Not at all		Total N
Adults	18%	(1159)	51%	(3359)	19%	(1251)	13%	(831)	6600
Gender: Male	17%	(545)	49%	(1554)	21%	(671)	13%	(416)	3185
Gender: Female	18%	(614)	53%	(1805)	17%	(580)	12%	(415)	3415
Age: 18-29	22%	(302)	49%	(665)	15%	(205)	14%	(187)	1360
Age: 30-44	25%	(415)	53%	(888)	12%	(203)	10%	(172)	1679
Age: 45-54	16%	(156)	53%	(505)	19%	(185)	11%	(104)	950
Age: 55-64	13%	(165)	50%	(652)	24%	(310)	13%	(175)	1303
Age: 65+	9%	(121)	49%	(648)	27%	(347)	15%	(193)	1309
Generation Z: 18-22	20%	(121)	49%	(299)	16%	(99)	14%	(86)	605
Millennial: Age 23-38	25%	(447)	51%	(913)	12%	(222)	12%	(209)	1792
Generation X: Age 39-54	19%	(304)	53%	(847)	17%	(273)	11%	(168)	1592
Boomers: Age 55-73	12%	(266)	50%	(1154)	24%	(561)	14%	(311)	2293
PID: Dem (no lean)	19%	(440)	52%	(1236)	19%	(451)	10%	(247)	2374
PID: Ind (no lean)	15%	(321)	51%	(1071)	19%	(400)	15%	(313)	2105
PID: Rep (no lean)	19%	(397)	50%	(1052)	19%	(400)	13%	(271)	2121
PID/Gender: Dem Men	19%	(204)	50%	(544)	22%	(242)	9%	(95)	1085
PID/Gender: Dem Women	18%	(236)	54%	(692)	16%	(209)	12%	(152)	1289
PID/Gender: Ind Men	14%	(143)	48%	(490)	22%	(219)	16%	(163)	1015
PID/Gender: Ind Women	16%	(178)	53%	(581)	17%	(180)	14%	(150)	1089
PID/Gender: Rep Men	18%	(198)	48%	(520)	19%	(210)	15%	(158)	1085
PID/Gender: Rep Women	19%	(200)	51%	(532)	18%	(191)	11%	(113)	1036
Ideo: Liberal (1-3)	18%	(319)	57%	(1002)	17%	(293)	9%	(152)	1766
Ideo: Moderate (4)	19%	(332)	50%	(863)	19%	(334)	11%	(195)	1724
Ideo: Conservative (5-7)	17%	(393)	52%	(1212)	20%	(461)	12%	(287)	2353
Educ: < College	18%	(804)	49%	(2224)	19%	(877)	14%	(632)	4537
Educ: Bachelors degree	18%	(240)	55%	(736)	17%	(227)	10%	(129)	1331
Educ: Post-grad	16%	(115)	54%	(399)	20%	(147)	10%	(71)	732
Income: Under 50k	16%	(597)	48%	(1751)	20%	(719)	16%	(586)	3654
Income: 50k-100k	19%	(370)	55%	(1100)	18%	(355)	9%	(172)	1996
Income: 100k+	20%	(192)	54%	(508)	19%	(177)	8%	(73)	950
Ethnicity: White	16%	(845)	53%	(2717)	19%	(987)	12%	(616)	5165
Ethnicity: Hispanic	23%	(238)	49%	(518)	15%	(153)	13%	(139)	1048

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Table BHM1_2: To what extent do you trust each of the following to give good advice on brands or products?
Product reviews on ecommerce websites such as Amazon

Demographic	A lot		Some		Not too much		Not at all		Total N
Adults	18%	(1159)	51%	(3359)	19%	(1251)	13%	(831)	6600
Ethnicity: Afr. Am.	25%	(206)	43%	(354)	18%	(146)	14%	(117)	823
Ethnicity: Other	18%	(108)	47%	(287)	19%	(119)	16%	(98)	612
All Christian	16%	(504)	52%	(1614)	20%	(614)	12%	(359)	3091
All Non-Christian	16%	(46)	47%	(142)	24%	(73)	13%	(38)	299
Atheist	17%	(52)	52%	(160)	19%	(58)	11%	(35)	304
Agnostic/Nothing in particular	19%	(557)	50%	(1443)	17%	(507)	14%	(399)	2906
Religious Non-Protestant/Catholic	16%	(59)	48%	(181)	22%	(84)	14%	(52)	376
Evangelical	20%	(335)	52%	(890)	18%	(300)	11%	(185)	1710
Non-Evangelical	16%	(400)	51%	(1243)	20%	(493)	13%	(308)	2444
Community: Urban	20%	(335)	48%	(821)	18%	(315)	14%	(234)	1706
Community: Suburban	18%	(546)	52%	(1567)	19%	(565)	11%	(331)	3009
Community: Rural	15%	(278)	51%	(970)	20%	(371)	14%	(266)	1886
Employ: Private Sector	20%	(387)	54%	(1040)	17%	(326)	8%	(159)	1912
Employ: Government	23%	(96)	51%	(213)	15%	(61)	11%	(46)	416
Employ: Self-Employed	22%	(119)	51%	(274)	19%	(101)	8%	(45)	540
Employ: Homemaker	18%	(91)	55%	(282)	14%	(71)	13%	(66)	508
Employ: Retired	10%	(167)	48%	(769)	26%	(419)	15%	(241)	1595
Employ: Unemployed	18%	(132)	48%	(350)	16%	(116)	18%	(129)	726
Employ: Other	17%	(90)	48%	(259)	16%	(89)	19%	(104)	542
Military HH: Yes	16%	(176)	52%	(563)	22%	(239)	10%	(108)	1087
Military HH: No	18%	(982)	51%	(2796)	18%	(1012)	13%	(723)	5513
RD/WT: Right Direction	18%	(498)	50%	(1363)	18%	(493)	13%	(350)	2703
RD/WT: Wrong Track	17%	(661)	51%	(1996)	19%	(758)	12%	(481)	3897
Trump Job Approve	18%	(507)	51%	(1418)	20%	(547)	12%	(331)	2803
Trump Job Disapprove	18%	(620)	52%	(1813)	19%	(669)	11%	(391)	3493
Trump Job Strongly Approve	19%	(316)	48%	(780)	19%	(306)	14%	(234)	1636
Trump Job Somewhat Approve	16%	(191)	55%	(637)	21%	(241)	8%	(97)	1166
Trump Job Somewhat Disapprove	18%	(135)	52%	(386)	21%	(156)	8%	(60)	738
Trump Job Strongly Disapprove	18%	(485)	52%	(1427)	19%	(513)	12%	(330)	2755
Favorable of Trump	18%	(501)	51%	(1391)	19%	(529)	11%	(310)	2732
Unfavorable of Trump	18%	(615)	53%	(1833)	19%	(657)	11%	(376)	3480

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Table BHM1_2: To what extent do you trust each of the following to give good advice on brands or products?
Product reviews on ecommerce websites such as Amazon

Demographic	A lot		Some		Not too much		Not at all		Total N
Adults	18%	(1159)	51%	(3359)	19%	(1251)	13%	(831)	6600
Very Favorable of Trump	20%	(334)	48%	(807)	19%	(318)	13%	(225)	1684
Somewhat Favorable of Trump	16%	(167)	56%	(584)	20%	(211)	8%	(85)	1048
Somewhat Unfavorable of Trump	20%	(107)	56%	(304)	18%	(99)	6%	(33)	543
Very Unfavorable of Trump	17%	(508)	52%	(1529)	19%	(558)	12%	(343)	2938
#1 Issue: Economy	20%	(328)	51%	(848)	18%	(301)	11%	(173)	1650
#1 Issue: Security	19%	(237)	50%	(620)	18%	(225)	12%	(154)	1236
#1 Issue: Health Care	17%	(207)	55%	(671)	18%	(218)	11%	(130)	1226
#1 Issue: Medicare / Social Security	12%	(127)	48%	(504)	24%	(255)	16%	(170)	1056
#1 Issue: Women's Issues	22%	(74)	48%	(161)	15%	(49)	16%	(54)	338
#1 Issue: Education	14%	(56)	54%	(210)	19%	(74)	13%	(49)	388
#1 Issue: Energy	22%	(77)	51%	(180)	17%	(61)	11%	(38)	356
#1 Issue: Other	15%	(53)	47%	(165)	20%	(69)	18%	(64)	351
2018 House Vote: Democrat	18%	(413)	53%	(1206)	19%	(423)	10%	(234)	2276
2018 House Vote: Republican	18%	(347)	50%	(977)	20%	(385)	12%	(241)	1950
2018 House Vote: Someone else	14%	(33)	49%	(112)	19%	(45)	18%	(41)	230
2016 Vote: Hillary Clinton	18%	(368)	54%	(1112)	18%	(376)	10%	(196)	2053
2016 Vote: Donald Trump	18%	(368)	50%	(1030)	20%	(418)	12%	(245)	2062
2016 Vote: Other	16%	(74)	54%	(248)	17%	(77)	13%	(59)	459
2016 Vote: Didn't Vote	17%	(347)	48%	(966)	19%	(377)	16%	(329)	2018
Voted in 2014: Yes	17%	(664)	52%	(1998)	19%	(750)	12%	(455)	3867
Voted in 2014: No	18%	(495)	50%	(1361)	18%	(500)	14%	(377)	2733
2012 Vote: Barack Obama	19%	(457)	51%	(1250)	19%	(457)	11%	(273)	2437
2012 Vote: Mitt Romney	15%	(234)	53%	(813)	20%	(308)	11%	(176)	1530
2012 Vote: Other	14%	(40)	48%	(133)	26%	(71)	12%	(32)	276
2012 Vote: Didn't Vote	18%	(427)	49%	(1162)	18%	(414)	15%	(349)	2352
4-Region: Northeast	20%	(231)	51%	(600)	18%	(208)	12%	(142)	1181
4-Region: Midwest	16%	(217)	51%	(711)	22%	(306)	11%	(153)	1387
4-Region: South	18%	(441)	50%	(1249)	17%	(429)	14%	(354)	2473
4-Region: West	17%	(270)	51%	(800)	20%	(309)	12%	(182)	1560

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Table BHM1_2: To what extent do you trust each of the following to give good advice on brands or products?
Product reviews on ecommerce websites such as Amazon

Demographic	A lot		Some		Not too much		Not at all		Total N
Adults	18%	(1159)	51%	(3359)	19%	(1251)	13%	(831)	6600
200226	14%	(322)	51%	(1140)	20%	(440)	14%	(321)	2224
200228	19%	(403)	49%	(1067)	19%	(417)	13%	(273)	2161
200229	20%	(434)	52%	(1151)	18%	(393)	11%	(237)	2215
Afr. Am. Men	27%	(116)	40%	(168)	21%	(91)	12%	(50)	425
Afr. Am. Women	23%	(91)	47%	(186)	14%	(55)	17%	(66)	398
Hispanic Men	26%	(139)	45%	(248)	17%	(90)	12%	(68)	546
Hispanic Women	20%	(99)	54%	(270)	12%	(63)	14%	(71)	502
White Men	16%	(379)	51%	(1233)	21%	(516)	12%	(301)	2429
White Women	17%	(466)	54%	(1484)	17%	(471)	12%	(315)	2736

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

Table BHM1_3: To what extent do you trust each of the following to give good advice on brands or products?
Influencers you follow on social media

Demographic	A lot		Some		Not too much		Not at all		Total N
Adults	6%	(421)	26%	(1716)	32%	(2099)	36%	(2365)	6600
Gender: Male	7%	(217)	24%	(767)	32%	(1019)	37%	(1182)	3185
Gender: Female	6%	(203)	28%	(948)	32%	(1080)	35%	(1183)	3415
Age: 18-29	11%	(156)	32%	(434)	31%	(419)	26%	(351)	1360
Age: 30-44	9%	(153)	30%	(504)	30%	(507)	31%	(514)	1679
Age: 45-54	5%	(46)	27%	(260)	32%	(306)	36%	(337)	950
Age: 55-64	3%	(40)	22%	(291)	32%	(420)	42%	(552)	1303
Age: 65+	2%	(26)	17%	(227)	34%	(446)	47%	(610)	1309
Generation Z: 18-22	11%	(68)	31%	(187)	32%	(191)	26%	(158)	605
Millennial: Age 23-38	11%	(191)	30%	(545)	31%	(547)	28%	(508)	1792
Generation X: Age 39-54	6%	(95)	29%	(465)	31%	(494)	34%	(537)	1592
Boomers: Age 55-73	3%	(63)	20%	(463)	33%	(755)	44%	(1012)	2293
PID: Dem (no lean)	7%	(162)	27%	(645)	34%	(806)	32%	(761)	2374
PID: Ind (no lean)	5%	(103)	24%	(496)	30%	(639)	41%	(866)	2105
PID: Rep (no lean)	7%	(155)	27%	(575)	31%	(654)	35%	(737)	2121
PID/Gender: Dem Men	8%	(90)	25%	(275)	36%	(392)	30%	(328)	1085
PID/Gender: Dem Women	6%	(72)	29%	(369)	32%	(415)	34%	(433)	1289
PID/Gender: Ind Men	4%	(36)	22%	(226)	29%	(297)	45%	(456)	1015
PID/Gender: Ind Women	6%	(67)	25%	(270)	31%	(342)	38%	(411)	1089
PID/Gender: Rep Men	8%	(91)	25%	(266)	30%	(330)	37%	(398)	1085
PID/Gender: Rep Women	6%	(64)	30%	(309)	31%	(324)	33%	(339)	1036
Ideo: Liberal (1-3)	7%	(121)	28%	(489)	33%	(584)	32%	(572)	1766
Ideo: Moderate (4)	7%	(126)	26%	(445)	32%	(558)	35%	(595)	1724
Ideo: Conservative (5-7)	6%	(137)	26%	(612)	31%	(722)	38%	(883)	2353
Educ: < College	7%	(310)	28%	(1286)	31%	(1417)	34%	(1524)	4537
Educ: Bachelors degree	6%	(75)	23%	(303)	33%	(445)	38%	(509)	1331
Educ: Post-grad	5%	(36)	17%	(127)	32%	(238)	45%	(332)	732
Income: Under 50k	7%	(242)	27%	(987)	32%	(1159)	35%	(1266)	3654
Income: 50k-100k	6%	(116)	26%	(517)	32%	(637)	36%	(726)	1996
Income: 100k+	7%	(64)	22%	(212)	32%	(302)	39%	(373)	950
Ethnicity: White	5%	(273)	25%	(1287)	32%	(1667)	38%	(1938)	5165
Ethnicity: Hispanic	12%	(126)	28%	(297)	29%	(300)	31%	(325)	1048

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**Table BHM1_3: To what extent do you trust each of the following to give good advice on brands or products?
Influencers you follow on social media**

Demographic	A lot		Some		Not too much		Not at all		Total N
Adults	6%	(421)	26%	(1716)	32%	(2099)	36%	(2365)	6600
Ethnicity: Afr. Am.	11%	(94)	33%	(274)	30%	(246)	25%	(208)	823
Ethnicity: Other	9%	(54)	25%	(154)	30%	(185)	36%	(219)	612
All Christian	5%	(168)	25%	(775)	33%	(1012)	37%	(1135)	3091
All Non-Christian	7%	(21)	21%	(62)	31%	(93)	41%	(123)	299
Atheist	4%	(12)	21%	(65)	32%	(98)	43%	(130)	304
Agnostic/Nothing in particular	8%	(220)	28%	(813)	31%	(896)	34%	(977)	2906
Religious Non-Protestant/Catholic	6%	(23)	21%	(78)	31%	(115)	43%	(160)	376
Evangelical	9%	(159)	30%	(509)	31%	(532)	30%	(510)	1710
Non-Evangelical	5%	(124)	24%	(588)	34%	(829)	37%	(903)	2444
Community: Urban	10%	(162)	27%	(460)	30%	(515)	33%	(569)	1706
Community: Suburban	5%	(156)	25%	(742)	34%	(1010)	37%	(1100)	3009
Community: Rural	5%	(102)	27%	(513)	30%	(574)	37%	(696)	1886
Employ: Private Sector	7%	(140)	27%	(518)	32%	(613)	34%	(641)	1912
Employ: Government	6%	(26)	27%	(110)	32%	(133)	35%	(147)	416
Employ: Self-Employed	10%	(55)	29%	(158)	29%	(157)	31%	(169)	540
Employ: Homemaker	5%	(28)	29%	(147)	32%	(162)	34%	(171)	508
Employ: Retired	3%	(40)	18%	(295)	33%	(534)	46%	(726)	1595
Employ: Unemployed	8%	(59)	29%	(213)	30%	(218)	32%	(235)	726
Employ: Other	7%	(39)	29%	(158)	31%	(168)	33%	(177)	542
Military HH: Yes	6%	(70)	24%	(262)	31%	(332)	39%	(422)	1087
Military HH: No	6%	(350)	26%	(1453)	32%	(1767)	35%	(1943)	5513
RD/WT: Right Direction	7%	(198)	28%	(746)	31%	(828)	34%	(931)	2703
RD/WT: Wrong Track	6%	(223)	25%	(970)	33%	(1271)	37%	(1434)	3897
Trump Job Approve	7%	(194)	27%	(744)	31%	(876)	35%	(989)	2803
Trump Job Disapprove	6%	(212)	26%	(901)	33%	(1149)	35%	(1231)	3493
Trump Job Strongly Approve	8%	(136)	27%	(440)	28%	(459)	37%	(601)	1636
Trump Job Somewhat Approve	5%	(58)	26%	(304)	36%	(417)	33%	(388)	1166
Trump Job Somewhat Disapprove	6%	(47)	31%	(229)	35%	(258)	28%	(204)	738
Trump Job Strongly Disapprove	6%	(165)	24%	(672)	32%	(891)	37%	(1027)	2755
Favorable of Trump	7%	(195)	27%	(725)	31%	(850)	35%	(962)	2732
Unfavorable of Trump	6%	(207)	26%	(909)	33%	(1149)	35%	(1215)	3480

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Table BHM1_3: *To what extent do you trust each of the following to give good advice on brands or products?
 Influencers you follow on social media*

Demographic	A lot		Some		Not too much		Not at all		Total N
Adults	6%	(421)	26%	(1716)	32%	(2099)	36%	(2365)	6600
Very Favorable of Trump	8%	(140)	27%	(461)	29%	(482)	36%	(601)	1684
Somewhat Favorable of Trump	5%	(56)	25%	(263)	35%	(367)	34%	(361)	1048
Somewhat Unfavorable of Trump	7%	(36)	34%	(183)	33%	(178)	27%	(145)	543
Very Unfavorable of Trump	6%	(171)	25%	(726)	33%	(971)	36%	(1069)	2938
#1 Issue: Economy	8%	(124)	28%	(460)	34%	(558)	31%	(508)	1650
#1 Issue: Security	8%	(94)	26%	(325)	30%	(370)	36%	(446)	1236
#1 Issue: Health Care	5%	(64)	27%	(334)	31%	(381)	36%	(447)	1226
#1 Issue: Medicare / Social Security	3%	(36)	22%	(232)	33%	(352)	41%	(436)	1056
#1 Issue: Women's Issues	10%	(35)	27%	(89)	33%	(110)	31%	(103)	338
#1 Issue: Education	8%	(31)	28%	(109)	31%	(120)	33%	(129)	388
#1 Issue: Energy	8%	(28)	23%	(83)	30%	(108)	38%	(136)	356
#1 Issue: Other	3%	(10)	23%	(82)	28%	(99)	46%	(160)	351
2018 House Vote: Democrat	7%	(158)	24%	(557)	34%	(769)	35%	(791)	2276
2018 House Vote: Republican	6%	(110)	26%	(499)	31%	(606)	38%	(735)	1950
2018 House Vote: Someone else	4%	(9)	22%	(51)	29%	(68)	45%	(103)	230
2016 Vote: Hillary Clinton	6%	(132)	25%	(509)	34%	(698)	35%	(713)	2053
2016 Vote: Donald Trump	6%	(126)	26%	(531)	31%	(633)	37%	(772)	2062
2016 Vote: Other	5%	(22)	20%	(93)	33%	(152)	42%	(192)	459
2016 Vote: Didn't Vote	7%	(141)	29%	(581)	30%	(612)	34%	(685)	2018
Voted in 2014: Yes	6%	(237)	24%	(933)	32%	(1238)	38%	(1459)	3867
Voted in 2014: No	7%	(183)	29%	(782)	31%	(861)	33%	(906)	2733
2012 Vote: Barack Obama	7%	(160)	25%	(618)	33%	(794)	36%	(866)	2437
2012 Vote: Mitt Romney	5%	(74)	23%	(357)	31%	(473)	41%	(626)	1530
2012 Vote: Other	4%	(10)	21%	(59)	34%	(94)	41%	(114)	276
2012 Vote: Didn't Vote	7%	(175)	29%	(682)	31%	(737)	32%	(757)	2352
4-Region: Northeast	6%	(77)	26%	(309)	32%	(375)	36%	(420)	1181
4-Region: Midwest	5%	(69)	25%	(342)	34%	(478)	36%	(497)	1387
4-Region: South	7%	(177)	28%	(703)	29%	(726)	35%	(866)	2473
4-Region: West	6%	(98)	23%	(361)	33%	(520)	37%	(581)	1560

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Table BHM1_3: To what extent do you trust each of the following to give good advice on brands or products?
Influencers you follow on social media

Demographic	A lot		Some		Not too much		Not at all		Total N
Adults	6%	(421)	26%	(1716)	32%	(2099)	36%	(2365)	6600
200226	5%	(120)	25%	(567)	33%	(723)	37%	(814)	2224
200228	7%	(152)	26%	(558)	31%	(663)	36%	(788)	2161
200229	7%	(149)	27%	(591)	32%	(713)	34%	(763)	2215
Afr. Am. Men	12%	(49)	32%	(137)	33%	(140)	23%	(99)	425
Afr. Am. Women	11%	(45)	34%	(137)	27%	(107)	27%	(109)	398
Hispanic Men	13%	(68)	31%	(170)	27%	(147)	29%	(161)	546
Hispanic Women	12%	(58)	25%	(127)	30%	(153)	33%	(164)	502
White Men	6%	(137)	22%	(535)	33%	(792)	40%	(964)	2429
White Women	5%	(135)	27%	(752)	32%	(875)	36%	(974)	2736

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

Table BHM1_4: To what extent do you trust each of the following to give good advice on brands or products?
Your favorite celebrities and athletes

Demographic	A lot		Some		Not too much		Not at all		Total N
Adults	6%	(403)	23%	(1516)	35%	(2339)	35%	(2341)	6600
Gender: Male	8%	(250)	21%	(682)	35%	(1117)	36%	(1135)	3185
Gender: Female	4%	(153)	24%	(834)	36%	(1222)	35%	(1206)	3415
Age: 18-29	12%	(163)	28%	(384)	33%	(447)	27%	(366)	1360
Age: 30-44	9%	(151)	26%	(443)	35%	(583)	30%	(503)	1679
Age: 45-54	3%	(30)	26%	(243)	35%	(332)	36%	(345)	950
Age: 55-64	3%	(39)	19%	(242)	38%	(497)	40%	(525)	1303
Age: 65+	2%	(21)	16%	(204)	37%	(481)	46%	(602)	1309
Generation Z: 18-22	12%	(72)	28%	(169)	33%	(202)	27%	(163)	605
Millennial: Age 23-38	11%	(189)	28%	(493)	33%	(595)	29%	(514)	1792
Generation X: Age 39-54	5%	(82)	26%	(409)	35%	(565)	34%	(536)	1592
Boomers: Age 55-73	2%	(56)	17%	(400)	38%	(861)	43%	(975)	2293
PID: Dem (no lean)	8%	(179)	29%	(690)	37%	(880)	26%	(625)	2374
PID: Ind (no lean)	5%	(100)	20%	(425)	36%	(751)	39%	(828)	2105
PID: Rep (no lean)	6%	(124)	19%	(402)	33%	(708)	42%	(887)	2121
PID/Gender: Dem Men	10%	(112)	28%	(306)	38%	(407)	24%	(260)	1085
PID/Gender: Dem Women	5%	(67)	30%	(383)	37%	(473)	28%	(366)	1289
PID/Gender: Ind Men	5%	(54)	18%	(180)	35%	(359)	42%	(423)	1015
PID/Gender: Ind Women	4%	(47)	22%	(245)	36%	(393)	37%	(405)	1089
PID/Gender: Rep Men	8%	(85)	18%	(196)	32%	(351)	42%	(452)	1085
PID/Gender: Rep Women	4%	(39)	20%	(205)	34%	(357)	42%	(435)	1036
Ideo: Liberal (1-3)	8%	(135)	27%	(469)	39%	(681)	27%	(481)	1766
Ideo: Moderate (4)	7%	(117)	26%	(440)	36%	(626)	31%	(542)	1724
Ideo: Conservative (5-7)	5%	(107)	19%	(437)	33%	(780)	44%	(1029)	2353
Educ: < College	7%	(313)	25%	(1112)	34%	(1551)	34%	(1561)	4537
Educ: Bachelors degree	4%	(53)	22%	(296)	38%	(511)	35%	(471)	1331
Educ: Post-grad	5%	(37)	15%	(109)	38%	(278)	42%	(309)	732
Income: Under 50k	7%	(241)	24%	(877)	35%	(1268)	35%	(1268)	3654
Income: 50k-100k	5%	(99)	24%	(475)	36%	(716)	35%	(706)	1996
Income: 100k+	7%	(64)	17%	(164)	37%	(355)	39%	(367)	950
Ethnicity: White	4%	(210)	21%	(1102)	36%	(1878)	38%	(1976)	5165
Ethnicity: Hispanic	12%	(129)	27%	(278)	33%	(341)	29%	(299)	1048

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Table BHM1_4: To what extent do you trust each of the following to give good advice on brands or products?
Your favorite celebrities and athletes

Demographic	A lot		Some		Not too much		Not at all		Total N
Adults	6%	(403)	23%	(1516)	35%	(2339)	35%	(2341)	6600
Ethnicity: Afr. Am.	15%	(126)	35%	(291)	28%	(227)	22%	(178)	823
Ethnicity: Other	11%	(67)	20%	(123)	38%	(234)	31%	(188)	612
All Christian	5%	(147)	22%	(667)	37%	(1132)	37%	(1145)	3091
All Non-Christian	8%	(25)	22%	(65)	32%	(96)	38%	(113)	299
Atheist	5%	(16)	19%	(59)	36%	(109)	40%	(121)	304
Agnostic/Nothing in particular	7%	(217)	25%	(725)	35%	(1003)	33%	(961)	2906
Religious Non-Protestant/Catholic	7%	(27)	21%	(77)	34%	(126)	39%	(145)	376
Evangelical	8%	(138)	25%	(425)	33%	(563)	34%	(584)	1710
Non-Evangelical	5%	(115)	22%	(541)	37%	(908)	36%	(880)	2444
Community: Urban	10%	(173)	26%	(448)	32%	(553)	31%	(531)	1706
Community: Suburban	5%	(145)	21%	(639)	39%	(1168)	35%	(1057)	3009
Community: Rural	5%	(85)	23%	(429)	33%	(618)	40%	(753)	1886
Employ: Private Sector	7%	(138)	25%	(477)	37%	(700)	31%	(598)	1912
Employ: Government	9%	(39)	18%	(75)	38%	(160)	34%	(143)	416
Employ: Self-Employed	9%	(49)	25%	(134)	32%	(173)	34%	(183)	540
Employ: Homemaker	3%	(15)	27%	(135)	33%	(168)	37%	(190)	508
Employ: Retired	2%	(28)	17%	(264)	37%	(593)	45%	(710)	1595
Employ: Unemployed	7%	(54)	26%	(192)	32%	(231)	34%	(249)	726
Employ: Other	7%	(37)	27%	(148)	33%	(178)	33%	(179)	542
Military HH: Yes	6%	(64)	20%	(218)	34%	(369)	40%	(436)	1087
Military HH: No	6%	(339)	24%	(1299)	36%	(1971)	35%	(1905)	5513
RD/WT: Right Direction	7%	(179)	21%	(557)	33%	(886)	40%	(1080)	2703
RD/WT: Wrong Track	6%	(224)	25%	(959)	37%	(1453)	32%	(1261)	3897
Trump Job Approve	6%	(169)	19%	(544)	34%	(945)	41%	(1144)	2803
Trump Job Disapprove	6%	(218)	26%	(902)	37%	(1309)	30%	(1064)	3493
Trump Job Strongly Approve	7%	(115)	18%	(292)	30%	(491)	45%	(739)	1636
Trump Job Somewhat Approve	5%	(54)	22%	(252)	39%	(455)	35%	(405)	1166
Trump Job Somewhat Disapprove	5%	(38)	29%	(212)	40%	(296)	26%	(192)	738
Trump Job Strongly Disapprove	7%	(180)	25%	(689)	37%	(1013)	32%	(872)	2755
Favorable of Trump	6%	(164)	19%	(526)	34%	(917)	41%	(1124)	2732
Unfavorable of Trump	6%	(218)	26%	(900)	38%	(1324)	30%	(1039)	3480

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Table BHM1_4: To what extent do you trust each of the following to give good advice on brands or products?
Your favorite celebrities and athletes

Demographic	A lot		Some		Not too much		Not at all		Total N
Adults	6%	(403)	23%	(1516)	35%	(2339)	35%	(2341)	6600
Very Favorable of Trump	7%	(116)	19%	(313)	30%	(506)	44%	(749)	1684
Somewhat Favorable of Trump	5%	(49)	20%	(213)	39%	(411)	36%	(375)	1048
Somewhat Unfavorable of Trump	6%	(32)	29%	(157)	39%	(210)	27%	(144)	543
Very Unfavorable of Trump	6%	(186)	25%	(743)	38%	(1114)	30%	(895)	2938
#1 Issue: Economy	7%	(117)	25%	(417)	37%	(602)	31%	(513)	1650
#1 Issue: Security	7%	(88)	19%	(238)	32%	(390)	42%	(520)	1236
#1 Issue: Health Care	6%	(67)	25%	(305)	36%	(444)	33%	(409)	1226
#1 Issue: Medicare / Social Security	3%	(36)	22%	(231)	36%	(381)	39%	(407)	1056
#1 Issue: Women's Issues	9%	(29)	27%	(92)	32%	(107)	32%	(109)	338
#1 Issue: Education	7%	(27)	25%	(97)	40%	(154)	29%	(111)	388
#1 Issue: Energy	7%	(24)	24%	(84)	37%	(132)	33%	(116)	356
#1 Issue: Other	4%	(15)	15%	(51)	37%	(129)	44%	(156)	351
2018 House Vote: Democrat	7%	(155)	26%	(593)	38%	(867)	29%	(661)	2276
2018 House Vote: Republican	4%	(84)	17%	(341)	33%	(642)	45%	(883)	1950
2018 House Vote: Someone else	5%	(12)	15%	(34)	37%	(85)	43%	(100)	230
2016 Vote: Hillary Clinton	7%	(145)	28%	(565)	38%	(777)	28%	(566)	2053
2016 Vote: Donald Trump	5%	(99)	18%	(376)	33%	(687)	44%	(900)	2062
2016 Vote: Other	4%	(17)	16%	(71)	36%	(166)	45%	(205)	459
2016 Vote: Didn't Vote	7%	(141)	25%	(504)	35%	(706)	33%	(667)	2018
Voted in 2014: Yes	6%	(216)	21%	(831)	36%	(1385)	37%	(1435)	3867
Voted in 2014: No	7%	(188)	25%	(685)	35%	(954)	33%	(906)	2733
2012 Vote: Barack Obama	6%	(150)	26%	(645)	37%	(902)	30%	(741)	2437
2012 Vote: Mitt Romney	4%	(63)	16%	(249)	34%	(523)	45%	(696)	1530
2012 Vote: Other	3%	(7)	12%	(33)	37%	(103)	48%	(134)	276
2012 Vote: Didn't Vote	8%	(182)	25%	(588)	34%	(810)	33%	(771)	2352
4-Region: Northeast	6%	(73)	23%	(270)	38%	(449)	33%	(389)	1181
4-Region: Midwest	4%	(56)	22%	(308)	36%	(503)	37%	(519)	1387
4-Region: South	7%	(165)	24%	(600)	34%	(834)	35%	(874)	2473
4-Region: West	7%	(110)	22%	(339)	35%	(553)	36%	(559)	1560

Continued on next page

Table BHM1_4: To what extent do you trust each of the following to give good advice on brands or products?
Your favorite celebrities and athletes

Demographic	A lot		Some		Not too much		Not at all		Total N
Adults	6%	(403)	23%	(1516)	35%	(2339)	35%	(2341)	6600
200226	5%	(104)	23%	(511)	37%	(831)	35%	(779)	2224
200228	7%	(158)	23%	(489)	35%	(755)	35%	(760)	2161
200229	6%	(142)	23%	(517)	34%	(754)	36%	(803)	2215
Afr. Am. Men	19%	(79)	36%	(154)	27%	(114)	18%	(78)	425
Afr. Am. Women	12%	(48)	35%	(138)	28%	(113)	25%	(100)	398
Hispanic Men	18%	(97)	23%	(128)	32%	(173)	27%	(148)	546
Hispanic Women	6%	(32)	30%	(151)	34%	(168)	30%	(151)	502
White Men	5%	(128)	19%	(462)	36%	(882)	39%	(957)	2429
White Women	3%	(81)	23%	(640)	36%	(996)	37%	(1019)	2736

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

Table BHM2_1: How often do you do each of the following?
Shop at small businesses

Demographic	More than once a week	Once a week	Once or twice a month	A few times a year	Less than a few times a year	Never	Total N
Adults	12% (778)	17% (1097)	29% (1905)	23% (1538)	10% (678)	9% (604)	6600
Gender: Male	14% (458)	20% (646)	28% (878)	19% (619)	9% (300)	9% (284)	3185
Gender: Female	9% (320)	13% (451)	30% (1027)	27% (919)	11% (378)	9% (320)	3415
Age: 18-29	14% (192)	15% (208)	28% (384)	19% (265)	10% (133)	13% (178)	1360
Age: 30-44	15% (254)	19% (326)	29% (486)	19% (322)	9% (145)	9% (145)	1679
Age: 45-54	12% (111)	18% (175)	27% (259)	24% (230)	8% (77)	10% (98)	950
Age: 55-64	10% (128)	15% (193)	29% (376)	27% (355)	11% (137)	9% (113)	1303
Age: 65+	7% (93)	15% (194)	31% (400)	28% (367)	14% (185)	5% (70)	1309
Generation Z: 18-22	12% (75)	15% (88)	28% (172)	21% (124)	9% (57)	15% (88)	605
Millennial: Age 23-38	15% (276)	18% (321)	28% (503)	19% (338)	10% (171)	10% (182)	1792
Generation X: Age 39-54	13% (206)	19% (300)	29% (454)	22% (354)	8% (127)	9% (150)	1592
Boomers: Age 55-73	9% (203)	15% (340)	29% (675)	28% (634)	12% (271)	7% (169)	2293
PID: Dem (no lean)	12% (287)	16% (389)	29% (698)	23% (552)	10% (236)	9% (212)	2374
PID: Ind (no lean)	11% (242)	17% (353)	27% (571)	22% (472)	11% (227)	11% (240)	2105
PID: Rep (no lean)	12% (250)	17% (354)	30% (637)	24% (514)	10% (215)	7% (151)	2121
PID/Gender: Dem Men	15% (165)	20% (219)	26% (288)	20% (212)	10% (109)	9% (93)	1085
PID/Gender: Dem Women	9% (122)	13% (170)	32% (410)	26% (340)	10% (127)	9% (119)	1289
PID/Gender: Ind Men	12% (120)	21% (214)	26% (265)	20% (206)	10% (103)	11% (108)	1015
PID/Gender: Ind Women	11% (121)	13% (139)	28% (306)	24% (266)	11% (124)	12% (133)	1089
PID/Gender: Rep Men	16% (173)	20% (213)	30% (325)	19% (201)	8% (88)	8% (83)	1085
PID/Gender: Rep Women	7% (77)	14% (141)	30% (312)	30% (313)	12% (126)	7% (68)	1036
Ideo: Liberal (1-3)	12% (213)	20% (345)	31% (548)	22% (397)	8% (144)	7% (120)	1766
Ideo: Moderate (4)	12% (212)	16% (275)	29% (508)	23% (395)	10% (166)	10% (168)	1724
Ideo: Conservative (5-7)	11% (262)	17% (395)	30% (698)	26% (610)	11% (256)	6% (132)	2353
Educ: < College	12% (541)	15% (671)	27% (1231)	23% (1064)	11% (509)	11% (520)	4537
Educ: Bachelors degree	13% (168)	20% (269)	32% (420)	23% (306)	8% (113)	4% (55)	1331
Educ: Post-grad	9% (69)	21% (156)	35% (255)	23% (167)	8% (56)	4% (29)	732
Income: Under 50k	12% (440)	13% (493)	27% (970)	22% (814)	13% (463)	13% (474)	3654
Income: 50k-100k	11% (216)	20% (408)	32% (630)	25% (503)	7% (141)	5% (98)	1996
Income: 100k+	13% (122)	21% (196)	32% (305)	23% (221)	8% (75)	3% (32)	950

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Table BHM2_1: How often do you do each of the following?
Shop at small businesses

Demographic	More than once a week	Once a week	Once or twice a month	A few times a year	Less than a few times a year	Never	Total N
Adults	12% (778)	17% (1097)	29% (1905)	23% (1538)	10% (678)	9% (604)	6600
Ethnicity: White	11% (576)	17% (879)	30% (1553)	24% (1244)	10% (510)	8% (403)	5165
Ethnicity: Hispanic	16% (166)	17% (179)	23% (246)	20% (214)	10% (105)	13% (138)	1048
Ethnicity: Afr. Am.	13% (111)	15% (125)	25% (207)	20% (163)	11% (93)	15% (123)	823
Ethnicity: Other	15% (91)	15% (92)	24% (145)	21% (131)	12% (75)	13% (77)	612
All Christian	10% (324)	17% (524)	30% (929)	25% (784)	10% (324)	7% (205)	3091
All Non-Christian	13% (38)	20% (60)	26% (79)	19% (58)	10% (29)	12% (35)	299
Atheist	15% (46)	22% (67)	27% (83)	19% (59)	10% (30)	7% (20)	304
Agnostic/Nothing in particular	13% (370)	15% (446)	28% (815)	22% (637)	10% (295)	12% (343)	2906
Religious Non-Protestant/Catholic	11% (42)	19% (73)	27% (101)	22% (83)	10% (36)	11% (41)	376
Evangelical	13% (216)	15% (256)	29% (490)	24% (411)	11% (193)	8% (144)	1710
Non-Evangelical	11% (274)	17% (410)	30% (730)	25% (612)	10% (233)	8% (184)	2444
Community: Urban	14% (240)	18% (307)	25% (432)	22% (380)	10% (177)	10% (169)	1706
Community: Suburban	10% (313)	15% (457)	31% (923)	25% (745)	10% (316)	8% (255)	3009
Community: Rural	12% (225)	18% (332)	29% (551)	22% (413)	10% (185)	9% (179)	1886
Employ: Private Sector	13% (256)	22% (415)	30% (580)	21% (397)	9% (167)	5% (97)	1912
Employ: Government	12% (51)	19% (78)	29% (119)	24% (99)	7% (27)	10% (42)	416
Employ: Self-Employed	19% (101)	21% (114)	31% (168)	18% (96)	6% (30)	6% (31)	540
Employ: Homemaker	11% (56)	13% (65)	31% (156)	27% (136)	12% (59)	7% (36)	508
Employ: Retired	8% (130)	14% (216)	31% (488)	28% (446)	13% (204)	7% (112)	1595
Employ: Unemployed	10% (73)	13% (95)	20% (147)	23% (170)	15% (108)	18% (134)	726
Employ: Other	11% (57)	12% (66)	27% (148)	21% (115)	9% (50)	20% (106)	542
Military HH: Yes	12% (132)	17% (188)	30% (331)	24% (262)	10% (114)	6% (61)	1087
Military HH: No	12% (646)	16% (909)	29% (1575)	23% (1276)	10% (564)	10% (543)	5513
RD/WT: Right Direction	12% (334)	18% (492)	29% (776)	23% (613)	10% (270)	8% (218)	2703
RD/WT: Wrong Track	11% (444)	16% (605)	29% (1129)	24% (925)	10% (408)	10% (386)	3897
Trump Job Approve	12% (341)	18% (502)	29% (817)	24% (682)	10% (267)	7% (194)	2803
Trump Job Disapprove	11% (394)	16% (571)	30% (1037)	23% (809)	11% (369)	9% (312)	3493

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Table BHM2_1: How often do you do each of the following?*Shop at small businesses*

Demographic	More than once a week	Once a week	Once or twice a month	A few times a year	Less than a few times a year	Never	Total N
Adults	12% (778)	17% (1097)	29% (1905)	23% (1538)	10% (678)	9% (604)	6600
Trump Job Strongly Approve	13% (212)	18% (300)	29% (470)	24% (394)	9% (155)	6% (106)	1636
Trump Job Somewhat Approve	11% (129)	17% (202)	30% (347)	25% (288)	10% (112)	8% (88)	1166
Trump Job Somewhat Disapprove	12% (92)	17% (129)	28% (209)	25% (183)	11% (83)	6% (42)	738
Trump Job Strongly Disapprove	11% (302)	16% (443)	30% (827)	23% (627)	10% (286)	10% (270)	2755
Favorable of Trump	12% (333)	18% (485)	29% (801)	25% (673)	9% (256)	7% (183)	2732
Unfavorable of Trump	12% (405)	17% (576)	30% (1031)	23% (808)	10% (363)	9% (298)	3480
Very Favorable of Trump	14% (229)	18% (299)	29% (494)	24% (397)	9% (152)	7% (113)	1684
Somewhat Favorable of Trump	10% (104)	18% (187)	29% (307)	26% (275)	10% (104)	7% (70)	1048
Somewhat Unfavorable of Trump	13% (72)	18% (98)	31% (169)	21% (114)	9% (49)	8% (41)	543
Very Unfavorable of Trump	11% (333)	16% (478)	29% (862)	24% (694)	11% (313)	9% (257)	2938
#1 Issue: Economy	14% (227)	18% (298)	29% (486)	22% (361)	9% (154)	7% (123)	1650
#1 Issue: Security	12% (149)	17% (209)	27% (338)	25% (312)	11% (131)	8% (98)	1236
#1 Issue: Health Care	11% (131)	16% (200)	32% (387)	23% (278)	9% (112)	10% (118)	1226
#1 Issue: Medicare / Social Security	8% (87)	14% (146)	27% (287)	26% (272)	15% (157)	10% (106)	1056
#1 Issue: Women's Issues	12% (40)	16% (56)	32% (108)	22% (73)	6% (20)	12% (41)	338
#1 Issue: Education	14% (55)	20% (78)	29% (115)	19% (75)	8% (32)	9% (34)	388
#1 Issue: Energy	13% (47)	17% (60)	30% (106)	21% (76)	10% (36)	9% (32)	356
#1 Issue: Other	12% (42)	14% (50)	23% (79)	26% (92)	10% (36)	15% (51)	351
2018 House Vote: Democrat	12% (274)	18% (414)	31% (706)	23% (516)	9% (211)	7% (155)	2276
2018 House Vote: Republican	12% (232)	19% (380)	31% (599)	24% (477)	9% (172)	5% (90)	1950
2018 House Vote: Someone else	16% (37)	21% (48)	23% (54)	19% (44)	11% (24)	10% (24)	230
2016 Vote: Hillary Clinton	12% (247)	17% (348)	32% (652)	23% (476)	9% (186)	7% (144)	2053
2016 Vote: Donald Trump	11% (231)	20% (411)	30% (625)	24% (490)	10% (202)	5% (103)	2062
2016 Vote: Other	15% (69)	20% (93)	29% (134)	22% (100)	9% (39)	5% (23)	459
2016 Vote: Didn't Vote	11% (231)	12% (245)	24% (491)	23% (470)	12% (248)	17% (333)	2018
Voted in 2014: Yes	12% (472)	19% (739)	31% (1181)	24% (911)	9% (347)	6% (218)	3867
Voted in 2014: No	11% (306)	13% (358)	26% (724)	23% (627)	12% (331)	14% (386)	2733

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Table BHM2_1: How often do you do each of the following?
Shop at small businesses

Demographic	More than once a week	Once a week	Once or twice a month	A few times a year	Less than a few times a year	Never	Total N
Adults	12% (778)	17% (1097)	29% (1905)	23% (1538)	10% (678)	9% (604)	6600
2012 Vote: Barack Obama	12% (289)	18% (434)	30% (733)	23% (560)	9% (229)	8% (193)	2437
2012 Vote: Mitt Romney	11% (164)	19% (283)	31% (480)	26% (397)	10% (147)	4% (59)	1530
2012 Vote: Other	12% (32)	22% (62)	27% (73)	26% (71)	7% (19)	7% (19)	276
2012 Vote: Didn't Vote	12% (292)	13% (317)	26% (617)	22% (510)	12% (283)	14% (333)	2352
4-Region: Northeast	14% (170)	18% (216)	27% (318)	21% (244)	9% (110)	10% (121)	1181
4-Region: Midwest	11% (148)	17% (234)	31% (428)	24% (339)	9% (130)	8% (109)	1387
4-Region: South	11% (265)	16% (401)	29% (723)	24% (593)	11% (267)	9% (224)	2473
4-Region: West	13% (195)	16% (246)	28% (437)	23% (362)	11% (171)	10% (149)	1560
200226	12% (265)	17% (388)	28% (618)	24% (524)	10% (222)	9% (206)	2224
200228	11% (243)	17% (358)	28% (610)	24% (519)	11% (229)	9% (201)	2161
200229	12% (270)	16% (351)	31% (677)	22% (494)	10% (227)	9% (197)	2215
Afr. Am. Men	17% (71)	18% (78)	22% (95)	15% (64)	11% (48)	16% (69)	425
Afr. Am. Women	10% (40)	12% (48)	28% (112)	25% (99)	11% (45)	14% (55)	398
Hispanic Men	17% (93)	21% (114)	20% (110)	17% (92)	11% (57)	15% (80)	546
Hispanic Women	15% (73)	13% (65)	27% (136)	24% (122)	10% (48)	12% (58)	502
White Men	14% (343)	21% (505)	29% (700)	20% (493)	9% (210)	7% (177)	2429
White Women	9% (233)	14% (374)	31% (853)	27% (751)	11% (299)	8% (225)	2736

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

Table BHM2_2: How often do you do each of the following?
Shop at local businesses

Demographic	More than once a week	Once a week	Once or twice a month	A few times a year	Less than a few times a year	Never	Total N
Adults	20% (1310)	25% (1666)	27% (1751)	15% (1018)	6% (414)	7% (442)	6600
Gender: Male	23% (732)	28% (892)	24% (776)	13% (404)	5% (173)	7% (208)	3185
Gender: Female	17% (578)	23% (774)	29% (974)	18% (614)	7% (241)	7% (233)	3415
Age: 18-29	20% (267)	23% (318)	26% (358)	11% (153)	8% (103)	12% (161)	1360
Age: 30-44	24% (400)	25% (419)	25% (418)	14% (240)	5% (91)	7% (111)	1679
Age: 45-54	20% (187)	26% (243)	26% (243)	17% (159)	5% (49)	7% (68)	950
Age: 55-64	19% (244)	23% (300)	28% (369)	19% (243)	7% (89)	5% (59)	1303
Age: 65+	16% (213)	29% (386)	28% (363)	17% (223)	6% (82)	3% (43)	1309
Generation Z: 18-22	18% (108)	22% (134)	28% (171)	11% (69)	7% (40)	14% (82)	605
Millennial: Age 23-38	22% (398)	24% (436)	25% (443)	13% (235)	7% (125)	9% (155)	1792
Generation X: Age 39-54	22% (347)	26% (409)	25% (405)	16% (249)	5% (79)	6% (103)	1592
Boomers: Age 55-73	18% (415)	26% (592)	28% (632)	18% (413)	6% (145)	4% (95)	2293
PID: Dem (no lean)	21% (494)	25% (603)	28% (660)	15% (353)	5% (125)	6% (140)	2374
PID: Ind (no lean)	18% (388)	25% (526)	25% (530)	15% (324)	7% (151)	9% (185)	2105
PID: Rep (no lean)	20% (428)	25% (537)	26% (561)	16% (341)	7% (139)	6% (117)	2121
PID/Gender: Dem Men	24% (263)	28% (303)	25% (277)	13% (138)	5% (54)	5% (50)	1085
PID/Gender: Dem Women	18% (230)	23% (299)	30% (383)	17% (215)	6% (71)	7% (90)	1289
PID/Gender: Ind Men	20% (202)	29% (297)	24% (243)	13% (129)	6% (61)	8% (83)	1015
PID/Gender: Ind Women	17% (186)	21% (229)	26% (287)	18% (195)	8% (90)	9% (102)	1089
PID/Gender: Rep Men	25% (267)	27% (291)	24% (257)	13% (137)	5% (58)	7% (75)	1085
PID/Gender: Rep Women	16% (161)	24% (245)	29% (304)	20% (204)	8% (81)	4% (41)	1036
Ideo: Liberal (1-3)	19% (334)	29% (510)	27% (478)	15% (258)	5% (91)	5% (94)	1766
Ideo: Moderate (4)	22% (373)	25% (430)	27% (464)	15% (258)	6% (104)	6% (95)	1724
Ideo: Conservative (5-7)	19% (458)	25% (592)	28% (652)	16% (380)	7% (161)	5% (111)	2353
Educ: < College	20% (924)	24% (1074)	26% (1160)	15% (686)	7% (316)	8% (377)	4537
Educ: Bachelors degree	19% (253)	28% (370)	29% (382)	17% (221)	5% (68)	3% (38)	1331
Educ: Post-grad	18% (133)	30% (221)	29% (209)	15% (111)	4% (30)	4% (27)	732
Income: Under 50k	20% (725)	23% (828)	25% (914)	15% (555)	8% (279)	10% (352)	3654
Income: 50k-100k	20% (392)	29% (577)	28% (551)	16% (319)	5% (92)	3% (66)	1996
Income: 100k+	20% (193)	27% (261)	30% (285)	15% (145)	4% (42)	3% (24)	950

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Table BHM2_2: How often do you do each of the following?
Shop at local businesses

Demographic	More than once a week	Once a week	Once or twice a month	A few times a year	Less than a few times a year	Never	Total N
Adults	20% (1310)	25% (1666)	27% (1751)	15% (1018)	6% (414)	7% (442)	6600
Ethnicity: White	19% (1002)	26% (1331)	27% (1404)	16% (816)	6% (320)	6% (291)	5165
Ethnicity: Hispanic	24% (257)	25% (262)	22% (231)	11% (119)	7% (76)	10% (104)	1048
Ethnicity: Afr. Am.	23% (192)	25% (204)	25% (203)	14% (114)	4% (36)	9% (74)	823
Ethnicity: Other	19% (116)	21% (130)	23% (144)	14% (88)	9% (58)	12% (76)	612
All Christian	18% (570)	26% (818)	28% (868)	17% (526)	6% (179)	4% (129)	3091
All Non-Christian	20% (61)	27% (80)	22% (66)	14% (42)	8% (25)	9% (26)	299
Atheist	20% (60)	29% (90)	29% (88)	14% (42)	5% (16)	3% (9)	304
Agnostic/Nothing in particular	21% (619)	23% (678)	25% (729)	14% (409)	7% (194)	10% (278)	2906
Religious Non-Protestant/Catholic	20% (76)	27% (103)	23% (87)	13% (49)	8% (31)	8% (28)	376
Evangelical	22% (375)	23% (400)	26% (447)	16% (278)	6% (100)	6% (111)	1710
Non-Evangelical	19% (453)	26% (641)	27% (664)	17% (417)	6% (146)	5% (122)	2444
Community: Urban	22% (376)	27% (458)	25% (423)	13% (229)	7% (115)	6% (104)	1706
Community: Suburban	17% (516)	25% (757)	28% (841)	18% (528)	6% (179)	6% (187)	3009
Community: Rural	22% (418)	24% (451)	26% (486)	14% (261)	6% (119)	8% (150)	1886
Employ: Private Sector	22% (412)	28% (530)	27% (518)	15% (284)	5% (103)	3% (66)	1912
Employ: Government	17% (70)	28% (116)	29% (122)	16% (67)	4% (15)	6% (27)	416
Employ: Self-Employed	29% (154)	27% (143)	25% (132)	12% (65)	5% (26)	3% (18)	540
Employ: Homemaker	18% (92)	21% (107)	30% (151)	17% (89)	7% (35)	7% (35)	508
Employ: Retired	17% (276)	27% (429)	27% (434)	18% (286)	6% (101)	4% (69)	1595
Employ: Unemployed	17% (123)	23% (164)	20% (145)	14% (104)	9% (69)	17% (121)	726
Employ: Other	21% (115)	20% (108)	26% (143)	14% (75)	7% (35)	12% (66)	542
Military HH: Yes	22% (242)	26% (283)	28% (305)	16% (174)	4% (48)	3% (34)	1087
Military HH: No	19% (1068)	25% (1382)	26% (1445)	15% (844)	7% (366)	7% (407)	5513
RD/WT: Right Direction	21% (568)	25% (673)	27% (717)	15% (413)	6% (173)	6% (160)	2703
RD/WT: Wrong Track	19% (742)	25% (992)	27% (1033)	16% (605)	6% (241)	7% (282)	3897
Trump Job Approve	21% (595)	25% (699)	27% (764)	15% (431)	6% (173)	5% (140)	2803
Trump Job Disapprove	19% (666)	26% (904)	27% (936)	16% (555)	6% (210)	6% (222)	3493

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Table BHM2_2: How often do you do each of the following?
 Shop at local businesses

Demographic	More than once a week	Once a week	Once or twice a month	A few times a year	Less than a few times a year	Never	Total N
Adults	20% (1310)	25% (1666)	27% (1751)	15% (1018)	6% (414)	7% (442)	6600
Trump Job Strongly Approve	22% (361)	25% (404)	27% (439)	15% (241)	7% (112)	5% (79)	1636
Trump Job Somewhat Approve	20% (233)	25% (295)	28% (325)	16% (189)	5% (62)	5% (61)	1166
Trump Job Somewhat Disapprove	19% (141)	26% (189)	28% (208)	16% (121)	8% (57)	3% (22)	738
Trump Job Strongly Disapprove	19% (526)	26% (715)	26% (728)	16% (434)	6% (153)	7% (199)	2755
Favorable of Trump	21% (576)	26% (703)	27% (749)	15% (416)	6% (165)	5% (123)	2732
Unfavorable of Trump	19% (676)	26% (896)	27% (937)	16% (549)	6% (211)	6% (212)	3480
Very Favorable of Trump	22% (374)	26% (435)	27% (451)	14% (233)	6% (106)	5% (85)	1684
Somewhat Favorable of Trump	19% (202)	26% (267)	29% (299)	17% (183)	6% (59)	4% (38)	1048
Somewhat Unfavorable of Trump	22% (117)	23% (127)	28% (152)	16% (87)	8% (44)	3% (16)	543
Very Unfavorable of Trump	19% (559)	26% (769)	27% (785)	16% (462)	6% (167)	7% (195)	2938
#1 Issue: Economy	24% (391)	27% (438)	23% (383)	16% (261)	5% (89)	5% (88)	1650
#1 Issue: Security	20% (253)	26% (316)	28% (346)	14% (173)	7% (86)	5% (63)	1236
#1 Issue: Health Care	19% (228)	25% (308)	27% (333)	16% (198)	6% (70)	7% (89)	1226
#1 Issue: Medicare / Social Security	16% (164)	25% (261)	27% (286)	18% (190)	8% (84)	7% (71)	1056
#1 Issue: Women's Issues	15% (52)	21% (70)	30% (103)	16% (52)	5% (16)	13% (44)	338
#1 Issue: Education	24% (94)	26% (101)	25% (95)	12% (47)	5% (20)	8% (31)	388
#1 Issue: Energy	17% (62)	25% (89)	35% (124)	10% (37)	7% (26)	5% (18)	356
#1 Issue: Other	19% (67)	24% (83)	23% (81)	17% (60)	7% (23)	11% (37)	351
2018 House Vote: Democrat	21% (470)	28% (626)	27% (617)	15% (340)	5% (121)	4% (102)	2276
2018 House Vote: Republican	20% (399)	27% (535)	28% (548)	14% (277)	6% (123)	3% (67)	1950
2018 House Vote: Someone else	21% (49)	30% (69)	24% (56)	12% (28)	6% (13)	7% (16)	230
2016 Vote: Hillary Clinton	20% (411)	27% (552)	27% (562)	16% (320)	6% (114)	5% (94)	2053
2016 Vote: Donald Trump	21% (423)	26% (543)	28% (581)	15% (307)	6% (129)	4% (79)	2062
2016 Vote: Other	21% (94)	28% (128)	25% (117)	16% (74)	5% (22)	5% (23)	459
2016 Vote: Didn't Vote	19% (382)	22% (438)	24% (486)	16% (317)	7% (149)	12% (246)	2018
Voted in 2014: Yes	21% (802)	27% (1041)	28% (1081)	15% (598)	5% (196)	4% (150)	3867
Voted in 2014: No	19% (508)	23% (625)	25% (670)	15% (420)	8% (218)	11% (291)	2733

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Table BHM2_2: How often do you do each of the following?
Shop at local businesses

Demographic	More than once a week	Once a week	Once or twice a month	A few times a year	Less than a few times a year	Never	Total N
Adults	20% (1310)	25% (1666)	27% (1751)	15% (1018)	6% (414)	7% (442)	6600
2012 Vote: Barack Obama	21% (517)	27% (655)	26% (639)	15% (371)	6% (139)	5% (117)	2437
2012 Vote: Mitt Romney	19% (293)	25% (388)	30% (458)	17% (258)	6% (92)	3% (41)	1530
2012 Vote: Other	20% (54)	32% (87)	27% (75)	16% (43)	3% (8)	3% (8)	276
2012 Vote: Didn't Vote	19% (445)	23% (535)	24% (576)	15% (345)	7% (175)	12% (275)	2352
4-Region: Northeast	22% (259)	26% (306)	25% (294)	14% (162)	5% (62)	8% (98)	1181
4-Region: Midwest	20% (281)	24% (332)	28% (386)	17% (236)	6% (86)	5% (65)	1387
4-Region: South	18% (457)	26% (651)	26% (646)	16% (384)	6% (160)	7% (174)	2473
4-Region: West	20% (313)	24% (377)	27% (425)	15% (236)	7% (106)	7% (104)	1560
200226	21% (476)	26% (569)	24% (535)	15% (340)	7% (154)	7% (150)	2224
200228	19% (411)	24% (516)	29% (624)	17% (361)	5% (99)	7% (149)	2161
200229	19% (423)	26% (580)	27% (591)	14% (317)	7% (161)	6% (143)	2215
Afr. Am. Men	25% (108)	27% (116)	23% (99)	12% (49)	4% (16)	9% (37)	425
Afr. Am. Women	21% (84)	22% (88)	26% (104)	16% (65)	5% (19)	9% (38)	398
Hispanic Men	26% (140)	27% (148)	20% (109)	11% (61)	7% (37)	9% (50)	546
Hispanic Women	23% (116)	23% (114)	24% (121)	11% (57)	8% (40)	11% (54)	502
White Men	23% (556)	29% (696)	25% (609)	13% (312)	5% (122)	6% (134)	2429
White Women	16% (447)	23% (635)	29% (795)	18% (503)	7% (198)	6% (157)	2736

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

Table BHM2_3: How often do you do each of the following?*Shop online*

Demographic	More than once a week	Once a week	Once or twice a month	A few times a year	Less than a few times a year	Never	Total N
Adults	17% (1129)	19% (1234)	33% (2155)	17% (1128)	7% (485)	7% (469)	6600
Gender: Male	17% (544)	19% (601)	32% (1011)	17% (548)	7% (232)	8% (249)	3185
Gender: Female	17% (584)	19% (633)	33% (1144)	17% (580)	7% (254)	6% (220)	3415
Age: 18-29	21% (286)	19% (256)	31% (419)	13% (178)	6% (88)	10% (133)	1360
Age: 30-44	25% (416)	23% (394)	31% (515)	12% (199)	5% (77)	5% (79)	1679
Age: 45-54	15% (140)	21% (197)	32% (308)	19% (178)	6% (61)	7% (65)	950
Age: 55-64	12% (162)	15% (191)	34% (439)	22% (290)	10% (125)	7% (96)	1303
Age: 65+	10% (125)	15% (196)	36% (473)	22% (283)	10% (136)	7% (96)	1309
Generation Z: 18-22	21% (125)	19% (113)	30% (180)	14% (85)	6% (34)	11% (68)	605
Millennial: Age 23-38	24% (430)	22% (390)	30% (543)	12% (212)	6% (101)	6% (115)	1792
Generation X: Age 39-54	18% (287)	22% (344)	33% (519)	16% (258)	6% (89)	6% (94)	1592
Boomers: Age 55-73	11% (260)	15% (354)	36% (820)	22% (493)	9% (212)	7% (153)	2293
PID: Dem (no lean)	19% (457)	19% (458)	32% (758)	16% (378)	7% (169)	6% (154)	2374
PID: Ind (no lean)	15% (311)	17% (354)	33% (692)	18% (375)	9% (185)	9% (188)	2105
PID: Rep (no lean)	17% (360)	20% (422)	33% (705)	18% (376)	6% (132)	6% (126)	2121
PID/Gender: Dem Men	20% (216)	18% (191)	32% (343)	16% (177)	8% (87)	6% (70)	1085
PID/Gender: Dem Women	19% (241)	21% (267)	32% (415)	16% (201)	6% (81)	6% (84)	1289
PID/Gender: Ind Men	14% (142)	17% (177)	32% (324)	18% (184)	9% (87)	10% (102)	1015
PID/Gender: Ind Women	15% (169)	16% (177)	34% (368)	18% (191)	9% (98)	8% (86)	1089
PID/Gender: Rep Men	17% (186)	21% (233)	32% (344)	17% (187)	5% (58)	7% (77)	1085
PID/Gender: Rep Women	17% (174)	18% (189)	35% (361)	18% (189)	7% (74)	5% (50)	1036
Ideo: Liberal (1-3)	20% (359)	22% (389)	33% (577)	14% (252)	6% (105)	5% (84)	1766
Ideo: Moderate (4)	18% (302)	18% (312)	33% (572)	16% (278)	7% (129)	8% (131)	1724
Ideo: Conservative (5-7)	16% (373)	19% (443)	34% (795)	19% (457)	7% (171)	5% (114)	2353
Educ: < College	16% (718)	16% (705)	33% (1506)	18% (831)	8% (381)	9% (396)	4537
Educ: Bachelors degree	19% (255)	25% (330)	31% (419)	15% (203)	6% (77)	4% (47)	1331
Educ: Post-grad	21% (155)	27% (200)	31% (230)	13% (94)	4% (28)	3% (25)	732
Income: Under 50k	14% (520)	15% (541)	32% (1184)	19% (691)	9% (345)	10% (372)	3654
Income: 50k-100k	18% (365)	22% (448)	34% (677)	16% (326)	5% (100)	4% (80)	1996
Income: 100k+	26% (244)	26% (245)	31% (294)	12% (111)	4% (40)	2% (16)	950

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Table BHM2_3: How often do you do each of the following?
Shop online

Demographic	More than once a week	Once a week	Once or twice a month	A few times a year	Less than a few times a year	Never	Total N
Adults	17% (1129)	19% (1234)	33% (2155)	17% (1128)	7% (485)	7% (469)	6600
Ethnicity: White	16% (848)	20% (1025)	33% (1713)	18% (905)	7% (348)	6% (326)	5165
Ethnicity: Hispanic	23% (238)	19% (199)	26% (278)	15% (162)	7% (74)	9% (98)	1048
Ethnicity: Afr. Am.	20% (168)	14% (112)	30% (248)	17% (142)	10% (84)	8% (68)	823
Ethnicity: Other	18% (113)	16% (97)	32% (193)	13% (81)	9% (53)	12% (74)	612
All Christian	16% (506)	19% (574)	34% (1050)	18% (559)	7% (226)	6% (176)	3091
All Non-Christian	20% (59)	19% (57)	29% (87)	17% (52)	10% (30)	5% (15)	299
Atheist	21% (63)	22% (68)	33% (101)	12% (36)	6% (17)	6% (19)	304
Agnostic/Nothing in particular	17% (501)	18% (536)	32% (917)	17% (481)	7% (213)	9% (259)	2906
Religious Non-Protestant/Catholic	18% (67)	19% (72)	30% (111)	18% (67)	10% (38)	5% (20)	376
Evangelical	18% (309)	18% (301)	33% (571)	17% (297)	7% (120)	7% (113)	1710
Non-Evangelical	16% (380)	18% (449)	33% (815)	19% (457)	7% (177)	7% (166)	2444
Community: Urban	19% (331)	17% (293)	29% (487)	19% (319)	8% (139)	8% (138)	1706
Community: Suburban	17% (524)	20% (602)	33% (997)	16% (484)	7% (217)	6% (185)	3009
Community: Rural	15% (274)	18% (340)	36% (671)	17% (325)	7% (130)	8% (145)	1886
Employ: Private Sector	20% (383)	24% (451)	33% (640)	14% (261)	5% (103)	4% (74)	1912
Employ: Government	22% (91)	28% (118)	26% (106)	14% (59)	5% (20)	5% (21)	416
Employ: Self-Employed	22% (120)	20% (107)	34% (186)	15% (80)	6% (33)	3% (14)	540
Employ: Homemaker	17% (85)	17% (84)	38% (191)	16% (80)	6% (30)	7% (38)	508
Employ: Retired	11% (169)	15% (233)	36% (574)	22% (352)	9% (150)	7% (117)	1595
Employ: Unemployed	14% (102)	15% (110)	27% (197)	17% (123)	13% (92)	14% (101)	726
Employ: Other	16% (87)	13% (68)	30% (162)	21% (111)	8% (41)	13% (73)	542
Military HH: Yes	17% (188)	17% (189)	33% (364)	17% (180)	9% (100)	6% (65)	1087
Military HH: No	17% (940)	19% (1045)	32% (1791)	17% (948)	7% (385)	7% (403)	5513
RD/WT: Right Direction	17% (459)	18% (480)	34% (914)	17% (472)	7% (200)	7% (177)	2703
RD/WT: Wrong Track	17% (669)	19% (754)	32% (1241)	17% (656)	7% (286)	7% (291)	3897
Trump Job Approve	17% (476)	19% (523)	33% (931)	18% (517)	7% (193)	6% (163)	2803
Trump Job Disapprove	18% (623)	19% (673)	33% (1143)	16% (566)	8% (264)	6% (223)	3493

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Table BHM2_3: How often do you do each of the following?*Shop online*

Demographic	More than once a week	Once a week	Once or twice a month	A few times a year	Less than a few times a year	Never	Total N
Adults	17% (1129)	19% (1234)	33% (2155)	17% (1128)	7% (485)	7% (469)	6600
Trump Job Strongly Approve	16% (269)	19% (318)	33% (535)	18% (299)	7% (113)	6% (102)	1636
Trump Job Somewhat Approve	18% (207)	18% (204)	34% (396)	19% (218)	7% (80)	5% (62)	1166
Trump Job Somewhat Disapprove	17% (125)	18% (136)	33% (246)	19% (140)	7% (53)	5% (39)	738
Trump Job Strongly Disapprove	18% (498)	20% (537)	33% (897)	15% (427)	8% (211)	7% (184)	2755
Favorable of Trump	17% (454)	19% (521)	33% (909)	19% (511)	7% (187)	5% (149)	2732
Unfavorable of Trump	18% (627)	20% (679)	33% (1138)	16% (554)	8% (264)	6% (219)	3480
Very Favorable of Trump	17% (290)	19% (328)	32% (543)	18% (303)	7% (113)	6% (106)	1684
Somewhat Favorable of Trump	16% (164)	18% (193)	35% (367)	20% (208)	7% (74)	4% (43)	1048
Somewhat Unfavorable of Trump	20% (108)	20% (110)	33% (176)	14% (78)	10% (53)	3% (17)	543
Very Unfavorable of Trump	18% (519)	19% (570)	33% (962)	16% (476)	7% (210)	7% (202)	2938
#1 Issue: Economy	18% (297)	19% (313)	33% (553)	17% (289)	7% (109)	5% (89)	1650
#1 Issue: Security	18% (224)	19% (240)	32% (401)	17% (216)	5% (66)	7% (90)	1236
#1 Issue: Health Care	16% (195)	22% (273)	32% (387)	17% (214)	8% (99)	5% (58)	1226
#1 Issue: Medicare / Social Security	9% (95)	14% (144)	35% (370)	20% (215)	12% (127)	10% (107)	1056
#1 Issue: Women's Issues	27% (91)	18% (60)	29% (96)	13% (44)	5% (17)	9% (29)	338
#1 Issue: Education	26% (103)	20% (76)	30% (118)	9% (36)	5% (21)	9% (35)	388
#1 Issue: Energy	20% (72)	21% (75)	37% (133)	12% (44)	3% (10)	6% (23)	356
#1 Issue: Other	15% (53)	15% (54)	28% (97)	20% (71)	10% (36)	11% (39)	351
2018 House Vote: Democrat	19% (421)	21% (467)	33% (752)	15% (341)	7% (156)	6% (138)	2276
2018 House Vote: Republican	17% (322)	21% (402)	33% (645)	19% (361)	6% (120)	5% (100)	1950
2018 House Vote: Someone else	21% (48)	19% (44)	31% (71)	13% (29)	9% (21)	8% (17)	230
2016 Vote: Hillary Clinton	18% (374)	20% (417)	34% (688)	15% (313)	6% (133)	6% (128)	2053
2016 Vote: Donald Trump	16% (328)	21% (428)	32% (667)	19% (394)	7% (137)	5% (108)	2062
2016 Vote: Other	17% (78)	23% (106)	34% (154)	14% (65)	7% (32)	5% (23)	459
2016 Vote: Didn't Vote	17% (348)	14% (281)	32% (644)	18% (355)	9% (181)	10% (210)	2018
Voted in 2014: Yes	17% (652)	20% (770)	34% (1309)	17% (655)	7% (253)	6% (228)	3867
Voted in 2014: No	17% (477)	17% (464)	31% (846)	17% (473)	9% (233)	9% (241)	2733

Continued on next page

Table BHM2_3: How often do you do each of the following?
Shop online

Demographic	More than once a week	Once a week	Once or twice a month	A few times a year	Less than a few times a year	Never	Total N
Adults	17% (1129)	19% (1234)	33% (2155)	17% (1128)	7% (485)	7% (469)	6600
2012 Vote: Barack Obama	18% (445)	20% (479)	33% (809)	16% (393)	7% (167)	6% (144)	2437
2012 Vote: Mitt Romney	15% (229)	20% (304)	35% (532)	19% (298)	6% (97)	5% (71)	1530
2012 Vote: Other	16% (44)	23% (63)	32% (88)	15% (40)	9% (24)	6% (17)	276
2012 Vote: Didn't Vote	17% (409)	17% (389)	31% (725)	17% (396)	8% (196)	10% (237)	2352
4-Region: Northeast	17% (202)	20% (235)	33% (389)	17% (201)	6% (74)	7% (79)	1181
4-Region: Midwest	16% (218)	17% (232)	33% (460)	20% (274)	8% (112)	7% (91)	1387
4-Region: South	18% (451)	18% (452)	33% (818)	17% (412)	7% (167)	7% (172)	2473
4-Region: West	17% (258)	20% (315)	31% (488)	15% (241)	8% (132)	8% (126)	1560
200226	16% (365)	18% (397)	32% (714)	18% (401)	8% (175)	8% (172)	2224
200228	17% (377)	19% (414)	32% (701)	17% (364)	7% (152)	7% (153)	2161
200229	17% (387)	19% (424)	33% (740)	16% (363)	7% (158)	6% (143)	2215
Afr. Am. Men	20% (86)	13% (57)	31% (133)	17% (73)	9% (37)	9% (39)	425
Afr. Am. Women	21% (82)	14% (55)	29% (116)	17% (69)	12% (47)	7% (29)	398
Hispanic Men	24% (129)	18% (97)	24% (131)	17% (92)	9% (48)	9% (49)	546
Hispanic Women	22% (109)	20% (102)	29% (147)	14% (69)	5% (26)	10% (48)	502
White Men	17% (401)	20% (486)	32% (780)	18% (429)	7% (161)	7% (172)	2429
White Women	16% (447)	20% (539)	34% (933)	17% (475)	7% (187)	6% (155)	2736

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

Table BHM2_4: How often do you do each of the following?
Shop at brick-and-mortar businesses

Demographic	More than once a week	Once a week	Once or twice a month	A few times a year	Less than a few times a year	Never	Total N
Adults	19% (1263)	25% (1623)	19% (1274)	10% (649)	6% (427)	21% (1364)	6600
Gender: Male	22% (688)	25% (812)	19% (597)	9% (285)	7% (208)	19% (595)	3185
Gender: Female	17% (575)	24% (811)	20% (676)	11% (364)	6% (219)	23% (769)	3415
Age: 18-29	12% (170)	14% (189)	16% (217)	12% (157)	10% (131)	37% (497)	1360
Age: 30-44	21% (358)	24% (404)	17% (281)	9% (148)	7% (110)	22% (377)	1679
Age: 45-54	21% (201)	28% (261)	18% (174)	9% (89)	5% (47)	19% (178)	950
Age: 55-64	21% (273)	29% (373)	22% (288)	9% (121)	5% (67)	14% (182)	1303
Age: 65+	20% (262)	30% (396)	24% (314)	10% (135)	5% (72)	10% (131)	1309
Generation Z: 18-22	9% (57)	13% (77)	16% (96)	11% (64)	11% (64)	41% (247)	605
Millennial: Age 23-38	17% (313)	21% (369)	16% (289)	10% (188)	8% (135)	28% (498)	1792
Generation X: Age 39-54	23% (359)	26% (408)	18% (287)	9% (142)	6% (89)	19% (307)	1592
Boomers: Age 55-73	21% (483)	30% (685)	22% (514)	10% (225)	5% (115)	12% (269)	2293
PID: Dem (no lean)	19% (442)	25% (600)	19% (445)	10% (242)	7% (155)	21% (490)	2374
PID: Ind (no lean)	18% (378)	22% (458)	18% (387)	10% (209)	7% (150)	25% (523)	2105
PID: Rep (no lean)	21% (442)	27% (565)	21% (442)	9% (198)	6% (123)	17% (351)	2121
PID/Gender: Dem Men	20% (222)	25% (270)	18% (191)	8% (84)	7% (78)	22% (240)	1085
PID/Gender: Dem Women	17% (220)	26% (330)	20% (255)	12% (158)	6% (77)	19% (250)	1289
PID/Gender: Ind Men	20% (204)	24% (243)	19% (188)	10% (105)	7% (76)	20% (199)	1015
PID/Gender: Ind Women	16% (175)	20% (215)	18% (198)	10% (105)	7% (74)	30% (324)	1089
PID/Gender: Rep Men	24% (261)	28% (299)	20% (218)	9% (96)	5% (54)	14% (156)	1085
PID/Gender: Rep Women	17% (181)	26% (267)	22% (223)	10% (102)	7% (68)	19% (196)	1036
Ideo: Liberal (1-3)	22% (396)	26% (456)	20% (345)	10% (183)	6% (110)	16% (277)	1766
Ideo: Moderate (4)	17% (300)	26% (445)	20% (352)	9% (149)	7% (115)	21% (364)	1724
Ideo: Conservative (5-7)	21% (499)	28% (656)	20% (470)	11% (257)	6% (133)	14% (338)	2353
Educ: < College	17% (755)	21% (946)	18% (832)	10% (464)	7% (340)	26% (1199)	4537
Educ: Bachelors degree	26% (344)	30% (405)	21% (281)	10% (132)	4% (59)	8% (112)	1331
Educ: Post-grad	22% (164)	37% (273)	22% (161)	7% (53)	4% (28)	7% (54)	732
Income: Under 50k	16% (583)	20% (720)	19% (684)	9% (343)	8% (290)	28% (1034)	3654
Income: 50k-100k	22% (435)	30% (594)	19% (384)	11% (229)	5% (102)	13% (253)	1996
Income: 100k+	26% (244)	33% (310)	22% (206)	8% (78)	4% (36)	8% (77)	950

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**Table BHM2_4: How often do you do each of the following?
Shop at brick-and-mortar businesses**

Demographic	More than once a week	Once a week	Once or twice a month	A few times a year	Less than a few times a year	Never	Total N
Adults	19% (1263)	25% (1623)	19% (1274)	10% (649)	6% (427)	21% (1364)	6600
Ethnicity: White	21% (1076)	27% (1387)	21% (1075)	10% (492)	5% (280)	17% (856)	5165
Ethnicity: Hispanic	19% (198)	19% (203)	14% (144)	10% (101)	8% (89)	30% (313)	1048
Ethnicity: Afr. Am.	14% (116)	18% (146)	12% (102)	10% (83)	10% (82)	36% (294)	823
Ethnicity: Other	12% (71)	15% (90)	16% (96)	12% (75)	11% (65)	35% (215)	612
All Christian	21% (648)	28% (880)	21% (662)	10% (298)	6% (171)	14% (432)	3091
All Non-Christian	23% (68)	22% (66)	15% (46)	8% (24)	9% (26)	23% (70)	299
Atheist	21% (65)	28% (84)	17% (53)	10% (32)	7% (22)	16% (48)	304
Agnostic/Nothing in particular	17% (482)	20% (593)	18% (514)	10% (295)	7% (207)	28% (814)	2906
Religious Non-Protestant/Catholic	23% (85)	22% (83)	18% (67)	8% (32)	8% (31)	21% (79)	376
Evangelical	19% (319)	24% (403)	20% (344)	9% (146)	7% (126)	22% (372)	1710
Non-Evangelical	19% (464)	27% (665)	20% (482)	10% (256)	6% (146)	18% (430)	2444
Community: Urban	19% (319)	22% (375)	17% (292)	11% (180)	7% (124)	24% (416)	1706
Community: Suburban	20% (600)	26% (792)	20% (606)	11% (324)	6% (189)	17% (498)	3009
Community: Rural	18% (344)	24% (457)	20% (376)	8% (145)	6% (114)	24% (450)	1886
Employ: Private Sector	22% (429)	30% (568)	19% (364)	9% (179)	6% (109)	14% (263)	1912
Employ: Government	18% (75)	29% (121)	16% (65)	13% (54)	4% (17)	20% (84)	416
Employ: Self-Employed	27% (144)	26% (140)	19% (104)	9% (49)	5% (29)	14% (74)	540
Employ: Homemaker	22% (110)	25% (125)	17% (85)	8% (41)	7% (33)	23% (115)	508
Employ: Retired	20% (320)	27% (435)	24% (386)	11% (175)	5% (83)	12% (197)	1595
Employ: Unemployed	13% (93)	17% (120)	14% (99)	9% (63)	8% (57)	41% (295)	726
Employ: Other	10% (57)	13% (72)	18% (98)	9% (51)	10% (53)	39% (212)	542
Military HH: Yes	20% (220)	28% (300)	22% (242)	10% (107)	6% (69)	14% (150)	1087
Military HH: No	19% (1043)	24% (1324)	19% (1032)	10% (542)	6% (358)	22% (1214)	5513
RD/WT: Right Direction	20% (530)	25% (686)	20% (534)	10% (267)	6% (170)	19% (516)	2703
RD/WT: Wrong Track	19% (733)	24% (937)	19% (740)	10% (382)	7% (257)	22% (848)	3897
Trump Job Approve	20% (571)	26% (729)	20% (550)	10% (284)	6% (174)	18% (495)	2803
Trump Job Disapprove	19% (658)	25% (865)	20% (685)	10% (347)	7% (227)	20% (711)	3493

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**Table BHM2_4: How often do you do each of the following?
Shop at brick-and-mortar businesses**

Demographic	More than once a week	Once a week	Once or twice a month	A few times a year	Less than a few times a year	Never	Total N
Adults	19% (1263)	25% (1623)	19% (1274)	10% (649)	6% (427)	21% (1364)	6600
Trump Job Strongly Approve	21% (349)	27% (439)	20% (331)	10% (162)	6% (90)	16% (265)	1636
Trump Job Somewhat Approve	19% (221)	25% (290)	19% (219)	10% (122)	7% (84)	20% (230)	1166
Trump Job Somewhat Disapprove	17% (129)	24% (174)	22% (164)	11% (84)	7% (52)	18% (136)	738
Trump Job Strongly Disapprove	19% (529)	25% (691)	19% (521)	10% (263)	6% (176)	21% (575)	2755
Favorable of Trump	20% (549)	26% (724)	20% (540)	10% (276)	6% (172)	17% (471)	2732
Unfavorable of Trump	19% (672)	25% (855)	20% (680)	10% (351)	6% (223)	20% (699)	3480
Very Favorable of Trump	21% (354)	26% (433)	20% (341)	11% (178)	5% (91)	17% (287)	1684
Somewhat Favorable of Trump	19% (195)	28% (291)	19% (199)	9% (98)	8% (81)	18% (184)	1048
Somewhat Unfavorable of Trump	18% (96)	22% (120)	22% (122)	11% (57)	6% (34)	21% (114)	543
Very Unfavorable of Trump	20% (576)	25% (735)	19% (558)	10% (294)	6% (190)	20% (585)	2938
#1 Issue: Economy	21% (350)	21% (353)	16% (269)	10% (172)	7% (113)	24% (393)	1650
#1 Issue: Security	19% (239)	28% (344)	19% (239)	10% (123)	7% (82)	17% (209)	1236
#1 Issue: Health Care	19% (235)	27% (327)	20% (247)	7% (89)	6% (75)	21% (253)	1226
#1 Issue: Medicare / Social Security	17% (175)	25% (262)	23% (244)	11% (118)	7% (74)	17% (183)	1056
#1 Issue: Women's Issues	18% (59)	24% (79)	19% (65)	10% (33)	4% (13)	26% (88)	338
#1 Issue: Education	18% (70)	22% (87)	17% (65)	11% (42)	6% (22)	27% (103)	388
#1 Issue: Energy	21% (74)	25% (88)	23% (81)	11% (40)	6% (23)	14% (50)	356
#1 Issue: Other	17% (60)	24% (83)	18% (64)	9% (32)	7% (26)	24% (86)	351
2018 House Vote: Democrat	21% (488)	28% (640)	20% (463)	9% (200)	6% (130)	16% (354)	2276
2018 House Vote: Republican	23% (447)	29% (575)	22% (428)	10% (194)	4% (87)	11% (220)	1950
2018 House Vote: Someone else	20% (47)	25% (57)	19% (43)	8% (19)	5% (12)	23% (54)	230
2016 Vote: Hillary Clinton	22% (456)	28% (572)	20% (410)	8% (171)	5% (112)	16% (332)	2053
2016 Vote: Donald Trump	22% (447)	29% (603)	21% (442)	10% (215)	5% (94)	13% (262)	2062
2016 Vote: Other	23% (107)	27% (122)	22% (100)	11% (50)	5% (24)	12% (56)	459
2016 Vote: Didn't Vote	13% (253)	16% (322)	16% (319)	11% (213)	10% (197)	35% (714)	2018
Voted in 2014: Yes	23% (881)	30% (1143)	21% (805)	9% (351)	5% (181)	13% (506)	3867
Voted in 2014: No	14% (382)	18% (481)	17% (469)	11% (298)	9% (246)	31% (858)	2733

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**Table BHM2_4: How often do you do each of the following?
Shop at brick-and-mortar businesses**

Demographic	More than once a week	Once a week	Once or twice a month	A few times a year	Less than a few times a year	Never	Total N
Adults	19% (1263)	25% (1623)	19% (1274)	10% (649)	6% (427)	21% (1364)	6600
2012 Vote: Barack Obama	21% (516)	28% (688)	20% (476)	9% (218)	6% (137)	16% (402)	2437
2012 Vote: Mitt Romney	24% (366)	30% (465)	23% (357)	10% (149)	4% (64)	8% (130)	1530
2012 Vote: Other	22% (61)	29% (80)	24% (66)	8% (23)	4% (12)	13% (35)	276
2012 Vote: Didn't Vote	14% (319)	17% (390)	16% (373)	11% (259)	9% (214)	34% (796)	2352
4-Region: Northeast	20% (234)	24% (283)	19% (224)	9% (105)	6% (74)	22% (260)	1181
4-Region: Midwest	20% (280)	26% (363)	20% (279)	9% (129)	6% (77)	19% (259)	1387
4-Region: South	18% (450)	24% (603)	20% (483)	11% (263)	7% (169)	20% (504)	2473
4-Region: West	19% (299)	24% (374)	18% (287)	10% (152)	7% (107)	22% (342)	1560
200226	20% (450)	24% (529)	18% (403)	9% (202)	8% (178)	21% (462)	2224
200228	17% (378)	26% (559)	21% (443)	10% (217)	6% (123)	20% (441)	2161
200229	20% (435)	24% (535)	19% (427)	10% (230)	6% (127)	21% (461)	2215
Afr. Am. Men	17% (71)	17% (70)	12% (50)	9% (39)	10% (42)	36% (153)	425
Afr. Am. Women	11% (45)	19% (76)	13% (52)	11% (44)	10% (40)	35% (140)	398
Hispanic Men	22% (118)	19% (105)	12% (66)	8% (42)	8% (45)	31% (170)	546
Hispanic Women	16% (80)	20% (98)	16% (78)	12% (58)	9% (44)	29% (143)	502
White Men	24% (576)	28% (687)	20% (493)	9% (210)	5% (125)	14% (339)	2429
White Women	18% (500)	26% (700)	21% (582)	10% (282)	6% (155)	19% (517)	2736

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

Table BHM2_5: How often do you do each of the following?
 Seek out businesses owned by racial or ethnic minorities

Demographic	More than once a week	Once a week	Once or twice a month	A few times a year	Less than a few times a year	Never	Total N
Adults	5% (297)	5% (359)	11% (703)	11% (746)	12% (764)	57% (3732)	6600
Gender: Male	5% (168)	6% (199)	9% (298)	10% (324)	11% (346)	58% (1850)	3185
Gender: Female	4% (129)	5% (160)	12% (404)	12% (422)	12% (418)	55% (1882)	3415
Age: 18-29	8% (111)	8% (114)	15% (210)	12% (162)	9% (129)	47% (634)	1360
Age: 30-44	8% (130)	8% (127)	11% (189)	10% (169)	11% (180)	53% (885)	1679
Age: 45-54	3% (27)	5% (50)	12% (113)	11% (105)	10% (92)	59% (563)	950
Age: 55-64	1% (19)	3% (40)	7% (94)	12% (158)	12% (160)	64% (832)	1303
Age: 65+	1% (11)	2% (28)	7% (96)	12% (152)	15% (203)	63% (819)	1309
Generation Z: 18-22	9% (52)	9% (52)	17% (102)	10% (60)	7% (44)	49% (295)	605
Millennial: Age 23-38	8% (149)	8% (144)	14% (243)	12% (210)	10% (188)	48% (858)	1792
Generation X: Age 39-54	4% (67)	6% (95)	11% (168)	10% (165)	11% (169)	58% (928)	1592
Boomers: Age 55-73	1% (30)	3% (60)	7% (166)	12% (273)	14% (318)	63% (1445)	2293
PID: Dem (no lean)	6% (152)	8% (180)	14% (337)	14% (344)	13% (300)	45% (1061)	2374
PID: Ind (no lean)	4% (76)	4% (94)	10% (216)	11% (224)	12% (243)	59% (1252)	2105
PID: Rep (no lean)	3% (69)	4% (85)	7% (150)	8% (177)	10% (221)	67% (1419)	2121
PID/Gender: Dem Men	8% (87)	8% (91)	13% (140)	13% (139)	12% (125)	46% (502)	1085
PID/Gender: Dem Women	5% (65)	7% (89)	15% (197)	16% (205)	14% (175)	43% (559)	1289
PID/Gender: Ind Men	3% (28)	5% (54)	9% (93)	10% (98)	12% (119)	61% (623)	1015
PID/Gender: Ind Women	4% (48)	4% (39)	11% (122)	12% (126)	11% (124)	58% (629)	1089
PID/Gender: Rep Men	5% (53)	5% (53)	6% (65)	8% (87)	9% (102)	67% (725)	1085
PID/Gender: Rep Women	2% (16)	3% (32)	8% (85)	9% (90)	11% (119)	67% (694)	1036
Ideo: Liberal (1-3)	7% (118)	9% (156)	16% (276)	17% (305)	13% (226)	39% (687)	1766
Ideo: Moderate (4)	5% (83)	5% (88)	11% (190)	11% (184)	13% (226)	55% (953)	1724
Ideo: Conservative (5-7)	3% (66)	4% (84)	8% (184)	9% (206)	11% (249)	66% (1563)	2353
Educ: < College	5% (212)	5% (218)	9% (422)	9% (430)	11% (479)	61% (2776)	4537
Educ: Bachelors degree	5% (64)	6% (80)	15% (200)	15% (194)	13% (178)	46% (615)	1331
Educ: Post-grad	3% (21)	8% (60)	11% (80)	17% (122)	15% (107)	47% (341)	732
Income: Under 50k	4% (159)	5% (190)	10% (368)	10% (371)	11% (408)	59% (2157)	3654
Income: 50k-100k	5% (93)	6% (114)	11% (222)	13% (259)	12% (237)	54% (1071)	1996
Income: 100k+	5% (45)	6% (54)	12% (113)	12% (116)	12% (118)	53% (504)	950

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Table BHM2_5: How often do you do each of the following?
Seek out businesses owned by racial or ethnic minorities

Demographic	More than once a week	Once a week	Once or twice a month	A few times a year	Less than a few times a year	Never	Total N
Adults	5% (297)	5% (359)	11% (703)	11% (746)	12% (764)	57% (3732)	6600
Ethnicity: White	3% (137)	5% (238)	10% (494)	11% (553)	12% (613)	61% (3130)	5165
Ethnicity: Hispanic	11% (114)	8% (86)	15% (153)	10% (109)	10% (103)	46% (483)	1048
Ethnicity: Afr. Am.	13% (110)	9% (76)	15% (126)	14% (112)	10% (82)	38% (316)	823
Ethnicity: Other	8% (50)	7% (45)	13% (83)	13% (80)	11% (68)	47% (286)	612
All Christian	3% (104)	5% (154)	10% (305)	11% (355)	12% (375)	58% (1797)	3091
All Non-Christian	6% (19)	7% (21)	18% (54)	10% (29)	15% (44)	45% (133)	299
Atheist	4% (13)	11% (32)	15% (45)	11% (34)	9% (28)	50% (151)	304
Agnostic/Nothing in particular	6% (161)	5% (152)	10% (298)	11% (328)	11% (316)	57% (1651)	2906
Religious Non-Protestant/Catholic	5% (20)	6% (23)	19% (70)	10% (37)	14% (51)	46% (174)	376
Evangelical	5% (83)	4% (62)	9% (154)	10% (178)	11% (184)	61% (1049)	1710
Non-Evangelical	4% (87)	6% (144)	10% (244)	13% (310)	12% (296)	56% (1363)	2444
Community: Urban	9% (146)	7% (120)	12% (209)	12% (206)	13% (214)	48% (811)	1706
Community: Suburban	3% (86)	5% (164)	12% (355)	12% (373)	12% (364)	55% (1666)	3009
Community: Rural	3% (65)	4% (75)	7% (138)	9% (167)	10% (185)	67% (1256)	1886
Employ: Private Sector	6% (117)	8% (143)	11% (215)	13% (245)	11% (219)	51% (973)	1912
Employ: Government	6% (24)	6% (27)	13% (56)	13% (52)	11% (46)	51% (212)	416
Employ: Self-Employed	9% (46)	6% (30)	16% (86)	13% (70)	8% (43)	49% (264)	540
Employ: Homemaker	3% (17)	4% (21)	7% (37)	9% (44)	12% (61)	65% (329)	508
Employ: Retired	1% (15)	3% (44)	7% (119)	11% (177)	15% (238)	63% (1002)	1595
Employ: Unemployed	3% (21)	4% (31)	9% (62)	11% (79)	11% (79)	63% (455)	726
Employ: Other	4% (23)	6% (34)	11% (58)	8% (45)	9% (49)	61% (333)	542
Military HH: Yes	4% (41)	5% (57)	9% (94)	10% (107)	13% (137)	60% (651)	1087
Military HH: No	5% (256)	5% (302)	11% (608)	12% (639)	11% (627)	56% (3081)	5513
RD/WT: Right Direction	4% (99)	4% (112)	8% (215)	9% (231)	11% (294)	65% (1753)	2703
RD/WT: Wrong Track	5% (199)	6% (247)	13% (487)	13% (515)	12% (470)	51% (1980)	3897
Trump Job Approve	3% (97)	4% (109)	7% (200)	8% (226)	10% (291)	67% (1879)	2803
Trump Job Disapprove	5% (177)	7% (238)	14% (483)	14% (494)	13% (451)	47% (1651)	3493

Continued on next page

**Table BHM2_5: How often do you do each of the following?
Seek out businesses owned by racial or ethnic minorities**

Demographic	More than once a week	Once a week	Once or twice a month	A few times a year	Less than a few times a year	Never	Total N
Adults	5% (297)	5% (359)	11% (703)	11% (746)	12% (764)	57% (3732)	6600
Trump Job Strongly Approve	4% (62)	4% (71)	7% (114)	8% (134)	10% (167)	67% (1089)	1636
Trump Job Somewhat Approve	3% (35)	3% (38)	7% (86)	8% (92)	11% (125)	68% (790)	1166
Trump Job Somewhat Disapprove	4% (27)	7% (48)	16% (117)	12% (89)	12% (91)	50% (367)	738
Trump Job Strongly Disapprove	5% (150)	7% (190)	13% (366)	15% (405)	13% (360)	47% (1284)	2755
Favorable of Trump	3% (88)	4% (103)	7% (204)	8% (227)	10% (265)	68% (1845)	2732
Unfavorable of Trump	5% (184)	7% (231)	14% (475)	14% (493)	13% (463)	47% (1634)	3480
Very Favorable of Trump	4% (63)	4% (72)	7% (119)	8% (130)	9% (154)	68% (1145)	1684
Somewhat Favorable of Trump	2% (25)	3% (30)	8% (85)	9% (97)	11% (111)	67% (700)	1048
Somewhat Unfavorable of Trump	4% (21)	4% (22)	14% (78)	12% (64)	14% (78)	51% (279)	543
Very Unfavorable of Trump	6% (163)	7% (209)	13% (396)	15% (429)	13% (385)	46% (1355)	2938
#1 Issue: Economy	5% (78)	6% (97)	11% (186)	11% (189)	10% (172)	56% (929)	1650
#1 Issue: Security	4% (51)	4% (55)	7% (87)	9% (114)	10% (118)	66% (811)	1236
#1 Issue: Health Care	3% (41)	6% (70)	13% (155)	12% (150)	12% (147)	54% (662)	1226
#1 Issue: Medicare / Social Security	2% (19)	3% (34)	8% (89)	10% (105)	15% (157)	62% (652)	1056
#1 Issue: Women's Issues	9% (30)	9% (32)	17% (57)	14% (46)	11% (38)	40% (135)	338
#1 Issue: Education	8% (32)	9% (36)	10% (38)	12% (46)	13% (51)	48% (186)	388
#1 Issue: Energy	7% (27)	5% (19)	15% (52)	17% (61)	13% (45)	43% (152)	356
#1 Issue: Other	6% (20)	5% (16)	11% (39)	10% (34)	10% (36)	58% (205)	351
2018 House Vote: Democrat	6% (130)	7% (170)	14% (324)	16% (355)	13% (294)	44% (1003)	2276
2018 House Vote: Republican	3% (60)	4% (77)	8% (149)	9% (176)	11% (210)	65% (1277)	1950
2018 House Vote: Someone else	7% (17)	5% (11)	10% (22)	9% (20)	13% (30)	57% (131)	230
2016 Vote: Hillary Clinton	6% (113)	7% (150)	14% (286)	15% (318)	14% (289)	44% (897)	2053
2016 Vote: Donald Trump	3% (63)	4% (78)	8% (159)	9% (180)	10% (211)	67% (1372)	2062
2016 Vote: Other	7% (32)	5% (23)	12% (57)	12% (55)	12% (54)	52% (239)	459
2016 Vote: Didn't Vote	4% (90)	5% (107)	10% (200)	10% (194)	10% (209)	60% (1219)	2018
Voted in 2014: Yes	5% (177)	6% (224)	11% (430)	13% (484)	12% (480)	54% (2072)	3867
Voted in 2014: No	4% (120)	5% (135)	10% (272)	10% (262)	10% (284)	61% (1660)	2733

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Table BHM2_5: How often do you do each of the following?
Seek out businesses owned by racial or ethnic minorities

Demographic	More than once a week	Once a week	Once or twice a month	A few times a year	Less than a few times a year	Never	Total N
Adults	5% (297)	5% (359)	11% (703)	11% (746)	12% (764)	57% (3732)	6600
2012 Vote: Barack Obama	6% (137)	7% (161)	13% (319)	15% (359)	12% (303)	48% (1158)	2437
2012 Vote: Mitt Romney	2% (33)	4% (61)	7% (107)	9% (140)	12% (184)	66% (1005)	1530
2012 Vote: Other	2% (6)	4% (12)	8% (21)	8% (23)	15% (42)	62% (172)	276
2012 Vote: Didn't Vote	5% (120)	5% (124)	11% (255)	10% (224)	10% (234)	59% (1395)	2352
4-Region: Northeast	3% (39)	6% (67)	11% (133)	9% (110)	12% (144)	58% (687)	1181
4-Region: Midwest	3% (37)	5% (64)	10% (133)	13% (174)	13% (174)	58% (806)	1387
4-Region: South	6% (145)	6% (142)	11% (263)	12% (286)	11% (278)	55% (1359)	2473
4-Region: West	5% (76)	6% (86)	11% (174)	11% (175)	11% (168)	56% (880)	1560
200226	4% (100)	5% (118)	11% (234)	12% (258)	12% (274)	56% (1240)	2224
200228	5% (99)	5% (114)	11% (233)	11% (230)	11% (248)	57% (1237)	2161
200229	4% (99)	6% (127)	11% (235)	12% (258)	11% (242)	57% (1255)	2215
Afr. Am. Men	15% (63)	11% (47)	13% (54)	11% (48)	8% (33)	42% (180)	425
Afr. Am. Women	12% (47)	7% (28)	18% (72)	16% (65)	13% (50)	34% (136)	398
Hispanic Men	12% (65)	9% (50)	13% (71)	10% (55)	9% (50)	47% (256)	546
Hispanic Women	10% (49)	7% (37)	16% (83)	11% (53)	11% (53)	45% (227)	502
White Men	3% (82)	5% (128)	8% (204)	10% (234)	11% (263)	63% (1519)	2429
White Women	2% (55)	4% (111)	11% (290)	12% (320)	13% (350)	59% (1611)	2736

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

Table BHM2_6: How often do you do each of the following?
Seek out businesses owned by women

Demographic	More than once a week	Once a week	Once or twice a month	A few times a year	Less than a few times a year	Never	Total N
Adults	4% (271)	5% (348)	11% (703)	12% (764)	13% (863)	55% (3651)	6600
Gender: Male	4% (134)	6% (177)	9% (285)	9% (302)	12% (390)	60% (1898)	3185
Gender: Female	4% (137)	5% (171)	12% (418)	14% (462)	14% (473)	51% (1753)	3415
Age: 18-29	8% (109)	8% (105)	14% (187)	14% (187)	9% (128)	47% (643)	1360
Age: 30-44	7% (109)	8% (128)	12% (208)	10% (174)	12% (194)	51% (864)	1679
Age: 45-54	2% (22)	5% (45)	10% (99)	11% (108)	13% (123)	58% (552)	950
Age: 55-64	2% (25)	3% (41)	8% (107)	10% (135)	14% (187)	62% (809)	1303
Age: 65+	— (6)	2% (28)	8% (101)	12% (160)	18% (232)	60% (783)	1309
Generation Z: 18-22	9% (55)	8% (48)	14% (84)	12% (74)	6% (39)	50% (304)	605
Millennial: Age 23-38	7% (129)	8% (143)	14% (256)	12% (217)	12% (210)	47% (836)	1792
Generation X: Age 39-54	4% (56)	6% (88)	10% (155)	11% (177)	12% (196)	58% (919)	1592
Boomers: Age 55-73	1% (30)	3% (60)	8% (184)	11% (259)	16% (370)	61% (1389)	2293
PID: Dem (no lean)	5% (128)	6% (151)	13% (318)	16% (370)	15% (359)	44% (1048)	2374
PID: Ind (no lean)	4% (74)	4% (91)	10% (220)	11% (223)	12% (260)	59% (1237)	2105
PID: Rep (no lean)	3% (70)	5% (105)	8% (165)	8% (171)	12% (245)	64% (1366)	2121
PID/Gender: Dem Men	6% (66)	6% (69)	11% (123)	13% (146)	13% (146)	49% (536)	1085
PID/Gender: Dem Women	5% (62)	6% (83)	15% (195)	17% (225)	16% (212)	40% (512)	1289
PID/Gender: Ind Men	2% (17)	5% (48)	9% (94)	8% (81)	12% (124)	64% (652)	1015
PID/Gender: Ind Women	5% (57)	4% (43)	12% (126)	13% (141)	12% (136)	54% (585)	1089
PID/Gender: Rep Men	5% (51)	6% (60)	6% (68)	7% (75)	11% (120)	65% (710)	1085
PID/Gender: Rep Women	2% (18)	4% (45)	9% (97)	9% (96)	12% (125)	63% (655)	1036
Ideo: Liberal (1-3)	6% (109)	7% (132)	15% (264)	18% (311)	14% (247)	40% (702)	1766
Ideo: Moderate (4)	4% (77)	5% (82)	11% (184)	10% (178)	14% (247)	55% (955)	1724
Ideo: Conservative (5-7)	2% (55)	5% (108)	8% (197)	9% (213)	12% (285)	64% (1495)	2353
Educ: < College	4% (190)	5% (210)	9% (408)	10% (460)	12% (565)	60% (2703)	4537
Educ: Bachelors degree	4% (58)	6% (79)	15% (198)	15% (201)	14% (192)	45% (603)	1331
Educ: Post-grad	3% (23)	8% (58)	13% (96)	14% (103)	14% (106)	47% (346)	732
Income: Under 50k	4% (145)	4% (164)	10% (365)	11% (391)	13% (487)	57% (2100)	3654
Income: 50k-100k	4% (85)	7% (133)	10% (204)	13% (255)	13% (262)	53% (1057)	1996
Income: 100k+	4% (41)	5% (50)	14% (133)	12% (118)	12% (114)	52% (494)	950

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**Table BHM2_6: How often do you do each of the following?
Seek out businesses owned by women**

Demographic	More than once a week	Once a week	Once or twice a month	A few times a year	Less than a few times a year	Never	Total N
Adults	4% (271)	5% (348)	11% (703)	12% (764)	13% (863)	55% (3651)	6600
Ethnicity: White	3% (147)	5% (250)	10% (536)	11% (556)	13% (679)	58% (2997)	5165
Ethnicity: Hispanic	10% (100)	8% (79)	11% (113)	13% (135)	11% (114)	48% (507)	1048
Ethnicity: Afr. Am.	10% (80)	8% (67)	10% (85)	15% (127)	13% (105)	44% (360)	823
Ethnicity: Other	7% (44)	5% (31)	13% (81)	13% (81)	13% (80)	48% (295)	612
All Christian	3% (80)	5% (140)	10% (314)	12% (374)	14% (441)	56% (1740)	3091
All Non-Christian	10% (30)	5% (16)	15% (45)	10% (29)	13% (39)	47% (141)	299
Atheist	6% (17)	8% (25)	15% (45)	12% (36)	12% (37)	47% (144)	304
Agnostic/Nothing in particular	5% (144)	6% (167)	10% (298)	11% (325)	12% (346)	56% (1626)	2906
Religious Non-Protestant/Catholic	8% (31)	5% (17)	16% (62)	10% (36)	12% (47)	49% (182)	376
Evangelical	5% (86)	5% (82)	9% (147)	10% (171)	12% (211)	59% (1013)	1710
Non-Evangelical	3% (66)	5% (128)	10% (250)	13% (325)	14% (340)	55% (1335)	2444
Community: Urban	7% (118)	7% (114)	12% (207)	12% (203)	14% (236)	48% (827)	1706
Community: Suburban	3% (87)	5% (153)	11% (332)	13% (383)	14% (411)	55% (1642)	3009
Community: Rural	3% (66)	4% (81)	9% (163)	9% (177)	11% (216)	63% (1182)	1886
Employ: Private Sector	5% (89)	7% (132)	13% (248)	12% (235)	12% (222)	52% (986)	1912
Employ: Government	6% (24)	7% (29)	13% (56)	12% (51)	11% (46)	51% (211)	416
Employ: Self-Employed	9% (48)	7% (40)	11% (59)	13% (69)	12% (63)	48% (261)	540
Employ: Homemaker	5% (26)	4% (19)	10% (52)	8% (43)	14% (69)	59% (299)	508
Employ: Retired	1% (15)	3% (44)	8% (121)	11% (171)	17% (276)	61% (970)	1595
Employ: Unemployed	4% (26)	4% (30)	8% (56)	11% (79)	14% (99)	60% (437)	726
Employ: Other	3% (16)	5% (28)	9% (51)	11% (61)	11% (59)	60% (327)	542
Military HH: Yes	5% (58)	4% (48)	9% (93)	10% (103)	14% (154)	58% (631)	1087
Military HH: No	4% (213)	5% (300)	11% (609)	12% (661)	13% (709)	55% (3020)	5513
RD/WT: Right Direction	4% (97)	5% (124)	8% (228)	8% (229)	12% (329)	63% (1697)	2703
RD/WT: Wrong Track	4% (174)	6% (224)	12% (475)	14% (535)	14% (534)	50% (1955)	3897
Trump Job Approve	3% (91)	5% (127)	8% (221)	8% (216)	12% (338)	65% (1810)	2803
Trump Job Disapprove	5% (160)	6% (210)	13% (461)	15% (519)	14% (499)	47% (1643)	3493

Continued on next page

**Table BHM2_6: How often do you do each of the following?
Seek out businesses owned by women**

Demographic	More than once a week	Once a week	Once or twice a month	A few times a year	Less than a few times a year	Never	Total N
Adults	4% (271)	5% (348)	11% (703)	12% (764)	13% (863)	55% (3651)	6600
Trump Job Strongly Approve	4% (58)	6% (91)	8% (123)	8% (131)	12% (194)	64% (1039)	1636
Trump Job Somewhat Approve	3% (33)	3% (36)	8% (98)	7% (84)	12% (144)	66% (770)	1166
Trump Job Somewhat Disapprove	4% (29)	4% (30)	15% (107)	11% (81)	16% (115)	51% (376)	738
Trump Job Strongly Disapprove	5% (131)	7% (180)	13% (353)	16% (438)	14% (385)	46% (1267)	2755
Favorable of Trump	3% (77)	5% (129)	8% (214)	8% (219)	12% (321)	65% (1772)	2732
Unfavorable of Trump	5% (170)	6% (205)	13% (461)	15% (515)	14% (496)	47% (1634)	3480
Very Favorable of Trump	4% (62)	5% (90)	7% (122)	8% (139)	11% (187)	64% (1086)	1684
Somewhat Favorable of Trump	1% (15)	4% (39)	9% (93)	8% (80)	13% (134)	65% (686)	1048
Somewhat Unfavorable of Trump	6% (34)	3% (18)	12% (63)	12% (63)	15% (80)	52% (284)	543
Very Unfavorable of Trump	5% (136)	6% (187)	14% (398)	15% (451)	14% (416)	46% (1350)	2938
#1 Issue: Economy	4% (64)	5% (89)	10% (172)	11% (176)	13% (213)	57% (936)	1650
#1 Issue: Security	4% (52)	5% (58)	6% (78)	10% (119)	11% (139)	64% (790)	1236
#1 Issue: Health Care	4% (49)	5% (67)	12% (153)	12% (151)	13% (156)	53% (650)	1226
#1 Issue: Medicare / Social Security	2% (19)	3% (34)	9% (91)	10% (111)	17% (175)	59% (626)	1056
#1 Issue: Women's Issues	8% (27)	12% (42)	17% (58)	16% (55)	9% (29)	38% (127)	338
#1 Issue: Education	7% (28)	7% (28)	16% (64)	13% (50)	11% (43)	45% (176)	388
#1 Issue: Energy	7% (24)	6% (21)	13% (47)	18% (63)	16% (56)	41% (145)	356
#1 Issue: Other	3% (9)	3% (10)	11% (40)	11% (40)	15% (52)	57% (200)	351
2018 House Vote: Democrat	5% (124)	7% (165)	14% (316)	15% (352)	15% (338)	43% (981)	2276
2018 House Vote: Republican	3% (56)	5% (94)	9% (168)	8% (163)	12% (242)	63% (1226)	1950
2018 House Vote: Someone else	6% (13)	6% (14)	12% (28)	9% (21)	11% (25)	56% (130)	230
2016 Vote: Hillary Clinton	5% (99)	7% (149)	14% (279)	16% (335)	16% (334)	42% (858)	2053
2016 Vote: Donald Trump	3% (63)	5% (94)	8% (164)	8% (171)	12% (249)	64% (1320)	2062
2016 Vote: Other	6% (26)	4% (19)	14% (65)	13% (58)	11% (51)	52% (241)	459
2016 Vote: Didn't Vote	4% (83)	4% (85)	10% (194)	10% (200)	11% (227)	61% (1228)	2018
Voted in 2014: Yes	4% (169)	6% (221)	11% (440)	12% (476)	14% (549)	52% (2013)	3867
Voted in 2014: No	4% (102)	5% (126)	10% (263)	11% (288)	12% (314)	60% (1638)	2733

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Table BHM2_6: How often do you do each of the following?
Seek out businesses owned by women

Demographic	More than once a week	Once a week	Once or twice a month	A few times a year	Less than a few times a year	Never	Total N
Adults	4% (271)	5% (348)	11% (703)	12% (764)	13% (863)	55% (3651)	6600
2012 Vote: Barack Obama	4% (109)	6% (153)	13% (305)	15% (369)	15% (365)	47% (1136)	2437
2012 Vote: Mitt Romney	3% (44)	5% (72)	8% (120)	9% (131)	13% (194)	63% (969)	1530
2012 Vote: Other	2% (6)	4% (10)	9% (24)	8% (23)	15% (41)	62% (173)	276
2012 Vote: Didn't Vote	5% (111)	5% (112)	11% (253)	10% (240)	11% (262)	58% (1373)	2352
4-Region: Northeast	3% (35)	6% (70)	10% (122)	9% (111)	12% (145)	59% (697)	1181
4-Region: Midwest	2% (32)	4% (60)	10% (143)	13% (174)	14% (190)	57% (789)	1387
4-Region: South	5% (121)	6% (143)	12% (290)	12% (290)	13% (323)	53% (1305)	2473
4-Region: West	5% (83)	5% (75)	9% (148)	12% (189)	13% (205)	55% (860)	1560
200226	4% (99)	5% (114)	11% (247)	11% (249)	14% (315)	54% (1200)	2224
200228	4% (89)	5% (113)	10% (215)	11% (237)	13% (291)	56% (1216)	2161
200229	4% (83)	5% (121)	11% (241)	13% (278)	12% (257)	56% (1236)	2215
Afr. Am. Men	10% (42)	7% (30)	8% (34)	16% (67)	10% (42)	49% (210)	425
Afr. Am. Women	10% (38)	9% (37)	13% (51)	15% (60)	16% (62)	38% (150)	398
Hispanic Men	9% (49)	8% (42)	7% (39)	11% (62)	10% (57)	54% (297)	546
Hispanic Women	10% (51)	7% (37)	15% (73)	15% (73)	11% (58)	42% (210)	502
White Men	3% (72)	5% (131)	9% (212)	8% (195)	12% (296)	63% (1522)	2429
White Women	3% (75)	4% (119)	12% (323)	13% (361)	14% (383)	54% (1474)	2736

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

Table BHM3: *To what extent do you seek out information about the owners of the businesses you purchase goods or services from?*

Demographic	I always seek out information about the owners		I sometimes seek out information about the owners		I rarely seek out information about the owners		I never seek out information about the owners		Total N
Adults	9%	(577)	22%	(1438)	32%	(2081)	38%	(2504)	6600
Gender: Male	10%	(320)	20%	(650)	30%	(964)	39%	(1251)	3185
Gender: Female	8%	(257)	23%	(788)	33%	(1117)	37%	(1253)	3415
Age: 18-29	14%	(197)	26%	(358)	30%	(408)	29%	(397)	1360
Age: 30-44	14%	(236)	25%	(425)	28%	(466)	33%	(551)	1679
Age: 45-54	7%	(69)	22%	(212)	33%	(309)	38%	(360)	950
Age: 55-64	3%	(43)	19%	(250)	32%	(414)	46%	(596)	1303
Age: 65+	3%	(33)	15%	(193)	37%	(484)	46%	(599)	1309
Generation Z: 18-22	16%	(96)	24%	(144)	29%	(177)	31%	(187)	605
Millennial: Age 23-38	14%	(257)	27%	(481)	29%	(512)	30%	(542)	1792
Generation X: Age 39-54	9%	(148)	23%	(371)	31%	(494)	36%	(579)	1592
Boomers: Age 55-73	3%	(71)	17%	(401)	35%	(791)	45%	(1030)	2293
PID: Dem (no lean)	10%	(240)	25%	(598)	31%	(747)	33%	(789)	2374
PID: Ind (no lean)	8%	(159)	21%	(446)	32%	(672)	39%	(828)	2105
PID: Rep (no lean)	8%	(178)	19%	(394)	31%	(662)	42%	(887)	2121
PID/Gender: Dem Men	12%	(133)	24%	(257)	30%	(325)	34%	(370)	1085
PID/Gender: Dem Women	8%	(107)	26%	(341)	33%	(422)	33%	(419)	1289
PID/Gender: Ind Men	7%	(70)	20%	(207)	33%	(332)	40%	(406)	1015
PID/Gender: Ind Women	8%	(89)	22%	(239)	31%	(339)	39%	(422)	1089
PID/Gender: Rep Men	11%	(117)	17%	(185)	28%	(306)	44%	(476)	1085
PID/Gender: Rep Women	6%	(61)	20%	(208)	34%	(356)	40%	(411)	1036
Ideo: Liberal (1-3)	10%	(179)	29%	(514)	33%	(591)	27%	(483)	1766
Ideo: Moderate (4)	9%	(154)	22%	(373)	32%	(551)	37%	(645)	1724
Ideo: Conservative (5-7)	7%	(173)	19%	(441)	32%	(760)	42%	(980)	2353
Educ: < College	9%	(417)	20%	(885)	30%	(1347)	42%	(1888)	4537
Educ: Bachelors degree	8%	(108)	28%	(370)	35%	(468)	29%	(385)	1331
Educ: Post-grad	7%	(52)	25%	(183)	36%	(266)	32%	(231)	732
Income: Under 50k	9%	(334)	21%	(756)	30%	(1080)	41%	(1484)	3654
Income: 50k-100k	8%	(164)	23%	(461)	33%	(659)	36%	(712)	1996
Income: 100k+	8%	(79)	23%	(221)	36%	(342)	32%	(308)	950
Ethnicity: White	7%	(353)	20%	(1038)	33%	(1707)	40%	(2068)	5165

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Table BHM3: *To what extent do you seek out information about the owners of the businesses you purchase goods or services from?*

Demographic	I always seek out information about the owners		I sometimes seek out information about the owners		I rarely seek out information about the owners		I never seek out information about the owners		Total N
Adults	9%	(577)	22%	(1438)	32%	(2081)	38%	(2504)	6600
Ethnicity: Hispanic	17%	(182)	22%	(230)	26%	(272)	35%	(364)	1048
Ethnicity: Afr. Am.	18%	(148)	29%	(240)	24%	(198)	29%	(237)	823
Ethnicity: Other	12%	(76)	26%	(161)	29%	(177)	32%	(199)	612
All Christian	7%	(231)	20%	(610)	33%	(1032)	39%	(1218)	3091
All Non-Christian	16%	(46)	27%	(80)	26%	(78)	32%	(95)	299
Atheist	11%	(33)	26%	(79)	33%	(100)	30%	(92)	304
Agnostic/Nothing in particular	9%	(267)	23%	(669)	30%	(870)	38%	(1099)	2906
Religious Non-Protestant/Catholic	14%	(51)	24%	(89)	29%	(110)	34%	(126)	376
Evangelical	10%	(170)	22%	(372)	30%	(518)	38%	(650)	1710
Non-Evangelical	7%	(173)	21%	(517)	33%	(812)	39%	(941)	2444
Community: Urban	12%	(206)	23%	(397)	30%	(508)	35%	(595)	1706
Community: Suburban	8%	(230)	22%	(675)	32%	(974)	38%	(1130)	3009
Community: Rural	8%	(142)	19%	(366)	32%	(599)	41%	(779)	1886
Employ: Private Sector	10%	(194)	26%	(491)	32%	(609)	32%	(618)	1912
Employ: Government	12%	(49)	27%	(113)	28%	(117)	33%	(137)	416
Employ: Self-Employed	14%	(73)	29%	(155)	28%	(150)	30%	(161)	540
Employ: Homemaker	9%	(44)	18%	(90)	32%	(163)	41%	(211)	508
Employ: Retired	3%	(51)	15%	(243)	35%	(551)	47%	(751)	1595
Employ: Unemployed	10%	(71)	19%	(138)	31%	(227)	40%	(290)	726
Employ: Other	11%	(59)	21%	(114)	27%	(144)	41%	(225)	542
Military HH: Yes	7%	(80)	21%	(232)	33%	(362)	38%	(413)	1087
Military HH: No	9%	(497)	22%	(1206)	31%	(1719)	38%	(2091)	5513
RD/WT: Right Direction	9%	(241)	18%	(488)	30%	(813)	43%	(1161)	2703
RD/WT: Wrong Track	9%	(336)	24%	(950)	33%	(1268)	34%	(1343)	3897
Trump Job Approve	8%	(229)	19%	(519)	31%	(875)	42%	(1180)	2803
Trump Job Disapprove	9%	(326)	25%	(865)	33%	(1143)	33%	(1159)	3493
Trump Job Strongly Approve	10%	(156)	18%	(293)	29%	(482)	43%	(705)	1636
Trump Job Somewhat Approve	6%	(73)	19%	(226)	34%	(394)	41%	(475)	1166
Trump Job Somewhat Disapprove	7%	(50)	23%	(173)	37%	(272)	33%	(243)	738
Trump Job Strongly Disapprove	10%	(276)	25%	(692)	32%	(871)	33%	(915)	2755

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Table BHM3: *To what extent do you seek out information about the owners of the businesses you purchase goods or services from?*

Demographic	I always seek out information about the owners		I sometimes seek out information about the owners		I rarely seek out information about the owners		I never seek out information about the owners		Total N
Adults	9%	(577)	22%	(1438)	32%	(2081)	38%	(2504)	6600
Favorable of Trump	8%	(209)	18%	(502)	31%	(851)	43%	(1170)	2732
Unfavorable of Trump	10%	(336)	25%	(872)	32%	(1130)	33%	(1143)	3480
Very Favorable of Trump	9%	(152)	19%	(316)	30%	(497)	43%	(719)	1684
Somewhat Favorable of Trump	5%	(57)	18%	(185)	34%	(354)	43%	(451)	1048
Somewhat Unfavorable of Trump	10%	(52)	22%	(117)	35%	(188)	34%	(186)	543
Very Unfavorable of Trump	10%	(284)	26%	(755)	32%	(942)	33%	(957)	2938
#1 Issue: Economy	10%	(159)	23%	(373)	33%	(540)	35%	(578)	1650
#1 Issue: Security	7%	(92)	19%	(234)	30%	(365)	44%	(545)	1236
#1 Issue: Health Care	9%	(114)	26%	(314)	31%	(382)	34%	(416)	1226
#1 Issue: Medicare / Social Security	5%	(50)	15%	(156)	33%	(348)	48%	(503)	1056
#1 Issue: Women's Issues	17%	(58)	28%	(93)	29%	(97)	26%	(89)	338
#1 Issue: Education	12%	(48)	27%	(103)	27%	(107)	34%	(131)	388
#1 Issue: Energy	9%	(30)	25%	(89)	39%	(140)	27%	(96)	356
#1 Issue: Other	7%	(24)	22%	(77)	29%	(103)	42%	(147)	351
2018 House Vote: Democrat	10%	(226)	27%	(615)	32%	(723)	31%	(713)	2276
2018 House Vote: Republican	8%	(148)	19%	(365)	33%	(641)	41%	(795)	1950
2018 House Vote: Someone else	10%	(23)	24%	(55)	31%	(71)	35%	(82)	230
2016 Vote: Hillary Clinton	10%	(204)	27%	(548)	32%	(663)	31%	(637)	2053
2016 Vote: Donald Trump	7%	(149)	19%	(386)	32%	(658)	42%	(869)	2062
2016 Vote: Other	8%	(37)	23%	(107)	33%	(153)	35%	(161)	459
2016 Vote: Didn't Vote	9%	(186)	20%	(394)	30%	(606)	41%	(832)	2018
Voted in 2014: Yes	9%	(336)	23%	(897)	32%	(1256)	36%	(1378)	3867
Voted in 2014: No	9%	(241)	20%	(541)	30%	(825)	41%	(1126)	2733
2012 Vote: Barack Obama	9%	(228)	26%	(626)	32%	(791)	33%	(793)	2437
2012 Vote: Mitt Romney	7%	(101)	18%	(271)	33%	(500)	43%	(658)	1530
2012 Vote: Other	4%	(12)	18%	(49)	37%	(104)	40%	(112)	276
2012 Vote: Didn't Vote	10%	(235)	21%	(492)	29%	(686)	40%	(940)	2352

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Table BHM3: *To what extent do you seek out information about the owners of the businesses you purchase goods or services from?*

Demographic	I always seek out information about the owners		I sometimes seek out information about the owners		I rarely seek out information about the owners		I never seek out information about the owners		Total N
Adults	9%	(577)	22%	(1438)	32%	(2081)	38%	(2504)	6600
4-Region: Northeast	8%	(96)	22%	(256)	34%	(399)	36%	(430)	1181
4-Region: Midwest	6%	(83)	23%	(314)	34%	(467)	38%	(523)	1387
4-Region: South	11%	(268)	23%	(572)	30%	(747)	36%	(886)	2473
4-Region: West	8%	(131)	19%	(296)	30%	(468)	43%	(665)	1560
200226	8%	(185)	23%	(505)	33%	(727)	36%	(807)	2224
200228	9%	(195)	21%	(458)	30%	(654)	40%	(854)	2161
200229	9%	(198)	21%	(475)	32%	(700)	38%	(843)	2215
Afr. Am. Men	19%	(81)	31%	(134)	20%	(83)	30%	(128)	425
Afr. Am. Women	17%	(68)	27%	(106)	29%	(115)	28%	(110)	398
Hispanic Men	20%	(109)	20%	(109)	25%	(134)	35%	(194)	546
Hispanic Women	14%	(73)	24%	(121)	28%	(138)	34%	(170)	502
White Men	8%	(196)	18%	(441)	32%	(781)	42%	(1011)	2429
White Women	6%	(157)	22%	(597)	34%	(925)	39%	(1057)	2736

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

Table BHM4_1: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?**A white owner*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (408)	6% (372)	69% (4584)	2% (129)	1% (94)	15% (1014)	6600
Gender: Male	8% (240)	6% (181)	68% (2165)	2% (75)	1% (47)	15% (478)	3185
Gender: Female	5% (168)	6% (191)	71% (2419)	2% (55)	1% (46)	16% (536)	3415
Age: 18-29	9% (126)	5% (64)	56% (757)	5% (62)	4% (49)	22% (302)	1360
Age: 30-44	8% (134)	6% (101)	65% (1090)	2% (41)	1% (21)	17% (290)	1679
Age: 45-54	4% (38)	5% (48)	72% (688)	1% (8)	2% (15)	16% (152)	950
Age: 55-64	5% (64)	7% (85)	77% (1000)	1% (9)	1% (7)	11% (138)	1303
Age: 65+	4% (46)	6% (73)	80% (1049)	1% (8)	— (2)	10% (131)	1309
Generation Z: 18-22	10% (58)	3% (19)	54% (324)	6% (36)	2% (14)	25% (153)	605
Millennial: Age 23-38	8% (149)	6% (112)	61% (1096)	3% (57)	2% (44)	19% (334)	1792
Generation X: Age 39-54	6% (91)	5% (83)	70% (1116)	1% (18)	2% (26)	16% (258)	1592
Boomers: Age 55-73	5% (104)	6% (129)	78% (1794)	1% (17)	— (9)	10% (240)	2293
PID: Dem (no lean)	7% (156)	6% (141)	68% (1621)	3% (71)	2% (56)	14% (330)	2374
PID: Ind (no lean)	5% (101)	5% (96)	69% (1446)	2% (41)	1% (28)	19% (394)	2105
PID: Rep (no lean)	7% (151)	6% (135)	72% (1517)	1% (18)	— (10)	14% (290)	2121
PID/Gender: Dem Men	8% (92)	6% (65)	66% (720)	4% (40)	2% (24)	13% (144)	1085
PID/Gender: Dem Women	5% (64)	6% (76)	70% (901)	2% (31)	2% (32)	14% (186)	1289
PID/Gender: Ind Men	4% (41)	3% (32)	71% (722)	2% (22)	2% (16)	18% (183)	1015
PID/Gender: Ind Women	5% (60)	6% (64)	66% (724)	2% (19)	1% (12)	19% (211)	1089
PID/Gender: Rep Men	10% (106)	8% (84)	67% (723)	1% (13)	1% (8)	14% (150)	1085
PID/Gender: Rep Women	4% (45)	5% (50)	77% (794)	— (5)	— (3)	14% (140)	1036
Ideo: Liberal (1-3)	6% (105)	6% (107)	71% (1251)	3% (59)	2% (42)	12% (203)	1766
Ideo: Moderate (4)	7% (114)	5% (90)	72% (1236)	2% (29)	1% (19)	14% (236)	1724
Ideo: Conservative (5-7)	6% (142)	6% (138)	73% (1719)	1% (32)	1% (16)	13% (307)	2353
Educ: < College	7% (315)	6% (267)	66% (3012)	2% (99)	2% (77)	17% (767)	4537
Educ: Bachelors degree	5% (62)	6% (77)	74% (987)	1% (16)	1% (11)	13% (177)	1331
Educ: Post-grad	4% (31)	4% (27)	80% (584)	2% (14)	1% (5)	10% (70)	732
Income: Under 50k	7% (260)	6% (207)	65% (2377)	2% (57)	2% (66)	19% (687)	3654
Income: 50k-100k	5% (108)	6% (121)	74% (1479)	2% (48)	1% (22)	11% (219)	1996
Income: 100k+	4% (40)	5% (44)	77% (728)	3% (24)	1% (6)	11% (108)	950
Ethnicity: White	5% (283)	6% (286)	73% (3788)	1% (50)	1% (31)	14% (727)	5165

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Table BHM4_1: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?*

A white owner

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (408)	6% (372)	69% (4584)	2% (129)	1% (94)	15% (1014)	6600
Ethnicity: Hispanic	9% (96)	7% (69)	57% (603)	5% (49)	4% (40)	18% (192)	1048
Ethnicity: Afr. Am.	9% (73)	7% (59)	54% (443)	6% (47)	4% (35)	20% (165)	823
Ethnicity: Other	8% (51)	4% (26)	58% (353)	5% (32)	5% (28)	20% (122)	612
All Christian	6% (181)	6% (186)	74% (2283)	1% (44)	1% (21)	12% (375)	3091
All Non-Christian	9% (27)	3% (10)	64% (191)	4% (13)	5% (14)	15% (45)	299
Atheist	3% (9)	3% (10)	80% (243)	2% (7)	2% (6)	10% (29)	304
Agnostic/Nothing in particular	7% (191)	6% (166)	64% (1866)	2% (65)	2% (53)	19% (565)	2906
Religious Non-Protestant/Catholic	7% (27)	3% (12)	67% (250)	4% (17)	4% (14)	15% (55)	376
Evangelical	8% (141)	7% (113)	69% (1181)	2% (36)	1% (13)	13% (225)	1710
Non-Evangelical	5% (131)	6% (149)	72% (1763)	1% (31)	1% (25)	14% (345)	2444
Community: Urban	10% (173)	7% (111)	62% (1056)	3% (50)	3% (45)	16% (270)	1706
Community: Suburban	4% (135)	5% (145)	73% (2191)	2% (60)	1% (34)	15% (444)	3009
Community: Rural	5% (100)	6% (116)	71% (1336)	1% (19)	1% (14)	16% (301)	1886
Employ: Private Sector	6% (124)	6% (107)	71% (1361)	2% (37)	2% (33)	13% (251)	1912
Employ: Government	4% (18)	4% (18)	69% (286)	3% (12)	1% (5)	18% (77)	416
Employ: Self-Employed	8% (44)	7% (35)	69% (371)	2% (11)	2% (12)	12% (67)	540
Employ: Homemaker	7% (34)	7% (34)	70% (358)	1% (4)	— (1)	15% (76)	508
Employ: Retired	4% (63)	6% (96)	78% (1239)	1% (9)	— (6)	11% (183)	1595
Employ: Unemployed	8% (59)	4% (32)	59% (427)	3% (22)	4% (27)	22% (158)	726
Employ: Other	5% (27)	7% (37)	61% (332)	4% (22)	1% (4)	22% (120)	542
Military HH: Yes	6% (68)	7% (75)	73% (798)	2% (17)	1% (6)	11% (124)	1087
Military HH: No	6% (340)	5% (296)	69% (3786)	2% (112)	2% (88)	16% (890)	5513
RD/WT: Right Direction	7% (191)	6% (159)	69% (1874)	1% (36)	— (12)	16% (431)	2703
RD/WT: Wrong Track	6% (217)	5% (212)	70% (2709)	2% (94)	2% (82)	15% (583)	3897
Trump Job Approve	7% (204)	6% (169)	71% (1984)	1% (24)	1% (16)	14% (405)	2803
Trump Job Disapprove	5% (182)	6% (199)	70% (2456)	3% (102)	2% (78)	14% (475)	3493
Trump Job Strongly Approve	9% (139)	7% (109)	69% (1135)	1% (13)	— (4)	14% (235)	1636
Trump Job Somewhat Approve	6% (65)	5% (60)	73% (849)	1% (11)	1% (11)	15% (170)	1166
Trump Job Somewhat Disapprove	4% (29)	6% (45)	73% (538)	3% (24)	1% (6)	13% (96)	738
Trump Job Strongly Disapprove	6% (153)	6% (154)	70% (1919)	3% (78)	3% (72)	14% (379)	2755

Continued on next page

Table BHM4_1: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?**A white owner*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (408)	6% (372)	69% (4584)	2% (129)	1% (94)	15% (1014)	6600
Favorable of Trump	7% (196)	6% (174)	71% (1948)	1% (23)	— (8)	14% (384)	2732
Unfavorable of Trump	5% (186)	5% (187)	71% (2474)	3% (102)	2% (78)	13% (453)	3480
Very Favorable of Trump	9% (147)	7% (114)	69% (1168)	1% (16)	— (4)	14% (235)	1684
Somewhat Favorable of Trump	5% (50)	6% (59)	74% (780)	1% (7)	— (3)	14% (149)	1048
Somewhat Unfavorable of Trump	7% (36)	5% (29)	72% (390)	1% (8)	— (2)	14% (78)	543
Very Unfavorable of Trump	5% (150)	5% (158)	71% (2083)	3% (94)	3% (76)	13% (376)	2938
#1 Issue: Economy	5% (83)	5% (81)	71% (1173)	3% (46)	2% (32)	14% (234)	1650
#1 Issue: Security	7% (91)	7% (89)	69% (852)	2% (21)	1% (7)	14% (176)	1236
#1 Issue: Health Care	6% (73)	5% (59)	69% (849)	2% (23)	2% (21)	16% (202)	1226
#1 Issue: Medicare / Social Security	6% (64)	6% (66)	73% (768)	1% (14)	1% (8)	13% (135)	1056
#1 Issue: Women's Issues	7% (23)	4% (14)	64% (217)	3% (9)	3% (9)	20% (66)	338
#1 Issue: Education	8% (29)	4% (16)	64% (248)	2% (9)	3% (10)	20% (76)	388
#1 Issue: Energy	7% (24)	7% (26)	69% (247)	2% (6)	1% (4)	14% (49)	356
#1 Issue: Other	6% (21)	6% (21)	65% (229)	1% (2)	1% (3)	22% (76)	351
2018 House Vote: Democrat	6% (132)	5% (122)	71% (1627)	3% (68)	1% (33)	13% (294)	2276
2018 House Vote: Republican	7% (131)	6% (126)	74% (1439)	1% (18)	— (8)	12% (227)	1950
2018 House Vote: Someone else	7% (15)	3% (8)	71% (164)	— (0)	— (1)	18% (42)	230
2016 Vote: Hillary Clinton	5% (107)	6% (131)	71% (1460)	3% (56)	1% (30)	13% (269)	2053
2016 Vote: Donald Trump	6% (133)	6% (122)	74% (1529)	1% (15)	— (7)	12% (256)	2062
2016 Vote: Other	7% (32)	3% (13)	75% (342)	2% (10)	1% (4)	13% (58)	459
2016 Vote: Didn't Vote	7% (136)	5% (105)	62% (1247)	2% (49)	3% (51)	21% (430)	2018
Voted in 2014: Yes	6% (221)	6% (222)	73% (2840)	2% (67)	1% (38)	12% (479)	3867
Voted in 2014: No	7% (187)	5% (149)	64% (1743)	2% (63)	2% (56)	20% (535)	2733
2012 Vote: Barack Obama	6% (135)	6% (143)	72% (1754)	2% (58)	2% (40)	13% (307)	2437
2012 Vote: Mitt Romney	5% (83)	5% (72)	78% (1194)	1% (13)	— (5)	11% (163)	1530
2012 Vote: Other	4% (11)	5% (13)	76% (210)	1% (2)	— (0)	15% (41)	276
2012 Vote: Didn't Vote	8% (178)	6% (144)	61% (1423)	2% (56)	2% (48)	21% (503)	2352

Continued on next page

Table BHM4_1: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?*

A white owner

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (408)	6% (372)	69% (4584)	2% (129)	1% (94)	15% (1014)	6600
4-Region: Northeast	5% (55)	5% (64)	72% (851)	2% (25)	1% (12)	15% (175)	1181
4-Region: Midwest	5% (71)	5% (70)	72% (1000)	1% (17)	2% (22)	15% (206)	1387
4-Region: South	7% (166)	6% (156)	68% (1677)	2% (55)	2% (38)	15% (380)	2473
4-Region: West	7% (116)	5% (81)	68% (1056)	2% (32)	1% (21)	16% (253)	1560
200226	6% (139)	5% (105)	69% (1537)	3% (56)	1% (28)	16% (359)	2224
200228	6% (136)	5% (119)	68% (1479)	2% (41)	1% (23)	17% (364)	2161
200229	6% (133)	7% (148)	71% (1568)	1% (32)	2% (43)	13% (292)	2215
Afr. Am. Men	10% (41)	7% (30)	53% (224)	7% (28)	4% (16)	20% (86)	425
Afr. Am. Women	8% (32)	7% (29)	55% (219)	5% (20)	5% (19)	20% (79)	398
Hispanic Men	12% (67)	6% (33)	55% (301)	6% (33)	4% (20)	17% (91)	546
Hispanic Women	6% (29)	7% (36)	60% (301)	3% (16)	4% (20)	20% (101)	502
White Men	7% (160)	6% (138)	72% (1760)	1% (24)	1% (15)	14% (331)	2429
White Women	4% (123)	5% (148)	74% (2027)	1% (26)	1% (16)	14% (396)	2736

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

Table BHM4_2: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?*
 A Black owner

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (604)	9% (596)	64% (4228)	2% (104)	2% (106)	15% (962)	6600
Gender: Male	8% (261)	9% (279)	65% (2059)	2% (62)	2% (64)	14% (461)	3185
Gender: Female	10% (343)	9% (318)	64% (2169)	1% (42)	1% (42)	15% (502)	3415
Age: 18-29	18% (249)	11% (151)	47% (636)	2% (30)	2% (25)	20% (268)	1360
Age: 30-44	11% (182)	10% (174)	59% (985)	2% (34)	2% (29)	16% (275)	1679
Age: 45-54	5% (47)	7% (64)	69% (655)	1% (9)	2% (22)	16% (152)	950
Age: 55-64	5% (69)	8% (108)	73% (956)	1% (16)	1% (16)	11% (138)	1303
Age: 65+	4% (56)	8% (100)	76% (995)	1% (15)	1% (14)	10% (129)	1309
Generation Z: 18-22	17% (104)	11% (64)	45% (275)	3% (19)	2% (11)	22% (132)	605
Millennial: Age 23-38	15% (266)	12% (216)	52% (935)	2% (33)	1% (26)	18% (315)	1792
Generation X: Age 39-54	7% (109)	7% (109)	67% (1067)	1% (21)	2% (38)	16% (249)	1592
Boomers: Age 55-73	5% (123)	8% (178)	74% (1704)	1% (27)	1% (23)	10% (237)	2293
PID: Dem (no lean)	15% (355)	14% (322)	57% (1352)	1% (29)	1% (31)	12% (286)	2374
PID: Ind (no lean)	7% (155)	7% (154)	64% (1346)	2% (35)	1% (26)	19% (389)	2105
PID: Rep (no lean)	4% (95)	6% (121)	72% (1530)	2% (40)	2% (49)	14% (287)	2121
PID/Gender: Dem Men	14% (148)	13% (138)	58% (630)	2% (19)	1% (14)	13% (136)	1085
PID/Gender: Dem Women	16% (207)	14% (184)	56% (722)	1% (9)	1% (17)	12% (151)	1289
PID/Gender: Ind Men	5% (49)	7% (67)	68% (687)	2% (19)	2% (16)	17% (178)	1015
PID/Gender: Ind Women	10% (106)	8% (87)	61% (659)	2% (17)	1% (9)	19% (212)	1089
PID/Gender: Rep Men	6% (65)	7% (74)	68% (742)	2% (24)	3% (33)	14% (147)	1085
PID/Gender: Rep Women	3% (30)	5% (47)	76% (788)	2% (17)	1% (15)	13% (139)	1036
Ideo: Liberal (1-3)	15% (259)	16% (285)	56% (998)	2% (28)	1% (21)	10% (175)	1766
Ideo: Moderate (4)	8% (139)	8% (140)	67% (1161)	2% (27)	2% (28)	13% (228)	1724
Ideo: Conservative (5-7)	5% (114)	6% (131)	73% (1718)	2% (40)	2% (47)	13% (302)	2353
Educ: < College	10% (451)	8% (360)	63% (2839)	2% (74)	2% (79)	16% (733)	4537
Educ: Bachelors degree	8% (105)	11% (148)	66% (879)	2% (22)	1% (14)	12% (163)	1331
Educ: Post-grad	6% (47)	12% (88)	70% (509)	1% (8)	2% (12)	9% (67)	732
Income: Under 50k	10% (371)	8% (308)	60% (2198)	2% (72)	2% (55)	18% (649)	3654
Income: 50k-100k	8% (167)	10% (200)	68% (1365)	1% (24)	2% (35)	10% (206)	1996
Income: 100k+	7% (66)	9% (88)	70% (665)	1% (9)	2% (15)	11% (108)	950
Ethnicity: White	5% (265)	8% (389)	71% (3646)	2% (79)	1% (77)	14% (709)	5165

Continued on next page

Table BHM4_2: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?*

A Black owner

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (604)	9% (596)	64% (4228)	2% (104)	2% (106)	15% (962)	6600
Ethnicity: Hispanic	16% (165)	11% (113)	52% (548)	2% (21)	3% (27)	17% (174)	1048
Ethnicity: Afr. Am.	30% (246)	18% (151)	33% (270)	1% (11)	1% (11)	16% (135)	823
Ethnicity: Other	15% (93)	9% (57)	51% (312)	2% (14)	3% (18)	19% (119)	612
All Christian	6% (192)	9% (267)	70% (2178)	2% (50)	1% (37)	12% (366)	3091
All Non-Christian	14% (42)	10% (31)	57% (170)	3% (9)	4% (11)	12% (37)	299
Atheist	11% (32)	13% (39)	65% (198)	— (1)	2% (6)	9% (27)	304
Agnostic/Nothing in particular	12% (338)	9% (259)	58% (1681)	1% (43)	2% (52)	18% (533)	2906
Religious Non-Protestant/Catholic	11% (42)	9% (34)	62% (233)	3% (10)	3% (11)	13% (47)	376
Evangelical	10% (163)	9% (155)	66% (1127)	1% (25)	1% (22)	13% (218)	1710
Non-Evangelical	7% (169)	9% (226)	68% (1652)	2% (43)	1% (28)	13% (326)	2444
Community: Urban	15% (260)	12% (204)	54% (929)	2% (38)	2% (40)	14% (235)	1706
Community: Suburban	8% (238)	9% (270)	66% (1997)	1% (39)	1% (32)	14% (433)	3009
Community: Rural	6% (106)	7% (123)	69% (1302)	1% (27)	2% (34)	16% (294)	1886
Employ: Private Sector	9% (175)	10% (197)	66% (1256)	1% (23)	1% (26)	12% (235)	1912
Employ: Government	10% (42)	9% (39)	59% (245)	2% (9)	2% (6)	18% (74)	416
Employ: Self-Employed	12% (66)	11% (59)	61% (330)	2% (11)	3% (14)	11% (60)	540
Employ: Homemaker	7% (35)	8% (41)	67% (340)	1% (5)	2% (9)	15% (78)	508
Employ: Retired	5% (81)	7% (117)	74% (1177)	1% (23)	1% (20)	11% (178)	1595
Employ: Unemployed	13% (94)	10% (73)	53% (381)	2% (15)	2% (16)	20% (147)	726
Employ: Other	8% (45)	6% (35)	59% (321)	2% (10)	2% (12)	22% (119)	542
Military HH: Yes	8% (84)	9% (93)	70% (763)	1% (12)	1% (15)	11% (121)	1087
Military HH: No	9% (520)	9% (504)	63% (3465)	2% (92)	2% (90)	15% (842)	5513
RD/WT: Right Direction	5% (144)	6% (161)	69% (1870)	2% (55)	2% (47)	16% (426)	2703
RD/WT: Wrong Track	12% (460)	11% (435)	60% (2357)	1% (49)	2% (59)	14% (536)	3897
Trump Job Approve	5% (135)	5% (147)	71% (1989)	2% (58)	2% (66)	15% (407)	2803
Trump Job Disapprove	13% (442)	12% (436)	60% (2108)	1% (40)	1% (38)	12% (428)	3493
Trump Job Strongly Approve	5% (79)	5% (80)	71% (1165)	2% (27)	3% (47)	15% (238)	1636
Trump Job Somewhat Approve	5% (56)	6% (67)	71% (824)	3% (31)	2% (19)	14% (169)	1166
Trump Job Somewhat Disapprove	6% (42)	11% (84)	70% (514)	1% (7)	1% (6)	12% (85)	738
Trump Job Strongly Disapprove	14% (399)	13% (353)	58% (1595)	1% (33)	1% (32)	12% (343)	2755

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Table BHM4_2: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?*
A Black owner

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (604)	9% (596)	64% (4228)	2% (104)	2% (106)	15% (962)	6600
Favorable of Trump	4% (118)	5% (149)	72% (1967)	2% (56)	2% (58)	14% (383)	2732
Unfavorable of Trump	13% (446)	12% (426)	61% (2113)	1% (42)	1% (42)	12% (411)	3480
Very Favorable of Trump	5% (87)	5% (92)	71% (1199)	2% (30)	2% (42)	14% (234)	1684
Somewhat Favorable of Trump	3% (32)	5% (57)	73% (768)	2% (26)	2% (16)	14% (149)	1048
Somewhat Unfavorable of Trump	7% (38)	9% (47)	68% (372)	1% (7)	1% (8)	13% (71)	543
Very Unfavorable of Trump	14% (408)	13% (379)	59% (1742)	1% (35)	1% (34)	12% (340)	2938
#1 Issue: Economy	9% (153)	10% (159)	64% (1058)	2% (35)	2% (32)	13% (212)	1650
#1 Issue: Security	7% (82)	6% (70)	70% (864)	1% (17)	2% (25)	14% (178)	1236
#1 Issue: Health Care	10% (118)	10% (126)	62% (761)	1% (11)	1% (16)	16% (194)	1226
#1 Issue: Medicare / Social Security	6% (67)	9% (93)	68% (720)	2% (22)	2% (17)	13% (137)	1056
#1 Issue: Women's Issues	18% (62)	14% (47)	48% (163)	1% (5)	2% (5)	16% (56)	338
#1 Issue: Education	11% (42)	9% (35)	59% (228)	2% (6)	1% (6)	19% (72)	388
#1 Issue: Energy	14% (50)	12% (42)	62% (220)	1% (5)	1% (3)	10% (37)	356
#1 Issue: Other	9% (30)	7% (26)	60% (212)	1% (3)	1% (2)	22% (78)	351
2018 House Vote: Democrat	13% (305)	14% (316)	59% (1353)	1% (26)	1% (16)	11% (259)	2276
2018 House Vote: Republican	4% (86)	5% (99)	75% (1467)	2% (33)	2% (42)	11% (223)	1950
2018 House Vote: Someone else	7% (16)	10% (22)	65% (150)	— (1)	— (1)	18% (41)	230
2016 Vote: Hillary Clinton	14% (280)	14% (289)	59% (1209)	1% (25)	1% (16)	11% (234)	2053
2016 Vote: Donald Trump	4% (84)	5% (109)	74% (1527)	2% (40)	2% (48)	12% (254)	2062
2016 Vote: Other	11% (52)	7% (34)	68% (311)	— (2)	1% (3)	12% (56)	459
2016 Vote: Didn't Vote	9% (188)	8% (165)	58% (1175)	2% (36)	2% (38)	21% (417)	2018
Voted in 2014: Yes	9% (345)	10% (370)	67% (2597)	1% (51)	1% (57)	12% (447)	3867
Voted in 2014: No	9% (258)	8% (227)	60% (1630)	2% (53)	2% (49)	19% (516)	2733
2012 Vote: Barack Obama	12% (297)	13% (308)	61% (1483)	1% (34)	1% (28)	12% (287)	2437
2012 Vote: Mitt Romney	4% (55)	4% (67)	78% (1196)	1% (21)	2% (29)	11% (162)	1530
2012 Vote: Other	5% (14)	4% (12)	74% (204)	1% (3)	1% (3)	15% (41)	276
2012 Vote: Didn't Vote	10% (237)	9% (209)	57% (1343)	2% (46)	2% (45)	20% (471)	2352

Continued on next page

Table BHM4_2: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?*

A Black owner

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (604)	9% (596)	64% (4228)	2% (104)	2% (106)	15% (962)	6600
4-Region: Northeast	7% (86)	8% (100)	67% (795)	1% (14)	1% (14)	15% (172)	1181
4-Region: Midwest	8% (106)	8% (104)	68% (937)	2% (21)	1% (19)	14% (200)	1387
4-Region: South	10% (248)	10% (246)	61% (1515)	2% (52)	2% (50)	15% (361)	2473
4-Region: West	10% (164)	9% (146)	63% (981)	1% (17)	1% (22)	15% (230)	1560
200226	10% (217)	9% (202)	64% (1412)	2% (39)	1% (21)	15% (332)	2224
200228	9% (194)	9% (196)	63% (1353)	2% (34)	2% (46)	16% (338)	2161
200229	9% (193)	9% (199)	66% (1462)	1% (31)	2% (38)	13% (292)	2215
Afr. Am. Men	25% (108)	22% (93)	32% (137)	2% (8)	1% (5)	17% (74)	425
Afr. Am. Women	35% (138)	15% (59)	33% (132)	1% (2)	1% (6)	15% (61)	398
Hispanic Men	15% (82)	7% (38)	55% (302)	3% (15)	3% (17)	17% (92)	546
Hispanic Women	17% (84)	15% (75)	49% (246)	1% (6)	2% (10)	16% (82)	502
White Men	4% (104)	7% (166)	72% (1748)	2% (40)	2% (44)	13% (326)	2429
White Women	6% (162)	8% (222)	69% (1898)	1% (39)	1% (33)	14% (382)	2736

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

Table BHM4_3: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?*
A Hispanic owner

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (507)	8% (558)	65% (4258)	2% (156)	2% (141)	15% (979)	6600
Gender: Male	7% (228)	8% (244)	66% (2094)	3% (80)	2% (74)	15% (466)	3185
Gender: Female	8% (279)	9% (314)	63% (2164)	2% (76)	2% (67)	15% (513)	3415
Age: 18-29	17% (225)	11% (146)	47% (642)	3% (35)	2% (32)	21% (279)	1360
Age: 30-44	8% (140)	11% (178)	60% (1003)	3% (48)	2% (39)	16% (270)	1679
Age: 45-54	5% (43)	6% (57)	68% (650)	2% (15)	3% (27)	16% (157)	950
Age: 55-64	4% (56)	7% (88)	74% (966)	2% (23)	2% (24)	11% (145)	1303
Age: 65+	3% (42)	7% (89)	76% (996)	3% (35)	1% (18)	10% (128)	1309
Generation Z: 18-22	15% (88)	9% (55)	48% (292)	3% (18)	3% (17)	22% (135)	605
Millennial: Age 23-38	13% (231)	12% (222)	53% (944)	3% (47)	2% (32)	18% (316)	1792
Generation X: Age 39-54	6% (90)	7% (104)	67% (1060)	2% (34)	3% (49)	16% (254)	1592
Boomers: Age 55-73	4% (96)	7% (150)	75% (1714)	2% (50)	2% (38)	11% (245)	2293
PID: Dem (no lean)	11% (272)	13% (310)	59% (1407)	2% (43)	2% (44)	13% (298)	2374
PID: Ind (no lean)	7% (151)	6% (136)	64% (1346)	2% (48)	2% (35)	18% (388)	2105
PID: Rep (no lean)	4% (84)	5% (112)	71% (1505)	3% (65)	3% (62)	14% (294)	2121
PID/Gender: Dem Men	11% (122)	11% (118)	61% (666)	2% (20)	2% (20)	13% (140)	1085
PID/Gender: Dem Women	12% (150)	15% (192)	58% (741)	2% (23)	2% (24)	12% (158)	1289
PID/Gender: Ind Men	5% (50)	6% (59)	67% (683)	3% (30)	2% (15)	17% (178)	1015
PID/Gender: Ind Women	9% (101)	7% (77)	61% (663)	2% (18)	2% (20)	19% (210)	1089
PID/Gender: Rep Men	5% (56)	6% (67)	69% (745)	3% (30)	4% (38)	14% (149)	1085
PID/Gender: Rep Women	3% (28)	4% (45)	73% (760)	3% (35)	2% (23)	14% (145)	1036
Ideo: Liberal (1-3)	12% (210)	14% (245)	59% (1045)	2% (40)	2% (35)	11% (192)	1766
Ideo: Moderate (4)	7% (115)	9% (159)	68% (1168)	2% (32)	2% (40)	12% (210)	1724
Ideo: Conservative (5-7)	4% (102)	5% (117)	72% (1703)	3% (65)	2% (50)	13% (315)	2353
Educ: < College	8% (385)	7% (335)	63% (2842)	3% (121)	2% (111)	16% (743)	4537
Educ: Bachelors degree	6% (81)	11% (149)	67% (894)	2% (22)	1% (15)	13% (170)	1331
Educ: Post-grad	6% (41)	10% (74)	71% (522)	2% (14)	2% (15)	9% (67)	732
Income: Under 50k	9% (316)	8% (301)	60% (2200)	3% (91)	3% (94)	18% (651)	3654
Income: 50k-100k	7% (139)	9% (175)	69% (1384)	2% (46)	2% (34)	11% (219)	1996
Income: 100k+	5% (52)	9% (83)	71% (675)	2% (19)	1% (13)	11% (109)	950
Ethnicity: White	5% (272)	7% (372)	69% (3583)	2% (119)	2% (99)	14% (720)	5165

Continued on next page

Table BHM4_3: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?*
A Hispanic owner

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (507)	8% (558)	65% (4258)	2% (156)	2% (141)	15% (979)	6600
Ethnicity: Hispanic	21% (217)	14% (144)	45% (475)	3% (29)	2% (21)	16% (162)	1048
Ethnicity: Afr. Am.	15% (126)	15% (122)	46% (379)	2% (17)	4% (33)	18% (145)	823
Ethnicity: Other	18% (109)	10% (64)	48% (297)	3% (20)	1% (9)	19% (114)	612
All Christian	6% (184)	8% (248)	70% (2161)	2% (75)	2% (50)	12% (373)	3091
All Non-Christian	8% (25)	10% (29)	61% (184)	3% (7)	5% (14)	13% (39)	299
Atheist	12% (36)	10% (29)	67% (203)	2% (6)	2% (6)	8% (25)	304
Agnostic/Nothing in particular	9% (262)	9% (252)	59% (1711)	2% (68)	2% (71)	19% (542)	2906
Religious Non-Protestant/Catholic	7% (26)	8% (31)	64% (240)	4% (15)	4% (15)	13% (50)	376
Evangelical	8% (133)	8% (142)	67% (1142)	2% (34)	2% (39)	13% (221)	1710
Non-Evangelical	7% (164)	9% (213)	67% (1635)	3% (62)	2% (41)	13% (329)	2444
Community: Urban	12% (213)	12% (207)	54% (927)	3% (56)	4% (60)	14% (242)	1706
Community: Suburban	7% (205)	8% (247)	67% (2024)	2% (57)	1% (43)	14% (433)	3009
Community: Rural	5% (89)	6% (104)	69% (1308)	2% (43)	2% (38)	16% (304)	1886
Employ: Private Sector	7% (129)	11% (206)	66% (1264)	2% (34)	2% (39)	13% (240)	1912
Employ: Government	10% (42)	6% (25)	63% (262)	2% (8)	2% (7)	17% (72)	416
Employ: Self-Employed	10% (55)	9% (46)	63% (339)	3% (18)	3% (14)	13% (68)	540
Employ: Homemaker	7% (37)	5% (27)	68% (343)	2% (12)	2% (12)	15% (77)	508
Employ: Retired	4% (66)	7% (119)	73% (1168)	3% (41)	1% (23)	11% (179)	1595
Employ: Unemployed	11% (78)	7% (54)	54% (391)	3% (19)	4% (28)	21% (156)	726
Employ: Other	8% (44)	8% (42)	58% (314)	3% (18)	2% (11)	21% (113)	542
Military HH: Yes	8% (85)	7% (74)	71% (771)	2% (20)	1% (15)	11% (122)	1087
Military HH: No	8% (421)	9% (484)	63% (3487)	2% (136)	2% (126)	16% (858)	5513
RD/WT: Right Direction	5% (125)	6% (151)	69% (1869)	3% (71)	2% (67)	16% (421)	2703
RD/WT: Wrong Track	10% (382)	10% (407)	61% (2390)	2% (85)	2% (74)	14% (559)	3897
Trump Job Approve	4% (116)	5% (141)	71% (1994)	3% (81)	3% (70)	14% (401)	2803
Trump Job Disapprove	10% (364)	12% (404)	61% (2136)	2% (72)	2% (67)	13% (450)	3493
Trump Job Strongly Approve	4% (70)	5% (83)	70% (1148)	3% (51)	3% (48)	14% (236)	1636
Trump Job Somewhat Approve	4% (46)	5% (59)	72% (845)	3% (29)	2% (23)	14% (165)	1166
Trump Job Somewhat Disapprove	6% (44)	10% (71)	68% (503)	3% (21)	2% (13)	12% (87)	738
Trump Job Strongly Disapprove	12% (321)	12% (333)	59% (1633)	2% (51)	2% (54)	13% (363)	2755

Continued on next page

Table BHM4_3: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?*
A Hispanic owner

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (507)	8% (558)	65% (4258)	2% (156)	2% (141)	15% (979)	6600
Favorable of Trump	4% (102)	6% (151)	71% (1951)	3% (78)	3% (69)	14% (381)	2732
Unfavorable of Trump	11% (369)	11% (383)	62% (2166)	2% (74)	2% (63)	12% (425)	3480
Very Favorable of Trump	4% (75)	5% (91)	70% (1178)	3% (51)	3% (50)	14% (239)	1684
Somewhat Favorable of Trump	3% (26)	6% (61)	74% (773)	3% (27)	2% (18)	14% (142)	1048
Somewhat Unfavorable of Trump	8% (42)	7% (40)	67% (361)	3% (16)	2% (10)	14% (73)	543
Very Unfavorable of Trump	11% (327)	12% (343)	61% (1805)	2% (58)	2% (53)	12% (351)	2938
#1 Issue: Economy	8% (130)	8% (132)	66% (1087)	3% (45)	2% (34)	13% (222)	1650
#1 Issue: Security	5% (66)	7% (83)	68% (839)	3% (36)	3% (31)	15% (180)	1236
#1 Issue: Health Care	7% (89)	11% (131)	63% (774)	1% (14)	2% (24)	16% (194)	1226
#1 Issue: Medicare / Social Security	5% (54)	8% (82)	68% (723)	3% (29)	3% (27)	13% (141)	1056
#1 Issue: Women's Issues	16% (52)	12% (40)	52% (175)	2% (5)	3% (11)	16% (54)	338
#1 Issue: Education	10% (38)	9% (35)	60% (234)	1% (5)	2% (6)	18% (71)	388
#1 Issue: Energy	13% (46)	10% (37)	62% (221)	2% (8)	1% (4)	11% (40)	356
#1 Issue: Other	9% (32)	5% (18)	59% (206)	4% (14)	1% (5)	22% (77)	351
2018 House Vote: Democrat	10% (233)	13% (306)	61% (1392)	1% (33)	2% (36)	12% (276)	2276
2018 House Vote: Republican	3% (67)	5% (97)	74% (1450)	3% (60)	2% (48)	12% (228)	1950
2018 House Vote: Someone else	6% (13)	8% (18)	66% (152)	2% (5)	1% (2)	18% (40)	230
2016 Vote: Hillary Clinton	11% (219)	14% (278)	61% (1252)	1% (24)	1% (28)	12% (252)	2053
2016 Vote: Donald Trump	3% (72)	5% (103)	74% (1522)	3% (56)	3% (53)	12% (257)	2062
2016 Vote: Other	8% (37)	7% (32)	69% (317)	2% (10)	1% (5)	12% (57)	459
2016 Vote: Didn't Vote	9% (179)	7% (146)	58% (1161)	3% (67)	3% (55)	20% (412)	2018
Voted in 2014: Yes	7% (260)	9% (354)	68% (2637)	2% (78)	2% (70)	12% (468)	3867
Voted in 2014: No	9% (247)	7% (204)	59% (1622)	3% (78)	3% (71)	19% (511)	2733
2012 Vote: Barack Obama	9% (218)	12% (298)	63% (1535)	2% (51)	1% (33)	12% (302)	2437
2012 Vote: Mitt Romney	3% (40)	5% (69)	78% (1188)	2% (38)	2% (31)	11% (164)	1530
2012 Vote: Other	3% (7)	4% (11)	74% (205)	3% (8)	2% (5)	15% (41)	276
2012 Vote: Didn't Vote	10% (241)	8% (179)	57% (1329)	3% (59)	3% (72)	20% (471)	2352

Continued on next page

Table BHM4_3: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?
A Hispanic owner*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (507)	8% (558)	65% (4258)	2% (156)	2% (141)	15% (979)	6600
4-Region: Northeast	8% (89)	7% (84)	68% (799)	2% (24)	2% (21)	14% (165)	1181
4-Region: Midwest	5% (72)	7% (104)	68% (939)	2% (33)	2% (31)	15% (208)	1387
4-Region: South	8% (187)	9% (223)	63% (1563)	2% (56)	3% (64)	15% (380)	2473
4-Region: West	10% (159)	9% (148)	61% (957)	3% (44)	2% (25)	15% (227)	1560
200226	8% (178)	9% (195)	64% (1414)	2% (50)	2% (44)	15% (344)	2224
200228	7% (151)	9% (186)	64% (1383)	2% (54)	2% (48)	16% (338)	2161
200229	8% (178)	8% (177)	66% (1461)	2% (53)	2% (48)	13% (298)	2215
Afr. Am. Men	15% (64)	13% (56)	48% (202)	3% (11)	4% (15)	18% (76)	425
Afr. Am. Women	16% (62)	16% (65)	45% (177)	2% (6)	5% (18)	17% (69)	398
Hispanic Men	18% (100)	13% (69)	47% (256)	5% (26)	2% (12)	15% (84)	546
Hispanic Women	23% (117)	15% (75)	44% (219)	1% (3)	2% (9)	16% (78)	502
White Men	4% (99)	7% (166)	71% (1725)	2% (55)	2% (52)	14% (332)	2429
White Women	6% (173)	8% (207)	68% (1858)	2% (65)	2% (46)	14% (388)	2736

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

Table BHM4_4: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?*
An owner who is an immigrant

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (447)	9% (577)	62% (4098)	4% (231)	3% (210)	16% (1037)	6600
Gender: Male	6% (204)	8% (243)	63% (2020)	4% (120)	3% (99)	16% (500)	3185
Gender: Female	7% (242)	10% (334)	61% (2079)	3% (112)	3% (111)	16% (537)	3415
Age: 18-29	15% (199)	12% (163)	46% (621)	4% (52)	3% (43)	21% (282)	1360
Age: 30-44	7% (125)	10% (173)	57% (962)	4% (65)	3% (50)	18% (303)	1679
Age: 45-54	4% (34)	7% (64)	66% (628)	3% (30)	4% (34)	17% (159)	950
Age: 55-64	4% (57)	6% (80)	71% (926)	4% (47)	3% (42)	12% (151)	1303
Age: 65+	2% (31)	7% (97)	73% (961)	3% (38)	3% (40)	11% (142)	1309
Generation Z: 18-22	15% (88)	10% (63)	45% (274)	3% (18)	4% (21)	23% (140)	605
Millennial: Age 23-38	11% (198)	12% (218)	51% (919)	4% (79)	3% (46)	18% (331)	1792
Generation X: Age 39-54	5% (72)	7% (119)	64% (1018)	3% (50)	4% (61)	17% (273)	1592
Boomers: Age 55-73	4% (88)	7% (149)	72% (1651)	3% (68)	3% (74)	11% (262)	2293
PID: Dem (no lean)	10% (249)	13% (319)	58% (1375)	3% (60)	2% (48)	14% (323)	2374
PID: Ind (no lean)	6% (129)	7% (144)	62% (1302)	3% (71)	2% (51)	19% (407)	2105
PID: Rep (no lean)	3% (68)	5% (114)	67% (1421)	5% (100)	5% (111)	14% (307)	2121
PID/Gender: Dem Men	11% (115)	12% (127)	59% (639)	3% (30)	2% (22)	14% (151)	1085
PID/Gender: Dem Women	10% (133)	15% (192)	57% (735)	2% (30)	2% (26)	13% (172)	1289
PID/Gender: Ind Men	4% (39)	5% (52)	66% (672)	4% (43)	2% (18)	19% (191)	1015
PID/Gender: Ind Women	8% (90)	8% (92)	58% (630)	3% (28)	3% (33)	20% (215)	1089
PID/Gender: Rep Men	5% (50)	6% (65)	65% (708)	4% (46)	5% (59)	14% (157)	1085
PID/Gender: Rep Women	2% (19)	5% (49)	69% (713)	5% (54)	5% (52)	14% (150)	1036
Ideo: Liberal (1-3)	11% (201)	17% (295)	56% (990)	3% (54)	2% (37)	11% (190)	1766
Ideo: Moderate (4)	7% (113)	7% (119)	66% (1143)	3% (58)	3% (46)	14% (244)	1724
Ideo: Conservative (5-7)	4% (84)	5% (120)	69% (1619)	4% (98)	4% (105)	14% (327)	2353
Educ: < College	7% (332)	7% (320)	60% (2736)	4% (179)	4% (174)	18% (796)	4537
Educ: Bachelors degree	5% (73)	13% (168)	65% (860)	3% (37)	2% (21)	13% (172)	1331
Educ: Post-grad	6% (42)	12% (88)	69% (503)	2% (16)	2% (15)	9% (68)	732
Income: Under 50k	7% (262)	8% (287)	58% (2127)	4% (142)	4% (136)	19% (699)	3654
Income: 50k-100k	6% (126)	10% (198)	67% (1334)	3% (58)	3% (59)	11% (221)	1996
Income: 100k+	6% (58)	10% (91)	67% (638)	3% (31)	2% (15)	12% (117)	950
Ethnicity: White	5% (263)	8% (391)	66% (3419)	4% (185)	3% (163)	14% (743)	5165

Continued on next page

Table BHM4_4: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?
An owner who is an immigrant*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (447)	9% (577)	62% (4098)	4% (231)	3% (210)	16% (1037)	6600
Ethnicity: Hispanic	16% (163)	12% (125)	48% (507)	4% (39)	3% (26)	18% (188)	1048
Ethnicity: Afr. Am.	13% (103)	14% (113)	46% (376)	4% (32)	4% (30)	20% (169)	823
Ethnicity: Other	13% (80)	12% (73)	50% (303)	2% (14)	3% (17)	20% (125)	612
All Christian	5% (155)	8% (256)	68% (2095)	3% (97)	3% (97)	13% (390)	3091
All Non-Christian	9% (26)	12% (37)	56% (169)	4% (13)	5% (16)	13% (39)	299
Atheist	9% (29)	14% (43)	65% (197)	1% (3)	1% (4)	9% (28)	304
Agnostic/Nothing in particular	8% (237)	8% (242)	56% (1638)	4% (119)	3% (92)	20% (579)	2906
Religious Non-Protestant/Catholic	7% (26)	11% (43)	59% (220)	5% (19)	5% (18)	13% (50)	376
Evangelical	6% (110)	8% (135)	63% (1081)	4% (75)	4% (69)	14% (240)	1710
Non-Evangelical	6% (144)	9% (219)	65% (1585)	3% (78)	3% (71)	14% (348)	2444
Community: Urban	11% (183)	12% (200)	55% (930)	4% (68)	3% (55)	16% (269)	1706
Community: Suburban	6% (184)	9% (263)	64% (1938)	3% (97)	3% (76)	15% (451)	3009
Community: Rural	4% (79)	6% (113)	65% (1230)	4% (67)	4% (79)	17% (317)	1886
Employ: Private Sector	7% (132)	11% (201)	63% (1209)	4% (71)	2% (44)	13% (254)	1912
Employ: Government	6% (27)	10% (42)	59% (246)	3% (13)	3% (13)	18% (76)	416
Employ: Self-Employed	8% (43)	12% (65)	61% (331)	3% (15)	4% (19)	12% (67)	540
Employ: Homemaker	7% (34)	6% (32)	64% (324)	4% (21)	5% (24)	15% (75)	508
Employ: Retired	4% (57)	7% (117)	71% (1127)	3% (48)	3% (52)	12% (195)	1595
Employ: Unemployed	9% (68)	6% (44)	53% (385)	4% (29)	5% (37)	22% (163)	726
Employ: Other	4% (23)	7% (36)	56% (305)	5% (25)	3% (18)	25% (135)	542
Military HH: Yes	6% (68)	8% (83)	69% (751)	2% (27)	3% (35)	11% (124)	1087
Military HH: No	7% (379)	9% (494)	61% (3348)	4% (204)	3% (175)	17% (913)	5513
RD/WT: Right Direction	4% (105)	6% (156)	66% (1775)	4% (102)	4% (115)	17% (451)	2703
RD/WT: Wrong Track	9% (342)	11% (421)	60% (2323)	3% (130)	2% (95)	15% (586)	3897
Trump Job Approve	4% (105)	5% (149)	66% (1859)	4% (126)	5% (130)	15% (434)	2803
Trump Job Disapprove	9% (325)	12% (418)	60% (2106)	3% (98)	2% (77)	13% (469)	3493
Trump Job Strongly Approve	4% (68)	4% (67)	66% (1078)	5% (78)	6% (94)	15% (250)	1636
Trump Job Somewhat Approve	3% (37)	7% (82)	67% (781)	4% (48)	3% (35)	16% (183)	1166
Trump Job Somewhat Disapprove	4% (32)	10% (76)	65% (482)	5% (34)	3% (25)	12% (88)	738
Trump Job Strongly Disapprove	11% (292)	12% (342)	59% (1624)	2% (65)	2% (52)	14% (380)	2755

Continued on next page

Table BHM4_4: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?
An owner who is an immigrant*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (447)	9% (577)	62% (4098)	4% (231)	3% (210)	16% (1037)	6600
Favorable of Trump	3% (89)	5% (146)	67% (1834)	4% (121)	5% (131)	15% (412)	2732
Unfavorable of Trump	9% (328)	12% (416)	61% (2117)	3% (104)	2% (70)	13% (445)	3480
Very Favorable of Trump	4% (70)	5% (80)	66% (1112)	5% (76)	6% (94)	15% (252)	1684
Somewhat Favorable of Trump	2% (19)	6% (66)	69% (722)	4% (44)	3% (37)	15% (160)	1048
Somewhat Unfavorable of Trump	6% (33)	7% (39)	65% (351)	5% (26)	3% (18)	14% (77)	543
Very Unfavorable of Trump	10% (295)	13% (377)	60% (1767)	3% (78)	2% (52)	13% (369)	2938
#1 Issue: Economy	5% (89)	8% (130)	65% (1067)	5% (76)	3% (43)	15% (246)	1650
#1 Issue: Security	5% (60)	6% (72)	64% (791)	4% (51)	6% (76)	15% (184)	1236
#1 Issue: Health Care	8% (95)	11% (133)	60% (741)	2% (28)	2% (20)	17% (208)	1226
#1 Issue: Medicare / Social Security	5% (49)	7% (70)	67% (708)	4% (43)	3% (37)	14% (149)	1056
#1 Issue: Women's Issues	15% (50)	16% (52)	46% (157)	2% (6)	3% (11)	18% (62)	338
#1 Issue: Education	9% (34)	10% (39)	58% (227)	2% (7)	2% (9)	19% (73)	388
#1 Issue: Energy	13% (45)	15% (53)	59% (210)	3% (10)	1% (2)	10% (36)	356
#1 Issue: Other	7% (24)	8% (27)	56% (197)	3% (11)	3% (12)	23% (80)	351
2018 House Vote: Democrat	9% (208)	14% (328)	60% (1364)	2% (51)	2% (41)	12% (284)	2276
2018 House Vote: Republican	4% (69)	5% (99)	70% (1360)	5% (89)	5% (92)	12% (240)	1950
2018 House Vote: Someone else	7% (15)	7% (17)	64% (149)	3% (7)	— (1)	18% (42)	230
2016 Vote: Hillary Clinton	9% (188)	15% (300)	60% (1236)	2% (44)	2% (32)	12% (252)	2053
2016 Vote: Donald Trump	4% (72)	5% (93)	70% (1434)	4% (89)	5% (100)	13% (273)	2062
2016 Vote: Other	8% (36)	10% (44)	65% (301)	3% (14)	1% (7)	12% (57)	459
2016 Vote: Didn't Vote	7% (150)	7% (139)	56% (1122)	4% (82)	4% (72)	22% (453)	2018
Voted in 2014: Yes	6% (231)	10% (380)	66% (2540)	3% (116)	3% (123)	12% (478)	3867
Voted in 2014: No	8% (216)	7% (197)	57% (1558)	4% (115)	3% (87)	20% (559)	2733
2012 Vote: Barack Obama	8% (189)	13% (306)	62% (1512)	3% (69)	2% (47)	13% (314)	2437
2012 Vote: Mitt Romney	3% (44)	5% (74)	73% (1118)	4% (58)	4% (68)	11% (168)	1530
2012 Vote: Other	3% (9)	5% (13)	71% (197)	3% (8)	3% (7)	16% (43)	276
2012 Vote: Didn't Vote	9% (204)	8% (184)	54% (1270)	4% (95)	4% (89)	22% (510)	2352

Continued on next page

Table BHM4_4: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?
An owner who is an immigrant*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (447)	9% (577)	62% (4098)	4% (231)	3% (210)	16% (1037)	6600
4-Region: Northeast	6% (73)	8% (89)	66% (779)	3% (33)	2% (28)	15% (178)	1181
4-Region: Midwest	5% (74)	7% (99)	65% (902)	4% (49)	4% (49)	15% (213)	1387
4-Region: South	7% (163)	9% (227)	60% (1490)	4% (96)	4% (103)	16% (393)	2473
4-Region: West	9% (136)	10% (162)	59% (928)	3% (53)	2% (29)	16% (253)	1560
200226	7% (166)	9% (195)	62% (1369)	3% (67)	3% (66)	16% (361)	2224
200228	6% (128)	9% (190)	61% (1314)	4% (89)	3% (72)	17% (368)	2161
200229	7% (152)	9% (192)	64% (1416)	3% (76)	3% (72)	14% (308)	2215
Afr. Am. Men	12% (53)	13% (54)	46% (194)	5% (21)	2% (9)	22% (94)	425
Afr. Am. Women	13% (50)	15% (59)	46% (183)	3% (11)	5% (21)	19% (74)	398
Hispanic Men	16% (87)	9% (50)	48% (264)	6% (31)	2% (13)	18% (100)	546
Hispanic Women	15% (76)	15% (75)	48% (243)	2% (8)	3% (13)	17% (88)	502
White Men	4% (107)	7% (165)	68% (1654)	3% (84)	3% (78)	14% (339)	2429
White Women	6% (156)	8% (226)	64% (1765)	4% (101)	3% (85)	15% (404)	2736

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

Table BHM4_5: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?**A female owner*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (661)	12% (770)	62% (4104)	1% (62)	1% (50)	14% (953)	6600
Gender: Male	8% (254)	9% (296)	66% (2097)	1% (40)	1% (34)	15% (464)	3185
Gender: Female	12% (407)	14% (474)	59% (2007)	1% (22)	— (16)	14% (488)	3415
Age: 18-29	19% (261)	14% (191)	45% (609)	1% (18)	1% (16)	19% (264)	1360
Age: 30-44	12% (205)	13% (224)	56% (937)	1% (21)	1% (10)	17% (280)	1679
Age: 45-54	6% (53)	8% (81)	69% (653)	1% (9)	1% (10)	15% (144)	950
Age: 55-64	7% (86)	10% (130)	72% (934)	— (6)	1% (9)	11% (137)	1303
Age: 65+	4% (56)	11% (144)	74% (970)	1% (8)	— (4)	10% (128)	1309
Generation Z: 18-22	16% (95)	14% (82)	45% (275)	1% (9)	1% (8)	23% (136)	605
Millennial: Age 23-38	17% (303)	15% (268)	49% (883)	1% (19)	1% (13)	17% (306)	1792
Generation X: Age 39-54	8% (122)	9% (146)	65% (1042)	1% (20)	1% (16)	15% (245)	1592
Boomers: Age 55-73	6% (135)	10% (240)	72% (1659)	1% (13)	1% (13)	10% (231)	2293
PID: Dem (no lean)	16% (384)	16% (371)	54% (1293)	1% (18)	1% (20)	12% (288)	2374
PID: Ind (no lean)	8% (170)	10% (205)	62% (1314)	1% (23)	1% (14)	18% (378)	2105
PID: Rep (no lean)	5% (107)	9% (194)	71% (1496)	1% (21)	1% (16)	14% (287)	2121
PID/Gender: Dem Men	13% (136)	12% (126)	61% (657)	1% (13)	1% (12)	13% (141)	1085
PID/Gender: Dem Women	19% (248)	19% (245)	49% (636)	— (5)	1% (8)	11% (147)	1289
PID/Gender: Ind Men	5% (54)	7% (73)	68% (690)	1% (13)	1% (8)	17% (177)	1015
PID/Gender: Ind Women	11% (116)	12% (132)	57% (624)	1% (9)	1% (7)	18% (201)	1089
PID/Gender: Rep Men	6% (64)	9% (98)	69% (749)	1% (13)	1% (14)	14% (146)	1085
PID/Gender: Rep Women	4% (43)	9% (96)	72% (747)	1% (8)	— (2)	14% (140)	1036
Ideo: Liberal (1-3)	16% (284)	19% (342)	52% (923)	1% (17)	1% (21)	10% (178)	1766
Ideo: Moderate (4)	10% (170)	10% (177)	66% (1143)	1% (15)	— (8)	12% (210)	1724
Ideo: Conservative (5-7)	6% (131)	8% (184)	72% (1691)	1% (26)	1% (15)	13% (305)	2353
Educ: < College	10% (467)	10% (466)	61% (2789)	1% (47)	1% (38)	16% (729)	4537
Educ: Bachelors degree	10% (132)	14% (190)	62% (832)	1% (10)	1% (9)	12% (159)	1331
Educ: Post-grad	8% (62)	16% (114)	66% (482)	1% (5)	— (4)	9% (65)	732
Income: Under 50k	11% (392)	11% (387)	59% (2150)	1% (43)	1% (42)	17% (638)	3654
Income: 50k-100k	9% (185)	13% (262)	66% (1323)	1% (11)	— (5)	10% (209)	1996
Income: 100k+	9% (83)	13% (120)	66% (631)	1% (7)	— (2)	11% (106)	950
Ethnicity: White	8% (389)	11% (556)	67% (3450)	1% (40)	1% (34)	14% (697)	5165

Continued on next page

Table BHM4_5: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?*
A female owner

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (661)	12% (770)	62% (4104)	1% (62)	1% (50)	14% (953)	6600
Ethnicity: Hispanic	18% (193)	14% (147)	49% (509)	1% (12)	2% (19)	16% (169)	1048
Ethnicity: Afr. Am.	22% (180)	16% (134)	42% (345)	2% (13)	1% (9)	17% (141)	823
Ethnicity: Other	15% (93)	13% (80)	50% (309)	1% (9)	1% (7)	19% (114)	612
All Christian	8% (235)	11% (328)	69% (2119)	1% (28)	1% (22)	12% (359)	3091
All Non-Christian	11% (32)	15% (44)	59% (176)	1% (3)	3% (8)	12% (36)	299
Atheist	12% (37)	16% (48)	63% (190)	1% (2)	— (0)	9% (26)	304
Agnostic/Nothing in particular	12% (356)	12% (351)	56% (1618)	1% (29)	1% (21)	18% (531)	2906
Religious Non-Protestant/Catholic	9% (33)	13% (48)	63% (237)	1% (3)	2% (8)	12% (46)	376
Evangelical	10% (174)	10% (179)	65% (1107)	1% (18)	1% (14)	13% (218)	1710
Non-Evangelical	9% (221)	12% (289)	65% (1583)	1% (16)	1% (16)	13% (318)	2444
Community: Urban	16% (275)	14% (238)	53% (909)	1% (16)	2% (26)	14% (241)	1706
Community: Suburban	8% (254)	12% (373)	64% (1926)	1% (20)	— (15)	14% (422)	3009
Community: Rural	7% (133)	8% (160)	67% (1269)	1% (26)	— (9)	15% (289)	1886
Employ: Private Sector	10% (193)	12% (237)	64% (1223)	1% (18)	1% (11)	12% (229)	1912
Employ: Government	12% (49)	13% (52)	56% (235)	1% (3)	— (2)	18% (75)	416
Employ: Self-Employed	12% (64)	14% (73)	60% (321)	2% (10)	1% (8)	12% (63)	540
Employ: Homemaker	8% (43)	13% (66)	63% (318)	— (1)	1% (3)	15% (78)	508
Employ: Retired	5% (88)	10% (163)	72% (1154)	1% (11)	— (5)	11% (174)	1595
Employ: Unemployed	13% (96)	12% (90)	51% (368)	1% (8)	2% (17)	20% (147)	726
Employ: Other	10% (55)	9% (49)	57% (310)	2% (9)	1% (4)	21% (116)	542
Military HH: Yes	8% (90)	11% (118)	68% (734)	2% (17)	1% (11)	11% (117)	1087
Military HH: No	10% (571)	12% (652)	61% (3369)	1% (45)	1% (39)	15% (836)	5513
RD/WT: Right Direction	6% (168)	9% (235)	68% (1832)	1% (30)	1% (19)	16% (420)	2703
RD/WT: Wrong Track	13% (493)	14% (535)	58% (2272)	1% (32)	1% (32)	14% (532)	3897
Trump Job Approve	6% (161)	8% (215)	70% (1966)	1% (38)	1% (26)	14% (396)	2803
Trump Job Disapprove	14% (472)	15% (537)	58% (2009)	1% (24)	1% (24)	12% (428)	3493
Trump Job Strongly Approve	6% (96)	8% (129)	70% (1140)	1% (19)	1% (17)	14% (235)	1636
Trump Job Somewhat Approve	6% (65)	7% (86)	71% (826)	2% (19)	1% (9)	14% (161)	1166
Trump Job Somewhat Disapprove	8% (57)	15% (108)	65% (481)	1% (7)	1% (4)	11% (81)	738
Trump Job Strongly Disapprove	15% (414)	16% (429)	55% (1528)	1% (17)	1% (20)	13% (346)	2755

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Table BHM4_5: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?*
A female owner

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (661)	12% (770)	62% (4104)	1% (62)	1% (50)	14% (953)	6600
Favorable of Trump	5% (148)	8% (217)	71% (1937)	1% (33)	1% (23)	14% (374)	2732
Unfavorable of Trump	13% (468)	15% (520)	58% (2032)	1% (29)	1% (26)	12% (405)	3480
Very Favorable of Trump	6% (101)	9% (144)	70% (1174)	1% (19)	1% (19)	14% (228)	1684
Somewhat Favorable of Trump	4% (47)	7% (74)	73% (763)	1% (14)	— (4)	14% (146)	1048
Somewhat Unfavorable of Trump	9% (50)	13% (71)	63% (344)	1% (7)	— (2)	13% (68)	543
Very Unfavorable of Trump	14% (418)	15% (449)	57% (1688)	1% (22)	1% (24)	11% (337)	2938
#1 Issue: Economy	10% (164)	11% (178)	64% (1049)	1% (23)	1% (15)	13% (221)	1650
#1 Issue: Security	7% (92)	8% (98)	69% (856)	1% (12)	— (6)	14% (172)	1236
#1 Issue: Health Care	10% (123)	14% (176)	59% (728)	— (6)	— (5)	15% (187)	1226
#1 Issue: Medicare / Social Security	7% (70)	12% (123)	67% (711)	1% (6)	1% (12)	13% (134)	1056
#1 Issue: Women's Issues	23% (76)	16% (53)	44% (149)	2% (6)	— (2)	15% (52)	338
#1 Issue: Education	12% (47)	11% (44)	55% (213)	1% (4)	2% (7)	19% (74)	388
#1 Issue: Energy	16% (58)	16% (58)	56% (199)	1% (2)	— (2)	10% (37)	356
#1 Issue: Other	9% (30)	12% (41)	57% (200)	— (1)	1% (3)	21% (75)	351
2018 House Vote: Democrat	14% (325)	16% (374)	57% (1292)	1% (18)	— (6)	11% (260)	2276
2018 House Vote: Republican	5% (102)	8% (156)	74% (1435)	1% (21)	1% (14)	11% (221)	1950
2018 House Vote: Someone else	8% (18)	7% (16)	68% (156)	— (0)	— (0)	17% (40)	230
2016 Vote: Hillary Clinton	14% (294)	17% (359)	56% (1147)	1% (13)	— (7)	11% (235)	2053
2016 Vote: Donald Trump	5% (107)	8% (172)	72% (1492)	1% (25)	1% (17)	12% (250)	2062
2016 Vote: Other	11% (53)	7% (32)	68% (313)	1% (3)	— (1)	13% (58)	459
2016 Vote: Didn't Vote	10% (208)	10% (208)	57% (1147)	1% (20)	1% (26)	20% (409)	2018
Voted in 2014: Yes	9% (363)	12% (476)	66% (2535)	1% (33)	1% (20)	11% (441)	3867
Voted in 2014: No	11% (298)	11% (294)	57% (1568)	1% (30)	1% (31)	19% (512)	2733
2012 Vote: Barack Obama	13% (317)	15% (357)	59% (1449)	1% (21)	— (12)	12% (282)	2437
2012 Vote: Mitt Romney	4% (65)	7% (112)	76% (1169)	1% (16)	1% (8)	11% (161)	1530
2012 Vote: Other	4% (11)	8% (23)	71% (195)	2% (7)	1% (2)	14% (40)	276
2012 Vote: Didn't Vote	11% (268)	12% (279)	55% (1290)	1% (19)	1% (28)	20% (468)	2352

Continued on next page

Table BHM4_5: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?*
A female owner

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (661)	12% (770)	62% (4104)	1% (62)	1% (50)	14% (953)	6600
4-Region: Northeast	8% (91)	11% (129)	65% (769)	1% (17)	— (6)	14% (170)	1181
4-Region: Midwest	8% (108)	11% (153)	66% (917)	1% (9)	1% (8)	14% (191)	1387
4-Region: South	11% (268)	12% (292)	60% (1488)	1% (27)	1% (26)	15% (371)	2473
4-Region: West	12% (195)	13% (195)	60% (930)	1% (9)	1% (10)	14% (221)	1560
200226	10% (231)	12% (259)	61% (1365)	1% (20)	1% (16)	15% (332)	2224
200228	10% (207)	11% (247)	62% (1342)	1% (24)	1% (14)	15% (326)	2161
200229	10% (223)	12% (263)	63% (1396)	1% (18)	1% (20)	13% (294)	2215
Afr. Am. Men	16% (69)	15% (62)	48% (202)	3% (11)	1% (3)	18% (78)	425
Afr. Am. Women	28% (111)	18% (72)	36% (144)	— (2)	2% (6)	16% (63)	398
Hispanic Men	15% (85)	10% (57)	53% (292)	2% (10)	2% (13)	16% (90)	546
Hispanic Women	22% (108)	18% (90)	43% (216)	1% (3)	1% (6)	16% (79)	502
White Men	6% (142)	8% (205)	70% (1705)	1% (23)	1% (25)	14% (328)	2429
White Women	9% (246)	13% (351)	64% (1744)	1% (17)	— (8)	14% (370)	2736

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

Table BHM4_6: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?*
A male owner

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (395)	5% (340)	71% (4666)	2% (135)	1% (72)	15% (993)	6600
Gender: Male	7% (235)	6% (182)	69% (2210)	2% (56)	1% (39)	15% (464)	3185
Gender: Female	5% (160)	5% (158)	72% (2456)	2% (79)	1% (33)	15% (529)	3415
Age: 18-29	10% (129)	5% (71)	57% (769)	5% (65)	3% (35)	21% (289)	1360
Age: 30-44	8% (129)	6% (108)	66% (1109)	2% (38)	1% (17)	17% (277)	1679
Age: 45-54	4% (40)	4% (34)	75% (709)	1% (8)	1% (9)	16% (150)	950
Age: 55-64	4% (55)	5% (63)	78% (1023)	1% (12)	1% (8)	11% (143)	1303
Age: 65+	3% (42)	5% (63)	81% (1056)	1% (12)	— (2)	10% (134)	1309
Generation Z: 18-22	9% (56)	4% (21)	55% (332)	6% (34)	3% (20)	23% (141)	605
Millennial: Age 23-38	9% (161)	7% (128)	61% (1096)	3% (59)	1% (25)	18% (323)	1792
Generation X: Age 39-54	5% (81)	4% (64)	73% (1159)	1% (18)	1% (17)	16% (252)	1592
Boomers: Age 55-73	4% (95)	5% (103)	79% (1819)	1% (21)	— (10)	11% (244)	2293
PID: Dem (no lean)	7% (167)	6% (152)	70% (1653)	3% (69)	1% (29)	13% (304)	2374
PID: Ind (no lean)	5% (108)	3% (73)	69% (1453)	2% (49)	1% (25)	19% (396)	2105
PID: Rep (no lean)	6% (120)	5% (114)	74% (1560)	1% (16)	1% (17)	14% (293)	2121
PID/Gender: Dem Men	9% (97)	7% (81)	68% (733)	2% (22)	2% (17)	12% (135)	1085
PID/Gender: Dem Women	5% (70)	6% (71)	71% (919)	4% (47)	1% (13)	13% (169)	1289
PID/Gender: Ind Men	5% (46)	3% (33)	71% (721)	2% (24)	1% (13)	18% (178)	1015
PID/Gender: Ind Women	6% (62)	4% (40)	67% (732)	2% (25)	1% (12)	20% (218)	1089
PID/Gender: Rep Men	8% (92)	6% (68)	70% (756)	1% (9)	1% (9)	14% (151)	1085
PID/Gender: Rep Women	3% (28)	5% (47)	78% (804)	1% (7)	1% (9)	14% (142)	1036
Ideo: Liberal (1-3)	6% (107)	6% (102)	72% (1272)	3% (60)	2% (32)	11% (192)	1766
Ideo: Moderate (4)	7% (114)	5% (87)	73% (1252)	2% (32)	1% (14)	13% (226)	1724
Ideo: Conservative (5-7)	6% (130)	5% (106)	75% (1756)	1% (33)	1% (14)	13% (315)	2353
Educ: < College	7% (299)	5% (246)	68% (3081)	2% (101)	1% (60)	17% (749)	4537
Educ: Bachelors degree	5% (61)	5% (64)	76% (1008)	1% (17)	— (6)	13% (175)	1331
Educ: Post-grad	5% (35)	4% (29)	79% (578)	2% (16)	1% (5)	9% (69)	732
Income: Under 50k	7% (245)	6% (201)	66% (2415)	2% (87)	1% (48)	18% (657)	3654
Income: 50k-100k	5% (106)	5% (102)	76% (1515)	2% (32)	1% (18)	11% (223)	1996
Income: 100k+	5% (44)	4% (36)	77% (736)	2% (17)	1% (5)	12% (113)	950
Ethnicity: White	5% (236)	5% (235)	74% (3845)	2% (81)	1% (42)	14% (725)	5165

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Table BHM4_6: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?*

A male owner

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (395)	5% (340)	71% (4666)	2% (135)	1% (72)	15% (993)	6600
Ethnicity: Hispanic	10% (110)	7% (78)	58% (611)	4% (42)	3% (29)	17% (179)	1048
Ethnicity: Afr. Am.	14% (115)	8% (65)	55% (454)	4% (33)	2% (13)	17% (143)	823
Ethnicity: Other	7% (44)	6% (39)	60% (366)	3% (21)	3% (17)	20% (125)	612
All Christian	5% (156)	5% (163)	75% (2331)	1% (44)	— (13)	12% (383)	3091
All Non-Christian	8% (24)	4% (12)	68% (204)	2% (7)	3% (9)	15% (44)	299
Atheist	4% (12)	3% (9)	79% (239)	3% (8)	2% (7)	10% (29)	304
Agnostic/Nothing in particular	7% (202)	5% (155)	65% (1892)	3% (76)	1% (43)	18% (537)	2906
Religious Non-Protestant/Catholic	7% (25)	4% (14)	70% (261)	3% (13)	2% (9)	14% (53)	376
Evangelical	8% (134)	6% (99)	71% (1220)	1% (22)	1% (12)	13% (222)	1710
Non-Evangelical	5% (113)	6% (138)	73% (1789)	2% (47)	1% (16)	14% (342)	2444
Community: Urban	10% (174)	6% (99)	64% (1091)	4% (60)	2% (31)	15% (250)	1706
Community: Suburban	4% (134)	5% (153)	73% (2203)	2% (52)	1% (24)	15% (443)	3009
Community: Rural	5% (86)	5% (88)	73% (1372)	1% (22)	1% (17)	16% (300)	1886
Employ: Private Sector	6% (114)	5% (102)	73% (1396)	2% (36)	1% (15)	13% (250)	1912
Employ: Government	7% (31)	2% (10)	69% (288)	3% (13)	1% (3)	17% (72)	416
Employ: Self-Employed	9% (48)	7% (36)	69% (373)	2% (9)	1% (8)	12% (65)	540
Employ: Homemaker	5% (26)	5% (24)	72% (365)	1% (6)	1% (5)	17% (84)	508
Employ: Retired	3% (53)	5% (83)	78% (1248)	1% (17)	— (8)	12% (186)	1595
Employ: Unemployed	8% (60)	4% (28)	61% (443)	4% (28)	3% (19)	20% (148)	726
Employ: Other	5% (25)	7% (38)	64% (344)	3% (14)	2% (10)	20% (111)	542
Military HH: Yes	6% (64)	5% (57)	75% (815)	1% (14)	1% (11)	12% (126)	1087
Military HH: No	6% (331)	5% (283)	70% (3851)	2% (121)	1% (61)	16% (867)	5513
RD/WT: Right Direction	6% (169)	5% (143)	71% (1912)	1% (36)	1% (20)	16% (424)	2703
RD/WT: Wrong Track	6% (226)	5% (197)	71% (2754)	3% (99)	1% (52)	15% (569)	3897
Trump Job Approve	6% (171)	5% (140)	73% (2036)	1% (33)	1% (23)	14% (399)	2803
Trump Job Disapprove	6% (203)	6% (199)	71% (2487)	3% (99)	1% (46)	13% (458)	3493
Trump Job Strongly Approve	7% (117)	5% (84)	72% (1170)	1% (15)	1% (11)	15% (239)	1636
Trump Job Somewhat Approve	5% (54)	5% (56)	74% (866)	2% (18)	1% (11)	14% (160)	1166
Trump Job Somewhat Disapprove	3% (21)	8% (59)	73% (539)	3% (21)	1% (11)	12% (87)	738
Trump Job Strongly Disapprove	7% (182)	5% (140)	71% (1948)	3% (78)	1% (36)	13% (371)	2755

Continued on next page

Table BHM4_6: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?*
 A male owner

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (395)	5% (340)	71% (4666)	2% (135)	1% (72)	15% (993)	6600
Favorable of Trump	6% (158)	5% (139)	73% (2006)	1% (33)	1% (17)	14% (379)	2732
Unfavorable of Trump	6% (207)	5% (185)	72% (2511)	3% (91)	1% (48)	13% (438)	3480
Very Favorable of Trump	7% (121)	5% (90)	72% (1212)	1% (18)	1% (11)	14% (234)	1684
Somewhat Favorable of Trump	4% (37)	5% (49)	76% (794)	1% (15)	1% (6)	14% (146)	1048
Somewhat Unfavorable of Trump	5% (27)	6% (33)	74% (402)	1% (5)	— (3)	13% (73)	543
Very Unfavorable of Trump	6% (181)	5% (152)	72% (2110)	3% (86)	2% (45)	12% (365)	2938
#1 Issue: Economy	5% (82)	5% (86)	72% (1187)	3% (47)	2% (28)	13% (220)	1650
#1 Issue: Security	7% (83)	5% (64)	71% (883)	2% (23)	— (6)	14% (177)	1236
#1 Issue: Health Care	5% (64)	5% (66)	70% (855)	2% (26)	1% (14)	16% (201)	1226
#1 Issue: Medicare / Social Security	5% (56)	5% (57)	74% (777)	1% (12)	1% (10)	14% (144)	1056
#1 Issue: Women's Issues	8% (26)	4% (13)	65% (219)	3% (11)	3% (10)	18% (59)	338
#1 Issue: Education	10% (38)	6% (23)	63% (245)	2% (7)	1% (2)	19% (73)	388
#1 Issue: Energy	7% (25)	6% (21)	73% (260)	2% (7)	1% (3)	11% (39)	356
#1 Issue: Other	6% (21)	3% (9)	68% (240)	1% (2)	— (0)	23% (80)	351
2018 House Vote: Democrat	6% (135)	6% (126)	72% (1642)	3% (61)	1% (27)	12% (284)	2276
2018 House Vote: Republican	6% (116)	5% (95)	76% (1477)	1% (21)	1% (11)	12% (230)	1950
2018 House Vote: Someone else	4% (10)	5% (11)	70% (160)	1% (2)	— (0)	21% (48)	230
2016 Vote: Hillary Clinton	6% (119)	6% (115)	73% (1490)	2% (48)	1% (22)	13% (259)	2053
2016 Vote: Donald Trump	5% (110)	5% (108)	75% (1550)	1% (21)	1% (15)	12% (256)	2062
2016 Vote: Other	6% (29)	4% (18)	75% (342)	1% (6)	1% (6)	13% (57)	459
2016 Vote: Didn't Vote	7% (136)	5% (97)	63% (1278)	3% (59)	1% (28)	21% (419)	2018
Voted in 2014: Yes	6% (226)	5% (201)	74% (2876)	2% (65)	1% (34)	12% (466)	3867
Voted in 2014: No	6% (169)	5% (138)	66% (1791)	3% (70)	1% (38)	19% (527)	2733
2012 Vote: Barack Obama	6% (149)	6% (138)	72% (1766)	2% (57)	1% (28)	12% (299)	2437
2012 Vote: Mitt Romney	4% (64)	4% (61)	80% (1221)	1% (13)	1% (11)	11% (161)	1530
2012 Vote: Other	3% (9)	5% (13)	75% (208)	1% (4)	— (1)	15% (42)	276
2012 Vote: Didn't Vote	7% (171)	5% (128)	63% (1470)	3% (61)	1% (32)	21% (489)	2352

Continued on next page

Table BHM4_6: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?*

A male owner

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (395)	5% (340)	71% (4666)	2% (135)	1% (72)	15% (993)	6600
4-Region: Northeast	5% (63)	4% (48)	74% (877)	1% (12)	1% (11)	14% (170)	1181
4-Region: Midwest	5% (71)	5% (65)	72% (1001)	2% (31)	1% (16)	15% (203)	1387
4-Region: South	6% (160)	6% (144)	69% (1698)	2% (57)	1% (29)	16% (385)	2473
4-Region: West	6% (101)	5% (83)	70% (1089)	2% (36)	1% (17)	15% (235)	1560
200226	6% (138)	5% (103)	70% (1547)	3% (63)	1% (22)	16% (350)	2224
200228	6% (122)	5% (118)	70% (1523)	2% (33)	1% (18)	16% (347)	2161
200229	6% (134)	5% (118)	72% (1597)	2% (39)	1% (31)	13% (296)	2215
Afr. Am. Men	15% (62)	9% (39)	53% (225)	4% (16)	2% (9)	17% (74)	425
Afr. Am. Women	13% (53)	7% (26)	58% (230)	4% (17)	1% (4)	17% (68)	398
Hispanic Men	13% (74)	7% (38)	56% (306)	4% (21)	4% (22)	16% (85)	546
Hispanic Women	7% (36)	8% (40)	61% (305)	4% (21)	1% (7)	19% (94)	502
White Men	6% (143)	5% (120)	74% (1793)	1% (27)	1% (18)	14% (329)	2429
White Women	3% (93)	4% (116)	75% (2053)	2% (54)	1% (24)	14% (396)	2736

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

Table BHM4_7: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?*
An owner who is disabled

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (682)	16% (1059)	57% (3759)	1% (82)	1% (67)	14% (951)	6600
Gender: Male	9% (289)	15% (467)	59% (1881)	2% (49)	1% (32)	15% (467)	3185
Gender: Female	11% (392)	17% (592)	55% (1878)	1% (32)	1% (35)	14% (485)	3415
Age: 18-29	15% (203)	15% (204)	45% (611)	2% (33)	2% (26)	21% (282)	1360
Age: 30-44	11% (182)	15% (250)	55% (924)	1% (24)	1% (24)	16% (275)	1679
Age: 45-54	9% (86)	13% (123)	61% (582)	1% (8)	1% (10)	15% (142)	950
Age: 55-64	9% (111)	16% (203)	65% (842)	1% (7)	— (5)	10% (135)	1303
Age: 65+	8% (100)	21% (280)	61% (800)	1% (9)	— (3)	9% (118)	1309
Generation Z: 18-22	13% (81)	11% (64)	47% (283)	3% (20)	2% (13)	24% (143)	605
Millennial: Age 23-38	13% (239)	17% (297)	49% (885)	1% (24)	1% (25)	18% (321)	1792
Generation X: Age 39-54	9% (150)	14% (215)	60% (950)	1% (21)	1% (22)	15% (234)	1592
Boomers: Age 55-73	8% (189)	17% (401)	63% (1455)	1% (15)	— (7)	10% (225)	2293
PID: Dem (no lean)	13% (304)	19% (447)	53% (1255)	2% (36)	1% (34)	13% (299)	2374
PID: Ind (no lean)	9% (195)	13% (265)	58% (1227)	1% (20)	1% (16)	18% (382)	2105
PID: Rep (no lean)	9% (183)	16% (347)	60% (1277)	1% (26)	1% (18)	13% (270)	2121
PID/Gender: Dem Men	12% (127)	16% (176)	56% (610)	1% (16)	1% (14)	13% (142)	1085
PID/Gender: Dem Women	14% (177)	21% (271)	50% (645)	2% (20)	1% (19)	12% (157)	1289
PID/Gender: Ind Men	6% (62)	12% (126)	62% (628)	1% (15)	1% (5)	18% (179)	1015
PID/Gender: Ind Women	12% (133)	13% (139)	55% (599)	— (5)	1% (10)	19% (203)	1089
PID/Gender: Rep Men	9% (100)	15% (165)	59% (643)	2% (19)	1% (12)	13% (146)	1085
PID/Gender: Rep Women	8% (83)	18% (182)	61% (634)	1% (7)	1% (6)	12% (124)	1036
Ideo: Liberal (1-3)	13% (231)	22% (384)	52% (927)	2% (29)	1% (23)	10% (172)	1766
Ideo: Moderate (4)	10% (178)	14% (234)	61% (1050)	1% (20)	1% (9)	13% (233)	1724
Ideo: Conservative (5-7)	8% (197)	16% (365)	62% (1463)	1% (24)	1% (20)	12% (285)	2353
Educ: < College	11% (512)	15% (662)	56% (2521)	1% (54)	1% (55)	16% (732)	4537
Educ: Bachelors degree	9% (114)	19% (251)	58% (779)	2% (24)	— (5)	12% (158)	1331
Educ: Post-grad	8% (56)	20% (146)	63% (459)	1% (4)	1% (7)	8% (61)	732
Income: Under 50k	11% (415)	15% (549)	53% (1948)	1% (54)	1% (42)	18% (646)	3654
Income: 50k-100k	10% (196)	17% (339)	61% (1225)	1% (14)	1% (16)	10% (206)	1996
Income: 100k+	7% (71)	18% (170)	62% (586)	1% (14)	1% (10)	10% (99)	950
Ethnicity: White	9% (462)	16% (840)	60% (3102)	1% (50)	1% (39)	13% (672)	5165

Continued on next page

Table BHM4_7: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?
An owner who is disabled*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (682)	16% (1059)	57% (3759)	1% (82)	1% (67)	14% (951)	6600
Ethnicity: Hispanic	17% (174)	17% (178)	45% (473)	2% (19)	2% (24)	17% (181)	1048
Ethnicity: Afr. Am.	17% (138)	15% (126)	45% (370)	2% (15)	2% (18)	19% (157)	823
Ethnicity: Other	13% (82)	15% (93)	47% (288)	3% (17)	2% (10)	20% (123)	612
All Christian	10% (313)	17% (533)	60% (1853)	1% (31)	1% (16)	11% (344)	3091
All Non-Christian	11% (34)	15% (44)	53% (159)	4% (11)	4% (11)	13% (40)	299
Atheist	8% (24)	21% (63)	61% (185)	— (1)	1% (3)	9% (27)	304
Agnostic/Nothing in particular	11% (310)	14% (418)	54% (1562)	1% (38)	1% (37)	19% (540)	2906
Religious Non-Protestant/Catholic	10% (37)	13% (51)	58% (216)	3% (11)	3% (12)	13% (49)	376
Evangelical	12% (200)	18% (315)	55% (946)	2% (27)	1% (16)	12% (206)	1710
Non-Evangelical	10% (255)	15% (378)	60% (1465)	1% (16)	1% (13)	13% (316)	2444
Community: Urban	13% (224)	15% (264)	53% (901)	2% (31)	2% (35)	15% (251)	1706
Community: Suburban	9% (283)	17% (514)	58% (1744)	1% (33)	1% (19)	14% (417)	3009
Community: Rural	9% (175)	15% (281)	59% (1114)	1% (18)	1% (14)	15% (283)	1886
Employ: Private Sector	9% (178)	17% (319)	60% (1143)	1% (21)	1% (12)	12% (239)	1912
Employ: Government	10% (42)	16% (67)	52% (218)	2% (9)	1% (5)	18% (76)	416
Employ: Self-Employed	13% (68)	12% (64)	60% (324)	2% (9)	3% (16)	11% (60)	540
Employ: Homemaker	11% (57)	16% (79)	58% (293)	1% (3)	1% (5)	14% (73)	508
Employ: Retired	8% (127)	20% (318)	61% (973)	1% (11)	— (5)	10% (162)	1595
Employ: Unemployed	12% (84)	13% (96)	50% (362)	2% (17)	2% (12)	21% (155)	726
Employ: Other	12% (63)	14% (77)	50% (271)	1% (8)	1% (7)	21% (116)	542
Military HH: Yes	11% (119)	18% (200)	59% (644)	1% (12)	— (4)	10% (108)	1087
Military HH: No	10% (562)	16% (859)	57% (3115)	1% (70)	1% (64)	15% (843)	5513
RD/WT: Right Direction	9% (237)	15% (398)	59% (1599)	1% (35)	1% (23)	15% (412)	2703
RD/WT: Wrong Track	11% (445)	17% (661)	55% (2160)	1% (47)	1% (45)	14% (539)	3897
Trump Job Approve	8% (234)	15% (416)	61% (1708)	1% (32)	1% (31)	14% (381)	2803
Trump Job Disapprove	12% (425)	18% (620)	55% (1925)	1% (49)	1% (36)	13% (437)	3493
Trump Job Strongly Approve	10% (163)	14% (230)	61% (990)	1% (18)	1% (13)	14% (222)	1636
Trump Job Somewhat Approve	6% (71)	16% (186)	62% (718)	1% (15)	2% (18)	14% (159)	1166
Trump Job Somewhat Disapprove	8% (60)	16% (116)	62% (458)	2% (16)	— (4)	11% (85)	738
Trump Job Strongly Disapprove	13% (366)	18% (504)	53% (1467)	1% (33)	1% (32)	13% (352)	2755

Continued on next page

Table BHM4_7: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?
An owner who is disabled*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (682)	16% (1059)	57% (3759)	1% (82)	1% (67)	14% (951)	6600
Favorable of Trump	8% (224)	15% (417)	61% (1671)	1% (30)	1% (29)	13% (360)	2732
Unfavorable of Trump	12% (421)	18% (609)	56% (1956)	1% (46)	1% (35)	12% (413)	3480
Very Favorable of Trump	10% (175)	15% (244)	60% (1008)	1% (16)	1% (21)	13% (221)	1684
Somewhat Favorable of Trump	5% (49)	17% (173)	63% (662)	1% (15)	1% (9)	13% (139)	1048
Somewhat Unfavorable of Trump	9% (51)	13% (73)	61% (332)	2% (13)	— (1)	14% (75)	543
Very Unfavorable of Trump	13% (370)	18% (537)	55% (1625)	1% (34)	1% (34)	12% (339)	2938
#1 Issue: Economy	8% (131)	15% (245)	60% (991)	2% (28)	1% (21)	14% (234)	1650
#1 Issue: Security	9% (113)	14% (177)	61% (759)	2% (20)	— (4)	13% (162)	1236
#1 Issue: Health Care	11% (129)	16% (202)	55% (679)	1% (11)	1% (16)	15% (189)	1226
#1 Issue: Medicare / Social Security	10% (105)	18% (192)	58% (610)	1% (10)	1% (8)	12% (131)	1056
#1 Issue: Women's Issues	18% (60)	20% (67)	44% (147)	1% (5)	1% (5)	16% (54)	338
#1 Issue: Education	12% (45)	13% (52)	53% (205)	2% (6)	2% (7)	19% (74)	388
#1 Issue: Energy	15% (53)	20% (70)	53% (190)	— (1)	1% (5)	10% (36)	356
#1 Issue: Other	13% (45)	15% (54)	51% (177)	— (1)	1% (2)	20% (71)	351
2018 House Vote: Democrat	12% (282)	20% (461)	54% (1229)	1% (30)	1% (16)	11% (259)	2276
2018 House Vote: Republican	9% (172)	16% (304)	63% (1236)	1% (18)	1% (11)	11% (209)	1950
2018 House Vote: Someone else	10% (23)	11% (25)	60% (138)	1% (3)	1% (2)	17% (39)	230
2016 Vote: Hillary Clinton	12% (253)	21% (421)	54% (1105)	1% (26)	1% (14)	11% (235)	2053
2016 Vote: Donald Trump	9% (185)	15% (315)	63% (1299)	1% (17)	1% (14)	11% (231)	2062
2016 Vote: Other	11% (49)	14% (64)	61% (280)	2% (7)	— (1)	12% (57)	459
2016 Vote: Didn't Vote	10% (194)	13% (258)	53% (1070)	2% (31)	2% (38)	21% (428)	2018
Voted in 2014: Yes	11% (419)	18% (681)	59% (2271)	1% (43)	1% (21)	11% (432)	3867
Voted in 2014: No	10% (263)	14% (378)	54% (1488)	1% (38)	2% (46)	19% (520)	2733
2012 Vote: Barack Obama	12% (296)	19% (454)	56% (1354)	1% (36)	— (12)	12% (286)	2437
2012 Vote: Mitt Romney	7% (115)	15% (232)	66% (1015)	1% (11)	— (7)	10% (151)	1530
2012 Vote: Other	8% (21)	13% (37)	65% (179)	1% (2)	— (1)	13% (37)	276
2012 Vote: Didn't Vote	11% (248)	14% (337)	51% (1209)	1% (33)	2% (47)	20% (477)	2352

Continued on next page

Table BHM4_7: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?
An owner who is disabled*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (682)	16% (1059)	57% (3759)	1% (82)	1% (67)	14% (951)	6600
4-Region: Northeast	8% (96)	15% (172)	61% (723)	1% (12)	1% (9)	14% (169)	1181
4-Region: Midwest	9% (124)	16% (217)	59% (819)	2% (25)	1% (13)	14% (189)	1387
4-Region: South	11% (282)	16% (406)	55% (1353)	1% (31)	1% (36)	15% (366)	2473
4-Region: West	12% (181)	17% (264)	55% (864)	1% (14)	1% (9)	15% (228)	1560
200226	11% (250)	15% (324)	57% (1257)	2% (39)	1% (26)	15% (328)	2224
200228	10% (210)	16% (346)	56% (1217)	1% (29)	1% (20)	16% (339)	2161
200229	10% (222)	18% (388)	58% (1286)	1% (15)	1% (21)	13% (284)	2215
Afr. Am. Men	15% (63)	14% (57)	48% (205)	1% (6)	2% (9)	20% (85)	425
Afr. Am. Women	19% (75)	17% (68)	41% (165)	2% (9)	2% (10)	18% (72)	398
Hispanic Men	14% (78)	15% (80)	49% (265)	3% (14)	2% (9)	18% (99)	546
Hispanic Women	19% (95)	19% (97)	41% (208)	1% (6)	3% (14)	16% (82)	502
White Men	8% (183)	15% (366)	62% (1513)	1% (29)	1% (18)	13% (319)	2429
White Women	10% (278)	17% (474)	58% (1589)	1% (22)	1% (20)	13% (353)	2736

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

Table BHM4_8: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?
An owner who is LGBTQ*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (544)	7% (486)	57% (3767)	5% (299)	6% (414)	17% (1090)	6600
Gender: Male	7% (229)	6% (189)	57% (1812)	5% (173)	8% (255)	17% (526)	3185
Gender: Female	9% (315)	9% (296)	57% (1955)	4% (125)	5% (159)	17% (564)	3415
Age: 18-29	17% (225)	11% (153)	42% (576)	4% (58)	5% (71)	20% (276)	1360
Age: 30-44	9% (159)	9% (154)	55% (918)	4% (62)	5% (88)	18% (297)	1679
Age: 45-54	5% (49)	5% (48)	61% (581)	5% (45)	6% (52)	18% (175)	950
Age: 55-64	5% (68)	5% (71)	65% (842)	5% (64)	6% (84)	13% (175)	1303
Age: 65+	3% (44)	5% (60)	65% (850)	5% (69)	9% (118)	13% (168)	1309
Generation Z: 18-22	15% (89)	9% (57)	40% (243)	6% (39)	7% (41)	23% (137)	605
Millennial: Age 23-38	14% (243)	11% (204)	49% (878)	4% (64)	4% (77)	18% (325)	1792
Generation X: Age 39-54	6% (101)	6% (94)	60% (955)	4% (63)	6% (94)	18% (286)	1592
Boomers: Age 55-73	4% (102)	5% (119)	65% (1494)	5% (114)	7% (160)	13% (304)	2293
PID: Dem (no lean)	13% (311)	12% (284)	55% (1303)	2% (59)	3% (82)	14% (336)	2374
PID: Ind (no lean)	7% (158)	6% (133)	58% (1227)	4% (87)	4% (86)	20% (414)	2105
PID: Rep (no lean)	4% (76)	3% (69)	58% (1238)	7% (153)	12% (246)	16% (340)	2121
PID/Gender: Dem Men	11% (119)	10% (111)	55% (602)	4% (38)	5% (56)	15% (159)	1085
PID/Gender: Dem Women	15% (192)	13% (173)	54% (701)	2% (20)	2% (26)	14% (177)	1289
PID/Gender: Ind Men	5% (54)	5% (47)	62% (626)	5% (49)	5% (50)	19% (190)	1015
PID/Gender: Ind Women	9% (103)	8% (85)	55% (601)	3% (38)	3% (36)	21% (225)	1089
PID/Gender: Rep Men	5% (56)	3% (31)	54% (584)	8% (86)	14% (150)	16% (178)	1085
PID/Gender: Rep Women	2% (20)	4% (38)	63% (653)	6% (67)	9% (96)	16% (162)	1036
Ideo: Liberal (1-3)	15% (270)	15% (264)	54% (949)	3% (52)	2% (37)	11% (195)	1766
Ideo: Moderate (4)	8% (131)	7% (126)	63% (1091)	3% (47)	4% (69)	15% (261)	1724
Ideo: Conservative (5-7)	4% (86)	3% (59)	60% (1401)	8% (179)	12% (285)	15% (343)	2353
Educ: < College	9% (390)	7% (296)	55% (2489)	5% (205)	7% (311)	19% (846)	4537
Educ: Bachelors degree	8% (107)	9% (123)	60% (801)	5% (61)	5% (68)	13% (171)	1331
Educ: Post-grad	6% (47)	9% (68)	65% (477)	4% (32)	5% (35)	10% (73)	732
Income: Under 50k	9% (335)	7% (241)	52% (1908)	5% (171)	7% (265)	20% (734)	3654
Income: 50k-100k	7% (143)	9% (178)	62% (1241)	4% (86)	5% (109)	12% (240)	1996
Income: 100k+	7% (67)	7% (67)	65% (618)	4% (41)	4% (41)	12% (117)	950
Ethnicity: White	6% (335)	6% (332)	61% (3131)	5% (247)	7% (338)	15% (782)	5165

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Table BHM4_8: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?
An owner who is LGBTQ*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (544)	7% (486)	57% (3767)	5% (299)	6% (414)	17% (1090)	6600
Ethnicity: Hispanic	16% (165)	12% (121)	45% (469)	4% (46)	6% (67)	17% (179)	1048
Ethnicity: Afr. Am.	16% (134)	12% (97)	42% (349)	4% (29)	5% (45)	21% (169)	823
Ethnicity: Other	12% (75)	9% (57)	47% (287)	4% (23)	5% (31)	23% (139)	612
All Christian	6% (173)	5% (169)	61% (1899)	5% (170)	8% (247)	14% (432)	3091
All Non-Christian	12% (36)	8% (25)	53% (159)	5% (16)	5% (16)	16% (48)	299
Atheist	11% (35)	13% (38)	62% (188)	1% (3)	2% (7)	11% (33)	304
Agnostic/Nothing in particular	10% (300)	9% (254)	52% (1521)	4% (109)	5% (144)	20% (577)	2906
Religious Non-Protestant/Catholic	10% (36)	7% (26)	56% (209)	6% (24)	6% (21)	16% (60)	376
Evangelical	7% (124)	5% (83)	54% (927)	7% (116)	12% (199)	15% (261)	1710
Non-Evangelical	7% (169)	7% (183)	62% (1514)	4% (89)	5% (119)	15% (370)	2444
Community: Urban	13% (218)	10% (166)	51% (874)	4% (70)	7% (111)	16% (268)	1706
Community: Suburban	7% (217)	8% (231)	60% (1812)	4% (127)	5% (141)	16% (481)	3009
Community: Rural	6% (109)	5% (89)	57% (1082)	5% (102)	9% (162)	18% (341)	1886
Employ: Private Sector	8% (154)	9% (172)	60% (1156)	4% (69)	5% (98)	14% (264)	1912
Employ: Government	8% (32)	9% (36)	54% (226)	5% (20)	6% (24)	19% (78)	416
Employ: Self-Employed	10% (56)	9% (50)	55% (298)	7% (36)	6% (34)	12% (66)	540
Employ: Homemaker	6% (33)	7% (35)	58% (293)	5% (27)	6% (32)	17% (88)	508
Employ: Retired	5% (73)	5% (76)	64% (1019)	5% (79)	8% (122)	14% (226)	1595
Employ: Unemployed	12% (87)	6% (45)	48% (345)	4% (30)	8% (57)	22% (163)	726
Employ: Other	8% (44)	6% (32)	51% (275)	5% (27)	6% (33)	24% (131)	542
Military HH: Yes	7% (78)	5% (58)	62% (677)	5% (53)	8% (82)	13% (139)	1087
Military HH: No	8% (465)	8% (428)	56% (3090)	4% (245)	6% (332)	17% (951)	5513
RD/WT: Right Direction	5% (127)	4% (107)	58% (1561)	7% (177)	9% (245)	18% (486)	2703
RD/WT: Wrong Track	11% (417)	10% (379)	57% (2206)	3% (121)	4% (169)	16% (605)	3897
Trump Job Approve	4% (126)	3% (94)	59% (1647)	7% (201)	10% (290)	16% (445)	2803
Trump Job Disapprove	11% (399)	11% (382)	57% (1991)	3% (96)	3% (116)	15% (508)	3493
Trump Job Strongly Approve	5% (78)	3% (48)	55% (905)	8% (126)	13% (213)	16% (266)	1636
Trump Job Somewhat Approve	4% (48)	4% (45)	64% (742)	6% (75)	7% (78)	15% (178)	1166
Trump Job Somewhat Disapprove	4% (31)	8% (62)	62% (458)	6% (43)	3% (24)	16% (119)	738
Trump Job Strongly Disapprove	13% (367)	12% (320)	56% (1533)	2% (53)	3% (92)	14% (389)	2755

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Table BHM4_8: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?
An owner who is LGBTQ*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (544)	7% (486)	57% (3767)	5% (299)	6% (414)	17% (1090)	6600
Favorable of Trump	4% (110)	3% (89)	59% (1605)	7% (201)	11% (293)	16% (434)	2732
Unfavorable of Trump	12% (409)	11% (376)	58% (2020)	3% (91)	3% (108)	14% (476)	3480
Very Favorable of Trump	5% (87)	3% (55)	55% (924)	7% (126)	13% (216)	16% (276)	1684
Somewhat Favorable of Trump	2% (22)	3% (34)	65% (681)	7% (75)	7% (77)	15% (158)	1048
Somewhat Unfavorable of Trump	6% (30)	8% (43)	61% (330)	6% (31)	3% (17)	17% (92)	543
Very Unfavorable of Trump	13% (379)	11% (333)	58% (1690)	2% (61)	3% (91)	13% (384)	2938
#1 Issue: Economy	6% (92)	7% (109)	63% (1034)	6% (94)	5% (75)	15% (245)	1650
#1 Issue: Security	5% (63)	6% (73)	55% (680)	6% (74)	11% (137)	17% (209)	1236
#1 Issue: Health Care	9% (112)	10% (125)	57% (704)	3% (37)	2% (29)	18% (219)	1226
#1 Issue: Medicare / Social Security	5% (57)	5% (52)	60% (629)	4% (45)	10% (102)	16% (170)	1056
#1 Issue: Women's Issues	22% (73)	14% (48)	39% (132)	3% (11)	5% (18)	16% (55)	338
#1 Issue: Education	12% (45)	7% (28)	55% (214)	3% (13)	4% (14)	19% (74)	388
#1 Issue: Energy	17% (62)	9% (33)	54% (191)	4% (14)	3% (10)	13% (46)	356
#1 Issue: Other	11% (38)	5% (17)	52% (184)	3% (11)	8% (28)	21% (72)	351
2018 House Vote: Democrat	12% (283)	11% (260)	58% (1313)	3% (58)	3% (59)	13% (303)	2276
2018 House Vote: Republican	4% (76)	3% (50)	61% (1192)	7% (139)	11% (221)	14% (272)	1950
2018 House Vote: Someone else	6% (14)	6% (15)	63% (145)	1% (2)	4% (9)	20% (46)	230
2016 Vote: Hillary Clinton	12% (254)	12% (244)	58% (1186)	2% (44)	2% (44)	14% (281)	2053
2016 Vote: Donald Trump	4% (75)	4% (73)	60% (1244)	7% (141)	11% (236)	14% (293)	2062
2016 Vote: Other	8% (39)	6% (29)	65% (300)	3% (14)	4% (17)	13% (61)	459
2016 Vote: Didn't Vote	9% (177)	7% (140)	51% (1031)	5% (99)	6% (117)	23% (455)	2018
Voted in 2014: Yes	8% (309)	7% (271)	61% (2340)	4% (162)	7% (264)	13% (521)	3867
Voted in 2014: No	9% (235)	8% (215)	52% (1427)	5% (137)	5% (150)	21% (569)	2733
2012 Vote: Barack Obama	11% (258)	10% (249)	60% (1463)	2% (57)	3% (77)	14% (333)	2437
2012 Vote: Mitt Romney	3% (45)	2% (34)	64% (977)	7% (100)	13% (193)	12% (182)	1530
2012 Vote: Other	3% (8)	4% (10)	61% (169)	7% (18)	8% (23)	17% (47)	276
2012 Vote: Didn't Vote	10% (232)	8% (192)	49% (1158)	5% (123)	5% (121)	22% (526)	2352

Continued on next page

Table BHM4_8: *If you knew a business was owned by the following, would you be more or less likely to shop at that business?
An owner who is LGBTQ*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (544)	7% (486)	57% (3767)	5% (299)	6% (414)	17% (1090)	6600
4-Region: Northeast	7% (78)	6% (76)	63% (744)	3% (37)	4% (49)	17% (196)	1181
4-Region: Midwest	6% (86)	7% (92)	59% (818)	5% (67)	7% (93)	17% (231)	1387
4-Region: South	8% (202)	7% (180)	55% (1368)	5% (123)	7% (177)	17% (422)	2473
4-Region: West	11% (177)	9% (137)	54% (837)	5% (71)	6% (96)	15% (241)	1560
200226	9% (195)	8% (172)	57% (1261)	5% (104)	5% (100)	18% (392)	2224
200228	8% (170)	7% (161)	56% (1209)	4% (88)	8% (169)	17% (363)	2161
200229	8% (179)	7% (153)	59% (1298)	5% (106)	7% (145)	15% (335)	2215
Afr. Am. Men	11% (46)	11% (49)	44% (187)	4% (16)	8% (34)	22% (93)	425
Afr. Am. Women	22% (88)	12% (48)	41% (162)	3% (14)	3% (12)	19% (76)	398
Hispanic Men	15% (84)	8% (44)	45% (248)	6% (32)	8% (42)	18% (96)	546
Hispanic Women	16% (80)	15% (77)	44% (221)	3% (15)	5% (25)	17% (84)	502
White Men	6% (141)	5% (117)	61% (1473)	6% (143)	8% (200)	15% (355)	2429
White Women	7% (194)	8% (216)	61% (1659)	4% (104)	5% (138)	16% (426)	2736

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

Table BHM5_1: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Rihanna

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (541)	8% (560)	46% (3065)	5% (355)	13% (827)	19% (1252)	6600
Gender: Male	8% (265)	8% (259)	45% (1436)	6% (190)	14% (443)	19% (592)	3185
Gender: Female	8% (276)	9% (301)	48% (1629)	5% (165)	11% (384)	19% (660)	3415
Age: 18-29	20% (275)	13% (183)	37% (509)	5% (69)	7% (98)	17% (227)	1360
Age: 30-44	10% (168)	12% (200)	45% (762)	5% (91)	10% (175)	17% (282)	1679
Age: 45-54	5% (47)	9% (90)	50% (476)	4% (43)	12% (114)	19% (180)	950
Age: 55-64	3% (41)	4% (47)	52% (672)	6% (78)	17% (228)	18% (238)	1303
Age: 65+	1% (10)	3% (41)	49% (646)	6% (74)	16% (212)	25% (325)	1309
Generation Z: 18-22	20% (122)	15% (89)	33% (200)	6% (35)	8% (47)	19% (112)	605
Millennial: Age 23-38	15% (263)	13% (239)	42% (761)	5% (87)	8% (152)	16% (290)	1792
Generation X: Age 39-54	7% (105)	9% (145)	49% (785)	5% (81)	12% (189)	18% (287)	1592
Boomers: Age 55-73	2% (49)	4% (81)	51% (1169)	6% (135)	17% (386)	21% (474)	2293
PID: Dem (no lean)	12% (291)	12% (296)	47% (1124)	4% (105)	8% (188)	16% (369)	2374
PID: Ind (no lean)	7% (151)	7% (148)	46% (978)	5% (110)	12% (258)	22% (460)	2105
PID: Rep (no lean)	5% (99)	5% (116)	45% (963)	7% (140)	18% (381)	20% (423)	2121
PID/Gender: Dem Men	12% (134)	13% (136)	47% (509)	5% (49)	8% (92)	15% (166)	1085
PID/Gender: Dem Women	12% (157)	12% (160)	48% (615)	4% (56)	7% (96)	16% (204)	1289
PID/Gender: Ind Men	6% (64)	6% (57)	46% (472)	6% (59)	14% (144)	22% (220)	1015
PID/Gender: Ind Women	8% (87)	8% (91)	46% (506)	5% (51)	10% (114)	22% (240)	1089
PID/Gender: Rep Men	6% (67)	6% (66)	42% (456)	8% (82)	19% (207)	19% (207)	1085
PID/Gender: Rep Women	3% (32)	5% (50)	49% (507)	6% (58)	17% (174)	21% (216)	1036
Ideo: Liberal (1-3)	11% (191)	13% (232)	49% (859)	5% (91)	7% (130)	15% (263)	1766
Ideo: Moderate (4)	9% (162)	9% (150)	48% (831)	5% (85)	11% (193)	18% (303)	1724
Ideo: Conservative (5-7)	4% (97)	5% (121)	47% (1099)	7% (162)	19% (448)	18% (427)	2353
Educ: < College	9% (427)	9% (400)	44% (2013)	5% (218)	12% (561)	20% (918)	4537
Educ: Bachelors degree	6% (74)	8% (110)	51% (675)	6% (86)	13% (176)	16% (211)	1331
Educ: Post-grad	6% (40)	7% (51)	51% (377)	7% (51)	12% (91)	17% (122)	732
Income: Under 50k	10% (352)	9% (323)	43% (1564)	5% (175)	12% (447)	22% (792)	3654
Income: 50k-100k	7% (133)	8% (168)	51% (1008)	6% (123)	14% (271)	15% (293)	1996
Income: 100k+	6% (56)	7% (70)	52% (493)	6% (56)	11% (109)	18% (166)	950
Ethnicity: White	5% (237)	7% (355)	49% (2531)	6% (303)	14% (699)	20% (1040)	5165

Continued on next page

Table BHM5_1: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Rihanna

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (541)	8% (560)	46% (3065)	5% (355)	13% (827)	19% (1252)	6600
Ethnicity: Hispanic	16% (167)	14% (142)	36% (376)	5% (49)	12% (129)	18% (184)	1048
Ethnicity: Afr. Am.	26% (215)	16% (129)	37% (308)	3% (25)	7% (60)	10% (86)	823
Ethnicity: Other	15% (89)	13% (77)	37% (226)	4% (27)	11% (67)	21% (126)	612
All Christian	5% (167)	7% (229)	49% (1520)	5% (163)	14% (446)	18% (565)	3091
All Non-Christian	8% (24)	13% (40)	46% (137)	5% (16)	13% (39)	15% (44)	299
Atheist	8% (23)	9% (28)	51% (155)	5% (14)	11% (33)	17% (51)	304
Agnostic/Nothing in particular	11% (326)	9% (263)	43% (1252)	6% (163)	11% (310)	20% (592)	2906
Religious Non-Protestant/Catholic	7% (26)	12% (47)	47% (176)	5% (18)	14% (51)	15% (57)	376
Evangelical	9% (154)	7% (127)	47% (797)	5% (92)	15% (249)	17% (292)	1710
Non-Evangelical	6% (153)	8% (197)	49% (1201)	6% (135)	12% (298)	19% (460)	2444
Community: Urban	14% (247)	11% (187)	42% (713)	5% (78)	12% (211)	16% (271)	1706
Community: Suburban	6% (186)	9% (256)	48% (1457)	6% (183)	13% (379)	18% (547)	3009
Community: Rural	6% (109)	6% (117)	47% (895)	5% (94)	13% (237)	23% (434)	1886
Employ: Private Sector	8% (153)	9% (181)	50% (951)	6% (120)	12% (223)	15% (284)	1912
Employ: Government	13% (55)	7% (31)	46% (190)	6% (23)	11% (47)	17% (71)	416
Employ: Self-Employed	11% (59)	8% (43)	46% (249)	5% (28)	16% (84)	14% (77)	540
Employ: Homemaker	6% (32)	9% (44)	50% (253)	5% (27)	8% (40)	22% (112)	508
Employ: Retired	1% (23)	4% (60)	51% (810)	6% (89)	15% (246)	23% (368)	1595
Employ: Unemployed	15% (111)	10% (76)	35% (257)	4% (30)	14% (104)	20% (148)	726
Employ: Other	8% (41)	13% (68)	41% (224)	4% (23)	10% (56)	24% (130)	542
Military HH: Yes	6% (66)	7% (73)	43% (468)	7% (76)	16% (173)	21% (230)	1087
Military HH: No	9% (475)	9% (487)	47% (2597)	5% (279)	12% (654)	19% (1022)	5513
RD/WT: Right Direction	6% (169)	7% (181)	45% (1218)	6% (158)	16% (446)	20% (532)	2703
RD/WT: Wrong Track	10% (372)	10% (380)	47% (1847)	5% (197)	10% (381)	18% (720)	3897
Trump Job Approve	5% (148)	6% (171)	45% (1260)	7% (182)	18% (500)	19% (542)	2803
Trump Job Disapprove	10% (357)	11% (381)	48% (1689)	5% (164)	9% (313)	17% (590)	3493
Trump Job Strongly Approve	6% (95)	5% (78)	43% (705)	6% (100)	22% (364)	18% (293)	1636
Trump Job Somewhat Approve	5% (53)	8% (92)	48% (555)	7% (82)	12% (136)	21% (248)	1166
Trump Job Somewhat Disapprove	9% (63)	13% (100)	51% (374)	5% (35)	7% (55)	15% (111)	738
Trump Job Strongly Disapprove	11% (294)	10% (281)	48% (1314)	5% (128)	9% (258)	17% (479)	2755

Continued on next page

Table BHM5_1: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Rihanna

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (541)	8% (560)	46% (3065)	5% (355)	13% (827)	19% (1252)	6600
Favorable of Trump	5% (141)	6% (163)	45% (1226)	7% (181)	18% (493)	19% (527)	2732
Unfavorable of Trump	10% (342)	11% (384)	49% (1714)	5% (164)	9% (313)	16% (563)	3480
Very Favorable of Trump	6% (99)	5% (89)	43% (729)	6% (105)	21% (360)	18% (303)	1684
Somewhat Favorable of Trump	4% (43)	7% (75)	47% (498)	7% (76)	13% (133)	21% (224)	1048
Somewhat Unfavorable of Trump	9% (48)	13% (68)	49% (266)	5% (25)	9% (48)	16% (88)	543
Very Unfavorable of Trump	10% (293)	11% (316)	49% (1448)	5% (139)	9% (265)	16% (475)	2938
#1 Issue: Economy	10% (168)	10% (163)	48% (793)	5% (83)	11% (175)	16% (267)	1650
#1 Issue: Security	8% (94)	6% (73)	42% (513)	6% (71)	20% (250)	19% (235)	1236
#1 Issue: Health Care	7% (83)	11% (131)	50% (617)	6% (69)	10% (121)	17% (205)	1226
#1 Issue: Medicare / Social Security	4% (42)	6% (60)	46% (487)	6% (59)	14% (145)	25% (263)	1056
#1 Issue: Women's Issues	15% (51)	15% (49)	42% (142)	4% (14)	7% (24)	17% (57)	338
#1 Issue: Education	7% (29)	9% (36)	46% (180)	6% (25)	11% (44)	19% (74)	388
#1 Issue: Energy	12% (43)	11% (38)	48% (171)	4% (15)	7% (24)	18% (65)	356
#1 Issue: Other	9% (31)	3% (10)	46% (162)	5% (19)	12% (43)	24% (86)	351
2018 House Vote: Democrat	10% (225)	12% (265)	49% (1119)	5% (105)	8% (190)	16% (372)	2276
2018 House Vote: Republican	4% (81)	5% (93)	46% (889)	7% (132)	21% (414)	18% (342)	1950
2018 House Vote: Someone else	4% (9)	6% (14)	50% (115)	7% (17)	12% (27)	21% (48)	230
2016 Vote: Hillary Clinton	10% (200)	12% (238)	51% (1044)	5% (97)	7% (152)	16% (322)	2053
2016 Vote: Donald Trump	4% (88)	5% (104)	46% (941)	7% (146)	20% (411)	18% (371)	2062
2016 Vote: Other	4% (18)	5% (23)	48% (222)	6% (26)	18% (81)	19% (88)	459
2016 Vote: Didn't Vote	12% (235)	10% (195)	42% (851)	4% (85)	9% (183)	23% (469)	2018
Voted in 2014: Yes	7% (258)	7% (286)	48% (1860)	6% (229)	15% (584)	17% (649)	3867
Voted in 2014: No	10% (283)	10% (274)	44% (1204)	5% (126)	9% (243)	22% (603)	2733
2012 Vote: Barack Obama	9% (224)	10% (242)	50% (1227)	5% (119)	9% (231)	16% (395)	2437
2012 Vote: Mitt Romney	3% (42)	4% (61)	49% (748)	6% (95)	20% (305)	18% (278)	1530
2012 Vote: Other	1% (2)	3% (8)	42% (116)	7% (19)	29% (79)	19% (53)	276
2012 Vote: Didn't Vote	12% (272)	11% (249)	41% (973)	5% (122)	9% (212)	22% (523)	2352

Continued on next page

Table BHM5_1: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Rihanna

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (541)	8% (560)	46% (3065)	5% (355)	13% (827)	19% (1252)	6600
4-Region: Northeast	9% (111)	8% (99)	49% (581)	4% (51)	10% (123)	18% (216)	1181
4-Region: Midwest	7% (93)	6% (84)	50% (689)	5% (75)	14% (196)	18% (250)	1387
4-Region: South	9% (220)	9% (226)	45% (1107)	6% (136)	12% (308)	19% (475)	2473
4-Region: West	8% (117)	10% (151)	44% (688)	6% (93)	13% (200)	20% (311)	1560
200226	9% (191)	9% (195)	45% (1007)	5% (109)	13% (286)	20% (435)	2224
200228	8% (165)	9% (197)	47% (1017)	5% (103)	12% (261)	19% (418)	2161
200229	8% (185)	8% (168)	47% (1041)	6% (142)	13% (280)	18% (399)	2215
Afr. Am. Men	22% (95)	17% (71)	40% (168)	4% (16)	7% (29)	11% (47)	425
Afr. Am. Women	30% (120)	14% (57)	35% (140)	2% (10)	8% (32)	10% (39)	398
Hispanic Men	17% (93)	13% (69)	35% (192)	5% (30)	14% (74)	16% (89)	546
Hispanic Women	15% (74)	15% (74)	37% (185)	4% (19)	11% (55)	19% (95)	502
White Men	5% (122)	6% (151)	47% (1141)	7% (160)	15% (366)	20% (489)	2429
White Women	4% (115)	7% (204)	51% (1390)	5% (143)	12% (334)	20% (550)	2736

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

Table BHM5_2: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Tyler Perry

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (547)	9% (613)	48% (3170)	4% (269)	10% (682)	20% (1317)	6600
Gender: Male	9% (272)	9% (281)	47% (1497)	4% (125)	12% (394)	19% (617)	3185
Gender: Female	8% (275)	10% (332)	49% (1673)	4% (144)	8% (289)	21% (701)	3415
Age: 18-29	14% (188)	10% (142)	39% (531)	6% (75)	10% (135)	21% (288)	1360
Age: 30-44	11% (179)	11% (187)	48% (809)	5% (80)	9% (143)	17% (280)	1679
Age: 45-54	8% (78)	9% (82)	49% (464)	4% (33)	10% (99)	20% (193)	950
Age: 55-64	5% (65)	7% (96)	53% (694)	4% (51)	12% (158)	18% (240)	1303
Age: 65+	3% (37)	8% (106)	51% (672)	2% (30)	11% (148)	24% (316)	1309
Generation Z: 18-22	12% (74)	10% (58)	37% (224)	7% (40)	11% (67)	23% (142)	605
Millennial: Age 23-38	13% (236)	11% (200)	45% (798)	5% (84)	9% (154)	18% (319)	1792
Generation X: Age 39-54	8% (135)	10% (153)	49% (783)	4% (65)	10% (156)	19% (301)	1592
Boomers: Age 55-73	4% (96)	8% (175)	53% (1216)	3% (75)	12% (271)	20% (460)	2293
PID: Dem (no lean)	11% (272)	12% (281)	49% (1155)	4% (99)	7% (177)	16% (390)	2374
PID: Ind (no lean)	7% (140)	8% (159)	49% (1022)	4% (81)	10% (212)	23% (490)	2105
PID: Rep (no lean)	6% (135)	8% (173)	47% (994)	4% (89)	14% (293)	21% (437)	2121
PID/Gender: Dem Men	14% (148)	12% (130)	47% (511)	3% (36)	8% (92)	16% (169)	1085
PID/Gender: Dem Women	10% (123)	12% (152)	50% (644)	5% (63)	7% (86)	17% (221)	1289
PID/Gender: Ind Men	5% (52)	6% (60)	50% (506)	4% (42)	13% (130)	22% (225)	1015
PID/Gender: Ind Women	8% (88)	9% (99)	47% (516)	4% (39)	8% (82)	24% (265)	1089
PID/Gender: Rep Men	7% (71)	8% (92)	44% (480)	4% (47)	16% (172)	21% (222)	1085
PID/Gender: Rep Women	6% (64)	8% (81)	50% (514)	4% (42)	12% (121)	21% (215)	1036
Ideo: Liberal (1-3)	9% (157)	12% (203)	51% (899)	5% (85)	8% (141)	16% (282)	1766
Ideo: Moderate (4)	9% (157)	11% (186)	50% (856)	3% (54)	9% (152)	19% (320)	1724
Ideo: Conservative (5-7)	6% (135)	7% (173)	49% (1147)	5% (115)	14% (332)	19% (452)	2353
Educ: < College	10% (446)	10% (435)	45% (2062)	4% (166)	11% (479)	21% (947)	4537
Educ: Bachelors degree	5% (60)	9% (124)	53% (701)	5% (73)	10% (134)	18% (240)	1331
Educ: Post-grad	6% (41)	7% (54)	56% (407)	4% (30)	10% (70)	18% (131)	732
Income: Under 50k	10% (369)	10% (349)	44% (1604)	4% (138)	10% (378)	22% (816)	3654
Income: 50k-100k	6% (125)	9% (187)	53% (1059)	4% (82)	11% (212)	17% (331)	1996
Income: 100k+	6% (54)	8% (77)	53% (507)	5% (50)	10% (93)	18% (170)	950
Ethnicity: White	5% (256)	8% (421)	52% (2668)	4% (204)	10% (537)	21% (1078)	5165

Continued on next page

Table BHM5_2: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Tyler Perry

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (547)	9% (613)	48% (3170)	4% (269)	10% (682)	20% (1317)	6600
Ethnicity: Hispanic	13% (137)	11% (115)	41% (428)	5% (51)	11% (113)	19% (204)	1048
Ethnicity: Afr. Am.	27% (225)	16% (131)	33% (274)	4% (35)	9% (72)	10% (86)	823
Ethnicity: Other	11% (65)	10% (61)	37% (229)	5% (31)	12% (73)	25% (153)	612
All Christian	6% (188)	9% (285)	51% (1578)	4% (130)	10% (311)	19% (598)	3091
All Non-Christian	8% (25)	11% (34)	45% (135)	7% (21)	11% (33)	17% (50)	299
Atheist	5% (16)	5% (16)	55% (168)	4% (14)	13% (40)	16% (50)	304
Agnostic/Nothing in particular	11% (318)	10% (277)	44% (1289)	4% (104)	10% (297)	21% (620)	2906
Religious Non-Protestant/Catholic	7% (27)	11% (43)	45% (169)	8% (30)	11% (42)	17% (65)	376
Evangelical	12% (209)	10% (167)	47% (803)	4% (62)	10% (172)	17% (297)	1710
Non-Evangelical	6% (139)	10% (234)	50% (1233)	4% (101)	10% (245)	20% (491)	2444
Community: Urban	13% (215)	11% (190)	42% (710)	5% (92)	11% (187)	18% (312)	1706
Community: Suburban	7% (211)	9% (262)	51% (1520)	4% (121)	10% (308)	20% (588)	3009
Community: Rural	6% (122)	9% (161)	50% (941)	3% (57)	10% (188)	22% (417)	1886
Employ: Private Sector	7% (135)	10% (200)	51% (980)	5% (101)	10% (184)	16% (312)	1912
Employ: Government	12% (52)	11% (45)	47% (198)	4% (17)	7% (31)	18% (73)	416
Employ: Self-Employed	11% (62)	11% (58)	48% (257)	5% (29)	12% (63)	13% (71)	540
Employ: Homemaker	7% (34)	9% (46)	49% (251)	4% (18)	8% (43)	23% (116)	508
Employ: Retired	4% (68)	7% (109)	53% (843)	2% (37)	12% (188)	22% (350)	1595
Employ: Unemployed	13% (96)	11% (79)	36% (265)	3% (21)	13% (94)	24% (171)	726
Employ: Other	11% (62)	8% (45)	42% (225)	5% (25)	8% (45)	26% (140)	542
Military HH: Yes	6% (65)	9% (101)	48% (518)	3% (35)	13% (140)	21% (228)	1087
Military HH: No	9% (482)	9% (512)	48% (2652)	4% (234)	10% (543)	20% (1089)	5513
RD/WT: Right Direction	6% (165)	9% (232)	48% (1285)	4% (98)	13% (362)	21% (562)	2703
RD/WT: Wrong Track	10% (382)	10% (381)	48% (1885)	4% (172)	8% (321)	19% (755)	3897
Trump Job Approve	6% (168)	9% (243)	47% (1331)	4% (108)	14% (393)	20% (560)	2803
Trump Job Disapprove	10% (347)	10% (356)	49% (1723)	4% (154)	8% (273)	18% (639)	3493
Trump Job Strongly Approve	6% (105)	8% (130)	46% (749)	3% (57)	17% (276)	19% (319)	1636
Trump Job Somewhat Approve	5% (63)	10% (112)	50% (582)	4% (51)	10% (116)	21% (241)	1166
Trump Job Somewhat Disapprove	6% (42)	11% (82)	53% (391)	5% (36)	8% (62)	17% (125)	738
Trump Job Strongly Disapprove	11% (305)	10% (274)	48% (1332)	4% (119)	8% (211)	19% (514)	2755

Continued on next page

Table BHM5_2: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
 Tyler Perry

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (547)	9% (613)	48% (3170)	4% (269)	10% (682)	20% (1317)	6600
Favorable of Trump	6% (167)	8% (222)	48% (1311)	4% (103)	14% (382)	20% (547)	2732
Unfavorable of Trump	9% (329)	11% (366)	50% (1737)	5% (157)	8% (279)	18% (612)	3480
Very Favorable of Trump	7% (122)	8% (135)	46% (776)	4% (60)	16% (268)	19% (322)	1684
Somewhat Favorable of Trump	4% (45)	8% (87)	51% (535)	4% (42)	11% (113)	22% (225)	1048
Somewhat Unfavorable of Trump	7% (40)	13% (69)	50% (271)	4% (23)	8% (45)	17% (95)	543
Very Unfavorable of Trump	10% (289)	10% (298)	50% (1466)	5% (134)	8% (233)	18% (517)	2938
#1 Issue: Economy	9% (152)	11% (178)	49% (801)	4% (74)	10% (165)	17% (281)	1650
#1 Issue: Security	8% (102)	8% (101)	46% (568)	3% (41)	15% (180)	20% (243)	1236
#1 Issue: Health Care	8% (99)	8% (98)	51% (631)	5% (58)	9% (114)	18% (226)	1226
#1 Issue: Medicare / Social Security	7% (74)	10% (101)	47% (501)	3% (31)	10% (103)	23% (246)	1056
#1 Issue: Women's Issues	12% (42)	9% (30)	40% (135)	5% (18)	8% (28)	25% (85)	338
#1 Issue: Education	8% (30)	12% (47)	47% (184)	5% (19)	9% (35)	19% (73)	388
#1 Issue: Energy	7% (25)	10% (34)	54% (191)	4% (14)	7% (24)	19% (67)	356
#1 Issue: Other	6% (22)	7% (25)	46% (160)	4% (13)	9% (33)	28% (97)	351
2018 House Vote: Democrat	10% (229)	12% (271)	49% (1126)	4% (93)	7% (167)	17% (389)	2276
2018 House Vote: Republican	5% (104)	7% (139)	49% (959)	4% (87)	15% (300)	19% (362)	1950
2018 House Vote: Someone else	4% (10)	11% (24)	49% (114)	4% (10)	11% (25)	20% (46)	230
2016 Vote: Hillary Clinton	10% (214)	12% (244)	51% (1040)	4% (88)	6% (129)	16% (338)	2053
2016 Vote: Donald Trump	5% (106)	7% (150)	50% (1029)	4% (79)	15% (310)	19% (388)	2062
2016 Vote: Other	5% (22)	9% (42)	50% (228)	5% (22)	12% (54)	20% (90)	459
2016 Vote: Didn't Vote	10% (205)	9% (176)	43% (868)	4% (80)	9% (189)	25% (500)	2018
Voted in 2014: Yes	8% (307)	10% (388)	50% (1918)	4% (154)	11% (434)	17% (667)	3867
Voted in 2014: No	9% (240)	8% (226)	46% (1253)	4% (115)	9% (249)	24% (650)	2733
2012 Vote: Barack Obama	10% (252)	12% (282)	51% (1232)	4% (91)	7% (182)	16% (399)	2437
2012 Vote: Mitt Romney	4% (55)	7% (104)	52% (803)	4% (63)	15% (223)	18% (282)	1530
2012 Vote: Other	2% (6)	5% (14)	48% (133)	3% (9)	19% (54)	22% (60)	276
2012 Vote: Didn't Vote	10% (233)	9% (214)	43% (1001)	5% (106)	9% (222)	24% (575)	2352

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Table BHM5_2: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Tyler Perry

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (547)	9% (613)	48% (3170)	4% (269)	10% (682)	20% (1317)	6600
4-Region: Northeast	7% (81)	8% (95)	51% (602)	4% (50)	8% (94)	22% (258)	1181
4-Region: Midwest	8% (104)	6% (88)	51% (703)	4% (62)	12% (160)	19% (270)	1387
4-Region: South	10% (258)	12% (299)	46% (1128)	4% (106)	10% (237)	18% (445)	2473
4-Region: West	7% (104)	8% (131)	47% (738)	3% (51)	12% (191)	22% (344)	1560
200226	8% (182)	9% (196)	47% (1055)	4% (93)	11% (234)	21% (463)	2224
200228	9% (186)	10% (224)	47% (1010)	4% (80)	10% (211)	21% (450)	2161
200229	8% (179)	9% (193)	50% (1105)	4% (96)	11% (237)	18% (405)	2215
Afr. Am. Men	25% (107)	15% (63)	36% (153)	1% (6)	11% (48)	11% (48)	425
Afr. Am. Women	30% (118)	17% (68)	30% (121)	7% (28)	6% (24)	10% (38)	398
Hispanic Men	13% (73)	10% (55)	39% (215)	5% (27)	13% (69)	20% (107)	546
Hispanic Women	13% (64)	12% (60)	42% (213)	5% (24)	9% (44)	19% (97)	502
White Men	5% (130)	8% (184)	50% (1216)	4% (97)	12% (301)	21% (501)	2429
White Women	5% (126)	9% (237)	53% (1451)	4% (108)	9% (237)	21% (577)	2736

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

Table BHM5_3: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Michelle Obama

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (945)	15% (985)	34% (2268)	5% (321)	18% (1193)	13% (888)	6600
Gender: Male	14% (437)	14% (433)	34% (1099)	5% (163)	20% (642)	13% (411)	3185
Gender: Female	15% (508)	16% (551)	34% (1170)	5% (158)	16% (551)	14% (477)	3415
Age: 18-29	22% (297)	17% (230)	29% (390)	5% (69)	11% (148)	17% (227)	1360
Age: 30-44	17% (285)	16% (263)	36% (607)	5% (78)	12% (209)	14% (236)	1679
Age: 45-54	13% (128)	14% (129)	33% (313)	6% (58)	20% (192)	14% (131)	950
Age: 55-64	10% (127)	14% (184)	38% (491)	4% (54)	24% (312)	10% (135)	1303
Age: 65+	8% (108)	14% (178)	36% (467)	5% (64)	25% (333)	12% (159)	1309
Generation Z: 18-22	21% (125)	18% (111)	24% (147)	7% (40)	12% (74)	18% (107)	605
Millennial: Age 23-38	20% (354)	16% (288)	34% (614)	4% (69)	11% (195)	15% (273)	1792
Generation X: Age 39-54	14% (231)	14% (224)	34% (548)	6% (95)	18% (280)	13% (214)	1592
Boomers: Age 55-73	9% (214)	14% (326)	37% (850)	4% (98)	24% (556)	11% (249)	2293
PID: Dem (no lean)	27% (645)	25% (602)	32% (758)	2% (44)	3% (78)	10% (248)	2374
PID: Ind (no lean)	10% (210)	12% (259)	40% (852)	4% (86)	16% (334)	17% (364)	2105
PID: Rep (no lean)	4% (90)	6% (124)	31% (658)	9% (190)	37% (781)	13% (277)	2121
PID/Gender: Dem Men	28% (305)	24% (255)	33% (356)	2% (21)	4% (39)	10% (109)	1085
PID/Gender: Dem Women	26% (340)	27% (346)	31% (402)	2% (23)	3% (39)	11% (138)	1289
PID/Gender: Ind Men	7% (73)	12% (118)	42% (426)	5% (51)	18% (182)	16% (165)	1015
PID/Gender: Ind Women	13% (137)	13% (141)	39% (426)	3% (35)	14% (152)	18% (199)	1089
PID/Gender: Rep Men	5% (59)	6% (60)	29% (317)	8% (91)	39% (421)	13% (137)	1085
PID/Gender: Rep Women	3% (31)	6% (64)	33% (341)	10% (100)	35% (360)	13% (140)	1036
Ideo: Liberal (1-3)	26% (464)	26% (460)	33% (581)	2% (38)	3% (60)	9% (163)	1766
Ideo: Moderate (4)	14% (245)	17% (299)	40% (698)	4% (77)	11% (191)	12% (213)	1724
Ideo: Conservative (5-7)	5% (116)	7% (153)	32% (764)	8% (191)	36% (857)	12% (272)	2353
Educ: < College	14% (633)	13% (596)	34% (1535)	5% (214)	19% (865)	15% (692)	4537
Educ: Bachelors degree	15% (201)	18% (241)	35% (472)	5% (69)	16% (219)	10% (130)	1331
Educ: Post-grad	15% (110)	20% (147)	36% (261)	5% (39)	15% (109)	9% (66)	732
Income: Under 50k	15% (561)	13% (485)	33% (1223)	4% (146)	17% (634)	17% (604)	3654
Income: 50k-100k	12% (248)	17% (334)	36% (721)	5% (109)	20% (398)	9% (186)	1996
Income: 100k+	14% (136)	17% (166)	34% (324)	7% (65)	17% (161)	10% (99)	950
Ethnicity: White	10% (493)	14% (741)	36% (1880)	6% (285)	21% (1075)	13% (692)	5165

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Table BHM5_3: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Michelle Obama

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (945)	15% (985)	34% (2268)	5% (321)	18% (1193)	13% (888)	6600
Ethnicity: Hispanic	25% (263)	14% (152)	28% (288)	5% (56)	12% (127)	15% (162)	1048
Ethnicity: Afr. Am.	39% (317)	18% (150)	27% (219)	1% (8)	6% (47)	10% (81)	823
Ethnicity: Other	22% (134)	15% (94)	28% (170)	5% (29)	12% (71)	19% (115)	612
All Christian	12% (374)	14% (442)	35% (1067)	6% (185)	22% (683)	11% (340)	3091
All Non-Christian	19% (57)	25% (76)	30% (91)	4% (12)	14% (41)	8% (23)	299
Atheist	18% (55)	19% (57)	39% (118)	4% (12)	9% (28)	11% (34)	304
Agnostic/Nothing in particular	16% (459)	14% (409)	34% (992)	4% (112)	15% (441)	17% (493)	2906
Religious Non-Protestant/Catholic	16% (60)	23% (85)	33% (126)	6% (21)	14% (53)	9% (32)	376
Evangelical	13% (222)	12% (209)	34% (574)	5% (81)	25% (435)	11% (189)	1710
Non-Evangelical	15% (355)	16% (386)	34% (825)	6% (137)	18% (437)	12% (305)	2444
Community: Urban	22% (372)	17% (288)	32% (541)	4% (64)	13% (228)	12% (213)	1706
Community: Suburban	13% (401)	16% (495)	35% (1055)	5% (154)	18% (535)	12% (368)	3009
Community: Rural	9% (172)	11% (201)	36% (672)	5% (103)	23% (430)	16% (307)	1886
Employ: Private Sector	15% (284)	18% (346)	36% (689)	5% (93)	16% (308)	10% (192)	1912
Employ: Government	18% (76)	17% (71)	30% (127)	5% (22)	15% (63)	14% (57)	416
Employ: Self-Employed	18% (95)	13% (70)	34% (181)	7% (37)	21% (115)	8% (41)	540
Employ: Homemaker	9% (46)	10% (50)	38% (194)	7% (38)	18% (92)	17% (88)	508
Employ: Retired	9% (150)	13% (205)	37% (593)	4% (66)	24% (383)	12% (198)	1595
Employ: Unemployed	18% (134)	12% (90)	32% (231)	3% (22)	15% (109)	19% (140)	726
Employ: Other	15% (81)	15% (79)	29% (157)	3% (18)	17% (94)	21% (113)	542
Military HH: Yes	12% (135)	14% (149)	31% (337)	6% (64)	25% (267)	12% (135)	1087
Military HH: No	15% (810)	15% (835)	35% (1931)	5% (257)	17% (927)	14% (754)	5513
RD/WT: Right Direction	6% (164)	7% (184)	32% (878)	8% (212)	33% (888)	14% (377)	2703
RD/WT: Wrong Track	20% (781)	21% (800)	36% (1390)	3% (109)	8% (306)	13% (511)	3897
Trump Job Approve	4% (114)	6% (167)	33% (913)	9% (242)	36% (1003)	13% (364)	2803
Trump Job Disapprove	23% (799)	23% (798)	36% (1244)	2% (79)	5% (163)	12% (410)	3493
Trump Job Strongly Approve	3% (57)	4% (63)	27% (445)	8% (135)	47% (768)	10% (169)	1636
Trump Job Somewhat Approve	5% (57)	9% (104)	40% (468)	9% (108)	20% (236)	17% (194)	1166
Trump Job Somewhat Disapprove	12% (88)	22% (165)	44% (326)	4% (32)	6% (46)	11% (82)	738
Trump Job Strongly Disapprove	26% (711)	23% (632)	33% (919)	2% (47)	4% (117)	12% (328)	2755

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Table BHM5_3: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
 Michelle Obama

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (945)	15% (985)	34% (2268)	5% (321)	18% (1193)	13% (888)	6600
Favorable of Trump	4% (105)	5% (147)	33% (891)	9% (241)	37% (1005)	13% (343)	2732
Unfavorable of Trump	22% (780)	23% (816)	36% (1269)	2% (74)	5% (161)	11% (381)	3480
Very Favorable of Trump	4% (66)	3% (57)	28% (464)	8% (142)	46% (776)	11% (179)	1684
Somewhat Favorable of Trump	4% (39)	9% (90)	41% (427)	9% (99)	22% (228)	16% (164)	1048
Somewhat Unfavorable of Trump	11% (62)	21% (113)	43% (235)	4% (23)	8% (43)	12% (67)	543
Very Unfavorable of Trump	24% (718)	24% (703)	35% (1034)	2% (52)	4% (118)	11% (314)	2938
#1 Issue: Economy	14% (238)	14% (235)	37% (616)	6% (94)	16% (265)	12% (202)	1650
#1 Issue: Security	8% (103)	7% (83)	26% (327)	8% (93)	38% (467)	13% (163)	1236
#1 Issue: Health Care	17% (214)	21% (260)	37% (450)	3% (43)	9% (116)	12% (143)	1226
#1 Issue: Medicare / Social Security	13% (132)	15% (156)	36% (385)	4% (38)	19% (196)	14% (148)	1056
#1 Issue: Women's Issues	25% (83)	20% (67)	28% (95)	4% (13)	9% (29)	15% (51)	338
#1 Issue: Education	13% (50)	16% (62)	41% (158)	4% (14)	11% (42)	16% (62)	388
#1 Issue: Energy	20% (71)	23% (81)	36% (129)	2% (7)	5% (19)	14% (50)	356
#1 Issue: Other	15% (52)	12% (41)	31% (109)	6% (20)	17% (60)	20% (69)	351
2018 House Vote: Democrat	25% (562)	26% (586)	34% (770)	2% (40)	3% (78)	11% (240)	2276
2018 House Vote: Republican	4% (73)	5% (102)	31% (610)	9% (173)	41% (791)	10% (201)	1950
2018 House Vote: Someone else	8% (18)	14% (31)	44% (101)	4% (8)	16% (38)	15% (35)	230
2016 Vote: Hillary Clinton	26% (542)	28% (565)	34% (692)	1% (28)	2% (33)	9% (192)	2053
2016 Vote: Donald Trump	3% (71)	5% (109)	33% (670)	8% (170)	40% (835)	10% (208)	2062
2016 Vote: Other	11% (50)	14% (62)	41% (190)	5% (22)	15% (69)	15% (67)	459
2016 Vote: Didn't Vote	14% (281)	12% (247)	35% (711)	5% (101)	13% (256)	21% (422)	2018
Voted in 2014: Yes	15% (585)	16% (617)	33% (1286)	5% (186)	21% (817)	10% (376)	3867
Voted in 2014: No	13% (360)	13% (368)	36% (982)	5% (135)	14% (376)	19% (512)	2733
2012 Vote: Barack Obama	23% (560)	24% (575)	36% (885)	2% (47)	5% (122)	10% (248)	2437
2012 Vote: Mitt Romney	3% (44)	5% (79)	34% (523)	8% (129)	40% (609)	10% (147)	1530
2012 Vote: Other	2% (5)	6% (15)	35% (98)	6% (17)	39% (109)	12% (32)	276
2012 Vote: Didn't Vote	14% (336)	13% (314)	32% (762)	5% (128)	15% (352)	20% (460)	2352

Continued on next page

Table BHM5_3: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Michelle Obama

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (945)	15% (985)	34% (2268)	5% (321)	18% (1193)	13% (888)	6600
4-Region: Northeast	14% (170)	15% (179)	38% (448)	4% (52)	14% (169)	14% (164)	1181
4-Region: Midwest	13% (179)	15% (206)	36% (498)	5% (67)	19% (261)	13% (177)	1387
4-Region: South	14% (353)	14% (353)	32% (800)	4% (105)	21% (518)	14% (344)	2473
4-Region: West	16% (243)	16% (247)	34% (523)	6% (98)	16% (245)	13% (204)	1560
200226	15% (324)	15% (334)	34% (754)	5% (114)	18% (392)	14% (305)	2224
200228	14% (305)	15% (322)	34% (742)	4% (94)	18% (389)	14% (309)	2161
200229	14% (315)	15% (328)	35% (772)	5% (113)	19% (413)	12% (274)	2215
Afr. Am. Men	35% (148)	17% (73)	30% (128)	1% (5)	6% (23)	11% (46)	425
Afr. Am. Women	42% (169)	19% (77)	23% (90)	1% (3)	6% (24)	9% (35)	398
Hispanic Men	24% (132)	11% (62)	30% (163)	7% (36)	13% (70)	15% (83)	546
Hispanic Women	26% (131)	18% (90)	25% (126)	4% (20)	11% (56)	16% (80)	502
White Men	9% (220)	13% (311)	36% (871)	6% (143)	23% (569)	13% (315)	2429
White Women	10% (273)	16% (430)	37% (1009)	5% (142)	18% (506)	14% (377)	2736

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

Table BHM5_4: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
 Beyonce

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (515)	8% (529)	45% (2948)	6% (401)	16% (1082)	17% (1126)	6600
Gender: Male	8% (259)	8% (242)	44% (1393)	6% (191)	18% (571)	17% (529)	3185
Gender: Female	7% (256)	8% (286)	46% (1555)	6% (210)	15% (511)	17% (596)	3415
Age: 18-29	17% (234)	13% (181)	37% (499)	6% (81)	9% (128)	17% (236)	1360
Age: 30-44	10% (165)	10% (176)	45% (750)	5% (90)	14% (235)	16% (262)	1679
Age: 45-54	6% (56)	8% (74)	45% (426)	6% (61)	18% (171)	17% (163)	950
Age: 55-64	4% (48)	4% (52)	49% (641)	7% (87)	21% (273)	15% (202)	1303
Age: 65+	1% (11)	4% (46)	48% (633)	6% (81)	21% (275)	20% (263)	1309
Generation Z: 18-22	17% (106)	13% (80)	35% (213)	7% (41)	10% (58)	18% (106)	605
Millennial: Age 23-38	13% (241)	12% (221)	41% (741)	5% (95)	11% (202)	16% (292)	1792
Generation X: Age 39-54	7% (108)	8% (130)	45% (721)	6% (97)	17% (273)	17% (263)	1592
Boomers: Age 55-73	2% (57)	4% (89)	49% (1124)	7% (154)	21% (479)	17% (390)	2293
PID: Dem (no lean)	12% (277)	12% (289)	46% (1103)	5% (127)	10% (246)	14% (333)	2374
PID: Ind (no lean)	7% (147)	6% (136)	46% (966)	5% (110)	15% (325)	20% (421)	2105
PID: Rep (no lean)	4% (91)	5% (104)	41% (879)	8% (165)	24% (511)	18% (372)	2121
PID/Gender: Dem Men	13% (142)	13% (136)	46% (497)	5% (50)	10% (114)	13% (145)	1085
PID/Gender: Dem Women	10% (135)	12% (152)	47% (605)	6% (76)	10% (132)	15% (188)	1289
PID/Gender: Ind Men	6% (65)	5% (49)	47% (481)	5% (48)	18% (184)	19% (190)	1015
PID/Gender: Ind Women	8% (83)	8% (87)	45% (485)	6% (62)	13% (141)	21% (231)	1089
PID/Gender: Rep Men	5% (53)	5% (57)	38% (415)	9% (93)	25% (273)	18% (194)	1085
PID/Gender: Rep Women	4% (38)	4% (47)	45% (465)	7% (72)	23% (238)	17% (177)	1036
Ideo: Liberal (1-3)	10% (172)	13% (230)	49% (860)	6% (106)	10% (172)	13% (227)	1766
Ideo: Moderate (4)	9% (155)	9% (149)	47% (811)	6% (102)	13% (233)	16% (275)	1724
Ideo: Conservative (5-7)	4% (102)	4% (95)	43% (1016)	7% (173)	25% (591)	16% (376)	2353
Educ: < College	9% (401)	8% (369)	43% (1930)	5% (243)	17% (750)	19% (844)	4537
Educ: Bachelors degree	6% (75)	8% (107)	48% (639)	8% (108)	17% (220)	14% (182)	1331
Educ: Post-grad	5% (39)	7% (53)	52% (379)	7% (50)	15% (112)	14% (99)	732
Income: Under 50k	9% (341)	8% (293)	42% (1528)	5% (196)	16% (574)	20% (722)	3654
Income: 50k-100k	6% (122)	8% (164)	47% (936)	7% (149)	18% (355)	13% (269)	1996
Income: 100k+	5% (52)	8% (72)	51% (483)	6% (56)	16% (153)	14% (134)	950
Ethnicity: White	5% (236)	6% (316)	47% (2446)	7% (338)	18% (928)	17% (901)	5165

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Table BHM5_4: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Beyonce

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (515)	8% (529)	45% (2948)	6% (401)	16% (1082)	17% (1126)	6600
Ethnicity: Hispanic	15% (157)	13% (135)	34% (355)	6% (60)	16% (164)	17% (178)	1048
Ethnicity: Afr. Am.	26% (215)	15% (120)	35% (291)	4% (34)	9% (70)	11% (92)	823
Ethnicity: Other	10% (64)	15% (93)	34% (210)	5% (29)	14% (83)	22% (133)	612
All Christian	6% (180)	7% (213)	46% (1436)	7% (207)	19% (574)	16% (480)	3091
All Non-Christian	8% (24)	12% (37)	44% (132)	6% (19)	15% (44)	14% (43)	299
Atheist	5% (15)	13% (39)	50% (152)	5% (15)	13% (41)	14% (42)	304
Agnostic/Nothing in particular	10% (295)	8% (239)	42% (1228)	5% (160)	15% (423)	19% (561)	2906
Religious Non-Protestant/Catholic	7% (26)	11% (40)	47% (175)	7% (25)	14% (53)	15% (56)	376
Evangelical	10% (164)	6% (102)	44% (759)	6% (104)	19% (319)	15% (261)	1710
Non-Evangelical	7% (171)	8% (189)	46% (1115)	6% (156)	17% (416)	16% (397)	2444
Community: Urban	13% (222)	11% (186)	39% (660)	7% (114)	15% (255)	16% (269)	1706
Community: Suburban	6% (187)	8% (246)	47% (1401)	6% (182)	18% (528)	15% (465)	3009
Community: Rural	6% (106)	5% (97)	47% (887)	6% (105)	16% (299)	21% (392)	1886
Employ: Private Sector	8% (156)	10% (197)	46% (880)	7% (130)	15% (291)	13% (258)	1912
Employ: Government	12% (48)	9% (35)	43% (177)	5% (20)	17% (69)	16% (66)	416
Employ: Self-Employed	11% (57)	8% (44)	46% (246)	7% (38)	17% (94)	11% (60)	540
Employ: Homemaker	5% (27)	8% (41)	44% (222)	8% (38)	16% (81)	20% (99)	508
Employ: Retired	2% (27)	4% (57)	50% (796)	6% (88)	20% (317)	19% (309)	1595
Employ: Unemployed	12% (88)	9% (63)	37% (267)	4% (32)	17% (124)	21% (153)	726
Employ: Other	10% (55)	8% (45)	41% (220)	5% (30)	13% (70)	23% (123)	542
Military HH: Yes	6% (66)	6% (68)	42% (458)	7% (75)	20% (221)	18% (200)	1087
Military HH: No	8% (449)	8% (461)	45% (2490)	6% (326)	16% (861)	17% (926)	5513
RD/WT: Right Direction	6% (154)	6% (170)	41% (1111)	7% (186)	23% (623)	17% (459)	2703
RD/WT: Wrong Track	9% (361)	9% (359)	47% (1837)	6% (215)	12% (459)	17% (667)	3897
Trump Job Approve	5% (142)	5% (148)	42% (1166)	7% (202)	24% (685)	16% (459)	2803
Trump Job Disapprove	10% (338)	10% (365)	48% (1668)	6% (195)	10% (363)	16% (563)	3493
Trump Job Strongly Approve	6% (91)	4% (63)	37% (612)	7% (118)	31% (503)	15% (250)	1636
Trump Job Somewhat Approve	4% (51)	7% (85)	47% (553)	7% (85)	16% (183)	18% (210)	1166
Trump Job Somewhat Disapprove	8% (61)	10% (72)	53% (395)	7% (50)	8% (59)	14% (102)	738
Trump Job Strongly Disapprove	10% (277)	11% (293)	46% (1274)	5% (146)	11% (305)	17% (461)	2755

Continued on next page

Table BHM5_4: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
 Beyonce

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (515)	8% (529)	45% (2948)	6% (401)	16% (1082)	17% (1126)	6600
Favorable of Trump	5% (139)	5% (139)	42% (1134)	7% (203)	25% (670)	16% (447)	2732
Unfavorable of Trump	9% (322)	11% (373)	49% (1701)	5% (183)	11% (373)	15% (528)	3480
Very Favorable of Trump	6% (97)	4% (66)	38% (643)	7% (122)	30% (502)	15% (254)	1684
Somewhat Favorable of Trump	4% (42)	7% (73)	47% (491)	8% (80)	16% (168)	18% (193)	1048
Somewhat Unfavorable of Trump	9% (47)	11% (60)	51% (279)	5% (26)	9% (51)	15% (80)	543
Very Unfavorable of Trump	9% (275)	11% (314)	48% (1422)	5% (157)	11% (322)	15% (448)	2938
#1 Issue: Economy	10% (167)	8% (132)	47% (773)	6% (91)	15% (247)	15% (241)	1650
#1 Issue: Security	7% (84)	7% (83)	36% (447)	8% (96)	27% (335)	15% (191)	1236
#1 Issue: Health Care	7% (89)	10% (122)	49% (605)	6% (73)	11% (140)	16% (197)	1226
#1 Issue: Medicare / Social Security	4% (40)	4% (45)	46% (490)	7% (73)	17% (175)	22% (233)	1056
#1 Issue: Women's Issues	15% (52)	13% (45)	36% (122)	7% (24)	11% (38)	17% (56)	338
#1 Issue: Education	8% (30)	10% (37)	47% (182)	5% (19)	14% (56)	16% (64)	388
#1 Issue: Energy	9% (34)	14% (48)	48% (170)	3% (10)	10% (34)	17% (59)	356
#1 Issue: Other	6% (20)	5% (16)	45% (159)	4% (15)	16% (56)	24% (84)	351
2018 House Vote: Democrat	9% (214)	11% (257)	48% (1094)	6% (134)	10% (234)	15% (343)	2276
2018 House Vote: Republican	4% (74)	4% (87)	43% (832)	8% (157)	27% (523)	14% (276)	1950
2018 House Vote: Someone else	6% (14)	4% (10)	48% (111)	7% (16)	16% (36)	19% (44)	230
2016 Vote: Hillary Clinton	10% (211)	11% (233)	49% (1008)	6% (121)	9% (183)	15% (298)	2053
2016 Vote: Donald Trump	4% (82)	5% (99)	42% (862)	8% (166)	27% (551)	15% (302)	2062
2016 Vote: Other	6% (27)	5% (21)	46% (212)	6% (27)	20% (90)	18% (81)	459
2016 Vote: Didn't Vote	10% (195)	9% (176)	43% (860)	4% (88)	13% (256)	22% (444)	2018
Voted in 2014: Yes	7% (272)	7% (276)	46% (1766)	7% (254)	19% (737)	15% (561)	3867
Voted in 2014: No	9% (243)	9% (252)	43% (1182)	5% (147)	13% (345)	21% (564)	2733
2012 Vote: Barack Obama	10% (242)	9% (226)	49% (1186)	6% (146)	11% (275)	15% (363)	2437
2012 Vote: Mitt Romney	2% (33)	4% (54)	45% (684)	8% (120)	27% (418)	15% (222)	1530
2012 Vote: Other	1% (1)	2% (6)	44% (121)	3% (9)	33% (92)	17% (47)	276
2012 Vote: Didn't Vote	10% (237)	10% (243)	41% (956)	5% (126)	13% (295)	21% (493)	2352

Continued on next page

Table BHM5_4: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service? Beyonce*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (515)	8% (529)	45% (2948)	6% (401)	16% (1082)	17% (1126)	6600
4-Region: Northeast	8% (92)	8% (98)	47% (554)	6% (72)	14% (161)	17% (204)	1181
4-Region: Midwest	6% (85)	7% (94)	47% (652)	6% (84)	17% (242)	17% (231)	1387
4-Region: South	9% (219)	9% (213)	43% (1070)	5% (129)	17% (420)	17% (420)	2473
4-Region: West	8% (119)	8% (123)	43% (672)	7% (116)	17% (259)	17% (270)	1560
200226	8% (176)	8% (182)	44% (980)	6% (133)	16% (364)	17% (389)	2224
200228	8% (163)	8% (175)	44% (959)	6% (120)	16% (354)	18% (390)	2161
200229	8% (175)	8% (172)	46% (1009)	7% (148)	16% (364)	16% (347)	2215
Afr. Am. Men	22% (94)	16% (68)	38% (161)	3% (14)	9% (37)	12% (50)	425
Afr. Am. Women	30% (121)	13% (52)	33% (130)	5% (20)	8% (34)	10% (41)	398
Hispanic Men	15% (85)	13% (71)	33% (181)	5% (27)	17% (92)	16% (90)	546
Hispanic Women	14% (72)	13% (63)	35% (174)	7% (33)	14% (72)	18% (88)	502
White Men	5% (128)	5% (131)	46% (1112)	7% (161)	20% (478)	17% (420)	2429
White Women	4% (108)	7% (185)	49% (1335)	6% (178)	16% (450)	18% (481)	2736

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

Table BHM5_5: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Janelle Monae

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (252)	5% (343)	43% (2860)	3% (217)	9% (598)	35% (2329)	6600
Gender: Male	4% (139)	5% (162)	42% (1327)	3% (111)	10% (313)	36% (1133)	3185
Gender: Female	3% (113)	5% (181)	45% (1533)	3% (106)	8% (285)	35% (1196)	3415
Age: 18-29	8% (113)	9% (124)	40% (545)	4% (58)	8% (112)	30% (407)	1360
Age: 30-44	5% (83)	7% (120)	45% (755)	3% (51)	7% (122)	33% (547)	1679
Age: 45-54	3% (27)	5% (51)	42% (402)	5% (45)	9% (83)	36% (343)	950
Age: 55-64	2% (21)	2% (26)	46% (603)	3% (40)	11% (141)	36% (471)	1303
Age: 65+	1% (8)	2% (22)	42% (555)	2% (24)	11% (140)	43% (562)	1309
Generation Z: 18-22	9% (52)	8% (46)	37% (221)	4% (26)	10% (61)	33% (199)	605
Millennial: Age 23-38	7% (118)	9% (156)	44% (789)	3% (61)	7% (123)	30% (544)	1792
Generation X: Age 39-54	3% (54)	6% (93)	43% (692)	4% (66)	8% (134)	35% (554)	1592
Boomers: Age 55-73	1% (29)	2% (43)	45% (1035)	3% (60)	11% (252)	38% (873)	2293
PID: Dem (no lean)	6% (153)	9% (217)	46% (1101)	3% (80)	6% (146)	28% (677)	2374
PID: Ind (no lean)	3% (53)	3% (67)	43% (910)	3% (66)	9% (190)	39% (819)	2105
PID: Rep (no lean)	2% (46)	3% (59)	40% (849)	3% (71)	12% (262)	39% (834)	2121
PID/Gender: Dem Men	8% (89)	8% (90)	45% (493)	4% (41)	6% (68)	28% (304)	1085
PID/Gender: Dem Women	5% (64)	10% (127)	47% (609)	3% (39)	6% (78)	29% (372)	1289
PID/Gender: Ind Men	2% (17)	3% (31)	43% (437)	3% (30)	11% (109)	39% (391)	1015
PID/Gender: Ind Women	3% (36)	3% (35)	43% (473)	3% (36)	7% (82)	39% (427)	1089
PID/Gender: Rep Men	3% (33)	4% (41)	37% (397)	4% (40)	13% (136)	40% (437)	1085
PID/Gender: Rep Women	1% (13)	2% (18)	44% (452)	3% (31)	12% (126)	38% (396)	1036
Ideo: Liberal (1-3)	6% (100)	9% (163)	48% (845)	3% (55)	5% (95)	29% (508)	1766
Ideo: Moderate (4)	4% (69)	5% (86)	46% (785)	4% (73)	8% (140)	33% (570)	1724
Ideo: Conservative (5-7)	2% (46)	3% (68)	41% (976)	3% (74)	13% (303)	38% (886)	2353
Educ: < College	4% (177)	5% (212)	43% (1943)	3% (142)	9% (411)	36% (1651)	4537
Educ: Bachelors degree	4% (49)	6% (83)	44% (588)	4% (53)	9% (125)	33% (434)	1331
Educ: Post-grad	4% (27)	6% (47)	45% (330)	3% (22)	8% (62)	33% (244)	732
Income: Under 50k	4% (154)	5% (186)	40% (1473)	3% (122)	9% (341)	38% (1378)	3654
Income: 50k-100k	3% (60)	5% (103)	47% (939)	3% (68)	9% (184)	32% (642)	1996
Income: 100k+	4% (38)	6% (54)	47% (448)	3% (28)	8% (73)	33% (309)	950
Ethnicity: White	2% (99)	4% (191)	44% (2298)	3% (151)	9% (482)	38% (1943)	5165

Continued on next page

Table BHM5_5: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Janelle Monae

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (252)	5% (343)	43% (2860)	3% (217)	9% (598)	35% (2329)	6600
Ethnicity: Hispanic	7% (78)	6% (66)	38% (400)	5% (54)	11% (115)	32% (336)	1048
Ethnicity: Afr. Am.	16% (133)	13% (108)	40% (328)	4% (37)	7% (56)	20% (162)	823
Ethnicity: Other	3% (20)	7% (44)	38% (234)	5% (29)	10% (61)	37% (224)	612
All Christian	3% (86)	4% (130)	44% (1348)	4% (109)	10% (298)	36% (1118)	3091
All Non-Christian	7% (20)	7% (21)	43% (129)	5% (16)	10% (30)	28% (84)	299
Atheist	2% (7)	5% (14)	54% (165)	2% (7)	7% (23)	29% (88)	304
Agnostic/Nothing in particular	5% (138)	6% (178)	42% (1218)	3% (84)	9% (248)	36% (1039)	2906
Religious Non-Protestant/Catholic	6% (22)	6% (22)	45% (170)	5% (19)	10% (36)	28% (107)	376
Evangelical	6% (100)	4% (64)	44% (747)	3% (49)	10% (176)	34% (575)	1710
Non-Evangelical	2% (54)	5% (120)	43% (1052)	4% (91)	9% (212)	37% (914)	2444
Community: Urban	7% (115)	8% (138)	40% (681)	4% (66)	10% (168)	32% (538)	1706
Community: Suburban	3% (97)	5% (154)	44% (1337)	3% (102)	9% (270)	35% (1048)	3009
Community: Rural	2% (40)	3% (51)	45% (842)	3% (49)	9% (161)	39% (743)	1886
Employ: Private Sector	4% (75)	7% (137)	48% (910)	4% (80)	8% (160)	29% (550)	1912
Employ: Government	6% (24)	8% (34)	42% (173)	3% (13)	8% (33)	33% (138)	416
Employ: Self-Employed	7% (38)	6% (31)	44% (237)	3% (15)	10% (53)	31% (166)	540
Employ: Homemaker	3% (13)	2% (12)	43% (220)	3% (14)	8% (39)	41% (210)	508
Employ: Retired	1% (17)	2% (24)	44% (699)	2% (37)	11% (169)	41% (649)	1595
Employ: Unemployed	7% (49)	7% (47)	37% (269)	2% (15)	11% (77)	37% (268)	726
Employ: Other	2% (13)	4% (22)	41% (223)	4% (20)	7% (35)	42% (228)	542
Military HH: Yes	4% (39)	4% (43)	39% (423)	4% (38)	10% (113)	40% (431)	1087
Military HH: No	4% (214)	5% (300)	44% (2437)	3% (179)	9% (486)	34% (1898)	5513
RD/WT: Right Direction	3% (76)	4% (96)	40% (1088)	3% (91)	12% (317)	38% (1035)	2703
RD/WT: Wrong Track	5% (176)	6% (247)	45% (1772)	3% (126)	7% (281)	33% (1294)	3897
Trump Job Approve	2% (64)	3% (86)	40% (1130)	3% (95)	13% (353)	38% (1074)	2803
Trump Job Disapprove	5% (174)	7% (248)	46% (1609)	3% (116)	7% (227)	32% (1118)	3493
Trump Job Strongly Approve	2% (37)	3% (50)	37% (607)	3% (54)	16% (258)	38% (630)	1636
Trump Job Somewhat Approve	2% (27)	3% (36)	45% (523)	4% (42)	8% (95)	38% (444)	1166
Trump Job Somewhat Disapprove	4% (32)	6% (42)	50% (371)	4% (32)	5% (35)	31% (226)	738
Trump Job Strongly Disapprove	5% (142)	7% (206)	45% (1238)	3% (84)	7% (193)	32% (893)	2755

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Table BHM5_5: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
 Janelle Monae

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (252)	5% (343)	43% (2860)	3% (217)	9% (598)	35% (2329)	6600
Favorable of Trump	2% (58)	3% (77)	40% (1101)	4% (98)	12% (337)	39% (1060)	2732
Unfavorable of Trump	5% (170)	7% (244)	47% (1632)	3% (114)	7% (234)	31% (1085)	3480
Very Favorable of Trump	2% (38)	3% (45)	38% (641)	4% (62)	15% (254)	38% (644)	1684
Somewhat Favorable of Trump	2% (20)	3% (33)	44% (461)	3% (36)	8% (83)	40% (416)	1048
Somewhat Unfavorable of Trump	5% (28)	5% (29)	46% (251)	4% (21)	6% (35)	33% (179)	543
Very Unfavorable of Trump	5% (142)	7% (216)	47% (1382)	3% (93)	7% (199)	31% (906)	2938
#1 Issue: Economy	5% (85)	7% (112)	45% (746)	3% (48)	8% (131)	32% (527)	1650
#1 Issue: Security	4% (47)	3% (36)	36% (451)	4% (52)	14% (177)	38% (473)	1236
#1 Issue: Health Care	3% (35)	6% (74)	49% (599)	4% (45)	7% (81)	32% (393)	1226
#1 Issue: Medicare / Social Security	2% (20)	3% (32)	41% (437)	2% (26)	9% (99)	42% (443)	1056
#1 Issue: Women's Issues	6% (19)	11% (36)	40% (135)	3% (12)	6% (21)	34% (114)	338
#1 Issue: Education	4% (15)	4% (16)	44% (172)	4% (16)	11% (42)	33% (128)	388
#1 Issue: Energy	6% (22)	8% (29)	50% (177)	1% (5)	5% (19)	29% (104)	356
#1 Issue: Other	3% (10)	2% (9)	41% (144)	4% (13)	8% (28)	42% (148)	351
2018 House Vote: Democrat	5% (119)	8% (190)	47% (1062)	3% (76)	6% (141)	30% (688)	2276
2018 House Vote: Republican	2% (43)	3% (56)	40% (789)	3% (59)	14% (270)	38% (732)	1950
2018 House Vote: Someone else	1% (2)	6% (14)	48% (110)	5% (11)	9% (21)	32% (73)	230
2016 Vote: Hillary Clinton	5% (105)	9% (180)	47% (967)	3% (68)	5% (108)	30% (625)	2053
2016 Vote: Donald Trump	2% (37)	3% (62)	40% (830)	3% (71)	14% (280)	38% (781)	2062
2016 Vote: Other	3% (15)	3% (16)	47% (215)	4% (20)	11% (49)	32% (145)	459
2016 Vote: Didn't Vote	5% (95)	4% (85)	42% (844)	3% (58)	8% (159)	38% (777)	2018
Voted in 2014: Yes	4% (142)	5% (210)	44% (1703)	3% (130)	10% (388)	33% (1295)	3867
Voted in 2014: No	4% (110)	5% (133)	42% (1157)	3% (87)	8% (210)	38% (1034)	2733
2012 Vote: Barack Obama	5% (118)	8% (186)	47% (1152)	3% (78)	6% (156)	31% (748)	2437
2012 Vote: Mitt Romney	2% (25)	3% (39)	42% (641)	3% (51)	13% (197)	38% (578)	1530
2012 Vote: Other	— (1)	1% (3)	38% (105)	2% (6)	17% (48)	41% (113)	276
2012 Vote: Didn't Vote	5% (108)	5% (115)	41% (962)	3% (82)	8% (197)	38% (888)	2352

Continued on next page

Table BHM5_5: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Janelle Monae

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (252)	5% (343)	43% (2860)	3% (217)	9% (598)	35% (2329)	6600
4-Region: Northeast	3% (36)	6% (69)	44% (523)	4% (46)	8% (99)	35% (408)	1181
4-Region: Midwest	4% (50)	4% (56)	44% (605)	4% (51)	9% (130)	36% (494)	1387
4-Region: South	5% (118)	6% (136)	43% (1061)	3% (74)	9% (231)	34% (852)	2473
4-Region: West	3% (49)	5% (82)	43% (671)	3% (45)	9% (138)	37% (575)	1560
200226	4% (89)	6% (125)	42% (941)	3% (67)	9% (208)	36% (794)	2224
200228	4% (83)	5% (113)	43% (934)	4% (81)	9% (188)	35% (762)	2161
200229	4% (81)	5% (105)	44% (985)	3% (69)	9% (202)	35% (773)	2215
Afr. Am. Men	16% (66)	11% (48)	40% (172)	5% (21)	7% (28)	21% (89)	425
Afr. Am. Women	17% (67)	15% (59)	39% (156)	4% (16)	7% (28)	18% (73)	398
Hispanic Men	9% (51)	6% (30)	35% (192)	6% (32)	11% (61)	33% (180)	546
Hispanic Women	5% (26)	7% (36)	41% (208)	4% (21)	11% (54)	31% (157)	502
White Men	3% (63)	4% (95)	42% (1021)	3% (73)	10% (246)	38% (931)	2429
White Women	1% (36)	4% (96)	47% (1277)	3% (78)	9% (236)	37% (1013)	2736

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

Table BHM5_6: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Lizzo

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (297)	6% (373)	42% (2802)	5% (328)	12% (814)	30% (1986)	6600
Gender: Male	4% (129)	5% (158)	40% (1289)	5% (159)	15% (480)	30% (970)	3185
Gender: Female	5% (168)	6% (215)	44% (1513)	5% (169)	10% (334)	30% (1016)	3415
Age: 18-29	11% (152)	12% (161)	34% (457)	7% (98)	13% (174)	23% (317)	1360
Age: 30-44	6% (96)	7% (118)	47% (784)	5% (85)	11% (180)	25% (416)	1679
Age: 45-54	2% (22)	5% (43)	45% (425)	4% (41)	12% (110)	33% (309)	950
Age: 55-64	1% (17)	2% (31)	46% (604)	4% (52)	15% (189)	32% (411)	1303
Age: 65+	1% (10)	2% (20)	41% (532)	4% (52)	12% (161)	41% (533)	1309
Generation Z: 18-22	12% (70)	11% (65)	29% (176)	8% (46)	16% (95)	25% (152)	605
Millennial: Age 23-38	8% (148)	10% (181)	43% (763)	6% (101)	10% (185)	23% (414)	1792
Generation X: Age 39-54	3% (52)	5% (76)	46% (728)	5% (77)	11% (183)	30% (476)	1592
Boomers: Age 55-73	1% (23)	2% (51)	44% (1011)	4% (93)	14% (310)	35% (805)	2293
PID: Dem (no lean)	7% (173)	9% (216)	45% (1073)	5% (117)	9% (218)	24% (578)	2374
PID: Ind (no lean)	3% (69)	4% (81)	43% (898)	5% (97)	12% (250)	34% (709)	2105
PID: Rep (no lean)	3% (55)	4% (75)	39% (831)	5% (114)	16% (346)	33% (699)	2121
PID/Gender: Dem Men	7% (76)	8% (85)	45% (486)	4% (48)	11% (124)	25% (267)	1085
PID/Gender: Dem Women	8% (97)	10% (131)	46% (587)	5% (69)	7% (94)	24% (311)	1289
PID/Gender: Ind Men	2% (20)	3% (28)	41% (418)	4% (44)	15% (156)	34% (349)	1015
PID/Gender: Ind Women	4% (49)	5% (54)	44% (480)	5% (53)	9% (94)	33% (360)	1089
PID/Gender: Rep Men	3% (33)	4% (45)	36% (386)	6% (67)	18% (200)	33% (354)	1085
PID/Gender: Rep Women	2% (23)	3% (31)	43% (445)	5% (47)	14% (146)	33% (345)	1036
Ideo: Liberal (1-3)	7% (116)	9% (162)	47% (834)	5% (92)	8% (149)	23% (414)	1766
Ideo: Moderate (4)	4% (74)	6% (107)	45% (769)	5% (78)	11% (195)	29% (501)	1724
Ideo: Conservative (5-7)	2% (59)	3% (70)	40% (946)	6% (132)	17% (405)	32% (743)	2353
Educ: < College	5% (215)	6% (257)	41% (1856)	5% (215)	13% (570)	31% (1423)	4537
Educ: Bachelors degree	5% (61)	5% (70)	46% (610)	5% (62)	13% (171)	27% (358)	1331
Educ: Post-grad	3% (21)	6% (45)	46% (336)	7% (52)	10% (73)	28% (205)	732
Income: Under 50k	5% (178)	6% (219)	40% (1456)	5% (181)	12% (422)	33% (1197)	3654
Income: 50k-100k	4% (78)	6% (110)	45% (905)	4% (85)	14% (282)	27% (537)	1996
Income: 100k+	4% (41)	5% (43)	46% (441)	7% (62)	12% (110)	27% (252)	950
Ethnicity: White	3% (144)	4% (231)	44% (2268)	5% (244)	12% (629)	32% (1649)	5165

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Table BHM5_6: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Lizzo

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (297)	6% (373)	42% (2802)	5% (328)	12% (814)	30% (1986)	6600
Ethnicity: Hispanic	9% (95)	9% (96)	35% (365)	6% (60)	13% (140)	28% (291)	1048
Ethnicity: Afr. Am.	13% (110)	11% (89)	38% (316)	6% (49)	13% (109)	18% (150)	823
Ethnicity: Other	7% (43)	9% (53)	36% (218)	6% (36)	12% (76)	30% (186)	612
All Christian	3% (94)	4% (136)	43% (1335)	5% (158)	14% (421)	31% (947)	3091
All Non-Christian	6% (18)	10% (30)	40% (120)	7% (21)	13% (40)	24% (71)	299
Atheist	5% (16)	6% (20)	48% (146)	6% (17)	12% (37)	22% (68)	304
Agnostic/Nothing in particular	6% (169)	6% (188)	41% (1200)	5% (133)	11% (316)	31% (901)	2906
Religious Non-Protestant/Catholic	5% (19)	8% (31)	41% (156)	7% (28)	13% (50)	24% (92)	376
Evangelical	6% (104)	4% (63)	44% (746)	5% (81)	13% (214)	29% (502)	1710
Non-Evangelical	3% (65)	6% (144)	42% (1031)	5% (129)	12% (300)	32% (773)	2444
Community: Urban	7% (115)	8% (132)	40% (687)	5% (90)	13% (223)	27% (459)	1706
Community: Suburban	4% (106)	6% (181)	43% (1305)	5% (157)	12% (376)	29% (884)	3009
Community: Rural	4% (76)	3% (60)	43% (810)	4% (81)	11% (215)	34% (643)	1886
Employ: Private Sector	4% (82)	8% (144)	46% (886)	6% (109)	12% (237)	24% (454)	1912
Employ: Government	8% (34)	7% (31)	36% (150)	6% (27)	13% (53)	29% (122)	416
Employ: Self-Employed	7% (38)	5% (27)	46% (248)	5% (26)	13% (72)	24% (129)	540
Employ: Homemaker	4% (20)	6% (28)	45% (227)	4% (19)	10% (53)	32% (161)	508
Employ: Retired	1% (14)	1% (22)	44% (698)	4% (56)	13% (208)	37% (597)	1595
Employ: Unemployed	8% (56)	6% (47)	35% (257)	4% (28)	13% (92)	34% (246)	726
Employ: Other	4% (22)	5% (30)	39% (209)	5% (27)	10% (55)	37% (200)	542
Military HH: Yes	5% (57)	4% (39)	37% (405)	5% (54)	14% (154)	35% (378)	1087
Military HH: No	4% (240)	6% (334)	43% (2397)	5% (274)	12% (660)	29% (1608)	5513
RD/WT: Right Direction	3% (82)	4% (97)	40% (1090)	5% (142)	15% (407)	33% (885)	2703
RD/WT: Wrong Track	6% (215)	7% (276)	44% (1712)	5% (186)	10% (406)	28% (1101)	3897
Trump Job Approve	3% (82)	3% (89)	40% (1123)	5% (148)	16% (456)	32% (904)	2803
Trump Job Disapprove	6% (196)	8% (269)	45% (1570)	5% (175)	10% (335)	27% (947)	3493
Trump Job Strongly Approve	3% (50)	2% (36)	37% (601)	5% (78)	20% (331)	33% (540)	1636
Trump Job Somewhat Approve	3% (32)	5% (54)	45% (522)	6% (70)	11% (125)	31% (364)	1166
Trump Job Somewhat Disapprove	2% (17)	8% (59)	49% (360)	7% (51)	9% (63)	26% (189)	738
Trump Job Strongly Disapprove	7% (179)	8% (211)	44% (1210)	5% (125)	10% (272)	27% (757)	2755

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Table BHM5_6: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
 Lizzo

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (297)	6% (373)	42% (2802)	5% (328)	12% (814)	30% (1986)	6600
Favorable of Trump	2% (66)	3% (80)	40% (1091)	6% (150)	16% (450)	33% (895)	2732
Unfavorable of Trump	6% (197)	8% (269)	46% (1598)	5% (172)	10% (340)	26% (905)	3480
Very Favorable of Trump	3% (54)	2% (37)	37% (626)	5% (84)	19% (324)	33% (560)	1684
Somewhat Favorable of Trump	1% (12)	4% (43)	44% (465)	6% (67)	12% (126)	32% (335)	1048
Somewhat Unfavorable of Trump	4% (23)	7% (36)	48% (261)	6% (33)	10% (54)	25% (136)	543
Very Unfavorable of Trump	6% (173)	8% (233)	46% (1337)	5% (139)	10% (286)	26% (770)	2938
#1 Issue: Economy	5% (78)	6% (103)	44% (724)	5% (85)	13% (207)	27% (453)	1650
#1 Issue: Security	5% (59)	3% (36)	36% (440)	6% (80)	17% (210)	33% (412)	1236
#1 Issue: Health Care	4% (52)	8% (104)	46% (562)	5% (62)	10% (120)	27% (327)	1226
#1 Issue: Medicare / Social Security	2% (16)	3% (34)	41% (435)	4% (44)	12% (131)	37% (395)	1056
#1 Issue: Women's Issues	12% (39)	12% (39)	39% (132)	4% (14)	8% (27)	25% (86)	338
#1 Issue: Education	5% (19)	6% (24)	47% (182)	5% (18)	13% (50)	25% (95)	388
#1 Issue: Energy	7% (23)	8% (27)	49% (173)	5% (16)	8% (27)	25% (89)	356
#1 Issue: Other	3% (10)	2% (6)	44% (155)	3% (9)	12% (41)	37% (130)	351
2018 House Vote: Democrat	6% (136)	8% (182)	46% (1045)	5% (111)	9% (201)	26% (600)	2276
2018 House Vote: Republican	2% (48)	3% (58)	40% (774)	5% (104)	18% (352)	31% (614)	1950
2018 House Vote: Someone else	1% (2)	4% (10)	47% (108)	6% (14)	12% (28)	29% (68)	230
2016 Vote: Hillary Clinton	6% (126)	8% (169)	47% (970)	4% (90)	8% (170)	26% (527)	2053
2016 Vote: Donald Trump	2% (43)	3% (61)	40% (823)	6% (115)	17% (352)	32% (668)	2062
2016 Vote: Other	5% (22)	3% (16)	45% (207)	4% (19)	13% (62)	29% (133)	459
2016 Vote: Didn't Vote	5% (107)	6% (127)	40% (798)	5% (102)	11% (229)	33% (656)	2018
Voted in 2014: Yes	4% (160)	5% (189)	44% (1690)	5% (193)	13% (513)	29% (1122)	3867
Voted in 2014: No	5% (137)	7% (184)	41% (1112)	5% (135)	11% (300)	32% (864)	2733
2012 Vote: Barack Obama	5% (124)	7% (165)	48% (1163)	4% (103)	9% (227)	27% (654)	2437
2012 Vote: Mitt Romney	2% (38)	2% (27)	42% (649)	5% (81)	17% (257)	31% (478)	1530
2012 Vote: Other	— (1)	1% (4)	36% (99)	5% (14)	20% (56)	38% (104)	276
2012 Vote: Didn't Vote	6% (134)	7% (176)	38% (889)	6% (130)	12% (274)	32% (748)	2352

Continued on next page

Table BHM5_6: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Lizzo

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (297)	6% (373)	42% (2802)	5% (328)	12% (814)	30% (1986)	6600
4-Region: Northeast	3% (40)	6% (76)	44% (516)	5% (63)	11% (133)	30% (353)	1181
4-Region: Midwest	4% (62)	5% (73)	43% (602)	5% (74)	12% (162)	30% (414)	1387
4-Region: South	5% (121)	5% (125)	43% (1057)	5% (122)	13% (320)	29% (728)	2473
4-Region: West	5% (74)	6% (100)	40% (627)	4% (68)	13% (199)	32% (492)	1560
200226	5% (119)	6% (137)	41% (916)	4% (97)	12% (270)	31% (685)	2224
200228	4% (89)	6% (127)	43% (933)	5% (113)	12% (257)	30% (641)	2161
200229	4% (89)	5% (108)	43% (953)	5% (119)	13% (287)	30% (660)	2215
Afr. Am. Men	13% (54)	9% (40)	39% (165)	4% (18)	17% (73)	18% (76)	425
Afr. Am. Women	14% (57)	12% (49)	38% (151)	8% (30)	9% (36)	19% (74)	398
Hispanic Men	8% (45)	8% (45)	30% (166)	6% (31)	19% (102)	29% (157)	546
Hispanic Women	10% (50)	10% (51)	40% (199)	6% (29)	8% (38)	27% (134)	502
White Men	2% (59)	4% (90)	41% (1003)	5% (124)	14% (345)	33% (807)	2429
White Women	3% (84)	5% (142)	46% (1264)	4% (119)	10% (284)	31% (843)	2736

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

Table BHM5_7: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Zendaya

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (379)	7% (433)	44% (2903)	3% (200)	9% (594)	32% (2091)	6600
Gender: Male	5% (165)	6% (190)	43% (1384)	3% (106)	10% (312)	32% (1029)	3185
Gender: Female	6% (214)	7% (243)	44% (1519)	3% (94)	8% (283)	31% (1062)	3415
Age: 18-29	17% (232)	14% (196)	36% (494)	3% (45)	7% (98)	22% (295)	1360
Age: 30-44	6% (101)	8% (129)	47% (795)	4% (61)	7% (115)	28% (478)	1679
Age: 45-54	2% (24)	5% (48)	46% (436)	3% (32)	9% (84)	34% (325)	950
Age: 55-64	1% (16)	3% (34)	48% (619)	3% (44)	12% (150)	34% (440)	1303
Age: 65+	— (6)	2% (26)	43% (559)	1% (18)	11% (147)	42% (554)	1309
Generation Z: 18-22	20% (121)	17% (102)	31% (186)	2% (15)	7% (44)	23% (137)	605
Millennial: Age 23-38	10% (185)	11% (188)	43% (777)	4% (70)	7% (122)	25% (449)	1792
Generation X: Age 39-54	3% (51)	5% (83)	48% (762)	3% (53)	8% (131)	32% (512)	1592
Boomers: Age 55-73	1% (22)	2% (53)	46% (1049)	3% (58)	11% (262)	37% (849)	2293
PID: Dem (no lean)	8% (192)	10% (237)	47% (1125)	3% (63)	6% (144)	26% (614)	2374
PID: Ind (no lean)	5% (115)	5% (111)	43% (911)	2% (48)	8% (178)	35% (741)	2105
PID: Rep (no lean)	3% (72)	4% (86)	41% (867)	4% (89)	13% (271)	35% (736)	2121
PID/Gender: Dem Men	8% (82)	9% (95)	50% (538)	2% (27)	6% (65)	26% (278)	1085
PID/Gender: Dem Women	9% (110)	11% (142)	45% (586)	3% (36)	6% (80)	26% (336)	1289
PID/Gender: Ind Men	4% (36)	4% (41)	44% (446)	3% (27)	10% (100)	36% (364)	1015
PID/Gender: Ind Women	7% (79)	6% (70)	43% (465)	2% (21)	7% (78)	35% (377)	1089
PID/Gender: Rep Men	4% (47)	5% (54)	37% (400)	5% (51)	14% (146)	36% (386)	1085
PID/Gender: Rep Women	2% (25)	3% (32)	45% (467)	4% (38)	12% (125)	34% (350)	1036
Ideo: Liberal (1-3)	7% (131)	11% (199)	49% (857)	3% (46)	5% (94)	25% (439)	1766
Ideo: Moderate (4)	6% (104)	5% (93)	46% (797)	3% (57)	8% (133)	31% (540)	1724
Ideo: Conservative (5-7)	3% (77)	4% (97)	42% (999)	4% (83)	13% (314)	33% (784)	2353
Educ: < College	7% (296)	7% (295)	43% (1933)	3% (131)	9% (418)	32% (1465)	4537
Educ: Bachelors degree	4% (57)	7% (99)	46% (618)	3% (41)	9% (114)	30% (401)	1331
Educ: Post-grad	4% (26)	5% (39)	48% (352)	4% (28)	9% (62)	31% (225)	732
Income: Under 50k	6% (232)	6% (235)	41% (1513)	3% (94)	9% (340)	34% (1239)	3654
Income: 50k-100k	5% (103)	7% (132)	47% (938)	4% (71)	9% (178)	29% (574)	1996
Income: 100k+	5% (44)	7% (66)	48% (452)	4% (35)	8% (76)	29% (278)	950
Ethnicity: White	3% (170)	5% (250)	46% (2361)	3% (152)	9% (483)	34% (1748)	5165

Continued on next page

Table BHM5_7: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Zendaya

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (379)	7% (433)	44% (2903)	3% (200)	9% (594)	32% (2091)	6600
Ethnicity: Hispanic	12% (125)	10% (109)	38% (397)	3% (29)	10% (106)	27% (281)	1048
Ethnicity: Afr. Am.	18% (148)	15% (119)	38% (310)	3% (26)	7% (59)	19% (159)	823
Ethnicity: Other	10% (61)	10% (64)	38% (232)	3% (21)	8% (51)	30% (183)	612
All Christian	4% (127)	5% (163)	46% (1418)	3% (95)	9% (279)	33% (1008)	3091
All Non-Christian	6% (18)	11% (34)	43% (129)	3% (10)	13% (38)	24% (71)	299
Atheist	7% (22)	8% (24)	48% (147)	3% (8)	9% (26)	25% (76)	304
Agnostic/Nothing in particular	7% (211)	7% (212)	42% (1209)	3% (87)	9% (251)	32% (936)	2906
Religious Non-Protestant/Catholic	6% (21)	10% (37)	44% (166)	4% (14)	12% (45)	25% (94)	376
Evangelical	6% (108)	4% (76)	46% (784)	3% (52)	10% (163)	31% (526)	1710
Non-Evangelical	5% (112)	6% (158)	44% (1079)	3% (73)	8% (206)	33% (817)	2444
Community: Urban	9% (160)	8% (141)	41% (706)	3% (45)	9% (159)	29% (495)	1706
Community: Suburban	5% (141)	7% (212)	45% (1354)	3% (101)	9% (274)	31% (928)	3009
Community: Rural	4% (79)	4% (81)	45% (842)	3% (54)	9% (161)	35% (668)	1886
Employ: Private Sector	5% (102)	7% (141)	48% (924)	4% (69)	8% (151)	27% (525)	1912
Employ: Government	9% (38)	6% (26)	41% (172)	5% (21)	7% (30)	31% (129)	416
Employ: Self-Employed	9% (47)	7% (40)	45% (245)	3% (16)	10% (54)	25% (137)	540
Employ: Homemaker	5% (26)	6% (28)	43% (219)	3% (17)	8% (43)	35% (176)	508
Employ: Retired	1% (13)	2% (29)	46% (729)	2% (37)	11% (178)	38% (610)	1595
Employ: Unemployed	8% (60)	9% (69)	38% (277)	2% (13)	10% (74)	32% (234)	726
Employ: Other	5% (26)	6% (32)	40% (219)	3% (16)	8% (45)	38% (205)	542
Military HH: Yes	5% (54)	6% (64)	40% (438)	3% (32)	12% (127)	34% (372)	1087
Military HH: No	6% (324)	7% (369)	45% (2465)	3% (168)	8% (467)	31% (1719)	5513
RD/WT: Right Direction	4% (109)	5% (122)	42% (1145)	3% (89)	12% (324)	34% (915)	2703
RD/WT: Wrong Track	7% (270)	8% (312)	45% (1759)	3% (111)	7% (270)	30% (1176)	3897
Trump Job Approve	4% (102)	4% (114)	41% (1159)	4% (106)	13% (358)	34% (964)	2803
Trump Job Disapprove	7% (244)	9% (304)	47% (1637)	3% (91)	6% (223)	28% (995)	3493
Trump Job Strongly Approve	4% (58)	3% (55)	39% (640)	3% (56)	16% (266)	34% (562)	1636
Trump Job Somewhat Approve	4% (45)	5% (59)	45% (519)	4% (50)	8% (92)	34% (401)	1166
Trump Job Somewhat Disapprove	6% (42)	7% (49)	53% (389)	3% (22)	4% (33)	27% (202)	738
Trump Job Strongly Disapprove	7% (202)	9% (254)	45% (1248)	2% (68)	7% (190)	29% (793)	2755

Continued on next page

Table BHM5_7: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Zendaya

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (379)	7% (433)	44% (2903)	3% (200)	9% (594)	32% (2091)	6600
Favorable of Trump	3% (93)	4% (108)	42% (1140)	4% (105)	13% (342)	35% (944)	2732
Unfavorable of Trump	7% (247)	9% (305)	47% (1652)	3% (92)	7% (230)	27% (954)	3480
Very Favorable of Trump	4% (69)	3% (57)	39% (663)	4% (64)	16% (264)	34% (568)	1684
Somewhat Favorable of Trump	2% (24)	5% (51)	46% (477)	4% (41)	7% (78)	36% (377)	1048
Somewhat Unfavorable of Trump	6% (35)	7% (38)	49% (268)	3% (17)	6% (33)	28% (151)	543
Very Unfavorable of Trump	7% (212)	9% (267)	47% (1384)	3% (75)	7% (197)	27% (803)	2938
#1 Issue: Economy	6% (93)	7% (120)	46% (754)	3% (53)	8% (126)	31% (504)	1650
#1 Issue: Security	7% (88)	4% (46)	38% (471)	3% (39)	14% (179)	33% (413)	1236
#1 Issue: Health Care	4% (54)	7% (83)	49% (603)	3% (39)	6% (77)	30% (370)	1226
#1 Issue: Medicare / Social Security	3% (27)	4% (45)	42% (448)	3% (29)	10% (108)	38% (399)	1056
#1 Issue: Women's Issues	13% (43)	13% (44)	37% (124)	3% (10)	6% (21)	28% (95)	338
#1 Issue: Education	7% (26)	9% (36)	49% (190)	3% (11)	9% (35)	23% (91)	388
#1 Issue: Energy	10% (34)	13% (45)	45% (161)	3% (9)	5% (18)	25% (89)	356
#1 Issue: Other	4% (15)	4% (14)	44% (153)	3% (9)	9% (30)	37% (129)	351
2018 House Vote: Democrat	6% (139)	10% (218)	48% (1083)	3% (61)	6% (137)	28% (638)	2276
2018 House Vote: Republican	3% (64)	3% (65)	42% (812)	4% (76)	14% (275)	34% (657)	1950
2018 House Vote: Someone else	5% (11)	4% (10)	48% (110)	5% (11)	10% (22)	29% (67)	230
2016 Vote: Hillary Clinton	6% (118)	10% (199)	48% (994)	3% (58)	6% (114)	28% (571)	2053
2016 Vote: Donald Trump	3% (64)	3% (67)	42% (862)	4% (82)	14% (289)	34% (698)	2062
2016 Vote: Other	4% (20)	3% (15)	49% (223)	3% (12)	10% (45)	31% (144)	459
2016 Vote: Didn't Vote	9% (177)	8% (152)	41% (820)	2% (47)	7% (146)	34% (676)	2018
Voted in 2014: Yes	4% (162)	6% (219)	45% (1758)	3% (120)	10% (397)	31% (1211)	3867
Voted in 2014: No	8% (216)	8% (214)	42% (1146)	3% (79)	7% (197)	32% (880)	2733
2012 Vote: Barack Obama	5% (129)	7% (179)	49% (1186)	3% (69)	7% (160)	29% (714)	2437
2012 Vote: Mitt Romney	2% (34)	3% (47)	44% (679)	3% (49)	13% (205)	34% (516)	1530
2012 Vote: Other	— (0)	1% (4)	39% (109)	2% (6)	20% (54)	38% (104)	276
2012 Vote: Didn't Vote	9% (215)	9% (203)	39% (929)	3% (76)	7% (175)	32% (755)	2352

Continued on next page

Table BHM5_7: And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?
Zendaya

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (379)	7% (433)	44% (2903)	3% (200)	9% (594)	32% (2091)	6600
4-Region: Northeast	6% (69)	6% (72)	44% (521)	4% (43)	7% (86)	33% (390)	1181
4-Region: Midwest	5% (65)	5% (67)	46% (633)	4% (49)	10% (132)	32% (441)	1387
4-Region: South	6% (155)	7% (174)	43% (1064)	3% (64)	9% (224)	32% (791)	2473
4-Region: West	6% (90)	8% (121)	44% (684)	3% (44)	10% (152)	30% (469)	1560
200226	6% (130)	7% (154)	42% (941)	3% (66)	10% (222)	32% (711)	2224
200228	6% (130)	7% (151)	44% (942)	3% (60)	9% (185)	32% (694)	2161
200229	5% (119)	6% (129)	46% (1021)	3% (73)	8% (187)	31% (686)	2215
Afr. Am. Men	16% (68)	14% (59)	41% (176)	3% (14)	6% (24)	20% (84)	425
Afr. Am. Women	20% (80)	15% (60)	34% (134)	3% (13)	9% (36)	19% (75)	398
Hispanic Men	11% (60)	9% (50)	38% (208)	4% (23)	11% (57)	27% (148)	546
Hispanic Women	13% (65)	12% (59)	38% (189)	1% (7)	10% (48)	27% (134)	502
White Men	3% (71)	4% (102)	44% (1075)	3% (80)	10% (248)	35% (853)	2429
White Women	4% (99)	5% (149)	47% (1285)	3% (72)	9% (236)	33% (895)	2736

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

Table BHM5_8: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Dwayne 'The Rock' Johnson

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (809)	16% (1060)	46% (3021)	3% (214)	7% (430)	16% (1065)	6600
Gender: Male	15% (470)	18% (561)	43% (1368)	3% (107)	7% (218)	15% (462)	3185
Gender: Female	10% (339)	15% (499)	48% (1653)	3% (108)	6% (212)	18% (603)	3415
Age: 18-29	21% (284)	21% (285)	34% (458)	4% (52)	6% (78)	15% (204)	1360
Age: 30-44	17% (279)	19% (315)	42% (710)	3% (51)	4% (73)	15% (250)	1679
Age: 45-54	13% (119)	17% (164)	46% (440)	2% (21)	5% (49)	17% (157)	950
Age: 55-64	6% (82)	12% (155)	55% (712)	4% (50)	8% (107)	15% (197)	1303
Age: 65+	3% (45)	11% (142)	53% (700)	3% (41)	9% (124)	20% (257)	1309
Generation Z: 18-22	23% (137)	21% (126)	30% (181)	3% (18)	8% (45)	16% (97)	605
Millennial: Age 23-38	19% (339)	21% (373)	39% (692)	3% (58)	4% (67)	15% (263)	1792
Generation X: Age 39-54	13% (205)	17% (265)	46% (736)	3% (48)	5% (87)	16% (252)	1592
Boomers: Age 55-73	5% (118)	12% (272)	55% (1251)	3% (78)	9% (198)	16% (375)	2293
PID: Dem (no lean)	15% (346)	17% (401)	47% (1117)	4% (89)	4% (98)	14% (323)	2374
PID: Ind (no lean)	11% (231)	15% (313)	45% (954)	3% (57)	7% (153)	19% (396)	2105
PID: Rep (no lean)	11% (231)	16% (346)	45% (950)	3% (68)	8% (180)	16% (346)	2121
PID/Gender: Dem Men	19% (202)	19% (201)	44% (475)	4% (42)	4% (41)	11% (124)	1085
PID/Gender: Dem Women	11% (144)	15% (200)	50% (642)	4% (48)	4% (57)	15% (199)	1289
PID/Gender: Ind Men	11% (109)	16% (165)	45% (455)	2% (25)	9% (88)	17% (173)	1015
PID/Gender: Ind Women	11% (122)	14% (148)	46% (499)	3% (32)	6% (65)	20% (223)	1089
PID/Gender: Rep Men	15% (159)	18% (194)	40% (438)	4% (40)	8% (89)	15% (165)	1085
PID/Gender: Rep Women	7% (73)	15% (152)	49% (512)	3% (27)	9% (90)	18% (182)	1036
Ideo: Liberal (1-3)	13% (235)	18% (311)	49% (858)	4% (74)	4% (69)	12% (219)	1766
Ideo: Moderate (4)	13% (224)	16% (277)	48% (829)	2% (33)	6% (102)	15% (259)	1724
Ideo: Conservative (5-7)	10% (225)	16% (374)	46% (1090)	4% (87)	9% (221)	15% (355)	2353
Educ: < College	14% (633)	16% (721)	43% (1968)	3% (133)	7% (312)	17% (769)	4537
Educ: Bachelors degree	9% (121)	17% (228)	50% (665)	4% (52)	6% (74)	14% (191)	1331
Educ: Post-grad	7% (54)	15% (111)	53% (388)	4% (29)	6% (44)	14% (106)	732
Income: Under 50k	14% (498)	15% (537)	42% (1548)	3% (122)	7% (260)	19% (688)	3654
Income: 50k-100k	11% (215)	18% (364)	49% (985)	3% (64)	6% (126)	12% (242)	1996
Income: 100k+	10% (96)	17% (159)	51% (487)	3% (28)	5% (44)	14% (135)	950
Ethnicity: White	9% (487)	15% (778)	49% (2534)	3% (166)	7% (343)	17% (857)	5165

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Table BHM5_8: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Dwayne 'The Rock' Johnson

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (809)	16% (1060)	46% (3021)	3% (214)	7% (430)	16% (1065)	6600
Ethnicity: Hispanic	21% (215)	22% (225)	34% (359)	3% (28)	7% (69)	15% (153)	1048
Ethnicity: Afr. Am.	25% (202)	19% (160)	35% (288)	4% (32)	5% (41)	12% (99)	823
Ethnicity: Other	20% (119)	20% (122)	33% (199)	3% (16)	7% (46)	18% (110)	612
All Christian	11% (336)	15% (475)	48% (1498)	4% (113)	6% (201)	15% (468)	3091
All Non-Christian	16% (48)	18% (53)	42% (126)	5% (14)	8% (24)	12% (35)	299
Atheist	10% (29)	12% (36)	57% (174)	1% (3)	7% (21)	13% (41)	304
Agnostic/Nothing in particular	14% (395)	17% (496)	42% (1223)	3% (84)	6% (185)	18% (522)	2906
Religious Non-Protestant/Catholic	15% (55)	19% (71)	41% (155)	4% (17)	8% (29)	13% (49)	376
Evangelical	16% (272)	15% (250)	45% (776)	3% (56)	7% (124)	14% (232)	1710
Non-Evangelical	10% (250)	17% (405)	48% (1170)	4% (91)	6% (147)	16% (380)	2444
Community: Urban	16% (274)	18% (303)	40% (690)	4% (66)	7% (118)	15% (253)	1706
Community: Suburban	11% (332)	16% (494)	47% (1422)	3% (100)	7% (196)	15% (465)	3009
Community: Rural	11% (203)	14% (263)	48% (909)	3% (48)	6% (116)	18% (347)	1886
Employ: Private Sector	12% (231)	20% (373)	47% (895)	3% (62)	5% (99)	13% (253)	1912
Employ: Government	15% (63)	20% (82)	44% (183)	3% (13)	5% (19)	14% (56)	416
Employ: Self-Employed	15% (80)	17% (91)	48% (261)	3% (16)	7% (39)	10% (54)	540
Employ: Homemaker	13% (65)	16% (79)	44% (225)	3% (17)	4% (23)	19% (99)	508
Employ: Retired	5% (77)	11% (170)	54% (867)	3% (46)	9% (146)	18% (289)	1595
Employ: Unemployed	18% (129)	15% (107)	36% (264)	3% (21)	9% (68)	19% (137)	726
Employ: Other	18% (95)	17% (90)	37% (203)	3% (16)	4% (20)	22% (117)	542
Military HH: Yes	11% (120)	19% (202)	43% (472)	3% (35)	7% (76)	17% (182)	1087
Military HH: No	12% (689)	16% (858)	46% (2549)	3% (180)	6% (354)	16% (883)	5513
RD/WT: Right Direction	12% (319)	16% (443)	45% (1204)	3% (75)	8% (214)	17% (449)	2703
RD/WT: Wrong Track	13% (490)	16% (617)	47% (1817)	4% (140)	6% (217)	16% (616)	3897
Trump Job Approve	11% (319)	16% (455)	45% (1252)	3% (88)	9% (245)	16% (445)	2803
Trump Job Disapprove	13% (451)	17% (583)	47% (1654)	4% (124)	5% (168)	15% (513)	3493
Trump Job Strongly Approve	13% (210)	15% (251)	43% (711)	3% (54)	10% (167)	15% (243)	1636
Trump Job Somewhat Approve	9% (109)	17% (204)	46% (540)	3% (34)	7% (78)	17% (201)	1166
Trump Job Somewhat Disapprove	12% (88)	17% (127)	51% (375)	3% (23)	4% (32)	13% (94)	738
Trump Job Strongly Disapprove	13% (364)	17% (456)	46% (1279)	4% (101)	5% (136)	15% (419)	2755

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Table BHM5_8: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Dwayne 'The Rock' Johnson

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (809)	16% (1060)	46% (3021)	3% (214)	7% (430)	16% (1065)	6600
Favorable of Trump	11% (310)	16% (447)	45% (1223)	3% (87)	8% (231)	16% (433)	2732
Unfavorable of Trump	13% (449)	17% (577)	48% (1674)	3% (121)	5% (172)	14% (487)	3480
Very Favorable of Trump	13% (223)	16% (265)	43% (730)	3% (52)	10% (167)	15% (246)	1684
Somewhat Favorable of Trump	8% (87)	17% (182)	47% (493)	3% (34)	6% (64)	18% (187)	1048
Somewhat Unfavorable of Trump	11% (61)	18% (96)	49% (264)	3% (14)	6% (35)	13% (73)	543
Very Unfavorable of Trump	13% (387)	16% (481)	48% (1410)	4% (107)	5% (138)	14% (414)	2938
#1 Issue: Economy	14% (233)	20% (325)	44% (730)	3% (55)	6% (92)	13% (216)	1650
#1 Issue: Security	12% (149)	14% (179)	45% (551)	4% (44)	9% (106)	17% (207)	1236
#1 Issue: Health Care	13% (160)	15% (179)	49% (597)	3% (37)	5% (61)	16% (192)	1226
#1 Issue: Medicare / Social Security	8% (85)	12% (130)	49% (519)	3% (28)	8% (88)	19% (206)	1056
#1 Issue: Women's Issues	16% (54)	19% (63)	40% (134)	4% (15)	5% (17)	16% (54)	338
#1 Issue: Education	12% (46)	17% (67)	44% (170)	3% (13)	7% (26)	17% (67)	388
#1 Issue: Energy	13% (47)	17% (59)	47% (168)	3% (12)	5% (18)	15% (52)	356
#1 Issue: Other	10% (34)	16% (57)	43% (152)	3% (11)	7% (23)	21% (73)	351
2018 House Vote: Democrat	13% (299)	17% (378)	48% (1103)	4% (86)	4% (90)	14% (321)	2276
2018 House Vote: Republican	11% (207)	16% (304)	47% (908)	4% (70)	9% (184)	14% (277)	1950
2018 House Vote: Someone else	9% (21)	15% (35)	49% (114)	3% (6)	6% (14)	18% (41)	230
2016 Vote: Hillary Clinton	13% (263)	17% (348)	50% (1032)	4% (77)	3% (70)	13% (263)	2053
2016 Vote: Donald Trump	11% (220)	15% (312)	47% (978)	3% (69)	9% (189)	14% (294)	2062
2016 Vote: Other	7% (33)	17% (80)	46% (210)	4% (17)	8% (37)	18% (82)	459
2016 Vote: Didn't Vote	14% (292)	16% (320)	39% (796)	3% (52)	7% (134)	21% (425)	2018
Voted in 2014: Yes	11% (443)	16% (613)	48% (1866)	4% (139)	7% (266)	14% (540)	3867
Voted in 2014: No	13% (366)	16% (447)	42% (1155)	3% (76)	6% (164)	19% (526)	2733
2012 Vote: Barack Obama	13% (314)	17% (408)	49% (1198)	4% (87)	4% (100)	14% (330)	2437
2012 Vote: Mitt Romney	8% (127)	15% (224)	50% (770)	3% (50)	9% (141)	14% (219)	1530
2012 Vote: Other	4% (12)	12% (34)	49% (135)	3% (8)	14% (39)	18% (49)	276
2012 Vote: Didn't Vote	15% (355)	17% (392)	39% (916)	3% (70)	6% (150)	20% (468)	2352

Continued on next page

Table BHM5_8: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?
Dwayne 'The Rock' Johnson*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (809)	16% (1060)	46% (3021)	3% (214)	7% (430)	16% (1065)	6600
4-Region: Northeast	12% (146)	14% (169)	49% (573)	3% (34)	5% (62)	17% (198)	1181
4-Region: Midwest	9% (123)	15% (213)	49% (676)	4% (61)	7% (98)	16% (217)	1387
4-Region: South	14% (339)	17% (411)	43% (1073)	3% (81)	7% (174)	16% (394)	2473
4-Region: West	13% (201)	17% (268)	45% (699)	2% (39)	6% (97)	16% (256)	1560
200226	12% (276)	16% (346)	46% (1024)	3% (71)	6% (140)	16% (366)	2224
200228	12% (262)	16% (346)	45% (982)	3% (72)	6% (137)	17% (361)	2161
200229	12% (270)	17% (367)	46% (1015)	3% (71)	7% (153)	15% (338)	2215
Afr. Am. Men	27% (113)	21% (91)	33% (139)	4% (15)	3% (15)	12% (52)	425
Afr. Am. Women	22% (89)	18% (70)	37% (148)	4% (16)	7% (27)	12% (48)	398
Hispanic Men	25% (136)	24% (133)	29% (159)	3% (16)	6% (34)	12% (68)	546
Hispanic Women	16% (79)	18% (92)	40% (200)	2% (12)	7% (35)	17% (84)	502
White Men	12% (281)	16% (394)	46% (1125)	3% (84)	7% (173)	15% (372)	2429
White Women	8% (206)	14% (384)	51% (1409)	3% (82)	6% (170)	18% (485)	2736

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

Table BHM5_9: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Salma Hayek

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (337)	9% (611)	49% (3239)	4% (238)	8% (540)	25% (1636)	6600
Gender: Male	7% (211)	10% (320)	47% (1496)	4% (134)	9% (292)	23% (732)	3185
Gender: Female	4% (126)	9% (291)	51% (1743)	3% (103)	7% (248)	26% (904)	3415
Age: 18-29	5% (71)	10% (130)	40% (551)	6% (76)	7% (99)	32% (433)	1360
Age: 30-44	9% (146)	13% (214)	50% (832)	3% (56)	6% (100)	20% (331)	1679
Age: 45-54	6% (57)	11% (107)	51% (484)	3% (26)	7% (70)	22% (206)	950
Age: 55-64	3% (39)	7% (90)	54% (706)	3% (41)	11% (142)	22% (285)	1303
Age: 65+	2% (24)	5% (70)	51% (666)	3% (38)	10% (129)	29% (382)	1309
Generation Z: 18-22	4% (22)	10% (58)	36% (215)	7% (40)	9% (55)	36% (215)	605
Millennial: Age 23-38	8% (142)	12% (215)	47% (835)	4% (68)	5% (98)	24% (434)	1792
Generation X: Age 39-54	7% (110)	11% (178)	51% (817)	3% (51)	7% (116)	20% (320)	1592
Boomers: Age 55-73	3% (58)	6% (146)	53% (1220)	3% (72)	11% (243)	24% (553)	2293
PID: Dem (no lean)	7% (173)	12% (290)	51% (1215)	3% (64)	5% (119)	22% (512)	2374
PID: Ind (no lean)	3% (68)	8% (161)	48% (1021)	4% (76)	9% (181)	28% (598)	2105
PID: Rep (no lean)	5% (96)	8% (160)	47% (1003)	5% (97)	11% (240)	25% (525)	2121
PID/Gender: Dem Men	10% (106)	12% (135)	50% (537)	3% (35)	5% (57)	20% (214)	1085
PID/Gender: Dem Women	5% (67)	12% (156)	53% (678)	2% (29)	5% (62)	23% (298)	1289
PID/Gender: Ind Men	4% (39)	8% (80)	49% (495)	4% (43)	9% (95)	26% (264)	1015
PID/Gender: Ind Women	3% (28)	7% (81)	48% (526)	3% (33)	8% (86)	31% (335)	1089
PID/Gender: Rep Men	6% (65)	10% (106)	43% (464)	5% (56)	13% (140)	23% (254)	1085
PID/Gender: Rep Women	3% (31)	5% (54)	52% (539)	4% (41)	10% (100)	26% (271)	1036
Ideo: Liberal (1-3)	7% (115)	13% (231)	54% (948)	3% (56)	5% (85)	19% (331)	1766
Ideo: Moderate (4)	6% (105)	10% (169)	51% (875)	3% (58)	7% (118)	23% (399)	1724
Ideo: Conservative (5-7)	4% (91)	7% (172)	48% (1137)	4% (98)	12% (291)	24% (565)	2353
Educ: < College	5% (238)	9% (404)	47% (2124)	3% (158)	9% (387)	27% (1226)	4537
Educ: Bachelors degree	5% (64)	11% (143)	53% (701)	4% (47)	8% (104)	20% (273)	1331
Educ: Post-grad	5% (35)	9% (64)	57% (414)	5% (33)	7% (49)	19% (136)	732
Income: Under 50k	5% (189)	8% (306)	45% (1651)	4% (136)	8% (308)	29% (1064)	3654
Income: 50k-100k	5% (94)	11% (220)	53% (1055)	4% (75)	8% (169)	19% (383)	1996
Income: 100k+	6% (54)	9% (85)	56% (533)	3% (26)	7% (63)	20% (189)	950
Ethnicity: White	4% (196)	8% (427)	52% (2671)	3% (178)	8% (422)	25% (1271)	5165

Continued on next page

Table BHM5_9: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Salma Hayek

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (337)	9% (611)	49% (3239)	4% (238)	8% (540)	25% (1636)	6600
Ethnicity: Hispanic	10% (104)	17% (174)	38% (402)	4% (41)	9% (91)	23% (237)	1048
Ethnicity: Afr. Am.	11% (89)	14% (113)	41% (339)	4% (31)	8% (62)	23% (189)	823
Ethnicity: Other	9% (52)	12% (71)	37% (229)	5% (28)	9% (56)	29% (175)	612
All Christian	5% (164)	9% (279)	51% (1572)	4% (110)	9% (268)	23% (698)	3091
All Non-Christian	7% (20)	15% (45)	43% (129)	6% (17)	10% (29)	20% (60)	299
Atheist	6% (19)	9% (28)	54% (165)	3% (9)	6% (18)	21% (65)	304
Agnostic/Nothing in particular	5% (133)	9% (259)	47% (1374)	4% (102)	8% (225)	28% (813)	2906
Religious Non-Protestant/Catholic	6% (22)	13% (49)	45% (170)	6% (24)	10% (37)	20% (74)	376
Evangelical	7% (118)	9% (148)	47% (806)	4% (66)	10% (167)	24% (406)	1710
Non-Evangelical	4% (98)	10% (244)	52% (1264)	3% (84)	8% (184)	23% (571)	2444
Community: Urban	8% (132)	12% (205)	44% (753)	5% (83)	9% (155)	22% (378)	1706
Community: Suburban	4% (131)	9% (265)	52% (1554)	3% (104)	8% (231)	24% (725)	3009
Community: Rural	4% (74)	8% (142)	49% (931)	3% (51)	8% (154)	28% (533)	1886
Employ: Private Sector	7% (128)	12% (226)	53% (1013)	3% (64)	7% (141)	18% (340)	1912
Employ: Government	8% (35)	8% (32)	47% (197)	5% (20)	7% (27)	25% (105)	416
Employ: Self-Employed	6% (31)	12% (67)	50% (269)	4% (22)	10% (54)	18% (96)	540
Employ: Homemaker	3% (16)	8% (42)	51% (259)	3% (16)	6% (28)	29% (148)	508
Employ: Retired	3% (42)	6% (89)	52% (826)	3% (47)	10% (157)	27% (436)	1595
Employ: Unemployed	7% (50)	10% (72)	38% (277)	4% (29)	11% (83)	30% (215)	726
Employ: Other	3% (16)	8% (45)	47% (254)	4% (21)	6% (35)	32% (172)	542
Military HH: Yes	5% (58)	8% (90)	47% (509)	4% (40)	10% (109)	26% (282)	1087
Military HH: No	5% (278)	9% (521)	50% (2730)	4% (198)	8% (432)	25% (1354)	5513
RD/WT: Right Direction	5% (125)	8% (228)	47% (1267)	5% (127)	11% (285)	25% (670)	2703
RD/WT: Wrong Track	5% (212)	10% (383)	51% (1972)	3% (110)	7% (255)	25% (965)	3897
Trump Job Approve	4% (123)	8% (218)	47% (1323)	4% (123)	12% (335)	24% (681)	2803
Trump Job Disapprove	6% (197)	11% (390)	51% (1790)	3% (112)	5% (190)	23% (814)	3493
Trump Job Strongly Approve	5% (83)	8% (129)	44% (718)	5% (76)	15% (241)	24% (390)	1636
Trump Job Somewhat Approve	3% (40)	8% (89)	52% (605)	4% (48)	8% (94)	25% (291)	1166
Trump Job Somewhat Disapprove	4% (31)	9% (69)	56% (415)	4% (28)	5% (35)	22% (162)	738
Trump Job Strongly Disapprove	6% (167)	12% (321)	50% (1376)	3% (85)	6% (155)	24% (652)	2755

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Table BHM5_9: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
 Salma Hayek

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (337)	9% (611)	49% (3239)	4% (238)	8% (540)	25% (1636)	6600
Favorable of Trump	4% (119)	7% (202)	48% (1302)	4% (119)	12% (320)	25% (670)	2732
Unfavorable of Trump	6% (201)	11% (391)	52% (1794)	3% (115)	6% (193)	23% (786)	3480
Very Favorable of Trump	5% (87)	7% (125)	45% (753)	4% (73)	14% (241)	24% (405)	1684
Somewhat Favorable of Trump	3% (32)	7% (77)	52% (549)	4% (46)	8% (79)	25% (265)	1048
Somewhat Unfavorable of Trump	5% (27)	10% (57)	52% (280)	4% (20)	7% (35)	23% (123)	543
Very Unfavorable of Trump	6% (174)	11% (334)	52% (1514)	3% (95)	5% (158)	23% (663)	2938
#1 Issue: Economy	5% (87)	10% (171)	51% (841)	4% (73)	7% (116)	22% (360)	1650
#1 Issue: Security	6% (69)	7% (89)	45% (555)	4% (51)	13% (164)	25% (308)	1236
#1 Issue: Health Care	6% (73)	11% (130)	54% (660)	3% (33)	6% (68)	21% (261)	1226
#1 Issue: Medicare / Social Security	3% (36)	7% (76)	48% (503)	3% (30)	9% (95)	30% (316)	1056
#1 Issue: Women's Issues	6% (21)	10% (34)	44% (149)	5% (16)	5% (16)	30% (101)	338
#1 Issue: Education	4% (17)	12% (45)	48% (186)	2% (8)	8% (31)	26% (101)	388
#1 Issue: Energy	5% (19)	12% (42)	51% (183)	2% (8)	6% (20)	24% (84)	356
#1 Issue: Other	4% (14)	7% (24)	46% (162)	5% (18)	8% (29)	30% (104)	351
2018 House Vote: Democrat	7% (162)	12% (278)	52% (1193)	3% (65)	5% (103)	21% (475)	2276
2018 House Vote: Republican	4% (83)	8% (152)	48% (940)	4% (84)	13% (260)	22% (431)	1950
2018 House Vote: Someone else	4% (9)	5% (13)	53% (123)	5% (12)	8% (18)	24% (55)	230
2016 Vote: Hillary Clinton	7% (137)	12% (255)	54% (1112)	3% (54)	4% (82)	20% (412)	2053
2016 Vote: Donald Trump	4% (81)	8% (170)	49% (1015)	4% (86)	13% (267)	22% (444)	2062
2016 Vote: Other	4% (18)	7% (33)	53% (243)	4% (18)	10% (45)	22% (102)	459
2016 Vote: Didn't Vote	5% (101)	8% (152)	43% (863)	4% (79)	7% (146)	34% (678)	2018
Voted in 2014: Yes	5% (208)	10% (403)	51% (1980)	3% (130)	9% (346)	21% (800)	3867
Voted in 2014: No	5% (128)	8% (208)	46% (1259)	4% (107)	7% (194)	31% (836)	2733
2012 Vote: Barack Obama	6% (147)	12% (296)	54% (1307)	3% (78)	5% (125)	20% (486)	2437
2012 Vote: Mitt Romney	4% (56)	7% (106)	51% (785)	4% (60)	12% (184)	22% (339)	1530
2012 Vote: Other	2% (6)	4% (12)	48% (133)	2% (6)	19% (52)	25% (68)	276
2012 Vote: Didn't Vote	5% (128)	8% (196)	43% (1014)	4% (94)	8% (179)	32% (741)	2352

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Table BHM5_9: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Salma Hayek

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (337)	9% (611)	49% (3239)	4% (238)	8% (540)	25% (1636)	6600
4-Region: Northeast	5% (61)	10% (121)	50% (593)	3% (38)	6% (66)	26% (302)	1181
4-Region: Midwest	3% (47)	8% (106)	51% (711)	4% (51)	9% (129)	25% (344)	1387
4-Region: South	6% (144)	9% (232)	48% (1177)	3% (80)	9% (214)	25% (627)	2473
4-Region: West	5% (85)	10% (153)	49% (759)	4% (69)	8% (132)	23% (363)	1560
200226	5% (110)	10% (216)	48% (1062)	4% (81)	8% (188)	26% (567)	2224
200228	5% (103)	8% (184)	50% (1074)	3% (62)	8% (178)	26% (561)	2161
200229	6% (124)	10% (211)	50% (1103)	4% (95)	8% (175)	23% (507)	2215
Afr. Am. Men	13% (57)	15% (62)	43% (183)	2% (9)	7% (28)	20% (85)	425
Afr. Am. Women	8% (32)	13% (51)	39% (155)	6% (22)	9% (34)	26% (104)	398
Hispanic Men	14% (76)	15% (81)	35% (191)	6% (33)	10% (53)	21% (113)	546
Hispanic Women	6% (29)	18% (93)	42% (211)	2% (8)	7% (38)	25% (124)	502
White Men	5% (118)	9% (221)	49% (1197)	4% (101)	9% (221)	23% (570)	2429
White Women	3% (78)	8% (206)	54% (1475)	3% (77)	7% (201)	26% (701)	2736

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

Table BHM5_10: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Kim Kardashian

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (312)	5% (330)	36% (2385)	11% (701)	28% (1859)	15% (1013)	6600
Gender: Male	6% (184)	5% (163)	35% (1124)	10% (321)	29% (933)	14% (461)	3185
Gender: Female	4% (128)	5% (167)	37% (1261)	11% (380)	27% (926)	16% (553)	3415
Age: 18-29	10% (142)	8% (107)	29% (398)	12% (156)	24% (326)	17% (231)	1360
Age: 30-44	7% (111)	7% (121)	37% (618)	11% (180)	24% (405)	14% (243)	1679
Age: 45-54	2% (22)	6% (53)	35% (331)	9% (81)	33% (310)	16% (152)	950
Age: 55-64	2% (27)	3% (34)	41% (538)	10% (125)	31% (404)	14% (177)	1303
Age: 65+	1% (10)	1% (16)	38% (500)	12% (158)	32% (413)	16% (212)	1309
Generation Z: 18-22	8% (47)	9% (55)	28% (170)	13% (81)	24% (145)	18% (107)	605
Millennial: Age 23-38	10% (172)	7% (134)	33% (596)	10% (186)	24% (428)	15% (277)	1792
Generation X: Age 39-54	4% (57)	6% (92)	37% (581)	10% (151)	29% (469)	15% (242)	1592
Boomers: Age 55-73	2% (35)	2% (47)	40% (906)	11% (246)	32% (722)	15% (337)	2293
PID: Dem (no lean)	6% (149)	7% (156)	36% (847)	12% (280)	27% (645)	13% (297)	2374
PID: Ind (no lean)	4% (75)	4% (79)	36% (767)	10% (211)	28% (587)	18% (387)	2105
PID: Rep (no lean)	4% (88)	4% (95)	36% (771)	10% (211)	30% (627)	16% (329)	2121
PID/Gender: Dem Men	8% (87)	7% (79)	36% (392)	10% (107)	27% (298)	11% (122)	1085
PID/Gender: Dem Women	5% (63)	6% (77)	35% (455)	13% (173)	27% (347)	14% (175)	1289
PID/Gender: Ind Men	3% (33)	3% (32)	36% (368)	10% (103)	30% (301)	18% (179)	1015
PID/Gender: Ind Women	4% (41)	4% (48)	37% (399)	10% (108)	26% (285)	19% (208)	1089
PID/Gender: Rep Men	6% (64)	5% (53)	34% (364)	10% (111)	31% (334)	15% (159)	1085
PID/Gender: Rep Women	2% (24)	4% (42)	39% (407)	10% (99)	28% (293)	16% (170)	1036
Ideo: Liberal (1-3)	6% (109)	5% (95)	35% (615)	14% (245)	28% (500)	11% (203)	1766
Ideo: Moderate (4)	5% (83)	6% (96)	38% (651)	11% (184)	28% (478)	13% (232)	1724
Ideo: Conservative (5-7)	3% (76)	4% (97)	38% (894)	9% (223)	31% (733)	14% (331)	2353
Educ: < College	5% (237)	5% (238)	36% (1636)	9% (423)	27% (1226)	17% (778)	4537
Educ: Bachelors degree	4% (51)	5% (61)	36% (478)	14% (180)	31% (409)	12% (154)	1331
Educ: Post-grad	3% (24)	4% (31)	37% (271)	13% (99)	31% (224)	11% (82)	732
Income: Under 50k	5% (181)	5% (178)	35% (1263)	10% (351)	27% (987)	19% (693)	3654
Income: 50k-100k	5% (94)	5% (107)	39% (771)	12% (234)	29% (589)	10% (202)	1996
Income: 100k+	4% (37)	5% (45)	37% (352)	12% (116)	30% (283)	12% (118)	950
Ethnicity: White	3% (155)	4% (210)	37% (1929)	11% (568)	29% (1514)	15% (790)	5165

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Table BHM5_10: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Kim Kardashian

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (312)	5% (330)	36% (2385)	11% (701)	28% (1859)	15% (1013)	6600
Ethnicity: Hispanic	10% (101)	9% (92)	27% (287)	10% (105)	29% (307)	15% (155)	1048
Ethnicity: Afr. Am.	14% (117)	10% (83)	34% (277)	9% (71)	21% (171)	13% (103)	823
Ethnicity: Other	7% (40)	6% (37)	29% (178)	10% (62)	28% (174)	20% (120)	612
All Christian	4% (124)	4% (132)	38% (1175)	11% (343)	29% (885)	14% (432)	3091
All Non-Christian	7% (20)	7% (22)	34% (103)	11% (32)	29% (88)	12% (35)	299
Atheist	4% (13)	1% (2)	38% (115)	16% (48)	32% (96)	10% (31)	304
Agnostic/Nothing in particular	5% (155)	6% (174)	34% (992)	10% (278)	27% (790)	18% (516)	2906
Religious Non-Protestant/Catholic	6% (22)	6% (23)	35% (131)	12% (45)	29% (108)	12% (47)	376
Evangelical	7% (117)	6% (100)	40% (684)	8% (145)	25% (419)	14% (245)	1710
Non-Evangelical	4% (89)	5% (112)	36% (868)	12% (290)	30% (733)	14% (352)	2444
Community: Urban	8% (134)	7% (117)	34% (586)	10% (163)	28% (477)	13% (230)	1706
Community: Suburban	4% (115)	5% (147)	36% (1092)	12% (362)	29% (880)	14% (412)	3009
Community: Rural	3% (63)	4% (66)	37% (707)	9% (176)	27% (502)	20% (371)	1886
Employ: Private Sector	5% (93)	6% (120)	38% (727)	11% (205)	29% (547)	12% (222)	1912
Employ: Government	9% (36)	6% (27)	34% (141)	11% (45)	26% (110)	14% (57)	416
Employ: Self-Employed	7% (38)	6% (31)	37% (199)	11% (60)	30% (164)	9% (48)	540
Employ: Homemaker	4% (19)	7% (35)	35% (177)	11% (57)	24% (123)	19% (97)	508
Employ: Retired	1% (16)	1% (22)	40% (630)	11% (181)	31% (499)	16% (248)	1595
Employ: Unemployed	8% (56)	5% (39)	29% (208)	7% (53)	29% (210)	22% (159)	726
Employ: Other	6% (30)	4% (23)	34% (187)	8% (41)	26% (139)	23% (123)	542
Military HH: Yes	5% (51)	4% (41)	33% (356)	12% (131)	33% (354)	14% (154)	1087
Military HH: No	5% (261)	5% (289)	37% (2029)	10% (570)	27% (1505)	16% (859)	5513
RD/WT: Right Direction	5% (131)	5% (147)	38% (1018)	9% (246)	27% (719)	16% (442)	2703
RD/WT: Wrong Track	5% (181)	5% (183)	35% (1366)	12% (456)	29% (1139)	15% (572)	3897
Trump Job Approve	4% (111)	5% (138)	38% (1051)	9% (266)	29% (814)	15% (423)	2803
Trump Job Disapprove	5% (182)	5% (181)	35% (1228)	12% (426)	29% (999)	14% (478)	3493
Trump Job Strongly Approve	5% (75)	4% (73)	36% (581)	9% (144)	33% (535)	14% (228)	1636
Trump Job Somewhat Approve	3% (36)	6% (65)	40% (470)	10% (122)	24% (279)	17% (195)	1166
Trump Job Somewhat Disapprove	5% (38)	6% (43)	40% (293)	15% (108)	22% (165)	13% (92)	738
Trump Job Strongly Disapprove	5% (144)	5% (138)	34% (935)	12% (318)	30% (835)	14% (385)	2755

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Table BHM5_10: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Kim Kardashian

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (312)	5% (330)	36% (2385)	11% (701)	28% (1859)	15% (1013)	6600
Favorable of Trump	4% (115)	5% (127)	38% (1024)	10% (262)	29% (801)	15% (402)	2732
Unfavorable of Trump	5% (171)	5% (183)	36% (1256)	12% (421)	29% (1003)	13% (446)	3480
Very Favorable of Trump	5% (87)	5% (83)	36% (611)	9% (151)	31% (525)	13% (227)	1684
Somewhat Favorable of Trump	3% (28)	4% (45)	39% (414)	11% (111)	26% (276)	17% (175)	1048
Somewhat Unfavorable of Trump	6% (35)	7% (39)	37% (199)	14% (75)	24% (128)	13% (69)	543
Very Unfavorable of Trump	5% (137)	5% (145)	36% (1058)	12% (346)	30% (876)	13% (377)	2938
#1 Issue: Economy	6% (99)	7% (110)	37% (608)	10% (167)	27% (453)	13% (212)	1650
#1 Issue: Security	6% (76)	5% (59)	36% (446)	10% (120)	28% (349)	15% (187)	1236
#1 Issue: Health Care	4% (47)	5% (65)	36% (438)	12% (148)	29% (358)	14% (170)	1226
#1 Issue: Medicare / Social Security	2% (23)	3% (29)	36% (381)	11% (113)	30% (316)	18% (194)	1056
#1 Issue: Women's Issues	9% (30)	6% (20)	36% (121)	10% (33)	22% (75)	17% (59)	338
#1 Issue: Education	2% (9)	6% (24)	38% (148)	10% (39)	26% (100)	18% (68)	388
#1 Issue: Energy	5% (17)	5% (19)	38% (134)	12% (41)	28% (100)	13% (45)	356
#1 Issue: Other	3% (11)	1% (4)	31% (109)	12% (41)	31% (107)	22% (78)	351
2018 House Vote: Democrat	5% (116)	6% (126)	34% (763)	13% (288)	30% (685)	13% (298)	2276
2018 House Vote: Republican	4% (71)	4% (78)	39% (756)	10% (190)	31% (611)	13% (244)	1950
2018 House Vote: Someone else	5% (12)	3% (7)	38% (88)	11% (25)	28% (63)	15% (35)	230
2016 Vote: Hillary Clinton	5% (106)	5% (112)	35% (724)	13% (275)	29% (587)	12% (250)	2053
2016 Vote: Donald Trump	4% (73)	5% (97)	39% (799)	9% (190)	31% (642)	13% (261)	2062
2016 Vote: Other	4% (18)	2% (10)	34% (157)	13% (58)	31% (141)	16% (76)	459
2016 Vote: Didn't Vote	6% (115)	6% (112)	35% (700)	9% (178)	24% (488)	21% (426)	2018
Voted in 2014: Yes	5% (179)	5% (178)	36% (1388)	11% (441)	31% (1188)	13% (494)	3867
Voted in 2014: No	5% (133)	6% (152)	36% (997)	10% (261)	25% (671)	19% (519)	2733
2012 Vote: Barack Obama	5% (118)	5% (121)	37% (896)	12% (294)	29% (698)	13% (311)	2437
2012 Vote: Mitt Romney	3% (50)	4% (56)	39% (602)	10% (149)	31% (478)	13% (196)	1530
2012 Vote: Other	2% (5)	2% (6)	32% (88)	12% (32)	38% (106)	14% (39)	276
2012 Vote: Didn't Vote	6% (138)	6% (147)	34% (798)	10% (226)	25% (577)	20% (465)	2352

Continued on next page

Table BHM5_10: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Kim Kardashian

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (312)	5% (330)	36% (2385)	11% (701)	28% (1859)	15% (1013)	6600
4-Region: Northeast	5% (54)	5% (58)	38% (445)	10% (123)	26% (310)	16% (191)	1181
4-Region: Midwest	4% (49)	5% (66)	37% (515)	11% (150)	29% (397)	15% (210)	1387
4-Region: South	5% (118)	6% (151)	35% (875)	10% (257)	28% (684)	16% (387)	2473
4-Region: West	6% (91)	4% (55)	35% (550)	11% (171)	30% (467)	14% (225)	1560
200226	4% (99)	5% (105)	35% (788)	12% (265)	28% (613)	16% (354)	2224
200228	5% (107)	6% (119)	38% (811)	9% (197)	27% (585)	16% (341)	2161
200229	5% (106)	5% (106)	35% (786)	11% (239)	30% (660)	14% (318)	2215
Afr. Am. Men	13% (57)	13% (54)	35% (147)	7% (29)	19% (81)	13% (57)	425
Afr. Am. Women	15% (60)	7% (29)	33% (130)	11% (42)	23% (91)	12% (46)	398
Hispanic Men	12% (68)	8% (44)	27% (146)	9% (51)	29% (159)	14% (78)	546
Hispanic Women	7% (33)	10% (49)	28% (141)	11% (54)	29% (148)	15% (77)	502
White Men	4% (100)	4% (88)	36% (880)	11% (259)	31% (750)	15% (352)	2429
White Women	2% (55)	4% (122)	38% (1049)	11% (309)	28% (763)	16% (437)	2736

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

Table BHM5_11: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Tom Hanks

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (701)	18% (1165)	45% (2982)	3% (216)	8% (516)	15% (1021)	6600
Gender: Male	12% (375)	19% (596)	43% (1365)	3% (111)	9% (277)	14% (461)	3185
Gender: Female	10% (326)	17% (569)	47% (1616)	3% (105)	7% (239)	16% (559)	3415
Age: 18-29	12% (157)	18% (240)	39% (525)	5% (64)	7% (100)	20% (275)	1360
Age: 30-44	15% (250)	18% (308)	44% (732)	3% (56)	5% (82)	15% (251)	1679
Age: 45-54	11% (105)	18% (167)	47% (443)	2% (23)	7% (71)	15% (140)	950
Age: 55-64	8% (103)	17% (221)	50% (649)	3% (40)	10% (127)	13% (164)	1303
Age: 65+	7% (86)	18% (230)	48% (632)	3% (33)	10% (136)	15% (191)	1309
Generation Z: 18-22	11% (64)	18% (106)	35% (213)	5% (33)	9% (53)	22% (135)	605
Millennial: Age 23-38	15% (261)	17% (312)	42% (759)	4% (67)	5% (96)	17% (297)	1792
Generation X: Age 39-54	12% (187)	19% (296)	46% (728)	3% (43)	7% (104)	15% (234)	1592
Boomers: Age 55-73	7% (169)	18% (404)	50% (1136)	3% (63)	10% (222)	13% (298)	2293
PID: Dem (no lean)	14% (326)	22% (511)	44% (1036)	3% (80)	5% (114)	13% (307)	2374
PID: Ind (no lean)	8% (166)	15% (316)	47% (999)	3% (65)	7% (158)	19% (402)	2105
PID: Rep (no lean)	10% (210)	16% (338)	45% (947)	3% (72)	11% (244)	15% (311)	2121
PID/Gender: Dem Men	16% (179)	23% (253)	41% (446)	3% (31)	5% (53)	11% (124)	1085
PID/Gender: Dem Women	11% (148)	20% (258)	46% (589)	4% (48)	5% (62)	14% (184)	1289
PID/Gender: Ind Men	7% (72)	16% (163)	46% (471)	3% (34)	9% (89)	18% (186)	1015
PID/Gender: Ind Women	9% (93)	14% (153)	48% (528)	3% (30)	6% (69)	20% (216)	1089
PID/Gender: Rep Men	11% (124)	17% (180)	41% (448)	4% (45)	12% (136)	14% (152)	1085
PID/Gender: Rep Women	8% (85)	15% (158)	48% (499)	3% (26)	10% (108)	15% (159)	1036
Ideo: Liberal (1-3)	13% (231)	24% (422)	44% (773)	4% (62)	4% (71)	12% (208)	1766
Ideo: Moderate (4)	11% (197)	19% (330)	48% (821)	3% (44)	5% (90)	14% (241)	1724
Ideo: Conservative (5-7)	9% (215)	14% (326)	47% (1100)	4% (85)	13% (305)	14% (323)	2353
Educ: < College	11% (500)	16% (742)	44% (1994)	3% (143)	8% (376)	17% (781)	4537
Educ: Bachelors degree	10% (138)	20% (266)	47% (632)	4% (50)	6% (86)	12% (159)	1331
Educ: Post-grad	9% (63)	21% (157)	49% (356)	3% (23)	7% (53)	11% (80)	732
Income: Under 50k	11% (412)	16% (578)	43% (1566)	3% (109)	8% (293)	19% (695)	3654
Income: 50k-100k	9% (186)	20% (392)	48% (957)	4% (81)	8% (167)	11% (213)	1996
Income: 100k+	11% (103)	20% (194)	48% (458)	3% (26)	6% (56)	12% (113)	950
Ethnicity: White	9% (472)	18% (934)	47% (2439)	3% (147)	8% (404)	15% (769)	5165

Continued on next page

Table BHM5_11: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Tom Hanks

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (701)	18% (1165)	45% (2982)	3% (216)	8% (516)	15% (1021)	6600
Ethnicity: Hispanic	16% (163)	17% (180)	39% (408)	4% (46)	8% (84)	16% (168)	1048
Ethnicity: Afr. Am.	16% (131)	17% (144)	39% (320)	5% (40)	8% (65)	15% (123)	823
Ethnicity: Other	16% (98)	14% (87)	36% (223)	5% (29)	8% (47)	21% (128)	612
All Christian	10% (319)	19% (583)	46% (1422)	3% (106)	9% (267)	13% (392)	3091
All Non-Christian	14% (41)	18% (54)	42% (126)	7% (20)	8% (23)	12% (35)	299
Atheist	8% (24)	20% (61)	51% (154)	3% (8)	8% (23)	12% (35)	304
Agnostic/Nothing in particular	11% (317)	16% (467)	44% (1280)	3% (82)	7% (202)	19% (558)	2906
Religious Non-Protestant/Catholic	13% (47)	19% (70)	43% (163)	6% (21)	7% (27)	12% (46)	376
Evangelical	13% (218)	17% (283)	44% (759)	4% (66)	10% (166)	13% (218)	1710
Non-Evangelical	10% (245)	19% (460)	46% (1135)	3% (78)	7% (180)	14% (346)	2444
Community: Urban	12% (205)	19% (329)	42% (712)	4% (72)	8% (134)	15% (253)	1706
Community: Suburban	11% (323)	18% (530)	46% (1389)	3% (101)	7% (222)	15% (443)	3009
Community: Rural	9% (173)	16% (305)	47% (881)	2% (43)	8% (160)	17% (324)	1886
Employ: Private Sector	12% (231)	19% (370)	47% (891)	3% (65)	6% (118)	12% (237)	1912
Employ: Government	12% (50)	21% (86)	43% (178)	4% (18)	6% (27)	14% (58)	416
Employ: Self-Employed	11% (59)	20% (110)	47% (253)	4% (20)	9% (46)	10% (51)	540
Employ: Homemaker	11% (56)	13% (65)	47% (239)	4% (20)	8% (40)	17% (88)	508
Employ: Retired	8% (123)	17% (268)	49% (783)	2% (38)	10% (163)	14% (221)	1595
Employ: Unemployed	12% (87)	16% (113)	37% (268)	4% (26)	9% (67)	23% (165)	726
Employ: Other	10% (54)	16% (89)	43% (232)	3% (17)	6% (33)	22% (118)	542
Military HH: Yes	11% (121)	19% (201)	43% (470)	3% (34)	10% (110)	14% (151)	1087
Military HH: No	11% (581)	17% (964)	46% (2512)	3% (182)	7% (405)	16% (870)	5513
RD/WT: Right Direction	10% (259)	15% (414)	45% (1222)	4% (97)	11% (304)	15% (407)	2703
RD/WT: Wrong Track	11% (442)	19% (751)	45% (1760)	3% (118)	5% (212)	16% (613)	3897
Trump Job Approve	9% (264)	15% (410)	46% (1290)	4% (106)	12% (328)	14% (404)	2803
Trump Job Disapprove	12% (419)	21% (731)	45% (1571)	3% (98)	5% (179)	14% (495)	3493
Trump Job Strongly Approve	11% (178)	13% (217)	44% (720)	4% (68)	15% (244)	13% (209)	1636
Trump Job Somewhat Approve	7% (86)	17% (193)	49% (570)	3% (37)	7% (84)	17% (195)	1166
Trump Job Somewhat Disapprove	8% (63)	24% (181)	49% (362)	3% (20)	4% (30)	11% (83)	738
Trump Job Strongly Disapprove	13% (356)	20% (550)	44% (1210)	3% (78)	5% (149)	15% (412)	2755

Continued on next page

Table BHM5_11: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Tom Hanks

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (701)	18% (1165)	45% (2982)	3% (216)	8% (516)	15% (1021)	6600
Favorable of Trump	10% (261)	15% (404)	46% (1259)	4% (105)	12% (324)	14% (379)	2732
Unfavorable of Trump	11% (399)	21% (733)	46% (1598)	3% (98)	5% (176)	14% (476)	3480
Very Favorable of Trump	11% (193)	13% (223)	44% (742)	4% (69)	15% (249)	12% (209)	1684
Somewhat Favorable of Trump	7% (68)	17% (181)	49% (517)	3% (36)	7% (76)	16% (170)	1048
Somewhat Unfavorable of Trump	10% (52)	24% (131)	47% (256)	2% (9)	5% (30)	12% (65)	543
Very Unfavorable of Trump	12% (347)	21% (602)	46% (1342)	3% (89)	5% (146)	14% (411)	2938
#1 Issue: Economy	10% (158)	19% (317)	47% (770)	4% (63)	7% (118)	14% (223)	1650
#1 Issue: Security	11% (134)	14% (169)	44% (546)	3% (38)	13% (164)	15% (184)	1236
#1 Issue: Health Care	11% (136)	21% (252)	46% (562)	3% (38)	5% (60)	15% (178)	1226
#1 Issue: Medicare / Social Security	10% (108)	19% (199)	44% (465)	3% (30)	7% (78)	17% (175)	1056
#1 Issue: Women's Issues	12% (41)	15% (49)	42% (143)	4% (15)	8% (26)	19% (65)	338
#1 Issue: Education	10% (37)	16% (64)	46% (177)	3% (12)	6% (24)	19% (73)	388
#1 Issue: Energy	15% (52)	17% (60)	49% (175)	2% (7)	4% (13)	14% (50)	356
#1 Issue: Other	10% (35)	16% (55)	41% (144)	3% (12)	9% (32)	21% (73)	351
2018 House Vote: Democrat	13% (304)	23% (518)	45% (1016)	3% (64)	4% (94)	12% (279)	2276
2018 House Vote: Republican	9% (175)	14% (274)	47% (921)	4% (74)	14% (267)	12% (239)	1950
2018 House Vote: Someone else	10% (23)	16% (38)	47% (107)	5% (11)	6% (15)	16% (37)	230
2016 Vote: Hillary Clinton	13% (276)	23% (481)	45% (926)	3% (58)	3% (66)	12% (245)	2053
2016 Vote: Donald Trump	9% (192)	15% (305)	47% (973)	4% (83)	13% (264)	12% (245)	2062
2016 Vote: Other	9% (42)	16% (72)	48% (219)	3% (15)	11% (49)	14% (62)	459
2016 Vote: Didn't Vote	9% (191)	15% (306)	42% (857)	3% (59)	7% (136)	23% (468)	2018
Voted in 2014: Yes	11% (442)	19% (717)	46% (1774)	3% (128)	9% (350)	12% (457)	3867
Voted in 2014: No	9% (259)	16% (448)	44% (1208)	3% (88)	6% (166)	21% (564)	2733
2012 Vote: Barack Obama	13% (316)	22% (529)	46% (1129)	3% (67)	4% (96)	12% (301)	2437
2012 Vote: Mitt Romney	8% (126)	14% (213)	49% (749)	4% (59)	13% (200)	12% (183)	1530
2012 Vote: Other	7% (18)	12% (34)	46% (128)	2% (6)	20% (55)	13% (35)	276
2012 Vote: Didn't Vote	10% (240)	16% (386)	41% (976)	4% (84)	7% (165)	21% (501)	2352

Continued on next page

Table BHM5_11: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Tom Hanks

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (701)	18% (1165)	45% (2982)	3% (216)	8% (516)	15% (1021)	6600
4-Region: Northeast	11% (126)	17% (196)	47% (558)	4% (44)	5% (64)	16% (193)	1181
4-Region: Midwest	10% (144)	17% (242)	46% (645)	3% (44)	8% (106)	15% (206)	1387
4-Region: South	11% (277)	17% (413)	44% (1088)	4% (97)	9% (215)	15% (382)	2473
4-Region: West	10% (154)	20% (315)	44% (691)	2% (30)	8% (131)	15% (239)	1560
200226	11% (246)	17% (384)	45% (1001)	3% (61)	8% (175)	16% (357)	2224
200228	9% (205)	18% (381)	44% (958)	4% (79)	8% (163)	17% (374)	2161
200229	11% (251)	18% (400)	46% (1022)	3% (76)	8% (178)	13% (289)	2215
Afr. Am. Men	17% (71)	20% (87)	39% (166)	3% (13)	7% (28)	14% (60)	425
Afr. Am. Women	15% (60)	14% (57)	39% (154)	7% (27)	9% (37)	16% (64)	398
Hispanic Men	17% (95)	19% (104)	34% (185)	4% (19)	11% (58)	15% (84)	546
Hispanic Women	14% (68)	15% (76)	44% (222)	5% (27)	5% (26)	17% (84)	502
White Men	10% (249)	19% (456)	45% (1087)	3% (83)	9% (212)	14% (342)	2429
White Women	8% (224)	17% (478)	49% (1352)	2% (64)	7% (192)	16% (427)	2736

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

Table BHM5_12: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Ariana Grande

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (378)	7% (479)	46% (3033)	6% (421)	14% (930)	21% (1358)	6600
Gender: Male	6% (205)	7% (235)	45% (1427)	6% (197)	15% (483)	20% (639)	3185
Gender: Female	5% (173)	7% (245)	47% (1607)	7% (224)	13% (447)	21% (719)	3415
Age: 18-29	15% (202)	13% (171)	36% (491)	8% (111)	11% (149)	17% (235)	1360
Age: 30-44	7% (109)	10% (161)	47% (795)	6% (106)	12% (210)	18% (298)	1679
Age: 45-54	3% (30)	7% (70)	48% (455)	6% (58)	15% (142)	21% (196)	950
Age: 55-64	2% (28)	3% (45)	51% (660)	6% (76)	17% (225)	21% (269)	1303
Age: 65+	1% (8)	2% (32)	48% (632)	5% (71)	16% (205)	28% (360)	1309
Generation Z: 18-22	16% (94)	14% (88)	32% (195)	9% (54)	11% (67)	18% (107)	605
Millennial: Age 23-38	10% (182)	10% (181)	44% (782)	7% (128)	11% (205)	17% (313)	1792
Generation X: Age 39-54	4% (65)	8% (133)	48% (765)	6% (92)	14% (228)	19% (310)	1592
Boomers: Age 55-73	2% (35)	3% (70)	50% (1141)	6% (135)	17% (381)	23% (529)	2293
PID: Dem (no lean)	7% (177)	10% (241)	49% (1161)	6% (144)	10% (234)	18% (418)	2374
PID: Ind (no lean)	6% (116)	5% (106)	47% (979)	6% (132)	14% (290)	23% (482)	2105
PID: Rep (no lean)	4% (85)	6% (132)	42% (894)	7% (145)	19% (406)	22% (459)	2121
PID/Gender: Dem Men	9% (95)	10% (114)	48% (518)	5% (58)	10% (103)	18% (197)	1085
PID/Gender: Dem Women	6% (82)	10% (127)	50% (642)	7% (86)	10% (130)	17% (221)	1289
PID/Gender: Ind Men	5% (54)	5% (48)	47% (474)	6% (59)	16% (163)	21% (217)	1015
PID/Gender: Ind Women	6% (62)	5% (57)	46% (505)	7% (72)	12% (127)	24% (266)	1089
PID/Gender: Rep Men	5% (56)	7% (73)	40% (435)	7% (80)	20% (217)	21% (225)	1085
PID/Gender: Rep Women	3% (29)	6% (60)	44% (459)	6% (66)	18% (190)	23% (233)	1036
Ideo: Liberal (1-3)	7% (117)	10% (185)	51% (894)	7% (118)	10% (172)	16% (279)	1766
Ideo: Moderate (4)	7% (126)	7% (118)	48% (825)	6% (108)	12% (202)	20% (346)	1724
Ideo: Conservative (5-7)	3% (80)	5% (120)	44% (1037)	7% (171)	20% (476)	20% (469)	2353
Educ: < College	6% (294)	8% (363)	44% (1991)	5% (248)	14% (634)	22% (1007)	4537
Educ: Bachelors degree	4% (56)	6% (75)	50% (672)	8% (107)	15% (196)	17% (225)	1331
Educ: Post-grad	4% (28)	6% (42)	51% (370)	9% (67)	14% (100)	17% (126)	732
Income: Under 50k	6% (230)	8% (280)	43% (1573)	5% (191)	14% (507)	24% (872)	3654
Income: 50k-100k	5% (104)	7% (144)	49% (976)	8% (155)	15% (301)	16% (315)	1996
Income: 100k+	5% (44)	6% (55)	51% (484)	8% (75)	13% (122)	18% (171)	950
Ethnicity: White	4% (192)	6% (315)	48% (2455)	7% (342)	15% (758)	21% (1103)	5165

Continued on next page

Table BHM5_12: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Ariana Grande

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (378)	7% (479)	46% (3033)	6% (421)	14% (930)	21% (1358)	6600
Ethnicity: Hispanic	11% (115)	10% (109)	38% (397)	7% (68)	16% (164)	19% (195)	1048
Ethnicity: Afr. Am.	17% (137)	11% (87)	43% (354)	6% (47)	10% (80)	14% (118)	823
Ethnicity: Other	8% (48)	13% (77)	37% (224)	5% (33)	15% (92)	22% (137)	612
All Christian	4% (136)	6% (173)	48% (1492)	6% (198)	16% (484)	20% (609)	3091
All Non-Christian	6% (19)	13% (39)	44% (132)	7% (22)	14% (43)	15% (45)	299
Atheist	4% (11)	7% (23)	54% (164)	7% (20)	13% (39)	15% (47)	304
Agnostic/Nothing in particular	7% (212)	8% (245)	43% (1246)	6% (181)	13% (364)	23% (657)	2906
Religious Non-Protestant/Catholic	5% (21)	12% (45)	45% (171)	7% (25)	14% (52)	17% (63)	376
Evangelical	7% (119)	7% (114)	46% (786)	6% (97)	16% (265)	19% (329)	1710
Non-Evangelical	4% (105)	7% (167)	48% (1168)	7% (161)	14% (348)	20% (495)	2444
Community: Urban	8% (144)	8% (145)	42% (723)	7% (116)	15% (254)	19% (323)	1706
Community: Suburban	5% (142)	7% (212)	48% (1438)	7% (219)	14% (421)	19% (577)	3009
Community: Rural	5% (91)	6% (122)	46% (873)	5% (86)	14% (255)	24% (458)	1886
Employ: Private Sector	6% (110)	8% (161)	49% (941)	7% (136)	14% (269)	15% (295)	1912
Employ: Government	9% (39)	7% (30)	44% (182)	8% (33)	13% (53)	19% (79)	416
Employ: Self-Employed	8% (41)	6% (30)	48% (261)	8% (41)	16% (87)	15% (81)	540
Employ: Homemaker	5% (26)	8% (39)	44% (224)	8% (39)	12% (61)	24% (120)	508
Employ: Retired	1% (14)	3% (50)	50% (801)	5% (81)	16% (248)	25% (401)	1595
Employ: Unemployed	10% (76)	9% (64)	36% (264)	5% (35)	15% (107)	25% (180)	726
Employ: Other	5% (27)	9% (47)	43% (232)	5% (25)	12% (65)	27% (147)	542
Military HH: Yes	5% (55)	6% (70)	43% (467)	6% (69)	16% (179)	23% (247)	1087
Military HH: No	6% (323)	7% (409)	47% (2567)	6% (352)	14% (751)	20% (1111)	5513
RD/WT: Right Direction	5% (141)	6% (167)	43% (1154)	7% (178)	18% (488)	21% (576)	2703
RD/WT: Wrong Track	6% (237)	8% (313)	48% (1879)	6% (243)	11% (442)	20% (783)	3897
Trump Job Approve	4% (119)	6% (166)	43% (1205)	7% (194)	19% (535)	21% (583)	2803
Trump Job Disapprove	6% (221)	9% (303)	49% (1709)	6% (223)	11% (378)	19% (658)	3493
Trump Job Strongly Approve	5% (74)	5% (88)	39% (639)	7% (117)	24% (391)	20% (327)	1636
Trump Job Somewhat Approve	4% (45)	7% (78)	49% (566)	7% (76)	12% (145)	22% (256)	1166
Trump Job Somewhat Disapprove	6% (42)	10% (72)	50% (371)	9% (66)	9% (69)	16% (118)	738
Trump Job Strongly Disapprove	7% (179)	8% (231)	49% (1337)	6% (157)	11% (309)	20% (541)	2755

Continued on next page

Table BHM5_12: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Ariana Grande

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (378)	7% (479)	46% (3033)	6% (421)	14% (930)	21% (1358)	6600
Favorable of Trump	4% (118)	6% (155)	43% (1163)	7% (195)	19% (524)	21% (577)	2732
Unfavorable of Trump	6% (219)	9% (309)	50% (1744)	6% (218)	11% (369)	18% (621)	3480
Very Favorable of Trump	5% (87)	6% (99)	40% (668)	7% (119)	23% (383)	19% (327)	1684
Somewhat Favorable of Trump	3% (31)	5% (56)	47% (495)	7% (75)	13% (141)	24% (249)	1048
Somewhat Unfavorable of Trump	7% (39)	9% (51)	48% (263)	10% (52)	9% (47)	17% (92)	543
Very Unfavorable of Trump	6% (180)	9% (258)	50% (1481)	6% (166)	11% (322)	18% (530)	2938
#1 Issue: Economy	6% (103)	8% (138)	48% (798)	6% (101)	13% (210)	18% (299)	1650
#1 Issue: Security	7% (87)	6% (72)	38% (472)	7% (91)	21% (262)	20% (252)	1236
#1 Issue: Health Care	4% (54)	9% (108)	50% (611)	7% (81)	12% (144)	19% (228)	1226
#1 Issue: Medicare / Social Security	3% (30)	4% (37)	47% (497)	5% (54)	14% (149)	27% (288)	1056
#1 Issue: Women's Issues	10% (33)	12% (41)	43% (146)	5% (16)	11% (36)	19% (65)	338
#1 Issue: Education	6% (21)	8% (32)	47% (181)	9% (34)	13% (52)	18% (68)	388
#1 Issue: Energy	8% (29)	11% (39)	48% (169)	7% (24)	8% (29)	19% (66)	356
#1 Issue: Other	6% (19)	3% (11)	46% (160)	6% (21)	14% (47)	26% (92)	351
2018 House Vote: Democrat	6% (126)	9% (202)	50% (1137)	7% (157)	10% (234)	18% (421)	2276
2018 House Vote: Republican	4% (71)	6% (114)	43% (845)	7% (134)	21% (416)	19% (370)	1950
2018 House Vote: Someone else	7% (17)	4% (8)	47% (107)	8% (18)	13% (30)	21% (49)	230
2016 Vote: Hillary Clinton	6% (126)	9% (186)	52% (1067)	6% (127)	9% (191)	17% (357)	2053
2016 Vote: Donald Trump	3% (69)	6% (128)	43% (883)	7% (150)	21% (427)	20% (405)	2062
2016 Vote: Other	4% (20)	4% (19)	48% (221)	7% (32)	16% (74)	20% (94)	459
2016 Vote: Didn't Vote	8% (164)	7% (147)	42% (857)	5% (110)	12% (238)	25% (503)	2018
Voted in 2014: Yes	4% (169)	7% (272)	48% (1843)	6% (245)	16% (621)	19% (717)	3867
Voted in 2014: No	8% (209)	8% (207)	44% (1191)	6% (176)	11% (309)	23% (641)	2733
2012 Vote: Barack Obama	6% (139)	8% (186)	51% (1240)	6% (153)	11% (261)	19% (458)	2437
2012 Vote: Mitt Romney	2% (38)	5% (76)	46% (701)	7% (104)	21% (317)	19% (295)	1530
2012 Vote: Other	— (1)	1% (4)	43% (118)	6% (17)	27% (74)	22% (62)	276
2012 Vote: Didn't Vote	8% (199)	9% (214)	41% (973)	6% (146)	12% (278)	23% (542)	2352

Continued on next page

Table BHM5_12: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Ariana Grande

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (378)	7% (479)	46% (3033)	6% (421)	14% (930)	21% (1358)	6600
4-Region: Northeast	6% (69)	6% (74)	48% (567)	6% (73)	13% (152)	21% (245)	1181
4-Region: Midwest	4% (58)	6% (81)	48% (666)	7% (92)	15% (210)	20% (280)	1387
4-Region: South	6% (145)	8% (203)	45% (1111)	6% (156)	14% (343)	21% (515)	2473
4-Region: West	7% (106)	8% (121)	44% (690)	6% (99)	14% (226)	20% (318)	1560
200226	6% (127)	7% (153)	45% (994)	7% (150)	15% (323)	21% (476)	2224
200228	6% (123)	8% (168)	47% (1020)	5% (116)	13% (283)	21% (450)	2161
200229	6% (127)	7% (159)	46% (1018)	7% (155)	15% (324)	20% (432)	2215
Afr. Am. Men	16% (70)	12% (53)	44% (185)	5% (22)	9% (37)	14% (59)	425
Afr. Am. Women	17% (67)	9% (34)	43% (169)	6% (25)	11% (43)	15% (59)	398
Hispanic Men	12% (65)	10% (53)	38% (207)	6% (31)	16% (86)	19% (105)	546
Hispanic Women	10% (49)	11% (57)	38% (191)	7% (37)	16% (78)	18% (90)	502
White Men	4% (106)	6% (146)	46% (1112)	6% (158)	16% (392)	21% (516)	2429
White Women	3% (86)	6% (169)	49% (1343)	7% (184)	13% (366)	21% (587)	2736

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

Table BHM5_13: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Billie Eilish

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (332)	6% (401)	44% (2907)	5% (355)	12% (774)	28% (1830)	6600
Gender: Male	6% (176)	6% (188)	42% (1341)	6% (191)	13% (415)	27% (874)	3185
Gender: Female	5% (156)	6% (213)	46% (1567)	5% (164)	11% (359)	28% (956)	3415
Age: 18-29	13% (180)	13% (173)	37% (499)	8% (106)	11% (153)	18% (249)	1360
Age: 30-44	6% (97)	8% (138)	46% (774)	5% (82)	11% (178)	24% (409)	1679
Age: 45-54	3% (26)	4% (38)	46% (434)	7% (62)	11% (105)	30% (283)	950
Age: 55-64	1% (19)	3% (36)	49% (633)	4% (49)	14% (177)	30% (389)	1303
Age: 65+	1% (10)	1% (16)	43% (567)	4% (56)	12% (160)	38% (499)	1309
Generation Z: 18-22	16% (96)	15% (90)	33% (200)	8% (49)	11% (64)	17% (105)	605
Millennial: Age 23-38	8% (152)	10% (183)	43% (767)	6% (107)	11% (194)	22% (389)	1792
Generation X: Age 39-54	3% (55)	5% (76)	46% (740)	6% (95)	11% (179)	28% (448)	1592
Boomers: Age 55-73	1% (29)	2% (50)	47% (1069)	4% (92)	13% (298)	33% (754)	2293
PID: Dem (no lean)	7% (156)	9% (205)	47% (1109)	6% (144)	9% (219)	23% (541)	2374
PID: Ind (no lean)	5% (109)	5% (107)	43% (909)	4% (89)	11% (240)	31% (650)	2105
PID: Rep (no lean)	3% (68)	4% (88)	42% (889)	6% (122)	15% (315)	30% (638)	2121
PID/Gender: Dem Men	8% (90)	8% (91)	45% (490)	7% (71)	10% (105)	22% (238)	1085
PID/Gender: Dem Women	5% (66)	9% (114)	48% (618)	6% (72)	9% (115)	24% (304)	1289
PID/Gender: Ind Men	4% (40)	4% (45)	43% (436)	5% (52)	13% (133)	30% (309)	1015
PID/Gender: Ind Women	6% (69)	6% (62)	43% (473)	3% (38)	10% (106)	31% (341)	1089
PID/Gender: Rep Men	4% (47)	5% (51)	38% (414)	6% (69)	16% (177)	30% (327)	1085
PID/Gender: Rep Women	2% (21)	4% (37)	46% (476)	5% (54)	13% (138)	30% (311)	1036
Ideo: Liberal (1-3)	7% (124)	9% (161)	48% (847)	6% (98)	9% (167)	21% (369)	1766
Ideo: Moderate (4)	4% (74)	7% (115)	47% (802)	6% (95)	11% (193)	26% (444)	1724
Ideo: Conservative (5-7)	3% (76)	4% (93)	43% (1008)	6% (130)	15% (360)	29% (686)	2353
Educ: < College	6% (256)	6% (292)	42% (1926)	5% (235)	11% (510)	29% (1317)	4537
Educ: Bachelors degree	4% (49)	5% (72)	47% (629)	6% (75)	14% (184)	24% (322)	1331
Educ: Post-grad	4% (28)	5% (37)	48% (352)	6% (45)	11% (79)	26% (191)	732
Income: Under 50k	6% (202)	6% (208)	41% (1511)	5% (194)	11% (413)	31% (1126)	3654
Income: 50k-100k	4% (89)	7% (141)	47% (943)	5% (109)	12% (246)	23% (469)	1996
Income: 100k+	4% (41)	5% (52)	48% (453)	6% (53)	12% (116)	25% (235)	950
Ethnicity: White	4% (200)	5% (272)	45% (2333)	5% (267)	12% (613)	29% (1479)	5165

Continued on next page

Table BHM5_13: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Billie Eilish

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (332)	6% (401)	44% (2907)	5% (355)	12% (774)	28% (1830)	6600
Ethnicity: Hispanic	11% (114)	11% (118)	35% (370)	7% (78)	13% (133)	22% (234)	1048
Ethnicity: Afr. Am.	9% (78)	8% (69)	42% (346)	6% (52)	11% (89)	23% (190)	823
Ethnicity: Other	9% (54)	10% (60)	37% (229)	6% (37)	12% (71)	26% (161)	612
All Christian	5% (141)	5% (145)	45% (1378)	6% (178)	13% (400)	27% (849)	3091
All Non-Christian	5% (15)	9% (26)	45% (135)	6% (19)	12% (36)	23% (69)	299
Atheist	6% (17)	7% (21)	52% (157)	6% (18)	11% (32)	19% (59)	304
Agnostic/Nothing in particular	5% (159)	7% (210)	43% (1238)	5% (141)	11% (305)	29% (853)	2906
Religious Non-Protestant/Catholic	5% (20)	7% (27)	46% (171)	6% (24)	11% (43)	24% (90)	376
Evangelical	6% (102)	5% (83)	44% (754)	4% (72)	13% (225)	28% (474)	1710
Non-Evangelical	4% (104)	6% (140)	45% (1092)	6% (142)	11% (279)	28% (687)	2444
Community: Urban	6% (104)	8% (139)	43% (726)	6% (96)	12% (212)	25% (428)	1706
Community: Suburban	5% (151)	6% (173)	45% (1366)	6% (172)	12% (351)	26% (796)	3009
Community: Rural	4% (77)	5% (89)	43% (815)	5% (87)	11% (211)	32% (606)	1886
Employ: Private Sector	4% (76)	8% (146)	48% (921)	6% (118)	11% (220)	23% (432)	1912
Employ: Government	7% (28)	6% (26)	39% (164)	7% (31)	11% (46)	29% (122)	416
Employ: Self-Employed	6% (32)	8% (46)	49% (262)	4% (20)	14% (76)	19% (104)	540
Employ: Homemaker	4% (23)	4% (19)	41% (209)	7% (35)	12% (61)	32% (162)	508
Employ: Retired	1% (12)	2% (30)	46% (727)	4% (65)	12% (199)	35% (563)	1595
Employ: Unemployed	10% (71)	7% (50)	36% (260)	5% (39)	13% (93)	29% (212)	726
Employ: Other	7% (38)	7% (40)	41% (224)	3% (14)	9% (50)	32% (176)	542
Military HH: Yes	5% (55)	6% (60)	39% (427)	5% (54)	14% (150)	31% (342)	1087
Military HH: No	5% (277)	6% (341)	45% (2481)	5% (301)	11% (624)	27% (1488)	5513
RD/WT: Right Direction	4% (107)	5% (128)	42% (1142)	5% (147)	14% (381)	30% (799)	2703
RD/WT: Wrong Track	6% (226)	7% (273)	45% (1766)	5% (208)	10% (393)	26% (1031)	3897
Trump Job Approve	3% (95)	4% (122)	43% (1209)	5% (142)	15% (410)	29% (825)	2803
Trump Job Disapprove	6% (211)	8% (268)	45% (1587)	6% (206)	10% (347)	25% (875)	3493
Trump Job Strongly Approve	3% (56)	4% (64)	40% (657)	5% (80)	18% (294)	30% (486)	1636
Trump Job Somewhat Approve	3% (39)	5% (58)	47% (553)	5% (62)	10% (116)	29% (339)	1166
Trump Job Somewhat Disapprove	7% (55)	10% (72)	45% (330)	8% (57)	9% (68)	21% (157)	738
Trump Job Strongly Disapprove	6% (156)	7% (196)	46% (1257)	5% (149)	10% (279)	26% (719)	2755

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Table BHM5_13: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Billie Eilish

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (332)	6% (401)	44% (2907)	5% (355)	12% (774)	28% (1830)	6600
Favorable of Trump	3% (95)	4% (116)	43% (1170)	5% (146)	15% (405)	29% (800)	2732
Unfavorable of Trump	6% (203)	8% (268)	47% (1619)	6% (206)	10% (340)	24% (845)	3480
Very Favorable of Trump	4% (69)	4% (66)	41% (688)	5% (77)	18% (296)	29% (488)	1684
Somewhat Favorable of Trump	2% (26)	5% (50)	46% (483)	7% (69)	10% (109)	30% (311)	1048
Somewhat Unfavorable of Trump	7% (38)	10% (54)	43% (234)	6% (30)	10% (53)	25% (133)	543
Very Unfavorable of Trump	6% (164)	7% (215)	47% (1385)	6% (176)	10% (287)	24% (712)	2938
#1 Issue: Economy	6% (93)	7% (111)	44% (733)	7% (113)	12% (191)	25% (409)	1650
#1 Issue: Security	6% (74)	4% (51)	39% (479)	5% (60)	16% (202)	30% (371)	1236
#1 Issue: Health Care	4% (46)	7% (90)	49% (598)	6% (69)	10% (117)	25% (306)	1226
#1 Issue: Medicare / Social Security	2% (21)	3% (31)	44% (460)	5% (52)	12% (122)	35% (370)	1056
#1 Issue: Women's Issues	8% (28)	10% (34)	40% (134)	6% (21)	11% (36)	25% (85)	338
#1 Issue: Education	6% (25)	10% (38)	45% (176)	4% (14)	12% (47)	23% (88)	388
#1 Issue: Energy	10% (35)	9% (31)	50% (179)	3% (11)	6% (20)	22% (80)	356
#1 Issue: Other	3% (11)	4% (15)	43% (149)	5% (17)	11% (39)	34% (120)	351
2018 House Vote: Democrat	5% (115)	7% (148)	47% (1076)	6% (137)	10% (232)	25% (568)	2276
2018 House Vote: Republican	3% (62)	4% (71)	42% (828)	6% (108)	16% (315)	29% (566)	1950
2018 House Vote: Someone else	4% (10)	6% (14)	45% (103)	5% (12)	13% (30)	27% (61)	230
2016 Vote: Hillary Clinton	5% (111)	7% (135)	48% (995)	6% (117)	9% (190)	25% (506)	2053
2016 Vote: Donald Trump	3% (59)	4% (83)	43% (882)	5% (106)	16% (329)	29% (603)	2062
2016 Vote: Other	4% (18)	6% (26)	44% (202)	5% (22)	15% (68)	27% (123)	459
2016 Vote: Didn't Vote	7% (144)	8% (158)	41% (825)	5% (109)	9% (186)	30% (596)	2018
Voted in 2014: Yes	4% (144)	5% (186)	45% (1754)	6% (218)	13% (509)	27% (1057)	3867
Voted in 2014: No	7% (189)	8% (215)	42% (1154)	5% (138)	10% (265)	28% (773)	2733
2012 Vote: Barack Obama	4% (102)	6% (157)	48% (1170)	6% (141)	10% (238)	26% (630)	2437
2012 Vote: Mitt Romney	3% (41)	2% (36)	44% (681)	5% (82)	16% (239)	30% (452)	1530
2012 Vote: Other	— (0)	1% (4)	44% (123)	5% (12)	20% (54)	30% (83)	276
2012 Vote: Didn't Vote	8% (189)	9% (204)	40% (934)	5% (119)	10% (243)	28% (662)	2352

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Table BHM5_13: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Billie Eilish

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (332)	6% (401)	44% (2907)	5% (355)	12% (774)	28% (1830)	6600
4-Region: Northeast	4% (47)	6% (69)	44% (524)	7% (80)	10% (121)	29% (339)	1181
4-Region: Midwest	4% (59)	5% (67)	45% (628)	5% (66)	13% (183)	28% (384)	1387
4-Region: South	5% (116)	7% (161)	44% (1087)	5% (127)	11% (278)	28% (704)	2473
4-Region: West	7% (110)	7% (104)	43% (669)	5% (82)	12% (192)	26% (403)	1560
200226	5% (116)	6% (144)	43% (954)	5% (111)	12% (274)	28% (625)	2224
200228	5% (113)	6% (132)	44% (950)	5% (117)	11% (243)	28% (606)	2161
200229	5% (103)	6% (125)	45% (1003)	6% (128)	12% (257)	27% (599)	2215
Afr. Am. Men	12% (51)	8% (34)	41% (175)	8% (33)	12% (49)	19% (82)	425
Afr. Am. Women	7% (27)	9% (35)	43% (171)	5% (18)	10% (40)	27% (108)	398
Hispanic Men	12% (67)	8% (45)	33% (181)	10% (53)	15% (81)	22% (119)	546
Hispanic Women	9% (48)	15% (73)	38% (189)	5% (25)	10% (51)	23% (116)	502
White Men	4% (98)	5% (133)	43% (1037)	5% (132)	13% (312)	29% (716)	2429
White Women	4% (102)	5% (140)	47% (1296)	5% (135)	11% (301)	28% (763)	2736

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

Table BHM5_14: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Meryl Streep

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (346)	12% (768)	48% (3176)	5% (315)	11% (751)	19% (1245)	6600
Gender: Male	6% (175)	11% (346)	47% (1490)	5% (174)	14% (431)	18% (569)	3185
Gender: Female	5% (170)	12% (422)	49% (1686)	4% (141)	9% (319)	20% (676)	3415
Age: 18-29	6% (78)	12% (161)	41% (554)	5% (74)	10% (135)	26% (357)	1360
Age: 30-44	7% (109)	13% (212)	48% (808)	5% (84)	8% (138)	20% (328)	1679
Age: 45-54	5% (44)	13% (122)	49% (466)	6% (54)	10% (98)	18% (167)	950
Age: 55-64	4% (57)	11% (139)	52% (677)	4% (53)	15% (190)	14% (188)	1303
Age: 65+	4% (57)	10% (135)	51% (672)	4% (51)	15% (190)	16% (204)	1309
Generation Z: 18-22	5% (27)	11% (66)	38% (229)	5% (32)	11% (66)	30% (184)	605
Millennial: Age 23-38	7% (120)	13% (232)	45% (809)	5% (95)	9% (155)	21% (381)	1792
Generation X: Age 39-54	5% (84)	12% (196)	50% (789)	5% (85)	9% (150)	18% (288)	1592
Boomers: Age 55-73	4% (102)	10% (237)	52% (1203)	4% (87)	14% (328)	15% (337)	2293
PID: Dem (no lean)	8% (188)	17% (392)	50% (1193)	4% (85)	5% (123)	17% (393)	2374
PID: Ind (no lean)	4% (80)	9% (189)	49% (1026)	4% (89)	11% (232)	23% (489)	2105
PID: Rep (no lean)	4% (78)	9% (187)	45% (957)	7% (141)	19% (396)	17% (363)	2121
PID/Gender: Dem Men	9% (96)	16% (178)	50% (543)	4% (39)	6% (61)	16% (170)	1085
PID/Gender: Dem Women	7% (92)	17% (215)	50% (650)	4% (46)	5% (62)	17% (223)	1289
PID/Gender: Ind Men	4% (38)	7% (74)	48% (491)	5% (53)	14% (137)	22% (221)	1015
PID/Gender: Ind Women	4% (42)	11% (114)	49% (535)	3% (36)	9% (95)	25% (267)	1089
PID/Gender: Rep Men	4% (42)	9% (94)	42% (456)	8% (82)	22% (233)	16% (178)	1085
PID/Gender: Rep Women	4% (37)	9% (93)	48% (501)	6% (59)	16% (162)	18% (185)	1036
Ideo: Liberal (1-3)	8% (145)	18% (319)	51% (903)	3% (59)	4% (72)	15% (268)	1766
Ideo: Moderate (4)	5% (92)	13% (216)	53% (907)	4% (71)	8% (141)	17% (297)	1724
Ideo: Conservative (5-7)	4% (84)	8% (187)	46% (1083)	7% (162)	20% (475)	15% (362)	2353
Educ: < College	5% (247)	10% (469)	47% (2122)	5% (220)	11% (516)	21% (963)	4537
Educ: Bachelors degree	4% (58)	15% (195)	50% (672)	5% (66)	11% (150)	14% (191)	1331
Educ: Post-grad	6% (41)	14% (103)	52% (382)	4% (28)	12% (85)	12% (91)	732
Income: Under 50k	6% (217)	10% (383)	45% (1659)	5% (182)	10% (380)	23% (832)	3654
Income: 50k-100k	4% (82)	13% (263)	51% (1024)	4% (88)	13% (267)	14% (274)	1996
Income: 100k+	5% (47)	13% (122)	52% (494)	5% (45)	11% (104)	15% (139)	950
Ethnicity: White	5% (233)	11% (568)	50% (2597)	5% (235)	12% (619)	18% (913)	5165

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Table BHM5_14: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Meryl Streep

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (346)	12% (768)	48% (3176)	5% (315)	11% (751)	19% (1245)	6600
Ethnicity: Hispanic	8% (86)	14% (151)	38% (402)	6% (64)	13% (132)	20% (212)	1048
Ethnicity: Afr. Am.	9% (70)	16% (130)	41% (341)	6% (49)	7% (57)	21% (174)	823
Ethnicity: Other	7% (43)	11% (69)	39% (237)	5% (31)	12% (74)	26% (158)	612
All Christian	5% (160)	12% (357)	49% (1526)	5% (145)	14% (429)	15% (474)	3091
All Non-Christian	9% (26)	18% (55)	42% (127)	7% (21)	9% (27)	14% (42)	299
Atheist	5% (16)	12% (38)	55% (167)	4% (12)	8% (23)	16% (48)	304
Agnostic/Nothing in particular	5% (144)	11% (318)	47% (1356)	5% (137)	9% (271)	23% (680)	2906
Religious Non-Protestant/Catholic	7% (28)	18% (67)	43% (163)	8% (29)	10% (36)	14% (54)	376
Evangelical	6% (98)	9% (153)	48% (826)	5% (91)	15% (257)	17% (285)	1710
Non-Evangelical	6% (139)	13% (327)	49% (1193)	4% (102)	11% (268)	17% (415)	2444
Community: Urban	7% (117)	14% (241)	44% (751)	5% (82)	11% (190)	19% (325)	1706
Community: Suburban	5% (146)	12% (369)	49% (1487)	5% (148)	11% (330)	18% (528)	3009
Community: Rural	4% (82)	8% (158)	50% (938)	4% (85)	12% (231)	21% (392)	1886
Employ: Private Sector	5% (103)	14% (274)	50% (963)	5% (97)	10% (193)	15% (282)	1912
Employ: Government	5% (21)	11% (44)	48% (199)	7% (27)	9% (39)	21% (87)	416
Employ: Self-Employed	6% (30)	12% (64)	50% (271)	5% (25)	15% (81)	13% (69)	540
Employ: Homemaker	5% (24)	11% (54)	48% (243)	5% (24)	9% (45)	23% (117)	508
Employ: Retired	4% (70)	11% (169)	51% (815)	4% (63)	15% (232)	15% (247)	1595
Employ: Unemployed	6% (46)	10% (75)	40% (294)	4% (31)	12% (90)	26% (192)	726
Employ: Other	5% (27)	9% (48)	45% (244)	5% (25)	8% (42)	28% (154)	542
Military HH: Yes	5% (57)	11% (121)	47% (512)	5% (56)	15% (159)	17% (182)	1087
Military HH: No	5% (289)	12% (647)	48% (2664)	5% (259)	11% (591)	19% (1063)	5513
RD/WT: Right Direction	4% (115)	8% (217)	46% (1234)	6% (168)	18% (486)	18% (483)	2703
RD/WT: Wrong Track	6% (231)	14% (550)	50% (1942)	4% (147)	7% (264)	20% (762)	3897
Trump Job Approve	4% (106)	8% (228)	46% (1285)	7% (189)	19% (525)	17% (470)	2803
Trump Job Disapprove	6% (224)	15% (528)	51% (1782)	3% (115)	6% (207)	18% (636)	3493
Trump Job Strongly Approve	4% (72)	7% (114)	42% (690)	8% (124)	24% (398)	15% (239)	1636
Trump Job Somewhat Approve	3% (35)	10% (114)	51% (595)	6% (65)	11% (127)	20% (231)	1166
Trump Job Somewhat Disapprove	5% (34)	11% (82)	56% (414)	5% (35)	6% (45)	17% (129)	738
Trump Job Strongly Disapprove	7% (191)	16% (446)	50% (1368)	3% (80)	6% (162)	18% (507)	2755

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Table BHM5_14: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Meryl Streep

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (346)	12% (768)	48% (3176)	5% (315)	11% (751)	19% (1245)	6600
Favorable of Trump	4% (109)	8% (219)	46% (1247)	7% (190)	19% (518)	16% (448)	2732
Unfavorable of Trump	6% (214)	15% (528)	52% (1818)	3% (114)	6% (198)	17% (608)	3480
Very Favorable of Trump	5% (76)	7% (111)	43% (718)	8% (128)	24% (400)	15% (251)	1684
Somewhat Favorable of Trump	3% (32)	10% (108)	51% (529)	6% (62)	11% (118)	19% (197)	1048
Somewhat Unfavorable of Trump	3% (18)	14% (78)	53% (285)	4% (20)	8% (41)	19% (101)	543
Very Unfavorable of Trump	7% (196)	15% (450)	52% (1533)	3% (94)	5% (157)	17% (507)	2938
#1 Issue: Economy	4% (70)	10% (162)	51% (846)	5% (84)	11% (187)	18% (301)	1650
#1 Issue: Security	4% (54)	8% (99)	41% (505)	8% (97)	22% (267)	17% (214)	1236
#1 Issue: Health Care	6% (71)	15% (183)	52% (639)	3% (36)	6% (74)	18% (222)	1226
#1 Issue: Medicare / Social Security	6% (65)	13% (133)	49% (519)	3% (34)	11% (115)	18% (190)	1056
#1 Issue: Women's Issues	6% (20)	14% (49)	40% (136)	7% (25)	8% (26)	24% (82)	338
#1 Issue: Education	4% (16)	11% (43)	49% (190)	4% (15)	9% (35)	23% (89)	388
#1 Issue: Energy	8% (28)	19% (68)	50% (178)	3% (10)	4% (13)	16% (58)	356
#1 Issue: Other	6% (21)	8% (30)	47% (164)	4% (14)	10% (34)	25% (89)	351
2018 House Vote: Democrat	8% (180)	17% (398)	51% (1159)	3% (68)	5% (120)	15% (352)	2276
2018 House Vote: Republican	3% (63)	8% (152)	46% (895)	7% (135)	22% (427)	14% (278)	1950
2018 House Vote: Someone else	1% (2)	10% (22)	52% (119)	8% (18)	10% (23)	20% (45)	230
2016 Vote: Hillary Clinton	8% (160)	18% (378)	52% (1065)	3% (57)	4% (85)	15% (307)	2053
2016 Vote: Donald Trump	3% (72)	8% (170)	46% (954)	8% (155)	21% (428)	14% (283)	2062
2016 Vote: Other	4% (20)	9% (41)	53% (243)	4% (19)	13% (58)	17% (79)	459
2016 Vote: Didn't Vote	5% (94)	9% (179)	45% (907)	4% (85)	9% (178)	29% (576)	2018
Voted in 2014: Yes	6% (218)	13% (490)	49% (1914)	5% (179)	13% (519)	14% (547)	3867
Voted in 2014: No	5% (128)	10% (278)	46% (1262)	5% (136)	8% (232)	26% (698)	2733
2012 Vote: Barack Obama	8% (183)	16% (383)	53% (1282)	3% (78)	6% (135)	15% (378)	2437
2012 Vote: Mitt Romney	3% (43)	8% (123)	49% (745)	6% (86)	22% (334)	13% (199)	1530
2012 Vote: Other	1% (3)	7% (19)	47% (130)	7% (19)	25% (68)	14% (38)	276
2012 Vote: Didn't Vote	5% (116)	10% (243)	43% (1016)	6% (133)	9% (214)	27% (630)	2352

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Table BHM5_14: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Meryl Streep

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (346)	12% (768)	48% (3176)	5% (315)	11% (751)	19% (1245)	6600
4-Region: Northeast	5% (53)	13% (150)	50% (593)	4% (49)	10% (117)	19% (219)	1181
4-Region: Midwest	4% (52)	11% (151)	50% (698)	4% (59)	12% (171)	18% (255)	1387
4-Region: South	6% (144)	10% (253)	47% (1162)	5% (132)	11% (282)	20% (499)	2473
4-Region: West	6% (96)	14% (214)	46% (722)	5% (75)	12% (180)	17% (272)	1560
200226	6% (124)	12% (265)	48% (1066)	4% (86)	12% (263)	19% (420)	2224
200228	5% (100)	11% (247)	48% (1033)	5% (117)	11% (234)	20% (431)	2161
200229	6% (122)	12% (256)	49% (1077)	5% (113)	11% (254)	18% (393)	2215
Afr. Am. Men	10% (41)	17% (71)	42% (178)	4% (18)	7% (28)	21% (88)	425
Afr. Am. Women	7% (29)	15% (59)	41% (163)	8% (31)	7% (29)	22% (87)	398
Hispanic Men	10% (53)	14% (74)	36% (199)	7% (41)	14% (74)	19% (105)	546
Hispanic Women	7% (33)	15% (77)	40% (203)	5% (24)	12% (58)	21% (108)	502
White Men	5% (111)	10% (245)	49% (1183)	5% (131)	14% (352)	17% (408)	2429
White Women	4% (122)	12% (323)	52% (1415)	4% (104)	10% (267)	18% (505)	2736

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

Table BHM5_15: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
 Megan Markle

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (330)	8% (550)	48% (3180)	5% (324)	12% (815)	21% (1401)	6600
Gender: Male	5% (163)	7% (235)	47% (1510)	5% (170)	14% (432)	21% (675)	3185
Gender: Female	5% (167)	9% (314)	49% (1670)	5% (154)	11% (383)	21% (726)	3415
Age: 18-29	6% (86)	11% (144)	41% (556)	6% (88)	9% (119)	27% (367)	1360
Age: 30-44	7% (126)	10% (175)	47% (784)	5% (82)	10% (171)	20% (341)	1679
Age: 45-54	5% (44)	9% (88)	48% (452)	4% (42)	13% (126)	21% (197)	950
Age: 55-64	3% (39)	6% (82)	53% (686)	4% (56)	16% (207)	18% (233)	1303
Age: 65+	3% (35)	5% (61)	54% (702)	4% (56)	15% (192)	20% (263)	1309
Generation Z: 18-22	7% (45)	9% (53)	40% (242)	5% (29)	10% (58)	30% (179)	605
Millennial: Age 23-38	7% (130)	11% (204)	44% (781)	6% (111)	9% (162)	23% (404)	1792
Generation X: Age 39-54	5% (81)	9% (151)	48% (769)	5% (72)	12% (196)	20% (323)	1592
Boomers: Age 55-73	3% (66)	6% (130)	53% (1223)	4% (99)	15% (349)	19% (425)	2293
PID: Dem (no lean)	7% (160)	12% (291)	51% (1208)	4% (100)	7% (171)	19% (444)	2374
PID: Ind (no lean)	4% (79)	6% (135)	46% (978)	5% (102)	13% (267)	26% (543)	2105
PID: Rep (no lean)	4% (91)	6% (123)	47% (993)	6% (122)	18% (377)	20% (414)	2121
PID/Gender: Dem Men	7% (79)	11% (117)	52% (559)	4% (45)	8% (83)	19% (203)	1085
PID/Gender: Dem Women	6% (81)	14% (174)	50% (649)	4% (55)	7% (88)	19% (242)	1289
PID/Gender: Ind Men	3% (32)	5% (55)	46% (470)	5% (48)	15% (152)	26% (259)	1015
PID/Gender: Ind Women	4% (47)	7% (80)	47% (508)	5% (54)	11% (116)	26% (284)	1089
PID/Gender: Rep Men	5% (53)	6% (63)	44% (481)	7% (77)	18% (197)	20% (214)	1085
PID/Gender: Rep Women	4% (39)	6% (60)	49% (512)	4% (45)	17% (179)	19% (200)	1036
Ideo: Liberal (1-3)	7% (120)	13% (232)	51% (899)	5% (83)	7% (117)	18% (316)	1766
Ideo: Moderate (4)	5% (87)	8% (144)	51% (877)	5% (90)	10% (174)	20% (351)	1724
Ideo: Conservative (5-7)	4% (94)	6% (137)	47% (1117)	5% (129)	19% (448)	18% (429)	2353
Educ: < College	5% (241)	7% (339)	47% (2136)	5% (213)	12% (543)	23% (1064)	4537
Educ: Bachelors degree	4% (55)	10% (138)	49% (656)	5% (67)	13% (179)	18% (236)	1331
Educ: Post-grad	5% (34)	10% (72)	53% (387)	6% (44)	13% (93)	14% (101)	732
Income: Under 50k	5% (198)	7% (268)	46% (1672)	4% (155)	12% (427)	26% (934)	3654
Income: 50k-100k	5% (91)	10% (192)	51% (1013)	6% (115)	13% (266)	16% (319)	1996
Income: 100k+	4% (42)	9% (89)	52% (495)	6% (53)	13% (123)	16% (148)	950
Ethnicity: White	4% (199)	7% (380)	50% (2595)	5% (248)	13% (664)	21% (1080)	5165

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Table BHM5_15: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Megan Markle

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (330)	8% (550)	48% (3180)	5% (324)	12% (815)	21% (1401)	6600
Ethnicity: Hispanic	10% (101)	10% (104)	41% (425)	5% (54)	13% (133)	22% (231)	1048
Ethnicity: Afr. Am.	11% (94)	14% (112)	43% (354)	4% (37)	8% (67)	19% (159)	823
Ethnicity: Other	6% (38)	9% (57)	38% (231)	6% (39)	14% (85)	26% (162)	612
All Christian	5% (149)	9% (270)	49% (1525)	6% (181)	13% (399)	18% (566)	3091
All Non-Christian	7% (20)	10% (29)	48% (145)	5% (15)	14% (41)	17% (50)	299
Atheist	2% (5)	7% (21)	56% (171)	3% (10)	12% (36)	20% (60)	304
Agnostic/Nothing in particular	5% (157)	8% (230)	46% (1338)	4% (118)	12% (339)	25% (724)	2906
Religious Non-Protestant/Catholic	6% (23)	9% (32)	49% (186)	5% (19)	13% (49)	18% (68)	376
Evangelical	6% (108)	7% (114)	49% (843)	5% (86)	14% (237)	19% (323)	1710
Non-Evangelical	5% (121)	10% (237)	49% (1193)	5% (133)	11% (278)	20% (481)	2444
Community: Urban	7% (119)	10% (172)	43% (733)	5% (87)	13% (227)	22% (367)	1706
Community: Suburban	4% (131)	9% (275)	50% (1513)	5% (146)	12% (365)	19% (579)	3009
Community: Rural	4% (80)	5% (103)	50% (934)	5% (90)	12% (222)	24% (456)	1886
Employ: Private Sector	5% (104)	11% (216)	49% (930)	6% (111)	12% (235)	17% (317)	1912
Employ: Government	7% (29)	12% (49)	46% (192)	4% (17)	10% (40)	21% (88)	416
Employ: Self-Employed	7% (38)	6% (32)	50% (269)	5% (25)	15% (83)	17% (93)	540
Employ: Homemaker	5% (26)	7% (36)	48% (244)	4% (21)	11% (56)	25% (127)	508
Employ: Retired	3% (44)	4% (71)	55% (870)	4% (68)	15% (236)	19% (307)	1595
Employ: Unemployed	6% (43)	7% (52)	38% (277)	6% (42)	13% (95)	30% (218)	726
Employ: Other	3% (15)	8% (45)	47% (255)	4% (23)	8% (45)	29% (159)	542
Military HH: Yes	6% (68)	7% (72)	46% (502)	6% (63)	14% (156)	21% (225)	1087
Military HH: No	5% (262)	9% (478)	49% (2677)	5% (261)	12% (659)	21% (1176)	5513
RD/WT: Right Direction	5% (126)	6% (170)	46% (1249)	5% (137)	17% (461)	21% (561)	2703
RD/WT: Wrong Track	5% (204)	10% (380)	50% (1930)	5% (187)	9% (354)	22% (840)	3897
Trump Job Approve	4% (123)	5% (154)	46% (1290)	6% (167)	18% (513)	20% (556)	2803
Trump Job Disapprove	6% (193)	11% (395)	50% (1757)	4% (154)	8% (279)	20% (714)	3493
Trump Job Strongly Approve	5% (87)	5% (77)	43% (702)	6% (97)	23% (382)	18% (291)	1636
Trump Job Somewhat Approve	3% (36)	7% (77)	50% (588)	6% (70)	11% (131)	23% (265)	1166
Trump Job Somewhat Disapprove	6% (46)	12% (85)	52% (386)	5% (35)	7% (49)	19% (137)	738
Trump Job Strongly Disapprove	5% (147)	11% (309)	50% (1371)	4% (120)	8% (230)	21% (577)	2755

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Table BHM5_15: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
 Megan Markle

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (330)	8% (550)	48% (3180)	5% (324)	12% (815)	21% (1401)	6600
Favorable of Trump	4% (119)	5% (148)	46% (1261)	6% (163)	18% (498)	20% (543)	2732
Unfavorable of Trump	6% (196)	11% (385)	51% (1772)	4% (154)	8% (284)	20% (690)	3480
Very Favorable of Trump	5% (89)	5% (86)	44% (734)	6% (102)	22% (373)	18% (300)	1684
Somewhat Favorable of Trump	3% (30)	6% (62)	50% (527)	6% (61)	12% (125)	23% (243)	1048
Somewhat Unfavorable of Trump	7% (37)	12% (67)	48% (261)	6% (34)	9% (46)	18% (97)	543
Very Unfavorable of Trump	5% (159)	11% (318)	51% (1511)	4% (119)	8% (237)	20% (593)	2938
#1 Issue: Economy	4% (72)	9% (142)	48% (796)	6% (93)	12% (191)	22% (357)	1650
#1 Issue: Security	5% (62)	7% (81)	44% (545)	6% (72)	20% (248)	18% (227)	1236
#1 Issue: Health Care	6% (68)	10% (123)	52% (637)	4% (51)	9% (113)	19% (234)	1226
#1 Issue: Medicare / Social Security	4% (43)	7% (75)	50% (531)	4% (40)	12% (131)	22% (236)	1056
#1 Issue: Women's Issues	6% (21)	11% (37)	46% (154)	4% (14)	7% (25)	26% (87)	338
#1 Issue: Education	4% (14)	10% (37)	46% (178)	5% (20)	12% (46)	24% (92)	388
#1 Issue: Energy	8% (29)	10% (37)	51% (181)	3% (12)	7% (27)	20% (70)	356
#1 Issue: Other	6% (22)	5% (18)	45% (158)	6% (22)	10% (34)	28% (98)	351
2018 House Vote: Democrat	6% (140)	12% (268)	51% (1163)	5% (121)	7% (166)	18% (417)	2276
2018 House Vote: Republican	4% (76)	6% (111)	47% (918)	6% (116)	20% (395)	17% (334)	1950
2018 House Vote: Someone else	3% (7)	5% (13)	51% (118)	5% (11)	13% (30)	23% (52)	230
2016 Vote: Hillary Clinton	6% (120)	12% (249)	53% (1094)	4% (88)	6% (133)	18% (369)	2053
2016 Vote: Donald Trump	4% (91)	6% (118)	47% (972)	6% (122)	20% (415)	17% (344)	2062
2016 Vote: Other	4% (20)	6% (28)	49% (225)	6% (28)	14% (65)	20% (93)	459
2016 Vote: Didn't Vote	5% (99)	8% (154)	44% (884)	4% (85)	10% (202)	29% (594)	2018
Voted in 2014: Yes	5% (195)	9% (336)	50% (1938)	5% (203)	14% (537)	17% (660)	3867
Voted in 2014: No	5% (136)	8% (214)	45% (1242)	4% (121)	10% (278)	27% (742)	2733
2012 Vote: Barack Obama	6% (151)	11% (270)	52% (1279)	4% (104)	8% (188)	18% (445)	2437
2012 Vote: Mitt Romney	3% (53)	6% (88)	49% (753)	6% (84)	19% (297)	17% (255)	1530
2012 Vote: Other	— (1)	5% (15)	45% (124)	5% (14)	26% (73)	18% (50)	276
2012 Vote: Didn't Vote	5% (124)	7% (176)	43% (1022)	5% (122)	11% (257)	28% (652)	2352

Continued on next page

Table BHM5_15: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Megan Markle

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (330)	8% (550)	48% (3180)	5% (324)	12% (815)	21% (1401)	6600
4-Region: Northeast	5% (54)	9% (106)	49% (583)	5% (60)	12% (140)	20% (237)	1181
4-Region: Midwest	4% (49)	8% (109)	51% (705)	4% (62)	14% (196)	19% (266)	1387
4-Region: South	5% (132)	9% (212)	47% (1171)	5% (131)	11% (282)	22% (545)	2473
4-Region: West	6% (96)	8% (122)	46% (720)	5% (71)	13% (197)	23% (352)	1560
200226	5% (116)	8% (181)	48% (1065)	4% (93)	12% (276)	22% (493)	2224
200228	4% (92)	9% (198)	47% (1025)	5% (110)	12% (260)	22% (476)	2161
200229	6% (122)	8% (170)	49% (1090)	5% (121)	13% (279)	20% (432)	2215
Afr. Am. Men	12% (51)	13% (54)	45% (192)	5% (20)	8% (32)	18% (76)	425
Afr. Am. Women	11% (43)	15% (59)	41% (162)	4% (17)	9% (34)	21% (83)	398
Hispanic Men	10% (54)	10% (53)	40% (217)	5% (27)	15% (82)	21% (113)	546
Hispanic Women	9% (48)	10% (51)	41% (208)	5% (27)	10% (51)	24% (118)	502
White Men	4% (94)	7% (159)	49% (1181)	5% (134)	14% (341)	21% (520)	2429
White Women	4% (104)	8% (221)	52% (1413)	4% (114)	12% (323)	20% (560)	2736

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

Table BHM5_16: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Kevin Hart

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (564)	11% (719)	47% (3112)	4% (294)	9% (620)	20% (1292)	6600
Gender: Male	10% (326)	13% (417)	44% (1407)	5% (146)	10% (317)	18% (574)	3185
Gender: Female	7% (239)	9% (302)	50% (1705)	4% (148)	9% (302)	21% (718)	3415
Age: 18-29	19% (252)	18% (250)	33% (452)	5% (71)	9% (118)	16% (218)	1360
Age: 30-44	11% (185)	14% (236)	47% (789)	4% (75)	7% (122)	16% (272)	1679
Age: 45-54	7% (68)	9% (89)	50% (477)	5% (44)	8% (74)	21% (197)	950
Age: 55-64	3% (42)	6% (84)	55% (717)	4% (56)	12% (153)	19% (251)	1303
Age: 65+	1% (17)	5% (60)	52% (677)	4% (47)	12% (153)	27% (354)	1309
Generation Z: 18-22	21% (127)	21% (125)	28% (171)	6% (34)	9% (55)	15% (93)	605
Millennial: Age 23-38	15% (265)	16% (285)	41% (741)	4% (76)	8% (135)	16% (290)	1792
Generation X: Age 39-54	7% (113)	10% (165)	51% (806)	5% (80)	8% (124)	19% (305)	1592
Boomers: Age 55-73	2% (55)	6% (136)	54% (1241)	4% (94)	12% (267)	22% (501)	2293
PID: Dem (no lean)	11% (262)	14% (330)	48% (1133)	5% (118)	6% (149)	16% (382)	2374
PID: Ind (no lean)	8% (167)	9% (187)	47% (986)	4% (86)	10% (216)	22% (462)	2105
PID: Rep (no lean)	6% (136)	9% (201)	47% (992)	4% (90)	12% (255)	21% (447)	2121
PID/Gender: Dem Men	15% (164)	16% (179)	44% (477)	5% (51)	6% (60)	14% (155)	1085
PID/Gender: Dem Women	8% (97)	12% (152)	51% (656)	5% (67)	7% (89)	18% (228)	1289
PID/Gender: Ind Men	7% (70)	11% (110)	46% (467)	4% (44)	11% (117)	21% (208)	1015
PID/Gender: Ind Women	9% (97)	7% (78)	48% (519)	4% (42)	9% (99)	23% (254)	1089
PID/Gender: Rep Men	8% (91)	12% (128)	43% (463)	5% (51)	13% (141)	19% (211)	1085
PID/Gender: Rep Women	4% (45)	7% (73)	51% (529)	4% (39)	11% (114)	23% (236)	1036
Ideo: Liberal (1-3)	8% (150)	13% (221)	51% (899)	6% (99)	7% (122)	16% (275)	1766
Ideo: Moderate (4)	10% (175)	11% (189)	48% (828)	5% (92)	8% (143)	17% (297)	1724
Ideo: Conservative (5-7)	6% (136)	10% (224)	49% (1145)	4% (91)	13% (301)	19% (456)	2353
Educ: < College	10% (461)	12% (527)	44% (2013)	4% (183)	9% (427)	20% (926)	4537
Educ: Bachelors degree	5% (69)	10% (127)	53% (702)	6% (75)	10% (127)	17% (232)	1331
Educ: Post-grad	5% (35)	9% (65)	54% (397)	5% (35)	9% (65)	18% (134)	732
Income: Under 50k	10% (363)	11% (404)	43% (1560)	5% (169)	10% (347)	22% (811)	3654
Income: 50k-100k	7% (142)	11% (223)	52% (1045)	4% (84)	9% (188)	16% (313)	1996
Income: 100k+	6% (59)	10% (92)	53% (507)	4% (41)	9% (84)	18% (168)	950
Ethnicity: White	6% (307)	9% (459)	51% (2610)	4% (220)	9% (490)	21% (1080)	5165

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Table BHM5_16: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Kevin Hart

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (564)	11% (719)	47% (3112)	4% (294)	9% (620)	20% (1292)	6600
Ethnicity: Hispanic	17% (177)	15% (162)	37% (387)	5% (50)	9% (95)	17% (177)	1048
Ethnicity: Afr. Am.	22% (179)	21% (169)	35% (286)	5% (44)	7% (56)	11% (89)	823
Ethnicity: Other	13% (78)	15% (91)	35% (216)	5% (30)	12% (74)	20% (123)	612
All Christian	7% (217)	10% (296)	50% (1549)	4% (139)	10% (295)	19% (595)	3091
All Non-Christian	10% (29)	15% (45)	45% (135)	7% (21)	8% (24)	15% (46)	299
Atheist	6% (20)	9% (28)	58% (175)	3% (9)	9% (28)	15% (44)	304
Agnostic/Nothing in particular	10% (299)	12% (349)	43% (1253)	4% (126)	9% (273)	21% (607)	2906
Religious Non-Protestant/Catholic	10% (37)	14% (54)	46% (172)	6% (23)	8% (30)	16% (59)	376
Evangelical	11% (194)	10% (168)	47% (806)	4% (61)	10% (174)	18% (307)	1710
Non-Evangelical	6% (152)	11% (274)	49% (1189)	5% (126)	9% (215)	20% (489)	2444
Community: Urban	12% (201)	14% (242)	41% (706)	5% (88)	9% (155)	18% (313)	1706
Community: Suburban	7% (212)	10% (313)	50% (1493)	5% (145)	10% (295)	18% (550)	3009
Community: Rural	8% (151)	9% (165)	48% (912)	3% (60)	9% (169)	23% (428)	1886
Employ: Private Sector	8% (149)	12% (233)	50% (955)	5% (97)	9% (169)	16% (310)	1912
Employ: Government	16% (66)	12% (51)	46% (193)	3% (14)	5% (21)	17% (71)	416
Employ: Self-Employed	12% (67)	11% (61)	47% (256)	6% (30)	11% (58)	13% (68)	540
Employ: Homemaker	7% (34)	10% (53)	48% (246)	4% (19)	8% (38)	23% (118)	508
Employ: Retired	2% (28)	5% (87)	54% (855)	4% (61)	12% (184)	24% (380)	1595
Employ: Unemployed	14% (103)	15% (105)	35% (256)	4% (26)	11% (83)	21% (152)	726
Employ: Other	12% (62)	12% (67)	40% (219)	4% (19)	6% (33)	26% (142)	542
Military HH: Yes	8% (89)	10% (108)	47% (513)	3% (38)	11% (120)	20% (219)	1087
Military HH: No	9% (475)	11% (611)	47% (2599)	5% (256)	9% (499)	19% (1073)	5513
RD/WT: Right Direction	8% (206)	10% (272)	46% (1237)	4% (106)	12% (311)	21% (571)	2703
RD/WT: Wrong Track	9% (359)	11% (447)	48% (1875)	5% (187)	8% (308)	19% (721)	3897
Trump Job Approve	7% (201)	10% (269)	46% (1296)	4% (121)	12% (338)	21% (578)	2803
Trump Job Disapprove	10% (333)	12% (427)	49% (1704)	5% (166)	7% (262)	17% (601)	3493
Trump Job Strongly Approve	7% (121)	9% (147)	44% (716)	4% (72)	15% (239)	21% (341)	1636
Trump Job Somewhat Approve	7% (81)	10% (122)	50% (580)	4% (49)	8% (98)	20% (236)	1166
Trump Job Somewhat Disapprove	8% (56)	15% (112)	52% (383)	6% (41)	5% (36)	15% (110)	738
Trump Job Strongly Disapprove	10% (278)	11% (315)	48% (1320)	5% (125)	8% (225)	18% (491)	2755

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Table BHM5_16: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Kevin Hart

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (564)	11% (719)	47% (3112)	4% (294)	9% (620)	20% (1292)	6600
Favorable of Trump	7% (190)	10% (266)	47% (1271)	4% (116)	12% (327)	21% (563)	2732
Unfavorable of Trump	9% (327)	12% (422)	50% (1727)	5% (168)	8% (265)	16% (570)	3480
Very Favorable of Trump	8% (134)	9% (159)	44% (745)	4% (74)	14% (232)	20% (340)	1684
Somewhat Favorable of Trump	5% (56)	10% (106)	50% (526)	4% (42)	9% (94)	21% (223)	1048
Somewhat Unfavorable of Trump	11% (57)	12% (64)	50% (270)	5% (28)	7% (39)	16% (84)	543
Very Unfavorable of Trump	9% (270)	12% (358)	50% (1457)	5% (140)	8% (226)	17% (486)	2938
#1 Issue: Economy	11% (181)	16% (257)	46% (755)	4% (65)	8% (137)	15% (256)	1650
#1 Issue: Security	8% (102)	9% (114)	45% (554)	4% (53)	13% (160)	20% (253)	1236
#1 Issue: Health Care	8% (98)	10% (121)	50% (618)	5% (63)	8% (103)	18% (222)	1226
#1 Issue: Medicare / Social Security	4% (46)	8% (82)	49% (519)	4% (42)	10% (108)	25% (259)	1056
#1 Issue: Women's Issues	11% (38)	10% (33)	45% (151)	5% (18)	6% (20)	23% (78)	338
#1 Issue: Education	11% (41)	11% (41)	48% (186)	5% (18)	9% (34)	18% (68)	388
#1 Issue: Energy	11% (38)	11% (39)	48% (171)	5% (19)	7% (23)	19% (66)	356
#1 Issue: Other	6% (20)	9% (32)	45% (157)	5% (17)	10% (35)	26% (90)	351
2018 House Vote: Democrat	9% (212)	12% (265)	50% (1136)	5% (106)	7% (164)	17% (392)	2276
2018 House Vote: Republican	6% (121)	8% (160)	48% (939)	4% (85)	13% (256)	20% (389)	1950
2018 House Vote: Someone else	5% (10)	9% (21)	51% (118)	5% (12)	12% (27)	19% (43)	230
2016 Vote: Hillary Clinton	9% (187)	12% (252)	52% (1063)	5% (102)	6% (117)	16% (332)	2053
2016 Vote: Donald Trump	6% (120)	8% (162)	48% (1000)	5% (99)	13% (264)	20% (417)	2062
2016 Vote: Other	8% (36)	8% (37)	50% (228)	4% (16)	11% (52)	20% (90)	459
2016 Vote: Didn't Vote	11% (221)	13% (267)	40% (816)	4% (77)	9% (185)	22% (452)	2018
Voted in 2014: Yes	8% (300)	9% (359)	50% (1930)	5% (176)	10% (390)	18% (713)	3867
Voted in 2014: No	10% (265)	13% (360)	43% (1182)	4% (118)	8% (230)	21% (579)	2733
2012 Vote: Barack Obama	9% (223)	12% (285)	51% (1249)	5% (112)	7% (162)	17% (406)	2437
2012 Vote: Mitt Romney	5% (70)	7% (103)	51% (782)	4% (62)	13% (197)	21% (315)	1530
2012 Vote: Other	1% (4)	5% (14)	48% (134)	6% (18)	17% (48)	21% (59)	276
2012 Vote: Didn't Vote	11% (266)	13% (316)	40% (945)	4% (102)	9% (213)	22% (510)	2352

Continued on next page

Table BHM5_16: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Kevin Hart

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (564)	11% (719)	47% (3112)	4% (294)	9% (620)	20% (1292)	6600
4-Region: Northeast	9% (102)	11% (126)	48% (571)	4% (53)	7% (84)	21% (244)	1181
4-Region: Midwest	7% (95)	9% (120)	51% (707)	4% (53)	11% (150)	19% (262)	1387
4-Region: South	10% (248)	12% (303)	45% (1103)	5% (128)	9% (222)	19% (467)	2473
4-Region: West	8% (119)	11% (170)	47% (730)	4% (59)	10% (163)	20% (319)	1560
200226	9% (192)	11% (247)	48% (1056)	4% (92)	9% (208)	19% (429)	2224
200228	8% (180)	10% (216)	47% (1020)	4% (90)	9% (197)	21% (459)	2161
200229	9% (193)	12% (256)	47% (1036)	5% (111)	10% (215)	18% (404)	2215
Afr. Am. Men	23% (98)	24% (102)	33% (139)	3% (13)	6% (26)	11% (46)	425
Afr. Am. Women	20% (80)	17% (67)	37% (147)	8% (31)	7% (30)	11% (42)	398
Hispanic Men	19% (106)	18% (101)	32% (177)	6% (35)	9% (50)	14% (78)	546
Hispanic Women	14% (72)	12% (61)	42% (211)	3% (15)	9% (45)	20% (99)	502
White Men	7% (181)	10% (254)	47% (1150)	5% (115)	10% (247)	20% (482)	2429
White Women	5% (126)	7% (205)	53% (1459)	4% (105)	9% (243)	22% (598)	2736

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

Table BHM5_17: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Denzel Washington

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (698)	16% (1038)	48% (3137)	3% (185)	7% (440)	17% (1101)	6600
Gender: Male	12% (397)	18% (579)	44% (1404)	3% (85)	8% (248)	15% (472)	3185
Gender: Female	9% (301)	13% (459)	51% (1733)	3% (100)	6% (192)	18% (629)	3415
Age: 18-29	14% (196)	16% (218)	39% (525)	3% (47)	6% (83)	21% (290)	1360
Age: 30-44	15% (247)	17% (288)	45% (763)	3% (45)	5% (79)	15% (257)	1679
Age: 45-54	11% (103)	18% (167)	47% (447)	2% (23)	6% (54)	17% (157)	950
Age: 55-64	7% (87)	13% (170)	55% (711)	3% (44)	9% (112)	14% (179)	1303
Age: 65+	5% (66)	15% (195)	53% (690)	2% (26)	9% (113)	17% (218)	1309
Generation Z: 18-22	12% (70)	17% (103)	36% (220)	5% (28)	7% (43)	23% (141)	605
Millennial: Age 23-38	16% (293)	16% (293)	43% (766)	3% (47)	5% (82)	17% (310)	1792
Generation X: Age 39-54	11% (182)	17% (277)	47% (749)	2% (40)	6% (91)	16% (253)	1592
Boomers: Age 55-73	6% (134)	14% (323)	54% (1245)	3% (63)	9% (197)	14% (331)	2293
PID: Dem (no lean)	15% (347)	18% (422)	47% (1120)	2% (57)	4% (91)	14% (336)	2374
PID: Ind (no lean)	9% (189)	13% (271)	48% (1015)	3% (66)	7% (147)	20% (416)	2105
PID: Rep (no lean)	8% (161)	16% (345)	47% (1002)	3% (62)	10% (202)	16% (349)	2121
PID/Gender: Dem Men	19% (208)	20% (213)	44% (472)	2% (19)	4% (45)	12% (129)	1085
PID/Gender: Dem Women	11% (140)	16% (210)	50% (648)	3% (39)	4% (46)	16% (207)	1289
PID/Gender: Ind Men	9% (90)	15% (152)	46% (472)	3% (30)	8% (85)	18% (186)	1015
PID/Gender: Ind Women	9% (99)	11% (119)	50% (543)	3% (36)	6% (62)	21% (230)	1089
PID/Gender: Rep Men	9% (98)	20% (214)	42% (460)	3% (37)	11% (118)	14% (157)	1085
PID/Gender: Rep Women	6% (63)	13% (131)	52% (542)	2% (25)	8% (83)	19% (192)	1036
Ideo: Liberal (1-3)	13% (226)	18% (315)	49% (872)	3% (47)	4% (67)	14% (239)	1766
Ideo: Moderate (4)	11% (182)	18% (310)	49% (838)	2% (41)	6% (95)	15% (257)	1724
Ideo: Conservative (5-7)	8% (199)	15% (353)	49% (1143)	3% (79)	10% (238)	15% (341)	2353
Educ: < College	12% (533)	15% (675)	45% (2054)	3% (128)	7% (317)	18% (829)	4537
Educ: Bachelors degree	8% (107)	17% (233)	52% (692)	3% (38)	6% (79)	14% (183)	1331
Educ: Post-grad	8% (57)	18% (131)	53% (391)	3% (20)	6% (44)	12% (89)	732
Income: Under 50k	12% (424)	14% (513)	45% (1626)	3% (103)	7% (262)	20% (726)	3654
Income: 50k-100k	9% (182)	18% (365)	51% (1012)	3% (55)	7% (133)	12% (248)	1996
Income: 100k+	10% (92)	17% (160)	52% (499)	3% (27)	5% (45)	13% (128)	950
Ethnicity: White	7% (373)	15% (767)	51% (2645)	3% (141)	7% (352)	17% (887)	5165

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Table BHM5_17: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Denzel Washington

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (698)	16% (1038)	48% (3137)	3% (185)	7% (440)	17% (1101)	6600
Ethnicity: Hispanic	18% (188)	17% (183)	36% (381)	4% (43)	7% (75)	17% (179)	1048
Ethnicity: Afr. Am.	28% (229)	22% (184)	31% (259)	2% (20)	5% (43)	11% (88)	823
Ethnicity: Other	16% (96)	14% (87)	38% (233)	4% (24)	7% (45)	21% (126)	612
All Christian	9% (292)	17% (523)	49% (1508)	3% (102)	7% (213)	15% (453)	3091
All Non-Christian	10% (31)	17% (51)	53% (157)	2% (6)	7% (20)	11% (34)	299
Atheist	7% (21)	13% (39)	59% (180)	2% (5)	6% (17)	14% (41)	304
Agnostic/Nothing in particular	12% (353)	15% (425)	44% (1292)	2% (72)	7% (190)	20% (573)	2906
Religious Non-Protestant/Catholic	10% (39)	18% (66)	52% (195)	2% (8)	6% (22)	12% (45)	376
Evangelical	14% (231)	15% (261)	46% (791)	3% (53)	8% (141)	14% (233)	1710
Non-Evangelical	10% (235)	17% (410)	48% (1180)	3% (76)	6% (151)	16% (392)	2444
Community: Urban	15% (251)	18% (306)	41% (705)	3% (57)	7% (126)	15% (261)	1706
Community: Suburban	10% (288)	16% (475)	50% (1507)	3% (91)	6% (192)	15% (457)	3009
Community: Rural	8% (160)	14% (257)	49% (925)	2% (38)	6% (122)	20% (384)	1886
Employ: Private Sector	11% (209)	18% (336)	50% (956)	3% (55)	5% (101)	13% (255)	1912
Employ: Government	13% (55)	21% (87)	46% (193)	2% (8)	5% (19)	13% (55)	416
Employ: Self-Employed	14% (74)	15% (82)	46% (249)	4% (20)	9% (47)	13% (68)	540
Employ: Homemaker	9% (44)	13% (66)	49% (252)	4% (20)	6% (28)	19% (99)	508
Employ: Retired	6% (91)	13% (214)	54% (864)	2% (33)	9% (137)	16% (257)	1595
Employ: Unemployed	16% (118)	15% (111)	35% (257)	3% (21)	9% (67)	21% (152)	726
Employ: Other	13% (69)	17% (90)	41% (222)	2% (11)	4% (23)	24% (128)	542
Military HH: Yes	9% (95)	18% (196)	46% (501)	3% (34)	9% (93)	15% (167)	1087
Military HH: No	11% (602)	15% (842)	48% (2636)	3% (151)	6% (347)	17% (935)	5513
RD/WT: Right Direction	9% (240)	16% (419)	47% (1258)	3% (83)	9% (246)	17% (457)	2703
RD/WT: Wrong Track	12% (458)	16% (619)	48% (1879)	3% (103)	5% (193)	17% (644)	3897
Trump Job Approve	8% (237)	16% (440)	47% (1311)	3% (85)	10% (283)	16% (447)	2803
Trump Job Disapprove	12% (437)	16% (573)	49% (1699)	3% (99)	4% (145)	15% (540)	3493
Trump Job Strongly Approve	10% (163)	15% (252)	45% (733)	3% (47)	12% (202)	15% (240)	1636
Trump Job Somewhat Approve	6% (74)	16% (188)	50% (579)	3% (38)	7% (81)	18% (207)	1166
Trump Job Somewhat Disapprove	10% (74)	18% (130)	52% (380)	3% (22)	3% (23)	15% (108)	738
Trump Job Strongly Disapprove	13% (362)	16% (443)	48% (1319)	3% (77)	4% (121)	16% (432)	2755

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Table BHM5_17: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Denzel Washington

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (698)	16% (1038)	48% (3137)	3% (185)	7% (440)	17% (1101)	6600
Favorable of Trump	8% (222)	16% (435)	47% (1290)	3% (87)	10% (266)	16% (432)	2732
Unfavorable of Trump	12% (425)	17% (578)	50% (1723)	2% (87)	4% (156)	15% (512)	3480
Very Favorable of Trump	10% (164)	16% (266)	45% (759)	3% (53)	12% (197)	15% (245)	1684
Somewhat Favorable of Trump	6% (58)	16% (169)	51% (531)	3% (34)	7% (69)	18% (187)	1048
Somewhat Unfavorable of Trump	10% (55)	17% (94)	49% (266)	3% (17)	5% (26)	16% (84)	543
Very Unfavorable of Trump	13% (369)	16% (484)	50% (1456)	2% (70)	4% (131)	15% (428)	2938
#1 Issue: Economy	13% (209)	18% (302)	46% (763)	3% (50)	6% (94)	14% (230)	1650
#1 Issue: Security	11% (140)	13% (167)	45% (553)	3% (41)	10% (129)	17% (207)	1236
#1 Issue: Health Care	9% (115)	17% (209)	50% (615)	3% (35)	5% (58)	16% (193)	1226
#1 Issue: Medicare / Social Security	8% (80)	15% (157)	50% (529)	2% (26)	8% (80)	17% (184)	1056
#1 Issue: Women's Issues	13% (44)	13% (44)	45% (152)	2% (6)	5% (15)	23% (77)	338
#1 Issue: Education	10% (38)	14% (54)	48% (186)	2% (9)	7% (25)	20% (77)	388
#1 Issue: Energy	12% (44)	16% (58)	50% (176)	2% (9)	4% (14)	15% (55)	356
#1 Issue: Other	8% (28)	14% (48)	46% (162)	2% (8)	7% (25)	22% (79)	351
2018 House Vote: Democrat	13% (298)	18% (417)	49% (1114)	2% (52)	4% (89)	13% (306)	2276
2018 House Vote: Republican	8% (152)	15% (286)	49% (955)	3% (63)	11% (212)	14% (282)	1950
2018 House Vote: Someone else	5% (11)	15% (35)	51% (117)	5% (10)	7% (16)	18% (41)	230
2016 Vote: Hillary Clinton	14% (286)	19% (385)	49% (1011)	2% (48)	3% (61)	13% (262)	2053
2016 Vote: Donald Trump	8% (165)	15% (313)	49% (1004)	3% (64)	11% (218)	14% (297)	2062
2016 Vote: Other	7% (31)	16% (72)	51% (235)	2% (10)	8% (36)	16% (75)	459
2016 Vote: Didn't Vote	11% (216)	13% (266)	44% (882)	3% (62)	6% (124)	23% (468)	2018
Voted in 2014: Yes	11% (412)	17% (666)	49% (1882)	3% (111)	7% (281)	13% (515)	3867
Voted in 2014: No	10% (286)	14% (372)	46% (1255)	3% (74)	6% (159)	21% (587)	2733
2012 Vote: Barack Obama	14% (337)	19% (455)	48% (1170)	3% (63)	4% (94)	13% (318)	2437
2012 Vote: Mitt Romney	6% (91)	15% (227)	52% (793)	3% (47)	10% (160)	14% (212)	1530
2012 Vote: Other	4% (12)	13% (36)	52% (145)	2% (5)	14% (39)	15% (41)	276
2012 Vote: Didn't Vote	11% (258)	14% (318)	44% (1028)	3% (71)	6% (147)	23% (530)	2352

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Table BHM5_17: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Denzel Washington

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (698)	16% (1038)	48% (3137)	3% (185)	7% (440)	17% (1101)	6600
4-Region: Northeast	10% (120)	16% (186)	49% (584)	3% (32)	5% (63)	17% (195)	1181
4-Region: Midwest	9% (120)	14% (196)	50% (700)	3% (45)	7% (101)	16% (225)	1387
4-Region: South	12% (300)	16% (402)	45% (1119)	3% (71)	7% (180)	16% (400)	2473
4-Region: West	10% (158)	16% (254)	47% (734)	2% (38)	6% (95)	18% (282)	1560
200226	11% (234)	16% (356)	48% (1070)	2% (51)	7% (152)	16% (361)	2224
200228	10% (214)	15% (327)	47% (1013)	3% (70)	6% (137)	19% (401)	2161
200229	11% (251)	16% (355)	48% (1054)	3% (65)	7% (151)	15% (339)	2215
Afr. Am. Men	29% (121)	24% (102)	32% (136)	— (1)	4% (18)	11% (46)	425
Afr. Am. Women	27% (108)	20% (81)	31% (123)	5% (19)	6% (25)	11% (43)	398
Hispanic Men	21% (116)	20% (109)	32% (175)	4% (19)	9% (47)	15% (81)	546
Hispanic Women	14% (73)	15% (74)	41% (205)	5% (23)	6% (28)	20% (99)	502
White Men	9% (207)	17% (424)	47% (1149)	3% (72)	8% (198)	16% (378)	2429
White Women	6% (166)	13% (343)	55% (1496)	3% (69)	6% (154)	19% (509)	2736

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

Table BHM5_18: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Jay Z

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (366)	7% (443)	44% (2920)	7% (480)	17% (1118)	19% (1273)	6600
Gender: Male	7% (228)	8% (263)	41% (1313)	7% (238)	18% (582)	18% (562)	3185
Gender: Female	4% (138)	5% (180)	47% (1607)	7% (242)	16% (536)	21% (711)	3415
Age: 18-29	12% (158)	10% (141)	41% (557)	7% (93)	11% (146)	20% (266)	1360
Age: 30-44	8% (136)	10% (176)	45% (747)	6% (105)	15% (245)	16% (271)	1679
Age: 45-54	4% (34)	7% (63)	42% (402)	8% (76)	20% (186)	20% (189)	950
Age: 55-64	2% (27)	3% (41)	48% (626)	7% (93)	21% (280)	18% (236)	1303
Age: 65+	1% (11)	2% (22)	45% (588)	9% (113)	20% (262)	24% (312)	1309
Generation Z: 18-22	10% (60)	12% (71)	39% (238)	7% (45)	12% (71)	20% (120)	605
Millennial: Age 23-38	11% (191)	11% (191)	43% (764)	7% (118)	12% (215)	18% (314)	1792
Generation X: Age 39-54	5% (77)	7% (118)	44% (704)	7% (111)	18% (290)	18% (291)	1592
Boomers: Age 55-73	2% (38)	3% (59)	47% (1070)	8% (181)	21% (486)	20% (458)	2293
PID: Dem (no lean)	8% (192)	11% (250)	46% (1102)	7% (172)	12% (275)	16% (384)	2374
PID: Ind (no lean)	5% (99)	5% (106)	45% (939)	7% (140)	16% (341)	23% (480)	2105
PID: Rep (no lean)	4% (75)	4% (87)	41% (879)	8% (168)	24% (502)	19% (409)	2121
PID/Gender: Dem Men	11% (117)	14% (153)	43% (462)	7% (74)	12% (129)	14% (151)	1085
PID/Gender: Dem Women	6% (75)	7% (96)	50% (640)	8% (98)	11% (146)	18% (233)	1289
PID/Gender: Ind Men	5% (55)	5% (50)	44% (443)	8% (79)	18% (181)	20% (208)	1015
PID/Gender: Ind Women	4% (44)	5% (56)	46% (496)	6% (61)	15% (160)	25% (272)	1089
PID/Gender: Rep Men	5% (56)	6% (60)	38% (408)	8% (85)	25% (272)	19% (203)	1085
PID/Gender: Rep Women	2% (19)	3% (27)	45% (471)	8% (83)	22% (230)	20% (206)	1036
Ideo: Liberal (1-3)	7% (126)	9% (152)	50% (876)	8% (144)	11% (189)	16% (278)	1766
Ideo: Moderate (4)	6% (106)	9% (148)	45% (781)	7% (114)	16% (268)	18% (308)	1724
Ideo: Conservative (5-7)	3% (77)	4% (88)	42% (997)	8% (188)	25% (589)	18% (413)	2353
Educ: < College	6% (284)	7% (330)	43% (1928)	6% (289)	17% (763)	21% (941)	4537
Educ: Bachelors degree	4% (51)	6% (81)	48% (635)	8% (113)	18% (237)	16% (214)	1331
Educ: Post-grad	4% (31)	4% (31)	49% (357)	11% (78)	16% (118)	16% (117)	732
Income: Under 50k	6% (237)	7% (248)	41% (1500)	7% (242)	16% (588)	23% (839)	3654
Income: 50k-100k	4% (76)	7% (143)	48% (967)	8% (155)	19% (379)	14% (275)	1996
Income: 100k+	6% (52)	5% (52)	48% (453)	9% (84)	16% (151)	17% (159)	950
Ethnicity: White	3% (151)	5% (235)	46% (2401)	8% (391)	19% (956)	20% (1031)	5165

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Table BHM5_18: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Jay Z

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (366)	7% (443)	44% (2920)	7% (480)	17% (1118)	19% (1273)	6600
Ethnicity: Hispanic	12% (125)	10% (107)	34% (361)	7% (78)	17% (178)	19% (200)	1048
Ethnicity: Afr. Am.	20% (162)	18% (148)	35% (288)	6% (49)	9% (74)	12% (100)	823
Ethnicity: Other	9% (52)	10% (60)	38% (231)	6% (39)	14% (88)	23% (142)	612
All Christian	4% (132)	6% (187)	45% (1399)	8% (236)	19% (574)	18% (563)	3091
All Non-Christian	8% (24)	10% (29)	45% (136)	7% (21)	16% (48)	14% (42)	299
Atheist	4% (13)	6% (18)	52% (160)	8% (24)	14% (41)	16% (48)	304
Agnostic/Nothing in particular	7% (197)	7% (209)	42% (1226)	7% (199)	16% (455)	21% (620)	2906
Religious Non-Protestant/Catholic	7% (25)	9% (33)	46% (173)	7% (28)	15% (58)	16% (59)	376
Evangelical	8% (139)	6% (98)	43% (742)	7% (117)	19% (317)	17% (297)	1710
Non-Evangelical	3% (83)	7% (175)	45% (1105)	8% (194)	17% (427)	19% (460)	2444
Community: Urban	9% (157)	11% (186)	39% (661)	7% (127)	16% (273)	18% (302)	1706
Community: Suburban	4% (134)	6% (174)	46% (1377)	8% (244)	18% (544)	18% (536)	3009
Community: Rural	4% (75)	4% (84)	47% (882)	6% (109)	16% (302)	23% (435)	1886
Employ: Private Sector	6% (105)	9% (163)	48% (909)	8% (153)	16% (302)	15% (280)	1912
Employ: Government	10% (43)	11% (44)	38% (156)	10% (42)	16% (65)	16% (68)	416
Employ: Self-Employed	8% (44)	7% (40)	46% (249)	5% (28)	20% (109)	13% (69)	540
Employ: Homemaker	4% (18)	4% (19)	46% (236)	6% (31)	17% (85)	24% (120)	508
Employ: Retired	2% (25)	2% (35)	47% (749)	8% (121)	20% (313)	22% (352)	1595
Employ: Unemployed	10% (70)	9% (65)	36% (263)	5% (36)	18% (133)	22% (158)	726
Employ: Other	7% (36)	6% (34)	39% (214)	7% (35)	13% (72)	28% (151)	542
Military HH: Yes	4% (47)	5% (52)	42% (451)	9% (94)	20% (216)	21% (227)	1087
Military HH: No	6% (319)	7% (391)	45% (2469)	7% (386)	16% (902)	19% (1046)	5513
RD/WT: Right Direction	5% (128)	6% (164)	41% (1101)	7% (183)	23% (615)	19% (513)	2703
RD/WT: Wrong Track	6% (238)	7% (279)	47% (1819)	8% (297)	13% (504)	20% (760)	3897
Trump Job Approve	4% (111)	5% (145)	41% (1156)	7% (201)	24% (675)	18% (515)	2803
Trump Job Disapprove	7% (233)	8% (285)	47% (1643)	8% (270)	12% (427)	18% (635)	3493
Trump Job Strongly Approve	4% (68)	4% (64)	37% (613)	7% (109)	30% (489)	18% (293)	1636
Trump Job Somewhat Approve	4% (42)	7% (81)	47% (543)	8% (92)	16% (186)	19% (222)	1166
Trump Job Somewhat Disapprove	5% (38)	9% (70)	52% (381)	8% (58)	11% (80)	15% (111)	738
Trump Job Strongly Disapprove	7% (195)	8% (215)	46% (1262)	8% (213)	13% (346)	19% (524)	2755

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Table BHM5_18: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Jay Z

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (366)	7% (443)	44% (2920)	7% (480)	17% (1118)	19% (1273)	6600
Favorable of Trump	4% (98)	5% (138)	42% (1140)	7% (198)	24% (657)	18% (500)	2732
Unfavorable of Trump	7% (228)	8% (284)	48% (1666)	8% (265)	12% (426)	18% (611)	3480
Very Favorable of Trump	4% (69)	4% (76)	38% (645)	7% (119)	29% (482)	17% (293)	1684
Somewhat Favorable of Trump	3% (29)	6% (63)	47% (495)	8% (79)	17% (175)	20% (207)	1048
Somewhat Unfavorable of Trump	9% (47)	8% (44)	47% (255)	8% (44)	12% (64)	16% (89)	543
Very Unfavorable of Trump	6% (181)	8% (240)	48% (1412)	8% (221)	12% (362)	18% (522)	2938
#1 Issue: Economy	8% (128)	9% (145)	45% (744)	7% (112)	16% (260)	16% (261)	1650
#1 Issue: Security	5% (63)	6% (76)	36% (445)	7% (91)	27% (331)	19% (229)	1236
#1 Issue: Health Care	5% (66)	7% (91)	49% (601)	8% (97)	13% (157)	17% (214)	1226
#1 Issue: Medicare / Social Security	3% (28)	4% (39)	43% (456)	9% (93)	17% (178)	25% (263)	1056
#1 Issue: Women's Issues	6% (22)	7% (24)	45% (150)	6% (21)	14% (47)	22% (74)	338
#1 Issue: Education	5% (20)	8% (30)	47% (182)	7% (27)	15% (58)	18% (71)	388
#1 Issue: Energy	7% (26)	9% (31)	51% (180)	5% (18)	10% (36)	18% (65)	356
#1 Issue: Other	4% (14)	2% (7)	46% (162)	6% (21)	15% (51)	27% (95)	351
2018 House Vote: Democrat	7% (156)	9% (214)	47% (1066)	8% (179)	12% (279)	17% (382)	2276
2018 House Vote: Republican	3% (63)	3% (58)	43% (831)	8% (151)	27% (523)	17% (323)	1950
2018 House Vote: Someone else	1% (3)	4% (10)	48% (110)	8% (19)	18% (41)	20% (47)	230
2016 Vote: Hillary Clinton	7% (142)	9% (195)	48% (979)	8% (174)	12% (239)	16% (325)	2053
2016 Vote: Donald Trump	3% (64)	4% (86)	42% (868)	8% (159)	26% (534)	17% (351)	2062
2016 Vote: Other	4% (21)	4% (18)	47% (215)	6% (27)	19% (87)	20% (92)	459
2016 Vote: Didn't Vote	7% (139)	7% (145)	42% (853)	6% (120)	13% (258)	25% (503)	2018
Voted in 2014: Yes	5% (193)	6% (240)	45% (1728)	8% (305)	20% (764)	16% (638)	3867
Voted in 2014: No	6% (173)	7% (203)	44% (1192)	6% (175)	13% (354)	23% (635)	2733
2012 Vote: Barack Obama	7% (160)	9% (216)	47% (1147)	8% (193)	13% (323)	16% (397)	2437
2012 Vote: Mitt Romney	2% (33)	2% (33)	45% (684)	8% (128)	25% (388)	17% (264)	1530
2012 Vote: Other	— (1)	2% (6)	38% (106)	6% (16)	34% (95)	19% (52)	276
2012 Vote: Didn't Vote	7% (171)	8% (187)	42% (982)	6% (143)	13% (312)	24% (558)	2352

Continued on next page

Table BHM5_18: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Jay Z

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (366)	7% (443)	44% (2920)	7% (480)	17% (1118)	19% (1273)	6600
4-Region: Northeast	7% (79)	6% (75)	45% (526)	8% (97)	14% (169)	20% (235)	1181
4-Region: Midwest	4% (60)	4% (58)	48% (664)	7% (102)	18% (252)	18% (252)	1387
4-Region: South	6% (149)	8% (206)	43% (1061)	7% (161)	17% (423)	19% (472)	2473
4-Region: West	5% (78)	7% (104)	43% (670)	8% (119)	18% (275)	20% (314)	1560
200226	5% (120)	6% (127)	45% (991)	7% (158)	17% (384)	20% (443)	2224
200228	5% (112)	8% (168)	44% (953)	6% (138)	16% (352)	20% (438)	2161
200229	6% (134)	7% (147)	44% (976)	8% (184)	17% (383)	18% (391)	2215
Afr. Am. Men	22% (92)	21% (89)	33% (140)	6% (24)	8% (32)	11% (48)	425
Afr. Am. Women	18% (71)	15% (59)	37% (148)	6% (25)	11% (42)	13% (53)	398
Hispanic Men	16% (85)	13% (69)	30% (163)	8% (44)	17% (93)	17% (92)	546
Hispanic Women	8% (40)	7% (38)	39% (197)	7% (34)	17% (85)	22% (108)	502
White Men	4% (102)	5% (130)	44% (1058)	8% (193)	20% (496)	18% (449)	2429
White Women	2% (49)	4% (104)	49% (1344)	7% (198)	17% (460)	21% (581)	2736

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

Table BHM5_19: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Sean 'Diddy' Combs

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (277)	5% (351)	45% (2998)	7% (467)	15% (1023)	22% (1484)	6600
Gender: Male	5% (162)	6% (204)	43% (1380)	7% (225)	17% (557)	21% (658)	3185
Gender: Female	3% (114)	4% (147)	47% (1618)	7% (242)	14% (466)	24% (826)	3415
Age: 18-29	8% (110)	7% (90)	42% (567)	7% (92)	11% (146)	26% (354)	1360
Age: 30-44	6% (107)	9% (148)	46% (779)	8% (130)	13% (224)	17% (291)	1679
Age: 45-54	3% (28)	6% (58)	45% (424)	7% (66)	17% (158)	23% (216)	950
Age: 55-64	2% (23)	3% (37)	49% (633)	7% (86)	20% (257)	21% (269)	1303
Age: 65+	1% (9)	1% (18)	45% (595)	7% (93)	18% (239)	27% (355)	1309
Generation Z: 18-22	7% (43)	5% (29)	40% (243)	8% (45)	11% (67)	29% (177)	605
Millennial: Age 23-38	8% (143)	9% (159)	44% (796)	7% (125)	12% (209)	20% (359)	1792
Generation X: Age 39-54	4% (59)	7% (108)	46% (732)	7% (118)	16% (251)	20% (325)	1592
Boomers: Age 55-73	1% (30)	2% (52)	47% (1088)	7% (162)	19% (436)	23% (525)	2293
PID: Dem (no lean)	7% (156)	7% (172)	48% (1131)	8% (181)	12% (292)	19% (442)	2374
PID: Ind (no lean)	3% (61)	4% (94)	45% (943)	6% (130)	15% (316)	27% (561)	2105
PID: Rep (no lean)	3% (59)	4% (85)	44% (924)	7% (156)	20% (414)	23% (482)	2121
PID/Gender: Dem Men	9% (98)	9% (100)	45% (491)	7% (72)	14% (151)	16% (174)	1085
PID/Gender: Dem Women	4% (58)	6% (72)	50% (640)	8% (109)	11% (141)	21% (268)	1289
PID/Gender: Ind Men	3% (25)	4% (44)	44% (451)	7% (73)	17% (175)	24% (248)	1015
PID/Gender: Ind Women	3% (36)	5% (50)	45% (492)	5% (57)	13% (142)	29% (312)	1089
PID/Gender: Rep Men	4% (38)	6% (61)	40% (438)	7% (80)	21% (232)	22% (236)	1085
PID/Gender: Rep Women	2% (21)	2% (25)	47% (486)	7% (76)	18% (183)	24% (246)	1036
Ideo: Liberal (1-3)	4% (76)	7% (116)	51% (896)	8% (147)	12% (205)	18% (326)	1766
Ideo: Moderate (4)	5% (89)	6% (99)	47% (802)	7% (129)	15% (251)	21% (354)	1724
Ideo: Conservative (5-7)	3% (62)	4% (104)	43% (1020)	7% (174)	21% (491)	21% (502)	2353
Educ: < College	5% (218)	6% (257)	44% (2005)	6% (279)	15% (689)	24% (1088)	4537
Educ: Bachelors degree	3% (39)	5% (63)	48% (639)	8% (107)	17% (228)	19% (255)	1331
Educ: Post-grad	3% (19)	4% (31)	48% (353)	11% (81)	15% (106)	19% (141)	732
Income: Under 50k	5% (183)	6% (209)	42% (1527)	7% (248)	15% (540)	26% (947)	3654
Income: 50k-100k	3% (65)	5% (103)	50% (992)	7% (143)	17% (344)	17% (349)	1996
Income: 100k+	3% (28)	4% (40)	50% (479)	8% (76)	15% (139)	20% (188)	950
Ethnicity: White	2% (114)	4% (202)	47% (2430)	7% (378)	16% (826)	24% (1215)	5165

Continued on next page

Table BHM5_19: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Sean 'Diddy' Combs

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (277)	5% (351)	45% (2998)	7% (467)	15% (1023)	22% (1484)	6600
Ethnicity: Hispanic	9% (89)	8% (83)	38% (403)	9% (91)	14% (142)	23% (240)	1048
Ethnicity: Afr. Am.	16% (129)	13% (107)	39% (321)	6% (53)	12% (103)	13% (110)	823
Ethnicity: Other	6% (34)	7% (42)	40% (247)	6% (36)	15% (95)	26% (159)	612
All Christian	3% (103)	5% (141)	47% (1463)	7% (219)	16% (508)	21% (657)	3091
All Non-Christian	5% (16)	9% (27)	44% (132)	10% (30)	13% (39)	18% (55)	299
Atheist	2% (7)	5% (15)	52% (157)	6% (19)	15% (45)	20% (60)	304
Agnostic/Nothing in particular	5% (151)	6% (168)	43% (1247)	7% (199)	15% (430)	24% (712)	2906
Religious Non-Protestant/Catholic	5% (18)	8% (30)	46% (171)	9% (33)	13% (49)	20% (75)	376
Evangelical	7% (121)	5% (85)	45% (776)	7% (113)	15% (262)	21% (353)	1710
Non-Evangelical	2% (58)	4% (110)	47% (1151)	8% (192)	16% (399)	22% (534)	2444
Community: Urban	7% (123)	8% (137)	42% (710)	7% (126)	15% (263)	20% (347)	1706
Community: Suburban	4% (110)	5% (151)	47% (1407)	7% (217)	17% (497)	21% (627)	3009
Community: Rural	2% (44)	3% (63)	47% (881)	7% (123)	14% (263)	27% (511)	1886
Employ: Private Sector	4% (71)	8% (153)	48% (922)	8% (147)	15% (293)	17% (327)	1912
Employ: Government	7% (30)	6% (25)	47% (194)	9% (36)	13% (55)	18% (75)	416
Employ: Self-Employed	7% (38)	5% (29)	45% (244)	7% (36)	18% (99)	17% (93)	540
Employ: Homemaker	3% (15)	4% (22)	46% (234)	6% (29)	13% (68)	28% (141)	508
Employ: Retired	1% (22)	2% (30)	47% (751)	7% (112)	18% (282)	25% (398)	1595
Employ: Unemployed	8% (56)	6% (43)	37% (271)	7% (48)	16% (118)	26% (189)	726
Employ: Other	4% (20)	5% (27)	43% (235)	5% (30)	13% (69)	30% (162)	542
Military HH: Yes	4% (42)	4% (44)	43% (462)	7% (71)	17% (188)	26% (279)	1087
Military HH: No	4% (234)	6% (307)	46% (2536)	7% (396)	15% (834)	22% (1206)	5513
RD/WT: Right Direction	4% (101)	5% (123)	44% (1193)	6% (172)	18% (486)	23% (628)	2703
RD/WT: Wrong Track	4% (175)	6% (228)	46% (1805)	8% (295)	14% (537)	22% (856)	3897
Trump Job Approve	3% (85)	5% (129)	43% (1218)	7% (196)	19% (542)	23% (632)	2803
Trump Job Disapprove	5% (173)	6% (216)	47% (1656)	7% (261)	13% (455)	21% (732)	3493
Trump Job Strongly Approve	4% (58)	4% (73)	40% (649)	7% (112)	23% (383)	22% (361)	1636
Trump Job Somewhat Approve	2% (27)	5% (56)	49% (569)	7% (85)	14% (159)	23% (270)	1166
Trump Job Somewhat Disapprove	3% (25)	7% (48)	53% (390)	7% (52)	11% (78)	20% (144)	738
Trump Job Strongly Disapprove	5% (148)	6% (168)	46% (1266)	8% (209)	14% (376)	21% (588)	2755

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Table BHM5_19: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Sean 'Diddy' Combs

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (277)	5% (351)	45% (2998)	7% (467)	15% (1023)	22% (1484)	6600
Favorable of Trump	3% (84)	4% (119)	43% (1186)	7% (194)	20% (534)	22% (614)	2732
Unfavorable of Trump	5% (165)	6% (217)	49% (1689)	7% (254)	13% (455)	20% (701)	3480
Very Favorable of Trump	4% (63)	4% (69)	41% (693)	7% (117)	23% (382)	21% (360)	1684
Somewhat Favorable of Trump	2% (21)	5% (50)	47% (493)	7% (77)	14% (151)	24% (255)	1048
Somewhat Unfavorable of Trump	7% (38)	6% (34)	48% (262)	8% (43)	10% (55)	20% (111)	543
Very Unfavorable of Trump	4% (127)	6% (184)	49% (1427)	7% (210)	14% (400)	20% (590)	2938
#1 Issue: Economy	5% (87)	7% (117)	48% (790)	7% (121)	14% (226)	19% (308)	1650
#1 Issue: Security	4% (47)	5% (67)	41% (501)	7% (86)	21% (265)	22% (270)	1236
#1 Issue: Health Care	4% (51)	5% (64)	49% (599)	7% (85)	13% (161)	22% (265)	1226
#1 Issue: Medicare / Social Security	3% (30)	4% (39)	43% (449)	7% (72)	17% (174)	28% (292)	1056
#1 Issue: Women's Issues	7% (22)	6% (20)	44% (148)	6% (20)	13% (45)	25% (84)	338
#1 Issue: Education	4% (14)	6% (21)	47% (183)	4% (14)	18% (71)	22% (85)	388
#1 Issue: Energy	6% (21)	3% (12)	49% (176)	10% (34)	10% (36)	22% (77)	356
#1 Issue: Other	1% (4)	3% (11)	44% (153)	10% (35)	13% (45)	29% (102)	351
2018 House Vote: Democrat	6% (127)	7% (157)	47% (1078)	8% (189)	13% (288)	19% (437)	2276
2018 House Vote: Republican	3% (50)	4% (72)	45% (875)	7% (136)	22% (430)	20% (387)	1950
2018 House Vote: Someone else	1% (3)	5% (11)	44% (102)	10% (22)	16% (38)	23% (54)	230
2016 Vote: Hillary Clinton	6% (121)	8% (156)	48% (986)	8% (169)	12% (252)	18% (369)	2053
2016 Vote: Donald Trump	2% (50)	4% (90)	44% (915)	8% (157)	21% (434)	20% (416)	2062
2016 Vote: Other	3% (16)	2% (8)	49% (227)	6% (30)	19% (85)	20% (93)	459
2016 Vote: Didn't Vote	4% (90)	5% (96)	43% (865)	6% (112)	12% (251)	30% (605)	2018
Voted in 2014: Yes	4% (158)	5% (204)	46% (1789)	8% (292)	18% (690)	19% (734)	3867
Voted in 2014: No	4% (118)	5% (147)	44% (1209)	6% (175)	12% (333)	27% (750)	2733
2012 Vote: Barack Obama	6% (136)	7% (165)	49% (1188)	8% (186)	13% (321)	18% (440)	2437
2012 Vote: Mitt Romney	2% (27)	3% (47)	47% (716)	7% (107)	21% (320)	20% (313)	1530
2012 Vote: Other	2% (5)	1% (4)	36% (101)	9% (25)	30% (83)	21% (59)	276
2012 Vote: Didn't Vote	5% (108)	6% (136)	42% (992)	6% (148)	13% (298)	29% (670)	2352

Continued on next page

Table BHM5_19: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?
Sean 'Diddy' Combs*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	4% (277)	5% (351)	45% (2998)	7% (467)	15% (1023)	22% (1484)	6600
4-Region: Northeast	4% (52)	6% (71)	46% (540)	9% (100)	12% (144)	23% (273)	1181
4-Region: Midwest	4% (58)	3% (48)	48% (660)	7% (94)	17% (231)	21% (295)	1387
4-Region: South	4% (104)	6% (152)	45% (1101)	7% (175)	16% (402)	22% (540)	2473
4-Region: West	4% (63)	5% (79)	45% (697)	6% (98)	16% (246)	24% (376)	1560
200226	5% (102)	5% (102)	44% (987)	8% (169)	16% (357)	23% (507)	2224
200228	4% (81)	7% (141)	45% (979)	7% (149)	14% (293)	24% (517)	2161
200229	4% (93)	5% (109)	47% (1032)	7% (148)	17% (373)	21% (460)	2215
Afr. Am. Men	16% (68)	16% (66)	38% (163)	6% (25)	12% (49)	13% (54)	425
Afr. Am. Women	15% (61)	10% (41)	40% (158)	7% (28)	13% (53)	14% (57)	398
Hispanic Men	9% (51)	10% (53)	39% (212)	8% (43)	14% (76)	20% (112)	546
Hispanic Women	8% (38)	6% (30)	38% (191)	10% (48)	13% (66)	26% (129)	502
White Men	3% (74)	5% (112)	44% (1080)	7% (178)	18% (446)	22% (538)	2429
White Women	1% (40)	3% (90)	49% (1350)	7% (200)	14% (379)	25% (677)	2736

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

Table BHM5_20: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Oprah

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (574)	13% (851)	42% (2796)	5% (362)	16% (1048)	15% (969)	6600
Gender: Male	9% (284)	11% (346)	41% (1310)	7% (211)	18% (570)	15% (464)	3185
Gender: Female	9% (291)	15% (505)	44% (1486)	4% (151)	14% (478)	15% (505)	3415
Age: 18-29	12% (169)	12% (160)	38% (520)	6% (86)	12% (165)	19% (259)	1360
Age: 30-44	12% (201)	16% (261)	41% (685)	5% (80)	12% (205)	15% (246)	1679
Age: 45-54	8% (73)	13% (127)	42% (401)	5% (46)	17% (163)	15% (139)	950
Age: 55-64	6% (74)	11% (143)	46% (606)	5% (68)	20% (261)	12% (152)	1303
Age: 65+	4% (58)	12% (160)	45% (583)	6% (83)	19% (253)	13% (172)	1309
Generation Z: 18-22	11% (66)	12% (70)	37% (223)	7% (42)	14% (82)	20% (122)	605
Millennial: Age 23-38	13% (241)	14% (255)	40% (712)	5% (94)	11% (197)	16% (292)	1792
Generation X: Age 39-54	8% (135)	14% (224)	42% (672)	5% (75)	16% (254)	15% (232)	1592
Boomers: Age 55-73	5% (120)	12% (268)	46% (1056)	6% (128)	19% (446)	12% (276)	2293
PID: Dem (no lean)	14% (331)	19% (441)	43% (1014)	4% (101)	8% (201)	12% (286)	2374
PID: Ind (no lean)	7% (145)	10% (208)	46% (966)	4% (92)	14% (304)	19% (390)	2105
PID: Rep (no lean)	5% (98)	10% (202)	38% (817)	8% (169)	26% (542)	14% (294)	2121
PID/Gender: Dem Men	15% (167)	17% (182)	42% (452)	5% (54)	9% (102)	12% (128)	1085
PID/Gender: Dem Women	13% (164)	20% (259)	44% (562)	4% (48)	8% (99)	12% (158)	1289
PID/Gender: Ind Men	6% (57)	7% (75)	47% (479)	5% (55)	17% (171)	17% (178)	1015
PID/Gender: Ind Women	8% (88)	12% (133)	45% (486)	3% (36)	12% (133)	19% (212)	1089
PID/Gender: Rep Men	5% (59)	8% (89)	35% (379)	9% (103)	27% (297)	15% (158)	1085
PID/Gender: Rep Women	4% (39)	11% (113)	42% (437)	6% (67)	24% (246)	13% (135)	1036
Ideo: Liberal (1-3)	13% (233)	20% (345)	44% (770)	5% (80)	8% (143)	11% (196)	1766
Ideo: Moderate (4)	9% (161)	14% (246)	47% (812)	5% (82)	12% (199)	13% (224)	1724
Ideo: Conservative (5-7)	5% (109)	9% (204)	40% (950)	8% (182)	27% (626)	12% (283)	2353
Educ: < College	9% (400)	11% (514)	42% (1885)	5% (218)	17% (771)	16% (748)	4537
Educ: Bachelors degree	8% (113)	16% (214)	44% (592)	7% (90)	13% (178)	11% (145)	1331
Educ: Post-grad	8% (61)	17% (123)	44% (319)	7% (54)	14% (99)	10% (76)	732
Income: Under 50k	9% (324)	11% (418)	40% (1468)	5% (191)	17% (607)	18% (645)	3654
Income: 50k-100k	8% (160)	15% (294)	44% (887)	6% (115)	17% (332)	10% (209)	1996
Income: 100k+	9% (90)	15% (140)	46% (441)	6% (56)	11% (108)	12% (115)	950
Ethnicity: White	6% (332)	13% (663)	44% (2259)	6% (300)	17% (865)	14% (747)	5165

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Table BHM5_20: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Oprah

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (574)	13% (851)	42% (2796)	5% (362)	16% (1048)	15% (969)	6600
Ethnicity: Hispanic	15% (160)	12% (127)	36% (376)	6% (66)	14% (150)	16% (169)	1048
Ethnicity: Afr. Am.	20% (168)	14% (113)	38% (311)	5% (40)	12% (95)	12% (96)	823
Ethnicity: Other	12% (75)	12% (76)	37% (226)	4% (23)	14% (87)	21% (126)	612
All Christian	8% (237)	13% (411)	44% (1348)	6% (194)	17% (539)	12% (362)	3091
All Non-Christian	14% (41)	16% (48)	39% (116)	5% (14)	16% (49)	11% (32)	299
Atheist	7% (20)	11% (35)	51% (154)	6% (18)	13% (39)	13% (39)	304
Agnostic/Nothing in particular	10% (276)	12% (359)	41% (1178)	5% (136)	14% (421)	18% (536)	2906
Religious Non-Protestant/Catholic	12% (43)	16% (60)	42% (159)	4% (16)	15% (56)	11% (42)	376
Evangelical	10% (171)	11% (193)	41% (702)	6% (104)	20% (340)	12% (199)	1710
Non-Evangelical	8% (206)	14% (339)	44% (1078)	6% (138)	15% (361)	13% (321)	2444
Community: Urban	12% (209)	13% (229)	39% (659)	6% (96)	16% (270)	14% (242)	1706
Community: Suburban	8% (252)	14% (415)	44% (1326)	6% (178)	14% (431)	14% (407)	3009
Community: Rural	6% (113)	11% (208)	43% (811)	5% (88)	18% (346)	17% (319)	1886
Employ: Private Sector	10% (183)	14% (277)	44% (848)	6% (110)	14% (268)	12% (225)	1912
Employ: Government	12% (50)	16% (68)	40% (168)	6% (27)	12% (51)	13% (53)	416
Employ: Self-Employed	15% (80)	10% (54)	39% (208)	7% (39)	20% (107)	10% (52)	540
Employ: Homemaker	5% (27)	13% (68)	44% (222)	4% (18)	17% (85)	18% (90)	508
Employ: Retired	5% (79)	12% (187)	46% (726)	5% (84)	19% (306)	13% (214)	1595
Employ: Unemployed	10% (72)	11% (78)	35% (252)	6% (44)	18% (130)	21% (150)	726
Employ: Other	7% (40)	13% (72)	41% (220)	5% (25)	12% (67)	22% (118)	542
Military HH: Yes	7% (78)	13% (138)	41% (449)	6% (68)	20% (213)	13% (141)	1087
Military HH: No	9% (496)	13% (713)	43% (2347)	5% (294)	15% (835)	15% (828)	5513
RD/WT: Right Direction	6% (157)	9% (245)	40% (1078)	7% (180)	24% (651)	15% (392)	2703
RD/WT: Wrong Track	11% (417)	16% (606)	44% (1718)	5% (182)	10% (396)	15% (577)	3897
Trump Job Approve	5% (133)	9% (259)	40% (1122)	7% (199)	26% (716)	13% (373)	2803
Trump Job Disapprove	12% (422)	16% (575)	45% (1559)	4% (156)	9% (309)	14% (472)	3493
Trump Job Strongly Approve	5% (83)	7% (116)	35% (579)	8% (127)	33% (542)	12% (189)	1636
Trump Job Somewhat Approve	4% (50)	12% (143)	46% (542)	6% (73)	15% (174)	16% (185)	1166
Trump Job Somewhat Disapprove	9% (66)	17% (128)	50% (371)	4% (28)	8% (60)	12% (85)	738
Trump Job Strongly Disapprove	13% (356)	16% (447)	43% (1188)	5% (128)	9% (249)	14% (387)	2755

Continued on next page

Table BHM5_20: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Oprah

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (574)	13% (851)	42% (2796)	5% (362)	16% (1048)	15% (969)	6600
Favorable of Trump	5% (129)	9% (255)	40% (1085)	7% (199)	26% (710)	13% (354)	2732
Unfavorable of Trump	12% (412)	17% (583)	45% (1578)	4% (153)	9% (308)	13% (447)	3480
Very Favorable of Trump	6% (95)	7% (125)	36% (600)	8% (128)	32% (546)	11% (191)	1684
Somewhat Favorable of Trump	3% (34)	12% (130)	46% (485)	7% (71)	16% (164)	16% (164)	1048
Somewhat Unfavorable of Trump	10% (52)	16% (87)	48% (262)	5% (27)	8% (44)	13% (71)	543
Very Unfavorable of Trump	12% (360)	17% (496)	45% (1316)	4% (126)	9% (264)	13% (376)	2938
#1 Issue: Economy	10% (158)	13% (209)	44% (732)	5% (90)	15% (253)	13% (209)	1650
#1 Issue: Security	7% (92)	9% (106)	36% (439)	8% (96)	27% (338)	13% (164)	1236
#1 Issue: Health Care	10% (121)	16% (195)	46% (561)	5% (56)	11% (135)	13% (158)	1226
#1 Issue: Medicare / Social Security	6% (67)	14% (144)	43% (456)	5% (51)	16% (164)	17% (175)	1056
#1 Issue: Women's Issues	15% (50)	15% (50)	37% (126)	6% (19)	8% (28)	19% (63)	338
#1 Issue: Education	7% (28)	14% (56)	44% (170)	4% (16)	14% (53)	17% (65)	388
#1 Issue: Energy	9% (31)	18% (64)	48% (172)	4% (15)	6% (21)	15% (52)	356
#1 Issue: Other	8% (27)	8% (29)	40% (139)	5% (19)	16% (55)	23% (82)	351
2018 House Vote: Democrat	13% (301)	18% (413)	44% (1012)	4% (100)	7% (166)	12% (284)	2276
2018 House Vote: Republican	4% (82)	8% (162)	39% (768)	9% (169)	29% (563)	11% (205)	1950
2018 House Vote: Someone else	4% (10)	11% (25)	49% (113)	4% (9)	16% (37)	15% (36)	230
2016 Vote: Hillary Clinton	14% (283)	20% (404)	45% (915)	5% (100)	6% (118)	11% (233)	2053
2016 Vote: Donald Trump	5% (94)	8% (168)	40% (818)	8% (169)	28% (585)	11% (228)	2062
2016 Vote: Other	7% (34)	10% (47)	47% (216)	3% (15)	17% (80)	15% (68)	459
2016 Vote: Didn't Vote	8% (163)	12% (232)	42% (841)	4% (78)	13% (263)	22% (441)	2018
Voted in 2014: Yes	9% (352)	13% (503)	43% (1649)	6% (232)	18% (696)	11% (436)	3867
Voted in 2014: No	8% (222)	13% (349)	42% (1147)	5% (130)	13% (352)	20% (533)	2733
2012 Vote: Barack Obama	12% (295)	18% (440)	45% (1089)	5% (112)	9% (211)	12% (291)	2437
2012 Vote: Mitt Romney	4% (57)	8% (118)	42% (647)	8% (118)	28% (431)	10% (159)	1530
2012 Vote: Other	3% (7)	8% (22)	39% (108)	6% (17)	31% (86)	13% (36)	276
2012 Vote: Didn't Vote	9% (214)	12% (272)	40% (950)	5% (115)	14% (320)	20% (481)	2352

Continued on next page

Table BHM5_20: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?
Oprah*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (574)	13% (851)	42% (2796)	5% (362)	16% (1048)	15% (969)	6600
4-Region: Northeast	10% (119)	12% (146)	45% (528)	4% (53)	13% (148)	16% (185)	1181
4-Region: Midwest	7% (96)	13% (174)	44% (615)	5% (70)	18% (245)	14% (188)	1387
4-Region: South	9% (232)	13% (324)	40% (984)	6% (144)	17% (426)	15% (363)	2473
4-Region: West	8% (127)	13% (208)	43% (669)	6% (95)	15% (228)	15% (232)	1560
200226	9% (200)	13% (297)	41% (921)	6% (128)	15% (336)	15% (342)	2224
200228	8% (174)	13% (272)	42% (905)	5% (113)	16% (345)	16% (352)	2161
200229	9% (200)	13% (283)	44% (970)	5% (121)	17% (366)	12% (275)	2215
Afr. Am. Men	21% (90)	13% (54)	40% (168)	4% (17)	10% (44)	12% (52)	425
Afr. Am. Women	19% (77)	15% (59)	36% (143)	6% (23)	13% (52)	11% (44)	398
Hispanic Men	15% (82)	11% (62)	32% (177)	8% (43)	17% (93)	16% (88)	546
Hispanic Women	16% (78)	13% (64)	40% (199)	5% (23)	11% (57)	16% (81)	502
White Men	7% (163)	10% (249)	42% (1018)	7% (178)	19% (467)	15% (355)	2429
White Women	6% (169)	15% (414)	45% (1241)	4% (122)	15% (398)	14% (392)	2736

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

Table BHM5_21: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Kanye

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (303)	6% (377)	39% (2567)	9% (617)	24% (1561)	18% (1175)	6600
Gender: Male	6% (205)	7% (221)	37% (1193)	10% (312)	23% (721)	17% (533)	3185
Gender: Female	3% (98)	5% (155)	40% (1374)	9% (305)	25% (840)	19% (642)	3415
Age: 18-29	10% (131)	9% (121)	33% (446)	12% (167)	19% (258)	17% (238)	1360
Age: 30-44	6% (98)	7% (120)	39% (655)	9% (156)	23% (386)	16% (262)	1679
Age: 45-54	3% (27)	5% (45)	39% (373)	9% (82)	26% (245)	19% (178)	950
Age: 55-64	2% (29)	3% (42)	43% (561)	8% (110)	26% (340)	17% (221)	1303
Age: 65+	1% (17)	4% (49)	41% (533)	8% (102)	25% (332)	21% (276)	1309
Generation Z: 18-22	11% (66)	10% (62)	29% (178)	15% (93)	15% (93)	18% (111)	605
Millennial: Age 23-38	8% (136)	8% (144)	37% (659)	9% (165)	23% (404)	16% (283)	1792
Generation X: Age 39-54	3% (54)	5% (79)	40% (636)	9% (147)	25% (392)	18% (284)	1592
Boomers: Age 55-73	2% (40)	3% (74)	42% (961)	8% (188)	26% (605)	19% (424)	2293
PID: Dem (no lean)	5% (116)	6% (135)	36% (857)	12% (290)	27% (638)	14% (338)	2374
PID: Ind (no lean)	4% (81)	4% (87)	40% (835)	8% (162)	24% (498)	21% (442)	2105
PID: Rep (no lean)	5% (106)	7% (154)	41% (876)	8% (165)	20% (425)	19% (395)	2121
PID/Gender: Dem Men	8% (84)	7% (81)	35% (379)	12% (133)	25% (270)	13% (139)	1085
PID/Gender: Dem Women	2% (32)	4% (55)	37% (478)	12% (158)	29% (368)	15% (198)	1289
PID/Gender: Ind Men	4% (43)	4% (45)	40% (402)	9% (87)	24% (246)	19% (191)	1015
PID/Gender: Ind Women	3% (38)	4% (42)	40% (433)	7% (75)	23% (252)	23% (251)	1089
PID/Gender: Rep Men	7% (77)	9% (96)	38% (413)	8% (92)	19% (205)	19% (202)	1085
PID/Gender: Rep Women	3% (28)	6% (59)	45% (463)	7% (73)	21% (221)	19% (193)	1036
Ideo: Liberal (1-3)	5% (83)	4% (74)	35% (623)	14% (247)	30% (524)	12% (215)	1766
Ideo: Moderate (4)	5% (83)	6% (106)	40% (691)	9% (153)	23% (401)	17% (290)	1724
Ideo: Conservative (5-7)	4% (105)	7% (153)	43% (1010)	8% (178)	22% (514)	17% (392)	2353
Educ: < College	5% (222)	6% (276)	39% (1770)	8% (381)	22% (999)	20% (888)	4537
Educ: Bachelors degree	4% (54)	5% (69)	38% (509)	11% (144)	28% (374)	14% (180)	1331
Educ: Post-grad	4% (26)	4% (32)	39% (288)	13% (92)	26% (187)	15% (107)	732
Income: Under 50k	5% (171)	5% (200)	37% (1339)	9% (318)	23% (847)	21% (778)	3654
Income: 50k-100k	4% (88)	6% (124)	42% (848)	10% (198)	24% (483)	13% (256)	1996
Income: 100k+	5% (44)	6% (53)	40% (380)	11% (102)	24% (231)	15% (141)	950
Ethnicity: White	3% (164)	5% (261)	41% (2102)	9% (467)	24% (1219)	18% (952)	5165

Continued on next page

Table BHM5_21: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Kanye

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (303)	6% (377)	39% (2567)	9% (617)	24% (1561)	18% (1175)	6600
Ethnicity: Hispanic	9% (95)	10% (105)	31% (321)	10% (105)	24% (252)	16% (170)	1048
Ethnicity: Afr. Am.	11% (88)	9% (73)	33% (274)	12% (97)	23% (187)	13% (104)	823
Ethnicity: Other	8% (51)	7% (42)	31% (191)	9% (53)	25% (155)	19% (119)	612
All Christian	4% (124)	6% (184)	41% (1282)	9% (282)	23% (711)	16% (506)	3091
All Non-Christian	6% (19)	7% (20)	35% (104)	13% (39)	28% (84)	11% (34)	299
Atheist	4% (11)	4% (11)	42% (129)	11% (33)	29% (89)	10% (31)	304
Agnostic/Nothing in particular	5% (149)	6% (161)	36% (1052)	9% (264)	23% (677)	21% (603)	2906
Religious Non-Protestant/Catholic	7% (25)	6% (21)	37% (138)	12% (46)	26% (99)	13% (47)	376
Evangelical	8% (132)	6% (99)	44% (756)	8% (130)	18% (314)	16% (279)	1710
Non-Evangelical	2% (60)	6% (145)	38% (934)	11% (260)	25% (617)	18% (428)	2444
Community: Urban	7% (116)	8% (139)	35% (600)	10% (168)	25% (419)	16% (264)	1706
Community: Suburban	4% (123)	5% (160)	39% (1187)	10% (302)	25% (749)	16% (488)	3009
Community: Rural	3% (64)	4% (79)	41% (781)	8% (147)	21% (392)	22% (423)	1886
Employ: Private Sector	5% (89)	7% (126)	40% (773)	10% (195)	25% (479)	13% (250)	1912
Employ: Government	6% (26)	8% (32)	36% (148)	12% (49)	23% (97)	15% (64)	416
Employ: Self-Employed	8% (45)	7% (40)	40% (216)	10% (51)	23% (122)	12% (65)	540
Employ: Homemaker	2% (11)	6% (31)	41% (209)	8% (39)	20% (102)	23% (117)	508
Employ: Retired	2% (25)	3% (46)	42% (673)	8% (130)	25% (401)	20% (320)	1595
Employ: Unemployed	7% (54)	6% (43)	33% (241)	8% (55)	25% (182)	21% (151)	726
Employ: Other	5% (26)	5% (28)	34% (187)	7% (39)	22% (117)	27% (146)	542
Military HH: Yes	5% (57)	4% (44)	38% (414)	9% (103)	25% (267)	19% (202)	1087
Military HH: No	4% (246)	6% (333)	39% (2154)	9% (514)	23% (1294)	18% (973)	5513
RD/WT: Right Direction	6% (157)	8% (211)	41% (1121)	8% (207)	19% (516)	18% (491)	2703
RD/WT: Wrong Track	4% (146)	4% (166)	37% (1446)	11% (410)	27% (1045)	18% (684)	3897
Trump Job Approve	5% (139)	7% (205)	42% (1168)	8% (217)	20% (568)	18% (505)	2803
Trump Job Disapprove	4% (141)	5% (159)	37% (1294)	11% (388)	27% (959)	16% (552)	3493
Trump Job Strongly Approve	6% (101)	8% (138)	40% (656)	6% (104)	22% (361)	17% (277)	1636
Trump Job Somewhat Approve	3% (38)	6% (68)	44% (512)	10% (112)	18% (207)	20% (229)	1166
Trump Job Somewhat Disapprove	4% (28)	8% (61)	46% (337)	11% (84)	17% (123)	14% (105)	738
Trump Job Strongly Disapprove	4% (112)	4% (98)	35% (957)	11% (305)	30% (836)	16% (446)	2755

Continued on next page

Table BHM5_21: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Kanye

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (303)	6% (377)	39% (2567)	9% (617)	24% (1561)	18% (1175)	6600
Favorable of Trump	5% (142)	7% (192)	42% (1152)	8% (207)	20% (549)	18% (490)	2732
Unfavorable of Trump	4% (141)	4% (154)	38% (1308)	11% (389)	28% (966)	15% (522)	3480
Very Favorable of Trump	6% (107)	9% (144)	41% (686)	7% (115)	21% (350)	17% (284)	1684
Somewhat Favorable of Trump	3% (35)	5% (48)	44% (466)	9% (92)	19% (200)	20% (206)	1048
Somewhat Unfavorable of Trump	7% (39)	7% (38)	43% (232)	12% (63)	17% (92)	14% (77)	543
Very Unfavorable of Trump	3% (102)	4% (116)	37% (1076)	11% (326)	30% (874)	15% (445)	2938
#1 Issue: Economy	6% (100)	8% (126)	41% (675)	10% (164)	22% (355)	14% (230)	1650
#1 Issue: Security	6% (80)	8% (102)	40% (491)	7% (91)	21% (256)	18% (217)	1236
#1 Issue: Health Care	3% (41)	5% (65)	37% (458)	11% (138)	25% (312)	17% (211)	1226
#1 Issue: Medicare / Social Security	2% (18)	3% (28)	38% (401)	8% (84)	27% (282)	23% (244)	1056
#1 Issue: Women's Issues	6% (22)	7% (22)	34% (115)	9% (29)	25% (85)	19% (64)	338
#1 Issue: Education	5% (19)	4% (17)	39% (151)	10% (37)	25% (97)	17% (67)	388
#1 Issue: Energy	6% (21)	3% (12)	41% (146)	11% (38)	23% (83)	15% (55)	356
#1 Issue: Other	1% (2)	1% (5)	37% (130)	10% (36)	26% (91)	25% (87)	351
2018 House Vote: Democrat	4% (90)	5% (108)	35% (795)	12% (263)	30% (673)	15% (347)	2276
2018 House Vote: Republican	6% (107)	7% (127)	43% (832)	7% (144)	22% (433)	16% (306)	1950
2018 House Vote: Someone else	3% (7)	5% (11)	41% (94)	11% (25)	21% (49)	20% (45)	230
2016 Vote: Hillary Clinton	4% (87)	5% (98)	36% (744)	12% (238)	29% (593)	14% (293)	2053
2016 Vote: Donald Trump	5% (97)	7% (145)	43% (876)	7% (154)	22% (457)	16% (333)	2062
2016 Vote: Other	4% (19)	2% (11)	39% (177)	10% (44)	26% (121)	19% (86)	459
2016 Vote: Didn't Vote	5% (100)	6% (123)	38% (766)	9% (180)	19% (387)	23% (462)	2018
Voted in 2014: Yes	4% (167)	5% (198)	39% (1497)	10% (368)	27% (1035)	16% (602)	3867
Voted in 2014: No	5% (136)	7% (179)	39% (1070)	9% (249)	19% (526)	21% (573)	2733
2012 Vote: Barack Obama	4% (95)	5% (122)	38% (917)	11% (270)	28% (675)	15% (360)	2437
2012 Vote: Mitt Romney	5% (71)	5% (84)	44% (671)	8% (116)	23% (345)	16% (245)	1530
2012 Vote: Other	4% (12)	2% (7)	40% (110)	4% (10)	30% (82)	20% (56)	276
2012 Vote: Didn't Vote	5% (126)	7% (164)	37% (870)	9% (221)	19% (459)	22% (513)	2352

Continued on next page

Table BHM5_21: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?
Kanye*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (303)	6% (377)	39% (2567)	9% (617)	24% (1561)	18% (1175)	6600
4-Region: Northeast	5% (54)	5% (62)	40% (471)	8% (100)	23% (273)	19% (221)	1181
4-Region: Midwest	4% (59)	3% (45)	41% (564)	10% (144)	25% (343)	17% (232)	1387
4-Region: South	5% (117)	7% (176)	38% (951)	9% (224)	22% (556)	18% (449)	2473
4-Region: West	5% (74)	6% (93)	37% (581)	10% (149)	25% (390)	18% (273)	1560
200226	5% (104)	5% (111)	39% (867)	10% (221)	24% (524)	18% (397)	2224
200228	4% (94)	7% (150)	38% (821)	7% (158)	24% (525)	19% (413)	2161
200229	5% (105)	5% (116)	40% (879)	11% (238)	23% (512)	16% (365)	2215
Afr. Am. Men	14% (60)	10% (43)	34% (145)	13% (55)	18% (75)	11% (46)	425
Afr. Am. Women	7% (28)	7% (30)	32% (129)	10% (41)	28% (112)	14% (58)	398
Hispanic Men	12% (67)	12% (68)	28% (151)	11% (61)	22% (118)	15% (81)	546
Hispanic Women	6% (28)	7% (37)	34% (169)	9% (44)	27% (134)	18% (90)	502
White Men	4% (108)	6% (155)	39% (942)	9% (223)	23% (564)	18% (437)	2429
White Women	2% (56)	4% (106)	42% (1160)	9% (243)	24% (655)	19% (515)	2736

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

Table BHM5_22: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
 Jennifer Lopez

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (539)	12% (783)	48% (3152)	5% (352)	11% (736)	16% (1038)	6600
Gender: Male	10% (314)	11% (353)	46% (1480)	6% (189)	12% (372)	15% (478)	3185
Gender: Female	7% (225)	13% (430)	49% (1672)	5% (163)	11% (365)	16% (560)	3415
Age: 18-29	15% (210)	15% (208)	37% (505)	6% (85)	8% (115)	17% (237)	1360
Age: 30-44	11% (177)	14% (243)	47% (785)	4% (69)	9% (153)	15% (252)	1679
Age: 45-54	7% (63)	13% (120)	49% (466)	6% (52)	10% (94)	16% (154)	950
Age: 55-64	4% (51)	9% (122)	53% (689)	6% (79)	15% (193)	13% (169)	1303
Age: 65+	3% (39)	7% (89)	54% (706)	5% (67)	14% (180)	17% (227)	1309
Generation Z: 18-22	15% (90)	14% (85)	35% (210)	7% (44)	11% (64)	19% (112)	605
Millennial: Age 23-38	13% (236)	16% (283)	43% (770)	4% (76)	8% (142)	16% (285)	1792
Generation X: Age 39-54	8% (124)	13% (204)	49% (776)	5% (85)	10% (157)	15% (246)	1592
Boomers: Age 55-73	4% (82)	9% (195)	53% (1224)	6% (135)	14% (327)	14% (329)	2293
PID: Dem (no lean)	11% (257)	15% (361)	49% (1156)	5% (114)	7% (162)	14% (324)	2374
PID: Ind (no lean)	7% (146)	10% (206)	48% (1018)	5% (97)	12% (246)	19% (392)	2105
PID: Rep (no lean)	6% (136)	10% (215)	46% (978)	7% (142)	15% (328)	15% (322)	2121
PID/Gender: Dem Men	14% (157)	14% (155)	47% (513)	5% (54)	6% (70)	13% (136)	1085
PID/Gender: Dem Women	8% (100)	16% (206)	50% (643)	5% (60)	7% (93)	15% (188)	1289
PID/Gender: Ind Men	6% (65)	8% (85)	49% (493)	5% (55)	13% (129)	19% (189)	1015
PID/Gender: Ind Women	7% (81)	11% (121)	48% (525)	4% (42)	11% (117)	19% (204)	1089
PID/Gender: Rep Men	9% (92)	10% (112)	44% (474)	7% (81)	16% (173)	14% (154)	1085
PID/Gender: Rep Women	4% (44)	10% (103)	49% (504)	6% (61)	15% (156)	16% (168)	1036
Ideo: Liberal (1-3)	10% (169)	16% (279)	49% (868)	6% (97)	8% (133)	12% (220)	1766
Ideo: Moderate (4)	8% (146)	13% (227)	50% (860)	5% (80)	9% (155)	15% (256)	1724
Ideo: Conservative (5-7)	6% (135)	9% (201)	49% (1147)	7% (158)	17% (393)	14% (320)	2353
Educ: < College	9% (418)	12% (559)	45% (2049)	5% (228)	11% (504)	17% (778)	4537
Educ: Bachelors degree	6% (77)	11% (146)	53% (708)	6% (80)	12% (153)	13% (167)	1331
Educ: Post-grad	6% (44)	11% (78)	54% (395)	6% (43)	11% (79)	13% (93)	732
Income: Under 50k	9% (333)	12% (447)	45% (1631)	4% (164)	11% (395)	19% (684)	3654
Income: 50k-100k	7% (137)	12% (240)	51% (1024)	6% (121)	12% (244)	12% (230)	1996
Income: 100k+	7% (69)	10% (95)	52% (497)	7% (66)	10% (97)	13% (125)	950
Ethnicity: White	6% (301)	11% (543)	51% (2623)	5% (276)	12% (594)	16% (828)	5165

Continued on next page

Table BHM5_22: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Jennifer Lopez

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (539)	12% (783)	48% (3152)	5% (352)	11% (736)	16% (1038)	6600
Ethnicity: Hispanic	17% (177)	18% (184)	33% (348)	6% (64)	11% (112)	16% (163)	1048
Ethnicity: Afr. Am.	19% (155)	17% (141)	38% (314)	4% (36)	9% (76)	12% (100)	823
Ethnicity: Other	14% (84)	16% (99)	35% (214)	7% (40)	11% (65)	18% (110)	612
All Christian	7% (220)	12% (358)	50% (1536)	6% (176)	12% (367)	14% (434)	3091
All Non-Christian	10% (29)	17% (51)	42% (127)	5% (16)	14% (42)	12% (35)	299
Atheist	5% (16)	11% (32)	58% (178)	4% (12)	10% (29)	12% (38)	304
Agnostic/Nothing in particular	9% (275)	12% (341)	45% (1312)	5% (148)	10% (298)	18% (532)	2906
Religious Non-Protestant/Catholic	9% (33)	16% (59)	44% (164)	6% (23)	13% (50)	13% (47)	376
Evangelical	10% (180)	11% (193)	48% (822)	5% (82)	13% (216)	13% (217)	1710
Non-Evangelical	7% (177)	12% (301)	49% (1191)	6% (143)	11% (260)	15% (372)	2444
Community: Urban	12% (210)	15% (256)	43% (726)	5% (93)	10% (175)	14% (246)	1706
Community: Suburban	7% (206)	12% (353)	49% (1486)	6% (167)	12% (347)	15% (450)	3009
Community: Rural	7% (124)	9% (174)	50% (939)	5% (92)	11% (214)	18% (342)	1886
Employ: Private Sector	8% (162)	14% (266)	49% (935)	6% (113)	10% (192)	13% (245)	1912
Employ: Government	13% (54)	12% (48)	47% (196)	5% (22)	9% (36)	14% (60)	416
Employ: Self-Employed	10% (55)	11% (61)	50% (271)	5% (29)	13% (68)	10% (55)	540
Employ: Homemaker	6% (33)	11% (58)	49% (247)	7% (33)	10% (50)	17% (88)	508
Employ: Retired	3% (51)	8% (129)	54% (865)	5% (74)	14% (218)	16% (259)	1595
Employ: Unemployed	13% (95)	12% (84)	37% (272)	4% (31)	14% (101)	20% (142)	726
Employ: Other	10% (54)	14% (78)	41% (222)	4% (22)	7% (39)	24% (128)	542
Military HH: Yes	8% (82)	12% (133)	47% (506)	5% (55)	13% (147)	15% (164)	1087
Military HH: No	8% (457)	12% (649)	48% (2646)	5% (297)	11% (590)	16% (874)	5513
RD/WT: Right Direction	8% (212)	11% (286)	46% (1243)	6% (161)	14% (389)	15% (413)	2703
RD/WT: Wrong Track	8% (328)	13% (497)	49% (1909)	5% (191)	9% (347)	16% (625)	3897
Trump Job Approve	7% (190)	10% (290)	47% (1317)	6% (168)	15% (430)	15% (408)	2803
Trump Job Disapprove	9% (319)	14% (477)	49% (1718)	5% (171)	8% (290)	15% (518)	3493
Trump Job Strongly Approve	8% (131)	9% (150)	44% (723)	7% (109)	19% (314)	13% (209)	1636
Trump Job Somewhat Approve	5% (59)	12% (140)	51% (594)	5% (59)	10% (117)	17% (198)	1166
Trump Job Somewhat Disapprove	8% (58)	15% (108)	52% (386)	6% (41)	7% (54)	12% (91)	738
Trump Job Strongly Disapprove	9% (261)	13% (369)	48% (1332)	5% (130)	9% (236)	15% (427)	2755

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Table BHM5_22: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Jennifer Lopez

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (539)	12% (783)	48% (3152)	5% (352)	11% (736)	16% (1038)	6600
Favorable of Trump	7% (180)	10% (279)	47% (1288)	6% (167)	16% (424)	14% (394)	2732
Unfavorable of Trump	9% (305)	14% (483)	50% (1742)	5% (172)	8% (289)	14% (490)	3480
Very Favorable of Trump	8% (137)	10% (165)	44% (747)	6% (109)	19% (313)	13% (212)	1684
Somewhat Favorable of Trump	4% (42)	11% (114)	52% (541)	6% (58)	11% (111)	17% (182)	1048
Somewhat Unfavorable of Trump	10% (56)	14% (73)	49% (264)	7% (39)	8% (41)	13% (70)	543
Very Unfavorable of Trump	9% (250)	14% (410)	50% (1478)	5% (132)	8% (248)	14% (420)	2938
#1 Issue: Economy	9% (151)	14% (225)	48% (791)	5% (90)	10% (165)	14% (229)	1650
#1 Issue: Security	9% (114)	8% (103)	44% (540)	7% (89)	16% (203)	15% (186)	1236
#1 Issue: Health Care	9% (109)	14% (169)	50% (607)	4% (54)	9% (112)	14% (176)	1226
#1 Issue: Medicare / Social Security	5% (48)	11% (116)	51% (534)	4% (46)	11% (121)	18% (191)	1056
#1 Issue: Women's Issues	11% (36)	15% (49)	44% (147)	6% (20)	7% (24)	18% (60)	338
#1 Issue: Education	7% (28)	13% (50)	48% (187)	3% (14)	12% (46)	16% (64)	388
#1 Issue: Energy	9% (32)	12% (43)	52% (185)	4% (15)	8% (27)	15% (55)	356
#1 Issue: Other	6% (21)	8% (27)	46% (160)	7% (25)	11% (40)	22% (78)	351
2018 House Vote: Democrat	9% (214)	15% (333)	50% (1127)	5% (117)	7% (164)	14% (321)	2276
2018 House Vote: Republican	6% (109)	10% (187)	48% (929)	7% (132)	18% (344)	13% (248)	1950
2018 House Vote: Someone else	6% (14)	10% (22)	50% (115)	6% (13)	12% (28)	17% (39)	230
2016 Vote: Hillary Clinton	10% (199)	15% (302)	52% (1059)	5% (104)	6% (123)	13% (266)	2053
2016 Vote: Donald Trump	6% (116)	10% (210)	48% (982)	7% (135)	17% (353)	13% (266)	2062
2016 Vote: Other	6% (26)	8% (35)	51% (234)	5% (23)	14% (66)	16% (75)	459
2016 Vote: Didn't Vote	10% (198)	12% (234)	43% (871)	4% (90)	10% (194)	21% (431)	2018
Voted in 2014: Yes	8% (293)	12% (468)	49% (1905)	6% (213)	12% (479)	13% (509)	3867
Voted in 2014: No	9% (247)	11% (314)	46% (1247)	5% (139)	9% (257)	19% (530)	2733
2012 Vote: Barack Obama	9% (224)	14% (350)	50% (1207)	5% (133)	8% (184)	14% (339)	2437
2012 Vote: Mitt Romney	4% (66)	8% (126)	52% (792)	6% (89)	17% (263)	13% (195)	1530
2012 Vote: Other	1% (4)	9% (24)	48% (132)	3% (9)	23% (65)	15% (43)	276
2012 Vote: Didn't Vote	10% (245)	12% (283)	43% (1019)	5% (120)	10% (225)	20% (460)	2352

Continued on next page

Table BHM5_22: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Jennifer Lopez

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (539)	12% (783)	48% (3152)	5% (352)	11% (736)	16% (1038)	6600
4-Region: Northeast	9% (106)	10% (119)	51% (603)	4% (52)	9% (111)	16% (188)	1181
4-Region: Midwest	7% (91)	10% (136)	50% (700)	5% (69)	12% (169)	16% (221)	1387
4-Region: South	9% (211)	13% (331)	47% (1153)	5% (128)	11% (269)	15% (382)	2473
4-Region: West	8% (131)	13% (196)	45% (696)	7% (103)	12% (187)	16% (248)	1560
200226	9% (195)	11% (252)	47% (1049)	5% (119)	11% (252)	16% (357)	2224
200228	7% (148)	13% (284)	48% (1035)	5% (105)	11% (236)	16% (353)	2161
200229	9% (197)	11% (247)	48% (1068)	6% (128)	11% (248)	15% (328)	2215
Afr. Am. Men	18% (78)	18% (77)	38% (161)	4% (19)	8% (32)	14% (58)	425
Afr. Am. Women	19% (77)	16% (64)	39% (154)	4% (17)	11% (44)	11% (43)	398
Hispanic Men	21% (112)	16% (85)	34% (184)	5% (30)	10% (55)	15% (80)	546
Hispanic Women	13% (64)	20% (99)	33% (164)	7% (34)	11% (57)	17% (83)	502
White Men	7% (180)	9% (223)	50% (1211)	6% (145)	12% (299)	15% (371)	2429
White Women	4% (121)	12% (319)	52% (1412)	5% (131)	11% (296)	17% (457)	2736

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

Table BHM5_23: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Will Smith

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (740)	15% (982)	47% (3083)	4% (240)	8% (536)	15% (1019)	6600
Gender: Male	12% (397)	16% (518)	44% (1410)	4% (125)	9% (293)	14% (443)	3185
Gender: Female	10% (344)	14% (464)	49% (1673)	3% (115)	7% (243)	17% (576)	3415
Age: 18-29	22% (301)	19% (253)	34% (463)	4% (50)	5% (68)	17% (224)	1360
Age: 30-44	15% (249)	18% (304)	44% (730)	3% (57)	6% (101)	14% (237)	1679
Age: 45-54	9% (89)	15% (144)	48% (453)	3% (32)	9% (81)	16% (150)	950
Age: 55-64	5% (64)	11% (144)	55% (719)	4% (56)	11% (137)	14% (182)	1303
Age: 65+	3% (37)	10% (136)	55% (718)	3% (45)	11% (148)	17% (224)	1309
Generation Z: 18-22	25% (148)	18% (108)	32% (193)	3% (20)	5% (28)	18% (106)	605
Millennial: Age 23-38	18% (325)	19% (337)	39% (699)	4% (67)	5% (97)	15% (266)	1792
Generation X: Age 39-54	10% (167)	16% (256)	47% (753)	3% (51)	8% (125)	15% (240)	1592
Boomers: Age 55-73	4% (91)	11% (252)	55% (1272)	4% (93)	11% (245)	15% (340)	2293
PID: Dem (no lean)	14% (341)	18% (438)	47% (1106)	3% (74)	5% (113)	13% (303)	2374
PID: Ind (no lean)	11% (235)	12% (257)	47% (985)	4% (79)	8% (170)	18% (380)	2105
PID: Rep (no lean)	8% (164)	14% (287)	47% (992)	4% (87)	12% (254)	16% (337)	2121
PID/Gender: Dem Men	17% (180)	21% (230)	44% (475)	3% (33)	5% (50)	11% (117)	1085
PID/Gender: Dem Women	13% (161)	16% (208)	49% (631)	3% (41)	5% (63)	14% (185)	1289
PID/Gender: Ind Men	11% (111)	12% (124)	47% (475)	4% (40)	10% (98)	17% (168)	1015
PID/Gender: Ind Women	11% (124)	12% (133)	47% (510)	4% (39)	7% (72)	19% (212)	1089
PID/Gender: Rep Men	10% (106)	15% (164)	42% (460)	5% (52)	13% (145)	15% (158)	1085
PID/Gender: Rep Women	6% (58)	12% (123)	51% (532)	3% (35)	10% (109)	17% (179)	1036
Ideo: Liberal (1-3)	13% (226)	18% (324)	48% (854)	4% (63)	4% (79)	12% (221)	1766
Ideo: Moderate (4)	12% (203)	16% (272)	49% (846)	3% (53)	7% (115)	14% (236)	1724
Ideo: Conservative (5-7)	8% (185)	13% (299)	48% (1138)	4% (99)	13% (301)	14% (331)	2353
Educ: < College	13% (589)	14% (657)	44% (2002)	4% (160)	8% (372)	17% (756)	4537
Educ: Bachelors degree	7% (96)	17% (226)	51% (684)	4% (53)	8% (104)	13% (169)	1331
Educ: Post-grad	8% (55)	14% (99)	54% (397)	4% (27)	8% (60)	13% (94)	732
Income: Under 50k	13% (471)	15% (530)	42% (1544)	4% (149)	8% (293)	18% (667)	3654
Income: 50k-100k	9% (186)	16% (309)	52% (1036)	3% (65)	8% (166)	12% (234)	1996
Income: 100k+	9% (83)	15% (142)	53% (503)	3% (27)	8% (77)	12% (118)	950
Ethnicity: White	7% (378)	14% (717)	50% (2608)	4% (195)	9% (445)	16% (822)	5165

Continued on next page

Table BHM5_23: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Will Smith

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (740)	15% (982)	47% (3083)	4% (240)	8% (536)	15% (1019)	6600
Ethnicity: Hispanic	22% (228)	16% (173)	36% (381)	4% (44)	7% (73)	14% (150)	1048
Ethnicity: Afr. Am.	30% (244)	20% (167)	32% (265)	3% (24)	5% (41)	10% (82)	823
Ethnicity: Other	19% (119)	16% (98)	34% (210)	3% (21)	8% (50)	19% (115)	612
All Christian	9% (274)	15% (453)	50% (1549)	4% (122)	9% (276)	13% (416)	3091
All Non-Christian	13% (38)	16% (48)	48% (143)	2% (7)	11% (33)	10% (31)	299
Atheist	10% (30)	14% (43)	54% (166)	2% (7)	7% (21)	13% (38)	304
Agnostic/Nothing in particular	14% (399)	15% (438)	42% (1225)	4% (104)	7% (206)	18% (534)	2906
Religious Non-Protestant/Catholic	12% (45)	17% (63)	48% (181)	2% (8)	10% (38)	11% (41)	376
Evangelical	13% (220)	14% (247)	47% (811)	4% (62)	9% (148)	13% (223)	1710
Non-Evangelical	10% (242)	16% (382)	48% (1168)	4% (97)	8% (200)	15% (355)	2444
Community: Urban	16% (280)	16% (277)	40% (685)	5% (78)	8% (142)	14% (244)	1706
Community: Suburban	10% (303)	15% (445)	49% (1481)	3% (97)	8% (240)	15% (442)	3009
Community: Rural	8% (157)	14% (259)	49% (918)	3% (64)	8% (153)	18% (333)	1886
Employ: Private Sector	11% (205)	18% (341)	48% (927)	3% (61)	8% (147)	12% (232)	1912
Employ: Government	14% (59)	20% (81)	43% (178)	4% (17)	5% (20)	15% (61)	416
Employ: Self-Employed	11% (62)	16% (86)	48% (260)	4% (24)	9% (49)	11% (60)	540
Employ: Homemaker	10% (48)	12% (63)	46% (235)	6% (32)	8% (39)	18% (92)	508
Employ: Retired	4% (60)	10% (164)	56% (891)	3% (50)	11% (170)	16% (260)	1595
Employ: Unemployed	20% (142)	15% (112)	34% (250)	3% (18)	9% (65)	19% (139)	726
Employ: Other	16% (88)	14% (77)	40% (217)	3% (17)	6% (34)	20% (108)	542
Military HH: Yes	10% (113)	15% (164)	47% (506)	5% (49)	9% (97)	15% (158)	1087
Military HH: No	11% (627)	15% (818)	47% (2577)	3% (191)	8% (439)	16% (861)	5513
RD/WT: Right Direction	9% (251)	13% (365)	46% (1255)	4% (107)	11% (299)	16% (427)	2703
RD/WT: Wrong Track	13% (489)	16% (617)	47% (1828)	3% (133)	6% (237)	15% (592)	3897
Trump Job Approve	9% (243)	13% (373)	47% (1308)	4% (117)	12% (334)	15% (427)	2803
Trump Job Disapprove	13% (455)	17% (590)	47% (1657)	3% (120)	6% (193)	14% (478)	3493
Trump Job Strongly Approve	9% (152)	12% (197)	46% (749)	4% (62)	15% (243)	14% (234)	1636
Trump Job Somewhat Approve	8% (92)	15% (176)	48% (559)	5% (56)	8% (91)	17% (193)	1166
Trump Job Somewhat Disapprove	11% (81)	20% (147)	48% (355)	4% (26)	5% (38)	12% (91)	738
Trump Job Strongly Disapprove	14% (374)	16% (443)	47% (1301)	3% (94)	6% (155)	14% (387)	2755

Continued on next page

Table BHM5_23: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
 Will Smith

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (740)	15% (982)	47% (3083)	4% (240)	8% (536)	15% (1019)	6600
Favorable of Trump	8% (222)	14% (372)	47% (1287)	4% (112)	12% (326)	15% (414)	2732
Unfavorable of Trump	13% (446)	17% (583)	48% (1682)	4% (122)	6% (197)	13% (450)	3480
Very Favorable of Trump	9% (153)	12% (210)	46% (781)	4% (65)	14% (238)	14% (238)	1684
Somewhat Favorable of Trump	7% (69)	15% (162)	48% (506)	4% (47)	8% (88)	17% (176)	1048
Somewhat Unfavorable of Trump	12% (63)	20% (109)	45% (245)	4% (24)	6% (34)	12% (67)	543
Very Unfavorable of Trump	13% (383)	16% (474)	49% (1437)	3% (98)	6% (163)	13% (383)	2938
#1 Issue: Economy	14% (231)	17% (282)	45% (749)	3% (57)	8% (129)	12% (202)	1650
#1 Issue: Security	10% (127)	12% (144)	45% (561)	5% (57)	13% (155)	16% (192)	1236
#1 Issue: Health Care	11% (137)	17% (202)	49% (598)	4% (50)	6% (69)	14% (169)	1226
#1 Issue: Medicare / Social Security	7% (71)	12% (127)	51% (541)	3% (30)	9% (90)	19% (196)	1056
#1 Issue: Women's Issues	16% (55)	15% (52)	40% (136)	3% (11)	6% (21)	18% (62)	338
#1 Issue: Education	10% (40)	16% (61)	48% (185)	4% (14)	6% (23)	16% (64)	388
#1 Issue: Energy	15% (53)	17% (61)	47% (166)	2% (7)	4% (15)	15% (54)	356
#1 Issue: Other	7% (25)	15% (52)	42% (147)	4% (14)	10% (34)	22% (79)	351
2018 House Vote: Democrat	12% (274)	18% (412)	49% (1109)	3% (79)	5% (112)	13% (289)	2276
2018 House Vote: Republican	7% (132)	12% (243)	49% (950)	5% (89)	14% (269)	14% (267)	1950
2018 House Vote: Someone else	5% (11)	13% (31)	48% (111)	5% (12)	11% (24)	17% (40)	230
2016 Vote: Hillary Clinton	13% (264)	18% (371)	50% (1018)	3% (70)	4% (80)	12% (251)	2053
2016 Vote: Donald Trump	7% (140)	13% (270)	48% (990)	5% (97)	14% (279)	14% (287)	2062
2016 Vote: Other	8% (37)	15% (68)	48% (221)	5% (24)	10% (47)	14% (63)	459
2016 Vote: Didn't Vote	15% (300)	14% (273)	42% (847)	2% (49)	6% (130)	21% (419)	2018
Voted in 2014: Yes	10% (370)	15% (571)	49% (1901)	4% (166)	9% (363)	13% (495)	3867
Voted in 2014: No	14% (370)	15% (410)	43% (1182)	3% (73)	6% (173)	19% (524)	2733
2012 Vote: Barack Obama	12% (303)	17% (415)	50% (1208)	4% (89)	5% (121)	12% (302)	2437
2012 Vote: Mitt Romney	5% (83)	11% (172)	52% (794)	4% (69)	14% (207)	13% (206)	1530
2012 Vote: Other	4% (10)	8% (21)	52% (143)	4% (10)	18% (51)	15% (42)	276
2012 Vote: Didn't Vote	15% (345)	16% (371)	40% (937)	3% (72)	7% (158)	20% (470)	2352

Continued on next page

Table BHM5_23: *And if the following people recommended a product or service, would you be more or less likely to purchase that product or service?*
Will Smith

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (740)	15% (982)	47% (3083)	4% (240)	8% (536)	15% (1019)	6600
4-Region: Northeast	11% (128)	14% (166)	49% (577)	3% (38)	7% (84)	16% (187)	1181
4-Region: Midwest	9% (122)	13% (179)	50% (699)	4% (53)	9% (124)	15% (210)	1387
4-Region: South	12% (301)	17% (420)	44% (1084)	4% (89)	8% (200)	15% (378)	2473
4-Region: West	12% (190)	14% (216)	46% (722)	4% (60)	8% (129)	16% (244)	1560
200226	11% (252)	14% (319)	47% (1038)	4% (79)	8% (176)	16% (360)	2224
200228	10% (209)	15% (332)	47% (1012)	4% (79)	8% (163)	17% (366)	2161
200229	13% (279)	15% (331)	47% (1033)	4% (82)	9% (197)	13% (293)	2215
Afr. Am. Men	29% (122)	23% (96)	31% (133)	3% (12)	5% (20)	10% (41)	425
Afr. Am. Women	31% (122)	18% (72)	33% (132)	3% (12)	5% (21)	10% (40)	398
Hispanic Men	23% (128)	19% (103)	33% (182)	4% (23)	8% (43)	12% (67)	546
Hispanic Women	20% (100)	14% (69)	40% (199)	4% (21)	6% (30)	16% (83)	502
White Men	8% (201)	15% (362)	48% (1165)	4% (100)	10% (239)	15% (362)	2429
White Women	6% (177)	13% (355)	53% (1443)	3% (94)	8% (206)	17% (461)	2736

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	6600	100%
xdemGender	Gender: Male	3185	48%
	Gender: Female	3415	52%
	N	6600	
age5	Age: 18-29	1360	21%
	Age: 30-44	1679	25%
	Age: 45-54	950	14%
	Age: 55-64	1303	20%
	Age: 65+	1309	20%
	N	6600	
demAgeGeneration	Generation Z: 18-22	605	9%
	Millennial: Age 23-38	1792	27%
	Generation X: Age 39-54	1592	24%
	Boomers: Age 55-73	2293	35%
	N	6281	
xpid3	PID: Dem (no lean)	2374	36%
	PID: Ind (no lean)	2105	32%
	PID: Rep (no lean)	2121	32%
	N	6600	
xpidGender	PID/Gender: Dem Men	1085	16%
	PID/Gender: Dem Women	1289	20%
	PID/Gender: Ind Men	1015	15%
	PID/Gender: Ind Women	1089	17%
	PID/Gender: Rep Men	1085	16%
	PID/Gender: Rep Women	1036	16%
	N	6600	
xdemIdeo3	Ideo: Liberal (1-3)	1766	27%
	Ideo: Moderate (4)	1724	26%
	Ideo: Conservative (5-7)	2353	36%
	N	5844	
xeduc3	Educ: < College	4537	69%
	Educ: Bachelors degree	1331	20%
	Educ: Post-grad	732	11%
	N	6600	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	3654	55%
	Income: 50k-100k	1996	30%
	Income: 100k+	950	14%
	N	6600	
xdemWhite	Ethnicity: White	5165	78%
xdemHispBin	Ethnicity: Hispanic	1048	16%
demBlackBin	Ethnicity: Afr. Am.	823	12%
demRaceOther	Ethnicity: Other	612	9%
xdemReligion	All Christian	3091	47%
	All Non-Christian	299	5%
	Atheist	304	5%
	Agnostic/Nothing in particular	2906	44%
	N	6600	
xdemReligOther	Religious Non-Protestant/Catholic	376	6%
xdemEvang	Evangelical	1710	26%
	Non-Evangelical	2444	37%
	N	4154	
xdemUsr	Community: Urban	1706	26%
	Community: Suburban	3009	46%
	Community: Rural	1886	29%
	N	6600	
xdemEmploy	Employ: Private Sector	1912	29%
	Employ: Government	416	6%
	Employ: Self-Employed	540	8%
	Employ: Homemaker	508	8%
	Employ: Retired	1595	24%
	Employ: Unemployed	726	11%
	Employ: Other	542	8%
	N	6240	
xdemMilHH1	Military HH: Yes	1087	16%
	Military HH: No	5513	84%
	N	6600	
xnrl	RD/WT: Right Direction	2703	41%
	RD/WT: Wrong Track	3897	59%
	N	6600	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	2803	42%
	Trump Job Disapprove	3493	53%
	N	6295	
Trump_Approve2	Trump Job Strongly Approve	1636	25%
	Trump Job Somewhat Approve	1166	18%
	Trump Job Somewhat Disapprove	738	11%
	Trump Job Strongly Disapprove	2755	42%
	N	6295	
Trump_Fav	Favorable of Trump	2732	41%
	Unfavorable of Trump	3480	53%
	N	6212	
Trump_Fav_FULL	Very Favorable of Trump	1684	26%
	Somewhat Favorable of Trump	1048	16%
	Somewhat Unfavorable of Trump	543	8%
	Very Unfavorable of Trump	2938	45%
	N	6212	
xnr3	#1 Issue: Economy	1650	25%
	#1 Issue: Security	1236	19%
	#1 Issue: Health Care	1226	19%
	#1 Issue: Medicare / Social Security	1056	16%
	#1 Issue: Women's Issues	338	5%
	#1 Issue: Education	388	6%
	#1 Issue: Energy	356	5%
	#1 Issue: Other	351	5%
	N	6600	
xsubVote18O	2018 House Vote: Democrat	2276	34%
	2018 House Vote: Republican	1950	30%
	2018 House Vote: Someone else	230	3%
	N	4456	
xsubVote16O	2016 Vote: Hillary Clinton	2053	31%
	2016 Vote: Donald Trump	2062	31%
	2016 Vote: Other	459	7%
	2016 Vote: Didn't Vote	2018	31%
	N	6592	
xsubVote14O	Voted in 2014: Yes	3867	59%
	Voted in 2014: No	2733	41%
	N	6600	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	2437	37%
	2012 Vote: Mitt Romney	1530	23%
	2012 Vote: Other	276	4%
	2012 Vote: Didn't Vote	2352	36%
	N	6596	
xreg4	4-Region: Northeast	1181	18%
	4-Region: Midwest	1387	21%
	4-Region: South	2473	37%
	4-Region: West	1560	24%
	N	6600	
poll	200226	2224	34%
	200228	2161	33%
	200229	2215	34%
	N	6600	
BHMdem1	Afr. Am. Men	425	6%
	Afr. Am. Women	398	6%
	N	823	
BHMdem2	Hispanic Men	546	8%
	Hispanic Women	502	8%
	N	1048	
BHMdem3	White Men	2429	37%
	White Women	2736	41%
	N	5165	

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



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