



National Tracking Poll #200896
August 21-23, 2020

Crosstabulation Results

Methodology:

This poll was conducted between August 21-August 23, 2020 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, educational attainment, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

Table Index

1	Table MCB1: <i>Do you personally own a flying drone?</i>	5
2	Table MCB2: <i>Have you ever seen someone operating a flying drone?</i>	9
3	Table MCB3: <i>How familiar are you with the regulations governing the use of flying drones by civilians?</i>	12
4	Table MCB4_1: <i>Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation? In public parks</i>	16
5	Table MCB4_2: <i>Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation? Near other people’s homes</i>	20
6	Table MCB4_3: <i>Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation? Near crime scenes or traffic accidents</i>	24
7	Table MCB4_4: <i>Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation? On beaches</i>	28
8	Table MCB4_5: <i>Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation? At events, such as concerts or rallies</i>	32
9	Table MCB4_6: <i>Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation? At sporting events, such as baseball games</i>	36
10	Table MCB5: <i>Which of the following is closest to your opinion, even if none is exactly right?</i>	40
11	Table MCB6_1: <i>How concerned are you about each of the following scenarios? Having your privacy violated by someone using a flying drone</i>	44
12	Table MCB6_2: <i>How concerned are you about each of the following scenarios? Being physically harmed unintentionally by someone else’s careless use of a flying drone</i>	48
13	Table MCB6_3: <i>How concerned are you about each of the following scenarios? Being physically harmed intentionally by someone else’s malicious use of a flying drone</i>	52
14	Table MCB7: <i>Now on a different topic...Have you ever recommended a product to your parent or guardian?</i>	56
15	Table MCB8_1: <i>Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past? Cereal</i>	59
16	Table MCB8_2: <i>Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past? Potato chip</i>	63

17	Table MCB8_3: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past? Coffee	67
18	Table MCB8_4: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past? Soda	71
19	Table MCB8_5: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past? Deli meat	75
20	Table MCB8_6: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past? Laundry detergent	79
21	Table MCB8_7: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past? Cleaning supplies	83
22	Table MCB8_8: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past? Soap	87
23	Table MCB8_9: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past? Skincare	91
24	Table MCB8_10: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past? Beauty products	95
25	Table MCB8_11: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past? Personal computer	99
26	Table MCB8_12: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past? Beer	103
27	Table MCB8_13: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past? Liquor	107
28	Table MCB9_1: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite? Cereal	111
29	Table MCB9_2: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite? Potato chip	115

30	Table MCB9_3: <i>You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite? Coffee</i>	119
31	Table MCB9_4: <i>You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite? Soda</i>	123
32	Table MCB9_5: <i>You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite? Deli meat</i>	127
33	Table MCB9_6: <i>You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite? Laundry detergent</i>	131
34	Table MCB9_7: <i>You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite? Cleaning supplies</i>	135
35	Table MCB9_8: <i>You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite? Soap</i>	139
36	Table MCB9_9: <i>You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite? Skincare</i>	143
37	Table MCB9_10: <i>You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite? Beauty products</i>	147
38	Table MCB9_11: <i>You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite? Personal computer</i>	151
39	Table MCB9_12: <i>You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite? Beer</i>	155
40	Table MCB9_13: <i>You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite? Liquor</i>	159
41	Summary Statistics of Survey Respondent Demographics	163

Crosstabulation Results by Respondent Demographics

Table MCB1: *Do you personally own a flying drone?*

Demographic	Yes		No		Total N
Adults	11%	(246)	89%	(1954)	2200
Gender: Male	13%	(140)	87%	(922)	1062
Gender: Female	9%	(106)	91%	(1032)	1138
Age: 18-34	19%	(124)	81%	(531)	655
Age: 35-44	12%	(45)	88%	(313)	358
Age: 45-64	7%	(50)	93%	(701)	751
Age: 65+	6%	(28)	94%	(409)	436
GenZers: 1997-2012	19%	(48)	81%	(206)	253
Millennials: 1981-1996	17%	(95)	83%	(474)	569
GenXers: 1965-1980	9%	(51)	91%	(508)	559
Baby Boomers: 1946-1964	7%	(51)	93%	(684)	735
PID: Dem (no lean)	9%	(75)	91%	(775)	850
PID: Ind (no lean)	14%	(90)	86%	(572)	661
PID: Rep (no lean)	12%	(82)	88%	(607)	689
PID/Gender: Dem Men	10%	(42)	90%	(359)	401
PID/Gender: Dem Women	7%	(33)	93%	(416)	449
PID/Gender: Ind Men	17%	(52)	83%	(255)	307
PID/Gender: Ind Women	11%	(38)	89%	(316)	354
PID/Gender: Rep Men	13%	(47)	87%	(307)	354
PID/Gender: Rep Women	10%	(35)	90%	(300)	334
Ideo: Liberal (1-3)	15%	(94)	85%	(552)	646
Ideo: Moderate (4)	7%	(44)	93%	(581)	625
Ideo: Conservative (5-7)	10%	(71)	90%	(633)	704
Educ: < College	10%	(151)	90%	(1361)	1512
Educ: Bachelors degree	13%	(59)	87%	(385)	444
Educ: Post-grad	15%	(37)	85%	(207)	244
Income: Under 50k	10%	(121)	90%	(1088)	1209
Income: 50k-100k	13%	(86)	87%	(581)	668
Income: 100k+	12%	(39)	88%	(284)	323
Ethnicity: White	11%	(196)	89%	(1525)	1722

Continued on next page

Table MCB1: Do you personally own a flying drone?

Demographic	Yes	No	Total N
Adults	11% (246)	89% (1954)	2200
Ethnicity: Hispanic	21% (72)	79% (278)	349
Ethnicity: Black	9% (24)	91% (251)	274
Ethnicity: Other	13% (27)	87% (177)	204
All Christian	11% (111)	89% (938)	1049
All Non-Christian	21% (24)	79% (93)	116
Atheist	21% (18)	79% (70)	88
Agnostic/Nothing in particular	12% (59)	88% (450)	510
Something Else	8% (34)	92% (403)	437
Religious Non-Protestant/Catholic	22% (31)	78% (108)	139
Evangelical	10% (64)	90% (573)	637
Non-Evangelical	9% (70)	91% (743)	813
Community: Urban	10% (63)	90% (563)	626
Community: Suburban	11% (102)	89% (865)	968
Community: Rural	13% (81)	87% (525)	606
Employ: Private Sector	12% (77)	88% (582)	659
Employ: Government	13% (20)	87% (137)	157
Employ: Self-Employed	13% (25)	87% (164)	189
Employ: Homemaker	10% (16)	90% (149)	166
Employ: Retired	7% (33)	93% (472)	505
Employ: Unemployed	16% (49)	84% (251)	300
Employ: Other	7% (9)	93% (121)	131
Military HH: Yes	13% (47)	87% (303)	350
Military HH: No	11% (200)	89% (1650)	1850
RD/WT: Right Direction	13% (78)	87% (510)	588
RD/WT: Wrong Track	10% (168)	90% (1444)	1612
Trump Job Approve	12% (105)	88% (793)	897
Trump Job Disapprove	10% (120)	90% (1086)	1206
Trump Job Strongly Approve	15% (73)	85% (417)	490
Trump Job Somewhat Approve	8% (31)	92% (376)	407
Trump Job Somewhat Disapprove	12% (29)	88% (213)	242
Trump Job Strongly Disapprove	9% (91)	91% (873)	964

Continued on next page

Table MCB1: Do you personally own a flying drone?

Demographic	Yes	No	Total N
Adults	11% (246)	89% (1954)	2200
Favorable of Trump	11% (103)	89% (796)	899
Unfavorable of Trump	10% (117)	90% (1073)	1190
Very Favorable of Trump	13% (70)	87% (460)	530
Somewhat Favorable of Trump	9% (33)	91% (336)	369
Somewhat Unfavorable of Trump	12% (25)	88% (191)	217
Very Unfavorable of Trump	9% (92)	91% (882)	974
#1 Issue: Economy	11% (88)	89% (693)	782
#1 Issue: Security	9% (23)	91% (231)	254
#1 Issue: Health Care	12% (48)	88% (353)	400
#1 Issue: Medicare / Social Security	8% (24)	92% (282)	306
#1 Issue: Women's Issues	26% (26)	74% (74)	100
#1 Issue: Education	16% (18)	84% (96)	114
#1 Issue: Energy	12% (14)	88% (100)	114
#1 Issue: Other	4% (6)	96% (124)	130
2018 House Vote: Democrat	9% (64)	91% (641)	704
2018 House Vote: Republican	11% (73)	89% (568)	641
2018 House Vote: Someone else	14% (9)	86% (55)	64
2016 Vote: Hillary Clinton	10% (66)	90% (619)	685
2016 Vote: Donald Trump	10% (69)	90% (617)	686
2016 Vote: Other	11% (14)	89% (115)	129
2016 Vote: Didn't Vote	14% (97)	86% (602)	700
Voted in 2014: Yes	9% (118)	91% (1126)	1244
Voted in 2014: No	13% (129)	87% (827)	956
2012 Vote: Barack Obama	11% (93)	89% (764)	856
2012 Vote: Mitt Romney	9% (44)	91% (420)	464
2012 Vote: Other	7% (5)	93% (73)	79
2012 Vote: Didn't Vote	13% (104)	87% (692)	796
4-Region: Northeast	9% (35)	91% (359)	394
4-Region: Midwest	10% (48)	90% (414)	462
4-Region: South	9% (77)	91% (747)	824
4-Region: West	17% (86)	83% (434)	520
Drone owner	100% (246)	— (0)	246

Continued on next page

Table MCB1: *Do you personally own a flying drone?*

Demographic	Yes		No		Total N
Adults	11%	(246)	89%	(1954)	2200
Has seen someone operate a drone	16%	(191)	84%	(1035)	1225
Familiar with drone regulations	25%	(152)	75%	(452)	604

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

Table MCB2: Have you ever seen someone operating a flying drone?

Demographic	Yes	No	Total N
Adults	56% (1225)	44% (975)	2200
Gender: Male	62% (656)	38% (406)	1062
Gender: Female	50% (570)	50% (569)	1138
Age: 18-34	66% (435)	34% (221)	655
Age: 35-44	64% (227)	36% (130)	358
Age: 45-64	52% (389)	48% (362)	751
Age: 65+	40% (174)	60% (262)	436
GenZers: 1997-2012	65% (166)	35% (88)	253
Millennials: 1981-1996	66% (378)	34% (191)	569
GenXers: 1965-1980	58% (324)	42% (235)	559
Baby Boomers: 1946-1964	46% (335)	54% (399)	735
PID: Dem (no lean)	57% (483)	43% (367)	850
PID: Ind (no lean)	55% (366)	45% (296)	661
PID: Rep (no lean)	55% (377)	45% (312)	689
PID/Gender: Dem Men	64% (256)	36% (144)	401
PID/Gender: Dem Women	50% (227)	50% (222)	449
PID/Gender: Ind Men	59% (182)	41% (125)	307
PID/Gender: Ind Women	52% (183)	48% (171)	354
PID/Gender: Rep Men	61% (217)	39% (137)	354
PID/Gender: Rep Women	48% (160)	52% (175)	334
Ideo: Liberal (1-3)	60% (388)	40% (258)	646
Ideo: Moderate (4)	54% (337)	46% (287)	625
Ideo: Conservative (5-7)	53% (371)	47% (332)	704
Educ: < College	54% (819)	46% (694)	1512
Educ: Bachelors degree	58% (258)	42% (186)	444
Educ: Post-grad	61% (149)	39% (95)	244
Income: Under 50k	53% (644)	47% (565)	1209
Income: 50k-100k	56% (371)	44% (297)	668
Income: 100k+	65% (210)	35% (113)	323
Ethnicity: White	55% (952)	45% (770)	1722
Ethnicity: Hispanic	61% (213)	39% (136)	349
Ethnicity: Black	54% (148)	46% (126)	274
Ethnicity: Other	61% (125)	39% (79)	204

Continued on next page

Table MCB2: Have you ever seen someone operating a flying drone?

Demographic	Yes	No	Total N
Adults	56% (1225)	44% (975)	2200
All Christian	52% (550)	48% (499)	1049
All Non-Christian	55% (65)	45% (52)	116
Atheist	65% (57)	35% (31)	88
Agnostic/Nothing in particular	59% (302)	41% (207)	510
Something Else	58% (252)	42% (185)	437
Religious Non-Protestant/Catholic	56% (78)	44% (61)	139
Evangelical	58% (373)	42% (265)	637
Non-Evangelical	50% (405)	50% (408)	813
Community: Urban	62% (388)	38% (238)	626
Community: Suburban	53% (514)	47% (454)	968
Community: Rural	53% (323)	47% (282)	606
Employ: Private Sector	64% (425)	36% (234)	659
Employ: Government	58% (91)	42% (65)	157
Employ: Self-Employed	57% (108)	43% (81)	189
Employ: Homemaker	50% (83)	50% (83)	166
Employ: Retired	41% (207)	59% (298)	505
Employ: Unemployed	55% (165)	45% (135)	300
Employ: Other	57% (74)	43% (57)	131
Military HH: Yes	54% (187)	46% (163)	350
Military HH: No	56% (1038)	44% (812)	1850
RD/WT: Right Direction	56% (330)	44% (258)	588
RD/WT: Wrong Track	56% (895)	44% (716)	1612
Trump Job Approve	55% (491)	45% (406)	897
Trump Job Disapprove	55% (669)	45% (538)	1206
Trump Job Strongly Approve	55% (271)	45% (219)	490
Trump Job Somewhat Approve	54% (220)	46% (187)	407
Trump Job Somewhat Disapprove	55% (134)	45% (108)	242
Trump Job Strongly Disapprove	55% (534)	45% (430)	964
Favorable of Trump	55% (498)	45% (401)	899
Unfavorable of Trump	56% (667)	44% (523)	1190

Continued on next page

Table MCB2: Have you ever seen someone operating a flying drone?

Demographic	Yes	No	Total N
Adults	56% (1225)	44% (975)	2200
Very Favorable of Trump	54% (287)	46% (244)	530
Somewhat Favorable of Trump	57% (212)	43% (157)	369
Somewhat Unfavorable of Trump	57% (123)	43% (94)	217
Very Unfavorable of Trump	56% (544)	44% (430)	974
#1 Issue: Economy	58% (455)	42% (327)	782
#1 Issue: Security	56% (142)	44% (112)	254
#1 Issue: Health Care	52% (210)	48% (191)	400
#1 Issue: Medicare / Social Security	47% (143)	53% (163)	306
#1 Issue: Women's Issues	53% (53)	47% (47)	100
#1 Issue: Education	70% (80)	30% (34)	114
#1 Issue: Energy	69% (78)	31% (36)	114
#1 Issue: Other	50% (65)	50% (65)	130
2018 House Vote: Democrat	54% (380)	46% (324)	704
2018 House Vote: Republican	55% (351)	45% (290)	641
2018 House Vote: Someone else	64% (41)	36% (23)	64
2016 Vote: Hillary Clinton	54% (368)	46% (318)	685
2016 Vote: Donald Trump	56% (384)	44% (302)	686
2016 Vote: Other	56% (72)	44% (57)	129
2016 Vote: Didn't Vote	57% (402)	43% (298)	700
Voted in 2014: Yes	55% (685)	45% (559)	1244
Voted in 2014: No	56% (540)	44% (416)	956
2012 Vote: Barack Obama	57% (487)	43% (370)	856
2012 Vote: Mitt Romney	51% (236)	49% (228)	464
2012 Vote: Other	52% (41)	48% (37)	79
2012 Vote: Didn't Vote	58% (460)	42% (336)	796
4-Region: Northeast	53% (210)	47% (184)	394
4-Region: Midwest	51% (238)	49% (225)	462
4-Region: South	57% (469)	43% (355)	824
4-Region: West	60% (309)	40% (211)	520
Drone owner	77% (191)	23% (56)	246
Has seen someone operate a drone	100% (1225)	— (0)	1225
Familiar with drone regulations	76% (456)	24% (147)	604

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

Table MCB3: How familiar are you with the regulations governing the use of flying drones by civilians?

Demographic	Very familiar		Somewhat familiar		Not very familiar		Not familiar at all		Total N
Adults	7%	(145)	21%	(459)	33%	(716)	40%	(880)	2200
Gender: Male	8%	(89)	26%	(273)	34%	(361)	32%	(339)	1062
Gender: Female	5%	(56)	16%	(186)	31%	(355)	48%	(541)	1138
Age: 18-34	12%	(80)	26%	(170)	28%	(184)	34%	(221)	655
Age: 35-44	10%	(36)	24%	(87)	32%	(115)	34%	(120)	358
Age: 45-64	3%	(20)	18%	(134)	37%	(276)	43%	(320)	751
Age: 65+	2%	(9)	15%	(67)	32%	(141)	50%	(219)	436
GenZers: 1997-2012	11%	(27)	29%	(73)	30%	(77)	30%	(76)	253
Millennials: 1981-1996	11%	(64)	25%	(141)	28%	(162)	35%	(202)	569
GenXers: 1965-1980	6%	(35)	22%	(122)	37%	(204)	35%	(198)	559
Baby Boomers: 1946-1964	2%	(18)	15%	(109)	34%	(252)	49%	(356)	735
PID: Dem (no lean)	5%	(44)	21%	(181)	33%	(279)	41%	(345)	850
PID: Ind (no lean)	7%	(44)	19%	(125)	34%	(227)	40%	(266)	661
PID: Rep (no lean)	8%	(56)	22%	(152)	31%	(210)	39%	(270)	689
PID/Gender: Dem Men	9%	(35)	28%	(113)	31%	(125)	32%	(129)	401
PID/Gender: Dem Women	2%	(10)	15%	(69)	34%	(154)	48%	(216)	449
PID/Gender: Ind Men	6%	(19)	20%	(60)	39%	(119)	35%	(109)	307
PID/Gender: Ind Women	7%	(25)	18%	(65)	30%	(108)	44%	(157)	354
PID/Gender: Rep Men	10%	(35)	28%	(100)	33%	(117)	29%	(102)	354
PID/Gender: Rep Women	6%	(21)	16%	(52)	28%	(93)	50%	(168)	334
Ideo: Liberal (1-3)	10%	(66)	25%	(161)	33%	(213)	32%	(205)	646
Ideo: Moderate (4)	5%	(29)	20%	(128)	34%	(210)	41%	(258)	625
Ideo: Conservative (5-7)	6%	(43)	19%	(134)	34%	(239)	41%	(288)	704
Educ: < College	6%	(86)	20%	(301)	31%	(473)	43%	(652)	1512
Educ: Bachelors degree	6%	(28)	23%	(103)	35%	(155)	36%	(158)	444
Educ: Post-grad	13%	(31)	23%	(55)	36%	(88)	29%	(70)	244
Income: Under 50k	6%	(74)	21%	(253)	30%	(364)	43%	(518)	1209
Income: 50k-100k	5%	(33)	20%	(135)	35%	(234)	40%	(265)	668
Income: 100k+	12%	(37)	22%	(70)	36%	(118)	30%	(98)	323
Ethnicity: White	6%	(106)	20%	(339)	32%	(559)	42%	(717)	1722
Ethnicity: Hispanic	14%	(47)	26%	(91)	34%	(119)	27%	(93)	349
Ethnicity: Black	9%	(25)	27%	(75)	26%	(72)	38%	(103)	274

Continued on next page

Table MCB3: How familiar are you with the regulations governing the use of flying drones by civilians?

Demographic	Very familiar		Somewhat familiar		Not very familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(145)	21%	(459)	33%	(716)	40%	(880)	2200
Ethnicity: Other	7%	(15)	22%	(45)	41%	(85)	29%	(60)	204
All Christian	7%	(73)	20%	(211)	32%	(337)	41%	(428)	1049
All Non-Christian	11%	(13)	21%	(25)	38%	(44)	29%	(34)	116
Atheist	11%	(10)	26%	(23)	42%	(37)	21%	(19)	88
Agnostic/Nothing in particular	5%	(27)	23%	(118)	30%	(152)	42%	(212)	510
Something Else	5%	(22)	19%	(82)	33%	(145)	43%	(188)	437
Religious Non-Protestant/Catholic	10%	(14)	21%	(29)	38%	(53)	31%	(43)	139
Evangelical	9%	(56)	20%	(126)	32%	(206)	39%	(249)	637
Non-Evangelical	5%	(37)	19%	(156)	33%	(265)	44%	(355)	813
Community: Urban	11%	(70)	24%	(148)	32%	(199)	33%	(209)	626
Community: Suburban	4%	(34)	19%	(187)	35%	(342)	42%	(405)	968
Community: Rural	7%	(41)	20%	(124)	29%	(175)	44%	(266)	606
Employ: Private Sector	8%	(51)	23%	(152)	38%	(250)	31%	(207)	659
Employ: Government	12%	(20)	25%	(39)	30%	(47)	33%	(51)	157
Employ: Self-Employed	9%	(17)	27%	(50)	33%	(62)	32%	(60)	189
Employ: Homemaker	6%	(9)	12%	(20)	27%	(45)	55%	(91)	166
Employ: Retired	2%	(9)	17%	(86)	30%	(152)	51%	(258)	505
Employ: Unemployed	8%	(23)	22%	(67)	35%	(106)	35%	(104)	300
Employ: Other	5%	(7)	17%	(23)	23%	(31)	54%	(71)	131
Military HH: Yes	10%	(33)	18%	(62)	33%	(116)	40%	(138)	350
Military HH: No	6%	(112)	21%	(396)	32%	(600)	40%	(742)	1850
RD/WT: Right Direction	11%	(64)	21%	(124)	28%	(162)	40%	(237)	588
RD/WT: Wrong Track	5%	(81)	21%	(334)	34%	(553)	40%	(643)	1612
Trump Job Approve	8%	(75)	19%	(174)	32%	(289)	40%	(360)	897
Trump Job Disapprove	5%	(60)	21%	(258)	34%	(412)	39%	(476)	1206
Trump Job Strongly Approve	10%	(51)	19%	(94)	29%	(143)	41%	(202)	490
Trump Job Somewhat Approve	6%	(23)	20%	(80)	36%	(145)	39%	(158)	407
Trump Job Somewhat Disapprove	8%	(19)	23%	(56)	36%	(87)	33%	(80)	242
Trump Job Strongly Disapprove	4%	(41)	21%	(202)	34%	(325)	41%	(396)	964
Favorable of Trump	8%	(76)	20%	(179)	31%	(280)	41%	(365)	899
Unfavorable of Trump	5%	(59)	22%	(260)	34%	(408)	39%	(463)	1190

Continued on next page

Table MCB3: How familiar are you with the regulations governing the use of flying drones by civilians?

Demographic	Very familiar		Somewhat familiar		Not very familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(145)	21%	(459)	33%	(716)	40%	(880)	2200
Very Favorable of Trump	11%	(58)	18%	(94)	29%	(152)	43%	(226)	530
Somewhat Favorable of Trump	5%	(17)	23%	(85)	35%	(128)	38%	(139)	369
Somewhat Unfavorable of Trump	6%	(12)	25%	(53)	36%	(78)	34%	(74)	217
Very Unfavorable of Trump	5%	(47)	21%	(207)	34%	(330)	40%	(390)	974
#1 Issue: Economy	6%	(48)	23%	(180)	36%	(283)	35%	(271)	782
#1 Issue: Security	10%	(25)	19%	(48)	24%	(61)	47%	(119)	254
#1 Issue: Health Care	6%	(24)	18%	(72)	34%	(136)	42%	(169)	400
#1 Issue: Medicare / Social Security	7%	(20)	16%	(49)	32%	(97)	46%	(140)	306
#1 Issue: Women's Issues	14%	(14)	24%	(24)	25%	(25)	38%	(38)	100
#1 Issue: Education	6%	(7)	28%	(31)	27%	(31)	39%	(44)	114
#1 Issue: Energy	5%	(5)	32%	(36)	38%	(43)	26%	(29)	114
#1 Issue: Other	2%	(2)	13%	(17)	31%	(40)	54%	(70)	130
2018 House Vote: Democrat	5%	(33)	20%	(144)	39%	(276)	36%	(252)	704
2018 House Vote: Republican	9%	(57)	21%	(134)	33%	(209)	38%	(241)	641
2018 House Vote: Someone else	10%	(6)	22%	(14)	35%	(22)	33%	(21)	64
2016 Vote: Hillary Clinton	5%	(37)	20%	(140)	37%	(254)	37%	(254)	685
2016 Vote: Donald Trump	7%	(48)	22%	(148)	33%	(225)	39%	(265)	686
2016 Vote: Other	5%	(7)	20%	(26)	37%	(48)	37%	(48)	129
2016 Vote: Didn't Vote	8%	(53)	21%	(145)	27%	(189)	45%	(313)	700
Voted in 2014: Yes	6%	(77)	21%	(257)	36%	(453)	37%	(458)	1244
Voted in 2014: No	7%	(69)	21%	(202)	27%	(263)	44%	(423)	956
2012 Vote: Barack Obama	6%	(54)	21%	(183)	34%	(293)	38%	(326)	856
2012 Vote: Mitt Romney	6%	(30)	17%	(80)	36%	(168)	40%	(186)	464
2012 Vote: Other	3%	(2)	20%	(16)	38%	(30)	39%	(31)	79
2012 Vote: Didn't Vote	7%	(59)	22%	(178)	28%	(223)	42%	(336)	796
4-Region: Northeast	9%	(34)	18%	(72)	34%	(132)	40%	(156)	394
4-Region: Midwest	4%	(19)	18%	(84)	31%	(145)	46%	(214)	462
4-Region: South	5%	(43)	22%	(185)	31%	(259)	41%	(338)	824
4-Region: West	9%	(49)	23%	(118)	35%	(181)	33%	(173)	520
Drone owner	24%	(58)	38%	(94)	19%	(46)	20%	(49)	246
Has seen someone operate a drone	10%	(121)	27%	(335)	35%	(431)	28%	(338)	1225

Continued on next page

Table MCB3: How familiar are you with the regulations governing the use of flying drones by civilians?

Demographic	Very familiar		Somewhat familiar		Not very familiar		Not familiar at all		Total N
Adults	7%	(145)	21%	(459)	33%	(716)	40%	(880)	2200
Familiar with drone regulations	24%	(145)	76%	(459)	—	(0)	—	(0)	604

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

Table MCB4_1: Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation?
In public parks

Demographic	Should be allowed		Should not be allowed		It depends on the situation		Don't know / No opinion		Total N
Adults	34%	(759)	24%	(531)	31%	(672)	11%	(238)	2200
Gender: Male	41%	(437)	23%	(244)	27%	(287)	9%	(94)	1062
Gender: Female	28%	(322)	25%	(287)	34%	(385)	13%	(144)	1138
Age: 18-34	36%	(239)	21%	(137)	29%	(187)	14%	(92)	655
Age: 35-44	46%	(164)	22%	(77)	25%	(89)	8%	(28)	358
Age: 45-64	34%	(258)	25%	(187)	31%	(230)	10%	(75)	751
Age: 65+	22%	(97)	30%	(130)	38%	(166)	10%	(44)	436
GenZers: 1997-2012	34%	(87)	20%	(51)	29%	(74)	16%	(41)	253
Millennials: 1981-1996	40%	(227)	21%	(122)	27%	(156)	11%	(65)	569
GenXers: 1965-1980	41%	(231)	23%	(130)	26%	(145)	10%	(53)	559
Baby Boomers: 1946-1964	27%	(199)	27%	(197)	36%	(267)	10%	(71)	735
PID: Dem (no lean)	34%	(290)	26%	(219)	29%	(251)	11%	(90)	850
PID: Ind (no lean)	33%	(218)	21%	(138)	34%	(222)	13%	(83)	661
PID: Rep (no lean)	36%	(251)	25%	(173)	29%	(200)	9%	(65)	689
PID/Gender: Dem Men	42%	(169)	24%	(97)	25%	(100)	9%	(35)	401
PID/Gender: Dem Women	27%	(120)	27%	(123)	34%	(151)	12%	(56)	449
PID/Gender: Ind Men	36%	(111)	21%	(65)	32%	(97)	11%	(34)	307
PID/Gender: Ind Women	30%	(107)	21%	(73)	35%	(125)	14%	(49)	354
PID/Gender: Rep Men	44%	(156)	23%	(82)	26%	(90)	7%	(25)	354
PID/Gender: Rep Women	28%	(94)	27%	(91)	33%	(110)	12%	(40)	334
Ideo: Liberal (1-3)	37%	(240)	27%	(174)	29%	(190)	6%	(42)	646
Ideo: Moderate (4)	34%	(215)	25%	(158)	30%	(190)	10%	(62)	625
Ideo: Conservative (5-7)	34%	(241)	24%	(168)	32%	(222)	10%	(72)	704
Educ: < College	34%	(507)	24%	(367)	30%	(450)	12%	(188)	1512
Educ: Bachelors degree	40%	(177)	21%	(93)	30%	(133)	9%	(41)	444
Educ: Post-grad	31%	(74)	29%	(71)	37%	(89)	4%	(10)	244
Income: Under 50k	35%	(417)	23%	(280)	30%	(359)	13%	(153)	1209
Income: 50k-100k	34%	(224)	26%	(172)	32%	(213)	9%	(59)	668
Income: 100k+	36%	(117)	24%	(79)	31%	(100)	8%	(26)	323
Ethnicity: White	35%	(600)	24%	(405)	31%	(537)	10%	(179)	1722

Continued on next page

Table MCB4_1: Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation?*In public parks*

Demographic	Should be allowed		Should not be allowed		It depends on the situation		Don't know / No opinion		Total N
Adults	34%	(759)	24%	(531)	31%	(672)	11%	(238)	2200
Ethnicity: Hispanic	31%	(109)	31%	(108)	26%	(91)	12%	(41)	349
Ethnicity: Black	28%	(77)	28%	(77)	30%	(83)	13%	(37)	274
Ethnicity: Other	40%	(82)	24%	(48)	25%	(51)	11%	(22)	204
All Christian	33%	(347)	26%	(273)	31%	(330)	9%	(99)	1049
All Non-Christian	28%	(32)	28%	(32)	36%	(42)	9%	(10)	116
Atheist	50%	(44)	12%	(11)	33%	(29)	5%	(5)	88
Agnostic/Nothing in particular	40%	(203)	17%	(88)	28%	(142)	15%	(77)	510
Something Else	30%	(133)	29%	(127)	30%	(129)	11%	(48)	437
Religious Non-Protestant/Catholic	29%	(41)	25%	(35)	35%	(48)	11%	(15)	139
Evangelical	32%	(207)	28%	(177)	28%	(179)	12%	(74)	637
Non-Evangelical	32%	(261)	27%	(219)	33%	(266)	8%	(67)	813
Community: Urban	38%	(241)	25%	(156)	28%	(173)	9%	(56)	626
Community: Suburban	34%	(327)	25%	(238)	31%	(304)	10%	(98)	968
Community: Rural	31%	(191)	22%	(136)	32%	(195)	14%	(84)	606
Employ: Private Sector	44%	(288)	21%	(137)	26%	(174)	9%	(60)	659
Employ: Government	40%	(63)	18%	(29)	33%	(51)	9%	(14)	157
Employ: Self-Employed	31%	(59)	27%	(51)	28%	(53)	14%	(26)	189
Employ: Homemaker	29%	(47)	29%	(47)	33%	(54)	10%	(17)	166
Employ: Retired	24%	(123)	28%	(143)	38%	(191)	10%	(48)	505
Employ: Unemployed	30%	(90)	23%	(70)	32%	(97)	14%	(43)	300
Employ: Other	39%	(51)	27%	(36)	20%	(26)	13%	(17)	131
Military HH: Yes	33%	(115)	29%	(101)	32%	(112)	6%	(22)	350
Military HH: No	35%	(644)	23%	(430)	30%	(560)	12%	(216)	1850
RD/WT: Right Direction	37%	(220)	24%	(143)	26%	(155)	12%	(70)	588
RD/WT: Wrong Track	33%	(539)	24%	(387)	32%	(517)	10%	(168)	1612
Trump Job Approve	36%	(326)	25%	(221)	30%	(269)	9%	(81)	897
Trump Job Disapprove	34%	(406)	25%	(300)	31%	(372)	11%	(129)	1206

Continued on next page

Table MCB4_1: Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation?

In public parks

Demographic	Should be allowed		Should not be allowed		It depends on the situation		Don't know / No opinion		Total N
Adults	34%	(759)	24%	(531)	31%	(672)	11%	(238)	2200
Trump Job Strongly Approve	36%	(174)	27%	(134)	28%	(138)	9%	(45)	490
Trump Job Somewhat Approve	37%	(152)	21%	(87)	32%	(132)	9%	(37)	407
Trump Job Somewhat Disapprove	32%	(77)	30%	(74)	29%	(70)	9%	(21)	242
Trump Job Strongly Disapprove	34%	(328)	23%	(226)	31%	(302)	11%	(107)	964
Favorable of Trump	36%	(324)	25%	(224)	30%	(272)	9%	(79)	899
Unfavorable of Trump	35%	(415)	25%	(293)	31%	(366)	10%	(116)	1190
Very Favorable of Trump	36%	(189)	27%	(144)	29%	(153)	8%	(45)	530
Somewhat Favorable of Trump	37%	(135)	22%	(80)	32%	(119)	9%	(35)	369
Somewhat Unfavorable of Trump	35%	(76)	27%	(59)	30%	(64)	8%	(17)	217
Very Unfavorable of Trump	35%	(338)	24%	(235)	31%	(302)	10%	(99)	974
#1 Issue: Economy	38%	(293)	24%	(188)	28%	(219)	10%	(82)	782
#1 Issue: Security	31%	(80)	29%	(75)	31%	(78)	9%	(22)	254
#1 Issue: Health Care	36%	(142)	22%	(88)	34%	(135)	9%	(35)	400
#1 Issue: Medicare / Social Security	30%	(91)	28%	(85)	34%	(103)	9%	(27)	306
#1 Issue: Women's Issues	20%	(20)	24%	(24)	29%	(30)	27%	(27)	100
#1 Issue: Education	49%	(56)	18%	(20)	24%	(27)	9%	(10)	114
#1 Issue: Energy	39%	(44)	18%	(20)	30%	(34)	14%	(16)	114
#1 Issue: Other	26%	(34)	24%	(31)	35%	(46)	15%	(19)	130
2018 House Vote: Democrat	33%	(235)	26%	(181)	32%	(222)	9%	(66)	704
2018 House Vote: Republican	38%	(245)	23%	(146)	31%	(196)	8%	(53)	641
2018 House Vote: Someone else	46%	(29)	8%	(5)	35%	(23)	10%	(6)	64
2016 Vote: Hillary Clinton	33%	(228)	27%	(185)	31%	(213)	9%	(59)	685
2016 Vote: Donald Trump	38%	(263)	25%	(170)	29%	(201)	8%	(53)	686
2016 Vote: Other	35%	(45)	12%	(15)	42%	(54)	12%	(15)	129
2016 Vote: Didn't Vote	32%	(223)	23%	(161)	29%	(204)	16%	(112)	700
Voted in 2014: Yes	35%	(434)	24%	(299)	32%	(398)	9%	(113)	1244
Voted in 2014: No	34%	(325)	24%	(232)	29%	(274)	13%	(125)	956

Continued on next page

Table MCB4_1: Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation?*In public parks*

Demographic	Should be allowed		Should not be allowed		It depends on the situation		Don't know / No opinion		Total N
Adults	34%	(759)	24%	(531)	31%	(672)	11%	(238)	2200
2012 Vote: Barack Obama	35%	(301)	26%	(224)	31%	(264)	8%	(67)	856
2012 Vote: Mitt Romney	37%	(170)	24%	(111)	30%	(137)	10%	(46)	464
2012 Vote: Other	28%	(22)	18%	(14)	49%	(38)	6%	(4)	79
2012 Vote: Didn't Vote	33%	(263)	23%	(181)	29%	(232)	15%	(121)	796
4-Region: Northeast	31%	(122)	28%	(109)	30%	(117)	12%	(45)	394
4-Region: Midwest	31%	(142)	26%	(118)	32%	(148)	12%	(55)	462
4-Region: South	37%	(306)	21%	(171)	32%	(261)	11%	(87)	824
4-Region: West	36%	(190)	26%	(133)	28%	(146)	10%	(51)	520
Drone owner	40%	(98)	16%	(39)	33%	(81)	12%	(29)	246
Has seen someone operate a drone	44%	(540)	19%	(229)	30%	(370)	7%	(87)	1225
Familiar with drone regulations	42%	(254)	24%	(144)	28%	(166)	6%	(39)	604

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

Table MCB4_2: Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation?

Near other people's homes

Demographic	Should be allowed		Should not be allowed		It depends on the situation		Don't know / No opinion		Total N
Adults	9%	(197)	60%	(1329)	20%	(440)	11%	(234)	2200
Gender: Male	12%	(132)	57%	(600)	22%	(236)	9%	(94)	1062
Gender: Female	6%	(64)	64%	(729)	18%	(205)	12%	(140)	1138
Age: 18-34	15%	(95)	50%	(327)	20%	(132)	15%	(101)	655
Age: 35-44	10%	(34)	60%	(213)	22%	(78)	9%	(32)	358
Age: 45-64	6%	(46)	64%	(484)	21%	(156)	9%	(66)	751
Age: 65+	5%	(22)	70%	(304)	17%	(75)	8%	(35)	436
GenZers: 1997-2012	19%	(47)	40%	(102)	23%	(59)	18%	(46)	253
Millennials: 1981-1996	12%	(68)	58%	(328)	18%	(101)	13%	(72)	569
GenXers: 1965-1980	7%	(39)	61%	(342)	23%	(131)	8%	(47)	559
Baby Boomers: 1946-1964	5%	(38)	68%	(496)	19%	(138)	9%	(63)	735
PID: Dem (no lean)	10%	(82)	63%	(534)	17%	(148)	10%	(87)	850
PID: Ind (no lean)	6%	(38)	60%	(396)	22%	(143)	13%	(84)	661
PID: Rep (no lean)	11%	(77)	58%	(399)	22%	(149)	9%	(63)	689
PID/Gender: Dem Men	15%	(59)	57%	(229)	19%	(75)	9%	(38)	401
PID/Gender: Dem Women	5%	(22)	68%	(305)	16%	(73)	11%	(49)	449
PID/Gender: Ind Men	7%	(21)	58%	(177)	24%	(75)	11%	(34)	307
PID/Gender: Ind Women	5%	(16)	62%	(219)	19%	(68)	14%	(51)	354
PID/Gender: Rep Men	15%	(52)	55%	(194)	24%	(86)	6%	(22)	354
PID/Gender: Rep Women	8%	(26)	61%	(204)	19%	(64)	12%	(41)	334
Ideo: Liberal (1-3)	13%	(86)	61%	(392)	19%	(122)	7%	(45)	646
Ideo: Moderate (4)	6%	(39)	63%	(395)	21%	(131)	10%	(61)	625
Ideo: Conservative (5-7)	9%	(61)	61%	(429)	21%	(147)	9%	(66)	704
Educ: < College	9%	(138)	58%	(882)	21%	(312)	12%	(180)	1512
Educ: Bachelors degree	8%	(36)	63%	(280)	20%	(87)	9%	(41)	444
Educ: Post-grad	9%	(23)	68%	(167)	17%	(42)	5%	(13)	244
Income: Under 50k	8%	(102)	58%	(705)	20%	(244)	13%	(159)	1209
Income: 50k-100k	9%	(59)	64%	(424)	20%	(133)	8%	(51)	668
Income: 100k+	11%	(36)	62%	(200)	19%	(63)	7%	(24)	323
Ethnicity: White	7%	(128)	61%	(1050)	21%	(367)	10%	(177)	1722

Continued on next page

Table MCB4_2: Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation?

Near other people's homes

Demographic	Should be allowed		Should not be allowed		It depends on the situation		Don't know / No opinion		Total N
Adults	9%	(197)	60%	(1329)	20%	(440)	11%	(234)	2200
Ethnicity: Hispanic	15%	(53)	54%	(189)	15%	(54)	15%	(54)	349
Ethnicity: Black	16%	(43)	60%	(165)	13%	(36)	11%	(30)	274
Ethnicity: Other	13%	(26)	56%	(115)	18%	(37)	13%	(26)	204
All Christian	8%	(86)	64%	(666)	19%	(204)	9%	(92)	1049
All Non-Christian	10%	(11)	64%	(74)	16%	(19)	11%	(12)	116
Atheist	14%	(12)	54%	(48)	22%	(20)	9%	(8)	88
Agnostic/Nothing in particular	8%	(40)	57%	(292)	21%	(106)	14%	(72)	510
Something Else	11%	(47)	57%	(249)	21%	(91)	11%	(50)	437
Religious Non-Protestant/Catholic	10%	(14)	59%	(83)	19%	(27)	12%	(16)	139
Evangelical	11%	(70)	58%	(369)	21%	(134)	10%	(64)	637
Non-Evangelical	8%	(61)	65%	(531)	18%	(147)	9%	(74)	813
Community: Urban	14%	(88)	57%	(359)	18%	(114)	10%	(65)	626
Community: Suburban	7%	(65)	63%	(611)	21%	(207)	9%	(85)	968
Community: Rural	7%	(44)	59%	(358)	20%	(119)	14%	(84)	606
Employ: Private Sector	11%	(73)	59%	(389)	21%	(140)	9%	(57)	659
Employ: Government	9%	(15)	61%	(96)	17%	(27)	13%	(20)	157
Employ: Self-Employed	16%	(30)	51%	(96)	23%	(43)	10%	(19)	189
Employ: Homemaker	4%	(6)	69%	(114)	17%	(29)	10%	(17)	166
Employ: Retired	5%	(23)	69%	(346)	18%	(91)	9%	(45)	505
Employ: Unemployed	12%	(36)	53%	(158)	21%	(62)	14%	(43)	300
Employ: Other	8%	(10)	59%	(77)	19%	(25)	14%	(19)	131
Military HH: Yes	10%	(34)	71%	(248)	14%	(50)	5%	(18)	350
Military HH: No	9%	(163)	58%	(1081)	21%	(391)	12%	(216)	1850
RD/WT: Right Direction	11%	(67)	54%	(316)	24%	(140)	11%	(65)	588
RD/WT: Wrong Track	8%	(129)	63%	(1013)	19%	(301)	10%	(169)	1612
Trump Job Approve	10%	(91)	58%	(520)	23%	(209)	9%	(77)	897
Trump Job Disapprove	8%	(97)	64%	(771)	17%	(207)	11%	(131)	1206

Continued on next page

Table MCB4_2: Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation?

Near other people's homes

Demographic	Should be allowed		Should not be allowed		It depends on the situation		Don't know / No opinion		Total N
Adults	9%	(197)	60%	(1329)	20%	(440)	11%	(234)	2200
Trump Job Strongly Approve	12%	(58)	57%	(280)	22%	(109)	9%	(43)	490
Trump Job Somewhat Approve	8%	(33)	59%	(240)	25%	(100)	8%	(34)	407
Trump Job Somewhat Disapprove	7%	(17)	68%	(164)	19%	(45)	7%	(16)	242
Trump Job Strongly Disapprove	8%	(81)	63%	(607)	17%	(162)	12%	(115)	964
Favorable of Trump	10%	(86)	59%	(532)	23%	(206)	8%	(75)	899
Unfavorable of Trump	9%	(104)	65%	(768)	17%	(200)	10%	(118)	1190
Very Favorable of Trump	11%	(60)	59%	(311)	22%	(116)	8%	(43)	530
Somewhat Favorable of Trump	7%	(26)	60%	(221)	24%	(90)	9%	(32)	369
Somewhat Unfavorable of Trump	12%	(26)	66%	(143)	17%	(36)	5%	(12)	217
Very Unfavorable of Trump	8%	(78)	64%	(625)	17%	(164)	11%	(106)	974
#1 Issue: Economy	8%	(64)	62%	(486)	21%	(161)	9%	(70)	782
#1 Issue: Security	9%	(24)	60%	(153)	24%	(61)	7%	(17)	254
#1 Issue: Health Care	9%	(36)	58%	(234)	23%	(92)	10%	(38)	400
#1 Issue: Medicare / Social Security	7%	(22)	68%	(209)	14%	(44)	11%	(32)	306
#1 Issue: Women's Issues	19%	(20)	38%	(39)	14%	(14)	29%	(29)	100
#1 Issue: Education	11%	(13)	58%	(66)	20%	(23)	10%	(12)	114
#1 Issue: Energy	11%	(13)	56%	(64)	20%	(23)	13%	(14)	114
#1 Issue: Other	5%	(6)	61%	(79)	18%	(23)	17%	(22)	130
2018 House Vote: Democrat	8%	(56)	65%	(458)	18%	(129)	9%	(61)	704
2018 House Vote: Republican	9%	(59)	61%	(393)	22%	(139)	8%	(50)	641
2018 House Vote: Someone else	13%	(8)	49%	(31)	26%	(16)	12%	(8)	64
2016 Vote: Hillary Clinton	9%	(61)	65%	(446)	18%	(123)	8%	(56)	685
2016 Vote: Donald Trump	9%	(60)	62%	(423)	23%	(158)	6%	(44)	686
2016 Vote: Other	7%	(9)	61%	(79)	19%	(25)	12%	(16)	129
2016 Vote: Didn't Vote	9%	(66)	54%	(381)	19%	(135)	17%	(118)	700
Voted in 2014: Yes	8%	(96)	64%	(796)	20%	(249)	8%	(103)	1244
Voted in 2014: No	11%	(101)	56%	(533)	20%	(191)	14%	(131)	956

Continued on next page

Table MCB4_2: Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation?

Near other people's homes

Demographic	Should be allowed		Should not be allowed		It depends on the situation		Don't know / No opinion		Total N
Adults	9%	(197)	60%	(1329)	20%	(440)	11%	(234)	2200
2012 Vote: Barack Obama	8%	(71)	67%	(571)	18%	(151)	7%	(64)	856
2012 Vote: Mitt Romney	8%	(38)	62%	(286)	22%	(100)	9%	(40)	464
2012 Vote: Other	4%	(3)	68%	(54)	21%	(17)	6%	(5)	79
2012 Vote: Didn't Vote	11%	(85)	52%	(415)	21%	(171)	16%	(126)	796
4-Region: Northeast	10%	(40)	63%	(247)	17%	(66)	10%	(40)	394
4-Region: Midwest	8%	(37)	60%	(275)	22%	(101)	11%	(49)	462
4-Region: South	7%	(62)	61%	(505)	21%	(170)	11%	(88)	824
4-Region: West	11%	(58)	58%	(301)	20%	(104)	11%	(57)	520
Drone owner	16%	(39)	44%	(108)	27%	(68)	13%	(32)	246
Has seen someone operate a drone	10%	(128)	59%	(722)	24%	(289)	7%	(86)	1225
Familiar with drone regulations	17%	(104)	53%	(321)	23%	(140)	6%	(38)	604

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

Table MCB4_3: Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation?

Near crime scenes or traffic accidents

Demographic	Should be allowed		Should not be allowed		It depends on the situation		Don't know / No opinion		Total N
Adults	13%	(283)	55%	(1204)	22%	(475)	11%	(238)	2200
Gender: Male	15%	(163)	53%	(558)	22%	(237)	10%	(104)	1062
Gender: Female	11%	(120)	57%	(646)	21%	(238)	12%	(134)	1138
Age: 18-34	18%	(118)	44%	(291)	22%	(147)	15%	(99)	655
Age: 35-44	15%	(54)	56%	(200)	21%	(74)	8%	(29)	358
Age: 45-64	10%	(72)	60%	(449)	22%	(164)	9%	(66)	751
Age: 65+	9%	(39)	61%	(265)	20%	(89)	10%	(43)	436
GenZers: 1997-2012	20%	(52)	37%	(93)	25%	(64)	18%	(44)	253
Millennials: 1981-1996	17%	(96)	51%	(289)	21%	(117)	12%	(67)	569
GenXers: 1965-1980	11%	(61)	58%	(323)	22%	(123)	9%	(52)	559
Baby Boomers: 1946-1964	9%	(67)	61%	(449)	21%	(155)	9%	(63)	735
PID: Dem (no lean)	15%	(130)	53%	(454)	21%	(180)	10%	(87)	850
PID: Ind (no lean)	10%	(66)	55%	(365)	21%	(139)	14%	(92)	661
PID: Rep (no lean)	13%	(88)	56%	(386)	23%	(156)	9%	(59)	689
PID/Gender: Dem Men	19%	(75)	52%	(207)	21%	(83)	9%	(36)	401
PID/Gender: Dem Women	12%	(55)	55%	(247)	22%	(97)	11%	(51)	449
PID/Gender: Ind Men	10%	(31)	51%	(157)	23%	(72)	15%	(47)	307
PID/Gender: Ind Women	10%	(35)	59%	(208)	19%	(67)	13%	(45)	354
PID/Gender: Rep Men	16%	(57)	55%	(194)	23%	(82)	6%	(22)	354
PID/Gender: Rep Women	9%	(31)	57%	(192)	22%	(74)	11%	(37)	334
Ideo: Liberal (1-3)	16%	(101)	55%	(355)	22%	(145)	7%	(44)	646
Ideo: Moderate (4)	10%	(61)	59%	(366)	21%	(133)	10%	(66)	625
Ideo: Conservative (5-7)	12%	(82)	56%	(396)	22%	(158)	10%	(68)	704
Educ: < College	12%	(176)	53%	(803)	23%	(353)	12%	(179)	1512
Educ: Bachelors degree	16%	(72)	57%	(253)	17%	(75)	10%	(44)	444
Educ: Post-grad	14%	(34)	61%	(148)	19%	(46)	6%	(15)	244
Income: Under 50k	13%	(154)	52%	(623)	23%	(275)	13%	(156)	1209
Income: 50k-100k	12%	(79)	58%	(388)	22%	(147)	8%	(55)	668
Income: 100k+	15%	(49)	60%	(193)	16%	(53)	8%	(27)	323
Ethnicity: White	11%	(195)	57%	(982)	21%	(365)	10%	(180)	1722

Continued on next page

Table MCB4_3: Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation?

Near crime scenes or traffic accidents

Demographic	Should be allowed		Should not be allowed		It depends on the situation		Don't know / No opinion		Total N
Adults	13%	(283)	55%	(1204)	22%	(475)	11%	(238)	2200
Ethnicity: Hispanic	19%	(67)	47%	(164)	22%	(77)	12%	(42)	349
Ethnicity: Black	22%	(61)	42%	(114)	22%	(62)	14%	(37)	274
Ethnicity: Other	13%	(27)	53%	(108)	24%	(48)	10%	(21)	204
All Christian	11%	(119)	60%	(633)	19%	(200)	9%	(96)	1049
All Non-Christian	12%	(15)	62%	(72)	16%	(19)	10%	(11)	116
Atheist	20%	(18)	52%	(46)	24%	(21)	4%	(4)	88
Agnostic/Nothing in particular	14%	(70)	46%	(236)	24%	(120)	16%	(84)	510
Something Else	14%	(61)	50%	(217)	26%	(115)	10%	(43)	437
Religious Non-Protestant/Catholic	12%	(17)	61%	(85)	15%	(20)	12%	(17)	139
Evangelical	14%	(89)	52%	(332)	24%	(152)	10%	(64)	637
Non-Evangelical	11%	(89)	62%	(501)	19%	(155)	8%	(69)	813
Community: Urban	19%	(120)	49%	(306)	23%	(142)	9%	(59)	626
Community: Suburban	10%	(98)	60%	(584)	20%	(196)	9%	(89)	968
Community: Rural	11%	(64)	52%	(314)	23%	(137)	15%	(90)	606
Employ: Private Sector	14%	(93)	56%	(370)	21%	(138)	9%	(58)	659
Employ: Government	20%	(31)	50%	(79)	19%	(30)	11%	(17)	157
Employ: Self-Employed	23%	(43)	47%	(89)	19%	(37)	11%	(21)	189
Employ: Homemaker	8%	(13)	61%	(102)	20%	(34)	11%	(18)	166
Employ: Retired	8%	(42)	62%	(312)	21%	(104)	9%	(47)	505
Employ: Unemployed	13%	(39)	48%	(144)	24%	(73)	15%	(44)	300
Employ: Other	5%	(7)	54%	(70)	29%	(37)	13%	(17)	131
Military HH: Yes	13%	(46)	60%	(211)	20%	(70)	6%	(23)	350
Military HH: No	13%	(237)	54%	(994)	22%	(404)	12%	(215)	1850
RD/WT: Right Direction	15%	(90)	51%	(299)	21%	(125)	12%	(73)	588
RD/WT: Wrong Track	12%	(193)	56%	(905)	22%	(349)	10%	(165)	1612
Trump Job Approve	13%	(118)	55%	(494)	22%	(200)	9%	(85)	897
Trump Job Disapprove	12%	(150)	56%	(681)	21%	(249)	10%	(127)	1206

Continued on next page

Table MCB4_3: Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation?

Near crime scenes or traffic accidents

Demographic	Should be allowed		Should not be allowed		It depends on the situation		Don't know / No opinion		Total N
Adults	13%	(283)	55%	(1204)	22%	(475)	11%	(238)	2200
Trump Job Strongly Approve	14%	(70)	53%	(259)	22%	(108)	11%	(54)	490
Trump Job Somewhat Approve	12%	(47)	58%	(235)	23%	(93)	8%	(32)	407
Trump Job Somewhat Disapprove	14%	(34)	57%	(139)	23%	(55)	6%	(14)	242
Trump Job Strongly Disapprove	12%	(117)	56%	(542)	20%	(193)	12%	(112)	964
Favorable of Trump	12%	(112)	55%	(493)	24%	(215)	9%	(80)	899
Unfavorable of Trump	14%	(165)	57%	(680)	19%	(230)	10%	(116)	1190
Very Favorable of Trump	14%	(76)	54%	(287)	22%	(114)	10%	(54)	530
Somewhat Favorable of Trump	10%	(36)	56%	(206)	27%	(101)	7%	(26)	369
Somewhat Unfavorable of Trump	20%	(43)	57%	(123)	14%	(30)	9%	(20)	217
Very Unfavorable of Trump	12%	(121)	57%	(557)	21%	(200)	10%	(96)	974
#1 Issue: Economy	13%	(103)	57%	(446)	21%	(162)	9%	(71)	782
#1 Issue: Security	9%	(22)	59%	(150)	23%	(60)	9%	(22)	254
#1 Issue: Health Care	13%	(54)	54%	(215)	25%	(99)	8%	(33)	400
#1 Issue: Medicare / Social Security	13%	(41)	58%	(177)	19%	(57)	10%	(31)	306
#1 Issue: Women's Issues	15%	(15)	36%	(36)	24%	(24)	26%	(26)	100
#1 Issue: Education	20%	(23)	45%	(51)	23%	(26)	12%	(14)	114
#1 Issue: Energy	11%	(13)	52%	(59)	18%	(20)	19%	(21)	114
#1 Issue: Other	10%	(13)	54%	(70)	22%	(28)	15%	(19)	130
2018 House Vote: Democrat	13%	(94)	59%	(414)	20%	(142)	8%	(55)	704
2018 House Vote: Republican	13%	(85)	57%	(364)	22%	(139)	8%	(54)	641
2018 House Vote: Someone else	14%	(9)	61%	(39)	13%	(8)	11%	(7)	64
2016 Vote: Hillary Clinton	13%	(91)	60%	(410)	19%	(131)	8%	(53)	685
2016 Vote: Donald Trump	12%	(82)	58%	(401)	22%	(151)	8%	(52)	686
2016 Vote: Other	12%	(15)	51%	(66)	26%	(34)	11%	(14)	129
2016 Vote: Didn't Vote	14%	(95)	47%	(328)	23%	(159)	17%	(119)	700
Voted in 2014: Yes	12%	(152)	59%	(730)	21%	(257)	8%	(105)	1244
Voted in 2014: No	14%	(131)	50%	(474)	23%	(217)	14%	(133)	956

Continued on next page

Table MCB4_3: Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation?

Near crime scenes or traffic accidents

Demographic	Should be allowed		Should not be allowed		It depends on the situation		Don't know / No opinion		Total N
Adults	13%	(283)	55%	(1204)	22%	(475)	11%	(238)	2200
2012 Vote: Barack Obama	12%	(103)	60%	(517)	20%	(172)	8%	(64)	856
2012 Vote: Mitt Romney	12%	(54)	57%	(263)	22%	(104)	9%	(44)	464
2012 Vote: Other	11%	(9)	65%	(52)	20%	(16)	4%	(3)	79
2012 Vote: Didn't Vote	15%	(116)	47%	(371)	23%	(183)	16%	(127)	796
4-Region: Northeast	13%	(53)	58%	(229)	17%	(68)	11%	(44)	394
4-Region: Midwest	11%	(49)	54%	(250)	23%	(105)	12%	(58)	462
4-Region: South	12%	(102)	56%	(462)	21%	(176)	10%	(85)	824
4-Region: West	15%	(79)	51%	(263)	24%	(126)	10%	(52)	520
Drone owner	13%	(31)	49%	(120)	25%	(61)	14%	(35)	246
Has seen someone operate a drone	13%	(164)	55%	(675)	24%	(290)	8%	(97)	1225
Familiar with drone regulations	18%	(111)	52%	(314)	22%	(134)	7%	(44)	604

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

Table MCB4_4: Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation?

On beaches

Demographic	Should be allowed		Should not be allowed		It depends on the situation		Don't know / No opinion		Total N
Adults	29%	(635)	29%	(633)	30%	(671)	12%	(261)	2200
Gender: Male	36%	(383)	25%	(264)	29%	(313)	10%	(102)	1062
Gender: Female	22%	(252)	32%	(370)	31%	(358)	14%	(159)	1138
Age: 18-34	30%	(199)	24%	(157)	30%	(196)	16%	(103)	655
Age: 35-44	36%	(129)	26%	(95)	30%	(107)	7%	(26)	358
Age: 45-64	29%	(216)	32%	(238)	29%	(218)	11%	(80)	751
Age: 65+	21%	(91)	33%	(143)	34%	(150)	12%	(53)	436
GenZers: 1997-2012	29%	(73)	22%	(56)	32%	(82)	17%	(43)	253
Millennials: 1981-1996	32%	(184)	26%	(150)	28%	(162)	13%	(73)	569
GenXers: 1965-1980	33%	(186)	29%	(161)	29%	(160)	9%	(52)	559
Baby Boomers: 1946-1964	24%	(178)	32%	(238)	32%	(238)	11%	(80)	735
PID: Dem (no lean)	27%	(232)	31%	(267)	30%	(256)	11%	(96)	850
PID: Ind (no lean)	27%	(178)	24%	(157)	36%	(237)	13%	(89)	661
PID: Rep (no lean)	33%	(224)	30%	(209)	26%	(178)	11%	(77)	689
PID/Gender: Dem Men	36%	(145)	27%	(108)	29%	(116)	8%	(32)	401
PID/Gender: Dem Women	19%	(87)	35%	(159)	31%	(140)	14%	(63)	449
PID/Gender: Ind Men	31%	(94)	22%	(68)	35%	(108)	12%	(36)	307
PID/Gender: Ind Women	24%	(84)	25%	(89)	36%	(129)	15%	(53)	354
PID/Gender: Rep Men	40%	(143)	25%	(88)	25%	(89)	10%	(34)	354
PID/Gender: Rep Women	24%	(81)	36%	(121)	27%	(89)	13%	(43)	334
Ideo: Liberal (1-3)	30%	(191)	29%	(184)	35%	(228)	7%	(42)	646
Ideo: Moderate (4)	28%	(176)	30%	(184)	30%	(185)	13%	(79)	625
Ideo: Conservative (5-7)	31%	(219)	31%	(221)	26%	(184)	11%	(79)	704
Educ: < College	29%	(434)	29%	(435)	29%	(441)	13%	(202)	1512
Educ: Bachelors degree	30%	(133)	27%	(122)	32%	(142)	11%	(48)	444
Educ: Post-grad	28%	(68)	31%	(76)	36%	(89)	5%	(12)	244
Income: Under 50k	29%	(352)	28%	(340)	29%	(349)	14%	(169)	1209
Income: 50k-100k	29%	(190)	30%	(203)	32%	(215)	9%	(59)	668
Income: 100k+	29%	(92)	28%	(90)	33%	(108)	10%	(33)	323
Ethnicity: White	29%	(501)	29%	(494)	31%	(526)	12%	(200)	1722

Continued on next page

Table MCB4_4: Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation?

On beaches

Demographic	Should be allowed		Should not be allowed		It depends on the situation		Don't know / No opinion		Total N
Adults	29%	(635)	29%	(633)	30%	(671)	12%	(261)	2200
Ethnicity: Hispanic	27%	(96)	32%	(111)	26%	(92)	15%	(51)	349
Ethnicity: Black	27%	(74)	28%	(76)	31%	(86)	14%	(38)	274
Ethnicity: Other	29%	(59)	31%	(63)	29%	(59)	11%	(23)	204
All Christian	27%	(284)	31%	(328)	31%	(323)	11%	(113)	1049
All Non-Christian	26%	(30)	37%	(43)	30%	(35)	7%	(8)	116
Atheist	41%	(37)	19%	(17)	35%	(31)	5%	(4)	88
Agnostic/Nothing in particular	32%	(162)	24%	(122)	28%	(140)	17%	(85)	510
Something Else	28%	(121)	28%	(124)	32%	(140)	12%	(52)	437
Religious Non-Protestant/Catholic	27%	(38)	32%	(45)	32%	(44)	9%	(13)	139
Evangelical	30%	(189)	30%	(191)	28%	(178)	12%	(78)	637
Non-Evangelical	25%	(205)	31%	(256)	33%	(272)	10%	(80)	813
Community: Urban	32%	(198)	27%	(171)	30%	(188)	11%	(70)	626
Community: Suburban	28%	(269)	32%	(306)	30%	(290)	11%	(103)	968
Community: Rural	28%	(168)	26%	(156)	32%	(193)	15%	(89)	606
Employ: Private Sector	34%	(223)	29%	(189)	28%	(185)	9%	(61)	659
Employ: Government	27%	(43)	24%	(37)	35%	(54)	14%	(23)	157
Employ: Self-Employed	36%	(68)	19%	(36)	33%	(63)	11%	(22)	189
Employ: Homemaker	22%	(36)	38%	(63)	31%	(51)	9%	(15)	166
Employ: Retired	23%	(118)	32%	(160)	32%	(163)	13%	(64)	505
Employ: Unemployed	25%	(76)	29%	(86)	32%	(96)	14%	(42)	300
Employ: Other	28%	(37)	32%	(42)	25%	(32)	15%	(20)	131
Military HH: Yes	31%	(109)	30%	(103)	30%	(105)	9%	(33)	350
Military HH: No	28%	(526)	29%	(530)	31%	(566)	12%	(229)	1850
RD/WT: Right Direction	33%	(193)	27%	(161)	26%	(155)	13%	(79)	588
RD/WT: Wrong Track	27%	(442)	29%	(472)	32%	(515)	11%	(182)	1612
Trump Job Approve	31%	(281)	30%	(265)	28%	(255)	11%	(96)	897
Trump Job Disapprove	28%	(333)	30%	(356)	32%	(382)	11%	(135)	1206

Continued on next page

Table MCB4_4: Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation?

On beaches

Demographic	Should be allowed		Should not be allowed		It depends on the situation		Don't know / No opinion		Total N
Adults	29%	(635)	29%	(633)	30%	(671)	12%	(261)	2200
Trump Job Strongly Approve	33%	(162)	29%	(142)	27%	(134)	11%	(52)	490
Trump Job Somewhat Approve	29%	(119)	30%	(124)	30%	(121)	11%	(44)	407
Trump Job Somewhat Disapprove	27%	(66)	35%	(84)	28%	(68)	10%	(24)	242
Trump Job Strongly Disapprove	28%	(267)	28%	(272)	33%	(314)	12%	(111)	964
Favorable of Trump	31%	(281)	30%	(268)	29%	(257)	10%	(94)	899
Unfavorable of Trump	28%	(334)	29%	(351)	32%	(382)	10%	(123)	1190
Very Favorable of Trump	34%	(178)	29%	(154)	28%	(147)	10%	(52)	530
Somewhat Favorable of Trump	28%	(103)	31%	(114)	30%	(110)	11%	(42)	369
Somewhat Unfavorable of Trump	28%	(61)	33%	(71)	30%	(66)	9%	(19)	217
Very Unfavorable of Trump	28%	(274)	29%	(279)	33%	(317)	11%	(104)	974
#1 Issue: Economy	32%	(247)	29%	(228)	28%	(220)	11%	(87)	782
#1 Issue: Security	28%	(70)	36%	(91)	28%	(71)	9%	(22)	254
#1 Issue: Health Care	30%	(122)	26%	(105)	34%	(136)	9%	(38)	400
#1 Issue: Medicare / Social Security	26%	(78)	35%	(106)	30%	(91)	10%	(31)	306
#1 Issue: Women's Issues	18%	(18)	17%	(17)	35%	(35)	29%	(30)	100
#1 Issue: Education	35%	(40)	25%	(29)	28%	(32)	11%	(13)	114
#1 Issue: Energy	30%	(34)	20%	(23)	34%	(38)	17%	(19)	114
#1 Issue: Other	19%	(25)	27%	(35)	37%	(48)	17%	(22)	130
2018 House Vote: Democrat	27%	(193)	31%	(216)	33%	(233)	9%	(62)	704
2018 House Vote: Republican	32%	(208)	29%	(183)	30%	(191)	9%	(59)	641
2018 House Vote: Someone else	33%	(21)	21%	(13)	34%	(22)	12%	(8)	64
2016 Vote: Hillary Clinton	27%	(184)	32%	(222)	32%	(218)	9%	(61)	685
2016 Vote: Donald Trump	32%	(218)	31%	(211)	29%	(200)	8%	(57)	686
2016 Vote: Other	28%	(36)	25%	(32)	31%	(40)	16%	(20)	129
2016 Vote: Didn't Vote	28%	(197)	24%	(168)	30%	(213)	17%	(122)	700
Voted in 2014: Yes	29%	(357)	30%	(375)	31%	(391)	10%	(121)	1244
Voted in 2014: No	29%	(278)	27%	(259)	29%	(280)	15%	(140)	956

Continued on next page

Table MCB4_4: Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation?

On beaches

Demographic	Should be allowed		Should not be allowed		It depends on the situation		Don't know / No opinion		Total N
Adults	29%	(635)	29%	(633)	30%	(671)	12%	(261)	2200
2012 Vote: Barack Obama	28%	(240)	32%	(278)	31%	(263)	9%	(75)	856
2012 Vote: Mitt Romney	32%	(147)	28%	(129)	30%	(138)	11%	(50)	464
2012 Vote: Other	26%	(21)	31%	(25)	34%	(27)	9%	(7)	79
2012 Vote: Didn't Vote	28%	(226)	25%	(199)	30%	(242)	16%	(130)	796
4-Region: Northeast	27%	(106)	30%	(118)	31%	(120)	12%	(49)	394
4-Region: Midwest	23%	(108)	33%	(150)	31%	(144)	13%	(61)	462
4-Region: South	32%	(263)	28%	(234)	29%	(236)	11%	(92)	824
4-Region: West	30%	(158)	25%	(131)	33%	(171)	11%	(60)	520
Drone owner	41%	(102)	11%	(28)	37%	(91)	10%	(26)	246
Has seen someone operate a drone	35%	(433)	25%	(301)	33%	(400)	7%	(91)	1225
Familiar with drone regulations	36%	(218)	26%	(158)	31%	(189)	6%	(39)	604

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

Table MCB4_5: Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation?

At events, such as concerts or rallies

Demographic	Should be allowed		Should not be allowed		It depends on the situation		Don't know / No opinion		Total N
Adults	15%	(331)	48%	(1059)	24%	(537)	12%	(273)	2200
Gender: Male	17%	(183)	51%	(537)	22%	(236)	10%	(106)	1062
Gender: Female	13%	(148)	46%	(522)	26%	(301)	15%	(167)	1138
Age: 18-34	23%	(150)	33%	(218)	27%	(176)	17%	(112)	655
Age: 35-44	18%	(64)	44%	(159)	28%	(102)	9%	(32)	358
Age: 45-64	11%	(86)	54%	(402)	24%	(182)	11%	(81)	751
Age: 65+	7%	(31)	64%	(280)	18%	(77)	11%	(48)	436
GenZers: 1997-2012	28%	(71)	28%	(71)	21%	(54)	23%	(58)	253
Millennials: 1981-1996	19%	(108)	39%	(220)	30%	(173)	12%	(68)	569
GenXers: 1965-1980	15%	(84)	50%	(280)	24%	(136)	10%	(58)	559
Baby Boomers: 1946-1964	8%	(62)	59%	(430)	22%	(162)	11%	(80)	735
PID: Dem (no lean)	16%	(135)	49%	(416)	23%	(198)	12%	(100)	850
PID: Ind (no lean)	14%	(91)	45%	(300)	25%	(166)	16%	(105)	661
PID: Rep (no lean)	15%	(105)	50%	(344)	25%	(173)	10%	(67)	689
PID/Gender: Dem Men	20%	(79)	50%	(199)	21%	(85)	9%	(37)	401
PID/Gender: Dem Women	12%	(56)	48%	(217)	25%	(113)	14%	(63)	449
PID/Gender: Ind Men	12%	(37)	50%	(153)	24%	(73)	14%	(43)	307
PID/Gender: Ind Women	15%	(54)	41%	(147)	26%	(92)	17%	(62)	354
PID/Gender: Rep Men	19%	(66)	52%	(185)	22%	(78)	7%	(25)	354
PID/Gender: Rep Women	11%	(38)	47%	(159)	29%	(95)	13%	(42)	334
Ideo: Liberal (1-3)	16%	(101)	50%	(321)	26%	(170)	8%	(54)	646
Ideo: Moderate (4)	14%	(90)	48%	(303)	25%	(155)	12%	(77)	625
Ideo: Conservative (5-7)	15%	(104)	50%	(355)	23%	(165)	11%	(80)	704
Educ: < College	15%	(231)	46%	(690)	25%	(381)	14%	(210)	1512
Educ: Bachelors degree	14%	(64)	53%	(234)	21%	(95)	12%	(51)	444
Educ: Post-grad	15%	(36)	56%	(136)	25%	(61)	5%	(11)	244
Income: Under 50k	16%	(194)	44%	(535)	25%	(305)	15%	(176)	1209
Income: 50k-100k	13%	(84)	52%	(349)	25%	(165)	10%	(70)	668
Income: 100k+	17%	(53)	54%	(175)	21%	(67)	8%	(27)	323
Ethnicity: White	14%	(249)	50%	(857)	24%	(419)	11%	(197)	1722

Continued on next page

Table MCB4_5: Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation?
 At events, such as concerts or rallies

Demographic	Should be allowed		Should not be allowed		It depends on the situation		Don't know / No opinion		Total N
Adults	15%	(331)	48%	(1059)	24%	(537)	12%	(273)	2200
Ethnicity: Hispanic	18%	(64)	41%	(145)	24%	(83)	17%	(59)	349
Ethnicity: Black	15%	(40)	44%	(121)	24%	(65)	18%	(48)	274
Ethnicity: Other	20%	(42)	40%	(81)	26%	(53)	14%	(28)	204
All Christian	14%	(147)	52%	(548)	23%	(242)	11%	(112)	1049
All Non-Christian	15%	(17)	54%	(63)	21%	(24)	10%	(12)	116
Atheist	25%	(22)	45%	(40)	22%	(19)	9%	(8)	88
Agnostic/Nothing in particular	18%	(94)	38%	(193)	28%	(141)	16%	(82)	510
Something Else	12%	(51)	49%	(216)	25%	(110)	14%	(60)	437
Religious Non-Protestant/Catholic	15%	(21)	52%	(72)	21%	(29)	12%	(17)	139
Evangelical	15%	(97)	46%	(295)	25%	(160)	13%	(85)	637
Non-Evangelical	12%	(94)	56%	(457)	22%	(181)	10%	(81)	813
Community: Urban	17%	(108)	46%	(290)	23%	(144)	13%	(84)	626
Community: Suburban	14%	(132)	52%	(501)	24%	(230)	11%	(106)	968
Community: Rural	15%	(91)	44%	(268)	27%	(163)	14%	(83)	606
Employ: Private Sector	18%	(120)	48%	(315)	24%	(155)	10%	(69)	659
Employ: Government	16%	(25)	46%	(72)	24%	(37)	14%	(22)	157
Employ: Self-Employed	18%	(33)	43%	(81)	28%	(54)	11%	(21)	189
Employ: Homemaker	11%	(18)	48%	(80)	30%	(50)	11%	(18)	166
Employ: Retired	7%	(36)	63%	(317)	20%	(100)	10%	(52)	505
Employ: Unemployed	18%	(55)	38%	(113)	29%	(88)	15%	(45)	300
Employ: Other	16%	(21)	42%	(55)	23%	(30)	19%	(25)	131
Military HH: Yes	17%	(60)	52%	(184)	23%	(80)	8%	(26)	350
Military HH: No	15%	(271)	47%	(876)	25%	(457)	13%	(246)	1850
RD/WT: Right Direction	16%	(91)	48%	(280)	23%	(138)	13%	(79)	588
RD/WT: Wrong Track	15%	(239)	48%	(779)	25%	(399)	12%	(193)	1612
Trump Job Approve	15%	(132)	48%	(434)	26%	(236)	11%	(95)	897
Trump Job Disapprove	15%	(182)	50%	(602)	23%	(275)	12%	(147)	1206

Continued on next page

Table MCB4_5: Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation?

At events, such as concerts or rallies

Demographic	Should be allowed		Should not be allowed		It depends on the situation		Don't know / No opinion		Total N
Adults	15%	(331)	48%	(1059)	24%	(537)	12%	(273)	2200
Trump Job Strongly Approve	16%	(79)	48%	(235)	25%	(124)	11%	(52)	490
Trump Job Somewhat Approve	13%	(53)	49%	(198)	28%	(112)	11%	(43)	407
Trump Job Somewhat Disapprove	18%	(43)	51%	(124)	22%	(53)	9%	(22)	242
Trump Job Strongly Disapprove	14%	(139)	50%	(478)	23%	(221)	13%	(126)	964
Favorable of Trump	15%	(135)	49%	(439)	26%	(234)	10%	(92)	899
Unfavorable of Trump	15%	(184)	50%	(591)	23%	(278)	11%	(137)	1190
Very Favorable of Trump	15%	(82)	48%	(255)	27%	(141)	10%	(52)	530
Somewhat Favorable of Trump	15%	(54)	50%	(183)	25%	(92)	11%	(39)	369
Somewhat Unfavorable of Trump	16%	(36)	50%	(107)	24%	(51)	10%	(22)	217
Very Unfavorable of Trump	15%	(149)	50%	(484)	23%	(227)	12%	(115)	974
#1 Issue: Economy	16%	(121)	48%	(376)	26%	(203)	10%	(81)	782
#1 Issue: Security	14%	(35)	52%	(133)	23%	(59)	10%	(26)	254
#1 Issue: Health Care	16%	(62)	49%	(197)	25%	(100)	10%	(41)	400
#1 Issue: Medicare / Social Security	13%	(39)	58%	(177)	19%	(58)	11%	(32)	306
#1 Issue: Women's Issues	14%	(14)	24%	(24)	26%	(26)	36%	(36)	100
#1 Issue: Education	16%	(19)	37%	(42)	27%	(31)	19%	(22)	114
#1 Issue: Energy	21%	(23)	43%	(49)	24%	(27)	13%	(15)	114
#1 Issue: Other	13%	(17)	47%	(61)	24%	(32)	15%	(20)	130
2018 House Vote: Democrat	14%	(101)	53%	(373)	24%	(168)	9%	(62)	704
2018 House Vote: Republican	15%	(94)	53%	(339)	23%	(147)	9%	(60)	641
2018 House Vote: Someone else	17%	(11)	48%	(31)	18%	(12)	16%	(10)	64
2016 Vote: Hillary Clinton	15%	(102)	55%	(376)	21%	(145)	9%	(62)	685
2016 Vote: Donald Trump	15%	(101)	53%	(363)	24%	(162)	9%	(60)	686
2016 Vote: Other	10%	(13)	41%	(53)	35%	(45)	13%	(17)	129
2016 Vote: Didn't Vote	16%	(115)	38%	(267)	26%	(185)	19%	(134)	700
Voted in 2014: Yes	14%	(168)	53%	(664)	23%	(290)	10%	(122)	1244
Voted in 2014: No	17%	(163)	41%	(395)	26%	(246)	16%	(151)	956

Continued on next page

Table MCB4_5: Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation?*At events, such as concerts or rallies*

Demographic	Should be allowed		Should not be allowed		It depends on the situation		Don't know / No opinion		Total N
Adults	15%	(331)	48%	(1059)	24%	(537)	12%	(273)	2200
2012 Vote: Barack Obama	14%	(124)	54%	(463)	22%	(191)	9%	(79)	856
2012 Vote: Mitt Romney	14%	(63)	53%	(246)	22%	(104)	11%	(51)	464
2012 Vote: Other	7%	(5)	52%	(41)	34%	(26)	7%	(6)	79
2012 Vote: Didn't Vote	17%	(138)	39%	(307)	27%	(214)	17%	(137)	796
4-Region: Northeast	16%	(62)	53%	(207)	19%	(73)	13%	(51)	394
4-Region: Midwest	14%	(64)	49%	(229)	24%	(109)	13%	(61)	462
4-Region: South	16%	(133)	46%	(377)	26%	(212)	12%	(103)	824
4-Region: West	14%	(72)	48%	(247)	27%	(143)	11%	(58)	520
Drone owner	20%	(49)	42%	(104)	24%	(58)	14%	(35)	246
Has seen someone operate a drone	19%	(232)	45%	(547)	28%	(342)	8%	(104)	1225
Familiar with drone regulations	22%	(134)	44%	(264)	25%	(152)	9%	(54)	604

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

Table MCB4_6: Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation?

At sporting events, such as baseball games

Demographic	Should be allowed		Should not be allowed		It depends on the situation		Don't know / No opinion		Total N
Adults	14%	(317)	53%	(1169)	19%	(427)	13%	(287)	2200
Gender: Male	14%	(152)	58%	(619)	17%	(178)	11%	(112)	1062
Gender: Female	14%	(165)	48%	(549)	22%	(249)	15%	(175)	1138
Age: 18-34	24%	(155)	36%	(233)	23%	(148)	18%	(119)	655
Age: 35-44	14%	(49)	53%	(190)	22%	(80)	11%	(39)	358
Age: 45-64	11%	(80)	60%	(454)	18%	(134)	11%	(83)	751
Age: 65+	8%	(33)	67%	(292)	15%	(65)	11%	(46)	436
GenZers: 1997-2012	25%	(63)	32%	(81)	22%	(56)	21%	(53)	253
Millennials: 1981-1996	20%	(115)	42%	(240)	23%	(131)	15%	(83)	569
GenXers: 1965-1980	13%	(75)	57%	(317)	17%	(97)	12%	(70)	559
Baby Boomers: 1946-1964	8%	(55)	65%	(476)	18%	(132)	10%	(71)	735
PID: Dem (no lean)	15%	(126)	55%	(471)	17%	(147)	12%	(106)	850
PID: Ind (no lean)	13%	(87)	50%	(329)	21%	(140)	16%	(106)	661
PID: Rep (no lean)	15%	(104)	54%	(369)	20%	(140)	11%	(75)	689
PID/Gender: Dem Men	14%	(54)	62%	(248)	14%	(57)	10%	(41)	401
PID/Gender: Dem Women	16%	(72)	50%	(223)	20%	(90)	14%	(65)	449
PID/Gender: Ind Men	11%	(34)	56%	(171)	19%	(58)	15%	(45)	307
PID/Gender: Ind Women	15%	(53)	45%	(158)	23%	(82)	17%	(62)	354
PID/Gender: Rep Men	18%	(64)	57%	(201)	18%	(63)	7%	(26)	354
PID/Gender: Rep Women	12%	(40)	50%	(168)	23%	(77)	15%	(49)	334
Ideo: Liberal (1-3)	16%	(104)	55%	(352)	20%	(132)	9%	(57)	646
Ideo: Moderate (4)	12%	(77)	55%	(344)	20%	(125)	13%	(79)	625
Ideo: Conservative (5-7)	13%	(91)	57%	(402)	18%	(129)	12%	(82)	704
Educ: < College	15%	(221)	51%	(776)	19%	(288)	15%	(227)	1512
Educ: Bachelors degree	13%	(59)	57%	(252)	19%	(85)	11%	(48)	444
Educ: Post-grad	15%	(37)	58%	(141)	22%	(54)	5%	(12)	244
Income: Under 50k	15%	(187)	49%	(598)	20%	(242)	15%	(182)	1209
Income: 50k-100k	12%	(82)	58%	(388)	20%	(132)	10%	(66)	668
Income: 100k+	15%	(47)	56%	(182)	17%	(54)	12%	(40)	323
Ethnicity: White	13%	(229)	55%	(952)	19%	(331)	12%	(210)	1722

Continued on next page

Table MCB4_6: Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation?*At sporting events, such as baseball games*

Demographic	Should be allowed		Should not be allowed		It depends on the situation		Don't know / No opinion		Total N
Adults	14%	(317)	53%	(1169)	19%	(427)	13%	(287)	2200
Ethnicity: Hispanic	15%	(52)	47%	(164)	21%	(75)	17%	(59)	349
Ethnicity: Black	21%	(58)	44%	(120)	20%	(55)	15%	(41)	274
Ethnicity: Other	15%	(30)	47%	(96)	20%	(42)	18%	(36)	204
All Christian	14%	(144)	58%	(607)	19%	(196)	10%	(102)	1049
All Non-Christian	16%	(19)	54%	(63)	20%	(23)	10%	(12)	116
Atheist	10%	(9)	58%	(51)	16%	(14)	15%	(14)	88
Agnostic/Nothing in particular	17%	(84)	45%	(230)	19%	(99)	19%	(96)	510
Something Else	14%	(61)	50%	(218)	22%	(94)	15%	(64)	437
Religious Non-Protestant/Catholic	17%	(24)	51%	(70)	20%	(28)	13%	(17)	139
Evangelical	17%	(111)	48%	(307)	23%	(144)	12%	(75)	637
Non-Evangelical	11%	(88)	62%	(506)	17%	(136)	10%	(83)	813
Community: Urban	22%	(136)	48%	(301)	18%	(114)	12%	(75)	626
Community: Suburban	12%	(111)	58%	(557)	18%	(178)	13%	(122)	968
Community: Rural	11%	(69)	51%	(311)	22%	(135)	15%	(90)	606
Employ: Private Sector	17%	(114)	53%	(346)	19%	(124)	11%	(75)	659
Employ: Government	14%	(22)	47%	(74)	24%	(38)	14%	(23)	157
Employ: Self-Employed	18%	(34)	45%	(85)	25%	(46)	12%	(23)	189
Employ: Homemaker	10%	(16)	56%	(93)	19%	(32)	15%	(25)	166
Employ: Retired	7%	(37)	68%	(342)	14%	(72)	11%	(55)	505
Employ: Unemployed	17%	(51)	44%	(133)	23%	(70)	15%	(46)	300
Employ: Other	17%	(22)	49%	(64)	19%	(24)	15%	(20)	131
Military HH: Yes	12%	(43)	60%	(211)	17%	(61)	10%	(34)	350
Military HH: No	15%	(274)	52%	(957)	20%	(366)	14%	(253)	1850
RD/WT: Right Direction	18%	(105)	49%	(290)	19%	(111)	14%	(83)	588
RD/WT: Wrong Track	13%	(212)	55%	(879)	20%	(316)	13%	(205)	1612
Trump Job Approve	16%	(143)	52%	(464)	22%	(193)	11%	(98)	897
Trump Job Disapprove	13%	(159)	56%	(676)	18%	(213)	13%	(158)	1206

Continued on next page

Table MCB4_6: Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation?

At sporting events, such as baseball games

Demographic	Should be allowed		Should not be allowed		It depends on the situation		Don't know / No opinion		Total N
Adults	14%	(317)	53%	(1169)	19%	(427)	13%	(287)	2200
Trump Job Strongly Approve	17%	(81)	51%	(251)	21%	(103)	11%	(55)	490
Trump Job Somewhat Approve	15%	(62)	52%	(213)	22%	(90)	11%	(43)	407
Trump Job Somewhat Disapprove	17%	(40)	55%	(134)	19%	(47)	9%	(21)	242
Trump Job Strongly Disapprove	12%	(119)	56%	(542)	17%	(166)	14%	(137)	964
Favorable of Trump	16%	(143)	52%	(466)	22%	(195)	11%	(96)	899
Unfavorable of Trump	14%	(165)	56%	(672)	17%	(204)	13%	(149)	1190
Very Favorable of Trump	16%	(85)	52%	(278)	22%	(116)	10%	(52)	530
Somewhat Favorable of Trump	16%	(58)	51%	(188)	21%	(79)	12%	(44)	369
Somewhat Unfavorable of Trump	15%	(33)	57%	(123)	18%	(39)	10%	(21)	217
Very Unfavorable of Trump	13%	(131)	56%	(549)	17%	(165)	13%	(129)	974
#1 Issue: Economy	15%	(115)	53%	(412)	21%	(161)	12%	(93)	782
#1 Issue: Security	14%	(37)	58%	(146)	18%	(45)	10%	(26)	254
#1 Issue: Health Care	13%	(52)	54%	(216)	21%	(83)	12%	(50)	400
#1 Issue: Medicare / Social Security	14%	(42)	61%	(187)	15%	(45)	11%	(33)	306
#1 Issue: Women's Issues	25%	(25)	27%	(27)	15%	(15)	34%	(34)	100
#1 Issue: Education	20%	(23)	43%	(49)	23%	(27)	13%	(15)	114
#1 Issue: Energy	8%	(9)	53%	(60)	25%	(28)	15%	(17)	114
#1 Issue: Other	11%	(14)	55%	(72)	19%	(25)	15%	(19)	130
2018 House Vote: Democrat	15%	(107)	59%	(414)	17%	(117)	10%	(67)	704
2018 House Vote: Republican	13%	(86)	58%	(369)	20%	(127)	9%	(59)	641
2018 House Vote: Someone else	13%	(8)	50%	(32)	15%	(9)	22%	(14)	64
2016 Vote: Hillary Clinton	14%	(95)	60%	(409)	17%	(115)	10%	(66)	685
2016 Vote: Donald Trump	14%	(98)	58%	(396)	20%	(135)	8%	(57)	686
2016 Vote: Other	11%	(15)	50%	(65)	25%	(32)	14%	(18)	129
2016 Vote: Didn't Vote	16%	(109)	43%	(299)	21%	(146)	21%	(147)	700
Voted in 2014: Yes	13%	(165)	58%	(725)	19%	(232)	10%	(121)	1244
Voted in 2014: No	16%	(152)	46%	(443)	20%	(195)	17%	(166)	956

Continued on next page

Table MCB4_6: Do you think that private citizens should or should not be allowed to fly drones in the following areas, or does it depend on the situation?*At sporting events, such as baseball games*

Demographic	Should be allowed		Should not be allowed		It depends on the situation		Don't know / No opinion		Total N
Adults	14%	(317)	53%	(1169)	19%	(427)	13%	(287)	2200
2012 Vote: Barack Obama	15%	(127)	60%	(511)	16%	(141)	9%	(77)	856
2012 Vote: Mitt Romney	12%	(56)	58%	(268)	19%	(88)	11%	(52)	464
2012 Vote: Other	12%	(9)	55%	(43)	27%	(21)	6%	(5)	79
2012 Vote: Didn't Vote	16%	(124)	43%	(343)	22%	(175)	19%	(154)	796
4-Region: Northeast	14%	(55)	57%	(225)	17%	(68)	12%	(46)	394
4-Region: Midwest	16%	(76)	55%	(255)	16%	(75)	12%	(56)	462
4-Region: South	14%	(113)	51%	(423)	22%	(178)	13%	(110)	824
4-Region: West	14%	(73)	51%	(267)	20%	(105)	14%	(75)	520
Drone owner	19%	(46)	46%	(113)	23%	(57)	12%	(30)	246
Has seen someone operate a drone	18%	(225)	51%	(631)	21%	(262)	9%	(108)	1225
Familiar with drone regulations	22%	(135)	49%	(297)	21%	(126)	8%	(46)	604

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

Table MCB5: Which of the following is closest to your opinion, even if none is exactly right?

Demographic	The availability of flying drones to the general public will do more harm than good		The availability of flying drones to the general public will do more good than harm		Don't know / No opinion		Total N
Adults	39%	(852)	24%	(522)	38%	(826)	2200
Gender: Male	37%	(397)	30%	(323)	32%	(342)	1062
Gender: Female	40%	(454)	18%	(200)	43%	(484)	1138
Age: 18-34	28%	(181)	32%	(208)	41%	(266)	655
Age: 35-44	31%	(112)	26%	(94)	42%	(151)	358
Age: 45-64	43%	(325)	21%	(157)	36%	(269)	751
Age: 65+	54%	(234)	14%	(62)	32%	(140)	436
GenZers: 1997-2012	27%	(69)	32%	(82)	41%	(103)	253
Millennials: 1981-1996	29%	(166)	29%	(167)	42%	(237)	569
GenXers: 1965-1980	38%	(210)	24%	(136)	38%	(213)	559
Baby Boomers: 1946-1964	49%	(357)	17%	(126)	34%	(252)	735
PID: Dem (no lean)	39%	(329)	25%	(215)	36%	(306)	850
PID: Ind (no lean)	33%	(217)	21%	(138)	46%	(307)	661
PID: Rep (no lean)	44%	(306)	25%	(169)	31%	(213)	689
PID/Gender: Dem Men	36%	(143)	34%	(137)	30%	(121)	401
PID/Gender: Dem Women	41%	(186)	17%	(78)	41%	(185)	449
PID/Gender: Ind Men	31%	(97)	23%	(71)	45%	(139)	307
PID/Gender: Ind Women	34%	(120)	19%	(66)	47%	(168)	354
PID/Gender: Rep Men	45%	(158)	32%	(114)	23%	(82)	354
PID/Gender: Rep Women	44%	(148)	16%	(55)	39%	(131)	334
Ideo: Liberal (1-3)	39%	(255)	29%	(187)	32%	(204)	646
Ideo: Moderate (4)	40%	(253)	21%	(129)	39%	(243)	625
Ideo: Conservative (5-7)	43%	(305)	24%	(170)	33%	(229)	704
Educ: < College	37%	(562)	22%	(333)	41%	(617)	1512
Educ: Bachelors degree	41%	(183)	27%	(119)	32%	(142)	444
Educ: Post-grad	44%	(107)	29%	(70)	28%	(67)	244
Income: Under 50k	37%	(445)	22%	(270)	41%	(494)	1209
Income: 50k-100k	41%	(271)	25%	(169)	34%	(228)	668
Income: 100k+	42%	(136)	26%	(83)	32%	(104)	323
Ethnicity: White	39%	(676)	23%	(400)	37%	(645)	1722

Continued on next page

Table MCB5: Which of the following is closest to your opinion, even if none is exactly right?

Demographic	The availability of flying drones to the general public will do more harm than good		The availability of flying drones to the general public will do more good than harm		Don't know / No opinion		Total N
Adults	39%	(852)	24%	(522)	38%	(826)	2200
Ethnicity: Hispanic	34%	(119)	27%	(93)	39%	(138)	349
Ethnicity: Black	37%	(102)	28%	(76)	35%	(96)	274
Ethnicity: Other	36%	(73)	23%	(47)	41%	(84)	204
All Christian	45%	(469)	24%	(251)	31%	(329)	1049
All Non-Christian	44%	(52)	22%	(26)	33%	(39)	116
Atheist	32%	(28)	34%	(30)	34%	(30)	88
Agnostic/Nothing in particular	29%	(148)	25%	(125)	46%	(236)	510
Something Else	35%	(154)	21%	(91)	44%	(192)	437
Religious Non-Protestant/Catholic	43%	(59)	25%	(35)	32%	(45)	139
Evangelical	41%	(260)	26%	(163)	34%	(214)	637
Non-Evangelical	43%	(351)	20%	(164)	37%	(298)	813
Community: Urban	42%	(261)	28%	(178)	30%	(188)	626
Community: Suburban	38%	(366)	22%	(210)	40%	(392)	968
Community: Rural	37%	(225)	22%	(134)	41%	(247)	606
Employ: Private Sector	36%	(234)	30%	(200)	34%	(225)	659
Employ: Government	31%	(48)	33%	(52)	36%	(57)	157
Employ: Self-Employed	37%	(70)	31%	(58)	32%	(61)	189
Employ: Homemaker	42%	(70)	23%	(38)	35%	(58)	166
Employ: Retired	52%	(263)	15%	(77)	33%	(165)	505
Employ: Unemployed	28%	(84)	20%	(60)	52%	(156)	300
Employ: Other	41%	(53)	13%	(17)	46%	(60)	131
Military HH: Yes	44%	(154)	22%	(76)	34%	(120)	350
Military HH: No	38%	(698)	24%	(446)	38%	(706)	1850
RD/WT: Right Direction	37%	(218)	29%	(169)	34%	(201)	588
RD/WT: Wrong Track	39%	(633)	22%	(353)	39%	(625)	1612
Trump Job Approve	42%	(380)	25%	(224)	33%	(293)	897
Trump Job Disapprove	39%	(465)	24%	(284)	38%	(457)	1206

Continued on next page

Table MCB5: Which of the following is closest to your opinion, even if none is exactly right?

Demographic	The availability of flying drones to the general public will do more harm than good		The availability of flying drones to the general public will do more good than harm		Don't know / No opinion		Total N
Adults	39%	(852)	24%	(522)	38%	(826)	2200
Trump Job Strongly Approve	42%	(207)	25%	(120)	33%	(163)	490
Trump Job Somewhat Approve	42%	(173)	26%	(104)	32%	(130)	407
Trump Job Somewhat Disapprove	37%	(90)	28%	(67)	35%	(85)	242
Trump Job Strongly Disapprove	39%	(375)	23%	(217)	39%	(372)	964
Favorable of Trump	42%	(375)	25%	(224)	33%	(300)	899
Unfavorable of Trump	38%	(457)	24%	(286)	38%	(447)	1190
Very Favorable of Trump	43%	(226)	24%	(127)	33%	(177)	530
Somewhat Favorable of Trump	40%	(148)	26%	(97)	33%	(123)	369
Somewhat Unfavorable of Trump	35%	(76)	28%	(61)	36%	(79)	217
Very Unfavorable of Trump	39%	(381)	23%	(225)	38%	(368)	974
#1 Issue: Economy	35%	(275)	28%	(219)	37%	(288)	782
#1 Issue: Security	49%	(125)	19%	(48)	32%	(81)	254
#1 Issue: Health Care	35%	(139)	27%	(106)	39%	(155)	400
#1 Issue: Medicare / Social Security	53%	(162)	17%	(53)	30%	(91)	306
#1 Issue: Women's Issues	23%	(23)	26%	(26)	51%	(51)	100
#1 Issue: Education	25%	(28)	21%	(24)	55%	(62)	114
#1 Issue: Energy	34%	(38)	28%	(32)	38%	(43)	114
#1 Issue: Other	47%	(61)	11%	(14)	42%	(55)	130
2018 House Vote: Democrat	45%	(313)	23%	(161)	33%	(230)	704
2018 House Vote: Republican	43%	(277)	26%	(165)	31%	(200)	641
2018 House Vote: Someone else	24%	(15)	27%	(17)	50%	(32)	64
2016 Vote: Hillary Clinton	44%	(300)	23%	(161)	33%	(225)	685
2016 Vote: Donald Trump	43%	(294)	25%	(172)	32%	(220)	686
2016 Vote: Other	38%	(49)	24%	(32)	38%	(49)	129
2016 Vote: Didn't Vote	30%	(209)	23%	(158)	48%	(332)	700
Voted in 2014: Yes	44%	(552)	23%	(286)	33%	(406)	1244
Voted in 2014: No	31%	(299)	25%	(237)	44%	(420)	956

Continued on next page

Table MCB5: Which of the following is closest to your opinion, even if none is exactly right?

Demographic	The availability of flying drones to the general public will do more harm than good		The availability of flying drones to the general public will do more good than harm		Don't know / No opinion		Total N
Adults	39%	(852)	24%	(522)	38%	(826)	2200
2012 Vote: Barack Obama	44%	(378)	22%	(188)	34%	(291)	856
2012 Vote: Mitt Romney	45%	(211)	23%	(108)	31%	(145)	464
2012 Vote: Other	40%	(32)	20%	(16)	39%	(31)	79
2012 Vote: Didn't Vote	29%	(230)	26%	(208)	45%	(358)	796
4-Region: Northeast	41%	(163)	25%	(99)	33%	(131)	394
4-Region: Midwest	41%	(189)	22%	(101)	37%	(172)	462
4-Region: South	35%	(291)	25%	(202)	40%	(331)	824
4-Region: West	40%	(209)	23%	(120)	37%	(191)	520
Drone owner	24%	(59)	36%	(90)	40%	(97)	246
Has seen someone operate a drone	35%	(430)	29%	(355)	36%	(440)	1225
Familiar with drone regulations	35%	(214)	38%	(231)	26%	(159)	604

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

Table MCB6_1: How concerned are you about each of the following scenarios?
Having your privacy violated by someone using a flying drone

Demographic	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Don't know / No opinion	Total N
Adults	34% (744)	29% (649)	19% (416)	10% (210)	8% (181)	2200
Gender: Male	29% (311)	33% (355)	20% (211)	12% (122)	6% (62)	1062
Gender: Female	38% (433)	26% (294)	18% (205)	8% (88)	10% (118)	1138
Age: 18-34	36% (238)	22% (142)	17% (114)	12% (79)	12% (82)	655
Age: 35-44	40% (143)	31% (110)	16% (56)	7% (25)	6% (22)	358
Age: 45-64	29% (217)	33% (246)	22% (167)	9% (65)	7% (56)	751
Age: 65+	34% (146)	35% (151)	18% (78)	9% (41)	5% (21)	436
GenZers: 1997-2012	39% (98)	19% (49)	14% (35)	11% (29)	17% (43)	253
Millennials: 1981-1996	36% (205)	26% (146)	18% (105)	11% (63)	9% (49)	569
GenXers: 1965-1980	33% (185)	31% (171)	20% (113)	8% (47)	8% (43)	559
Baby Boomers: 1946-1964	30% (221)	34% (252)	20% (150)	9% (66)	6% (45)	735
PID: Dem (no lean)	37% (314)	29% (249)	17% (147)	8% (69)	8% (71)	850
PID: Ind (no lean)	31% (204)	30% (200)	19% (126)	11% (71)	9% (61)	661
PID: Rep (no lean)	33% (227)	29% (200)	21% (143)	10% (70)	7% (49)	689
PID/Gender: Dem Men	33% (133)	32% (129)	18% (72)	11% (45)	6% (22)	401
PID/Gender: Dem Women	40% (181)	27% (120)	17% (75)	5% (24)	11% (49)	449
PID/Gender: Ind Men	25% (75)	36% (112)	18% (54)	13% (41)	8% (25)	307
PID/Gender: Ind Women	36% (129)	25% (88)	20% (72)	9% (30)	10% (35)	354
PID/Gender: Rep Men	29% (103)	32% (114)	24% (85)	10% (37)	4% (15)	354
PID/Gender: Rep Women	37% (123)	26% (86)	17% (58)	10% (33)	10% (34)	334
Ideo: Liberal (1-3)	37% (239)	30% (192)	20% (128)	9% (59)	4% (27)	646
Ideo: Moderate (4)	33% (205)	31% (196)	20% (123)	8% (51)	8% (50)	625
Ideo: Conservative (5-7)	33% (235)	29% (207)	20% (138)	11% (78)	7% (46)	704
Educ: < College	35% (524)	27% (405)	18% (276)	10% (153)	10% (154)	1512
Educ: Bachelors degree	29% (130)	36% (158)	22% (99)	9% (39)	4% (18)	444
Educ: Post-grad	37% (91)	35% (85)	17% (41)	7% (18)	4% (9)	244
Income: Under 50k	36% (430)	26% (318)	17% (211)	9% (114)	11% (137)	1209
Income: 50k-100k	32% (213)	34% (226)	20% (137)	9% (61)	5% (31)	668
Income: 100k+	31% (102)	33% (106)	21% (68)	11% (35)	4% (13)	323
Ethnicity: White	31% (527)	31% (539)	20% (349)	10% (177)	8% (130)	1722
Ethnicity: Hispanic	44% (154)	23% (81)	17% (59)	8% (28)	8% (27)	349

Continued on next page

Table MCB6_1: How concerned are you about each of the following scenarios?
Having your privacy violated by someone using a flying drone

Demographic	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Don't know / No opinion	Total N
Adults	34% (744)	29% (649)	19% (416)	10% (210)	8% (181)	2200
Ethnicity: Black	50% (136)	16% (43)	13% (37)	9% (23)	13% (36)	274
Ethnicity: Other	40% (82)	33% (67)	15% (31)	5% (10)	7% (15)	204
All Christian	33% (349)	32% (339)	20% (210)	9% (94)	5% (57)	1049
All Non-Christian	45% (53)	34% (39)	11% (13)	3% (4)	6% (7)	116
Atheist	24% (21)	32% (28)	32% (28)	8% (7)	5% (4)	88
Agnostic/Nothing in particular	28% (141)	28% (145)	18% (92)	12% (62)	14% (69)	510
Something Else	41% (181)	22% (98)	16% (72)	10% (43)	10% (43)	437
Religious Non-Protestant/Catholic	41% (57)	35% (48)	14% (19)	4% (6)	6% (8)	139
Evangelical	40% (253)	26% (168)	17% (110)	9% (56)	8% (50)	637
Non-Evangelical	33% (271)	31% (254)	20% (162)	10% (78)	6% (49)	813
Community: Urban	40% (252)	29% (180)	16% (102)	6% (40)	8% (52)	626
Community: Suburban	33% (321)	30% (294)	21% (205)	8% (79)	7% (68)	968
Community: Rural	28% (171)	29% (174)	18% (109)	15% (90)	10% (61)	606
Employ: Private Sector	31% (206)	31% (207)	22% (144)	10% (63)	6% (38)	659
Employ: Government	35% (56)	30% (47)	17% (27)	5% (8)	12% (19)	157
Employ: Self-Employed	36% (68)	26% (50)	16% (30)	12% (23)	10% (18)	189
Employ: Homemaker	39% (65)	31% (51)	13% (21)	7% (12)	10% (17)	166
Employ: Retired	33% (165)	34% (173)	18% (89)	10% (52)	5% (27)	505
Employ: Unemployed	33% (100)	23% (69)	21% (62)	11% (33)	12% (35)	300
Employ: Other	41% (53)	21% (28)	18% (23)	10% (13)	10% (13)	131
Military HH: Yes	34% (118)	32% (114)	18% (64)	9% (32)	6% (22)	350
Military HH: No	34% (626)	29% (535)	19% (352)	10% (178)	9% (159)	1850
RD/WT: Right Direction	33% (196)	27% (161)	20% (116)	11% (64)	9% (51)	588
RD/WT: Wrong Track	34% (549)	30% (488)	19% (300)	9% (146)	8% (130)	1612
Trump Job Approve	34% (301)	30% (265)	20% (177)	10% (93)	7% (60)	897
Trump Job Disapprove	35% (426)	30% (357)	19% (225)	9% (107)	8% (92)	1206
Trump Job Strongly Approve	35% (173)	26% (125)	20% (96)	13% (62)	7% (33)	490
Trump Job Somewhat Approve	31% (127)	34% (140)	20% (81)	8% (31)	7% (27)	407
Trump Job Somewhat Disapprove	33% (80)	34% (83)	24% (58)	4% (10)	4% (11)	242
Trump Job Strongly Disapprove	36% (345)	28% (274)	17% (167)	10% (97)	8% (81)	964

Continued on next page

Table MCB6_1: How concerned are you about each of the following scenarios?
Having your privacy violated by someone using a flying drone

Demographic	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Don't know / No opinion	Total N
Adults	34% (744)	29% (649)	19% (416)	10% (210)	8% (181)	2200
Favorable of Trump	34% (303)	31% (278)	19% (174)	10% (88)	6% (57)	899
Unfavorable of Trump	35% (417)	30% (352)	19% (227)	9% (108)	7% (87)	1190
Very Favorable of Trump	38% (203)	26% (135)	19% (102)	12% (63)	5% (27)	530
Somewhat Favorable of Trump	27% (100)	39% (142)	20% (72)	7% (25)	8% (29)	369
Somewhat Unfavorable of Trump	33% (71)	29% (62)	24% (53)	8% (18)	6% (12)	217
Very Unfavorable of Trump	36% (346)	30% (290)	18% (174)	9% (90)	8% (74)	974
#1 Issue: Economy	33% (258)	29% (230)	21% (161)	10% (77)	7% (55)	782
#1 Issue: Security	40% (103)	28% (72)	19% (47)	7% (17)	6% (15)	254
#1 Issue: Health Care	30% (119)	30% (121)	20% (79)	11% (45)	9% (37)	400
#1 Issue: Medicare / Social Security	37% (114)	33% (100)	13% (39)	11% (34)	6% (19)	306
#1 Issue: Women's Issues	37% (37)	14% (14)	18% (18)	6% (6)	24% (24)	100
#1 Issue: Education	36% (41)	29% (33)	17% (19)	10% (12)	8% (9)	114
#1 Issue: Energy	25% (29)	33% (37)	27% (30)	8% (9)	8% (9)	114
#1 Issue: Other	34% (44)	32% (41)	17% (22)	7% (9)	10% (14)	130
2018 House Vote: Democrat	34% (236)	35% (245)	18% (130)	7% (52)	6% (41)	704
2018 House Vote: Republican	32% (207)	32% (205)	20% (131)	10% (67)	5% (31)	641
2018 House Vote: Someone else	22% (14)	24% (15)	33% (21)	10% (6)	10% (7)	64
2016 Vote: Hillary Clinton	37% (256)	33% (224)	16% (112)	8% (58)	5% (36)	685
2016 Vote: Donald Trump	31% (214)	32% (222)	22% (152)	10% (66)	5% (32)	686
2016 Vote: Other	27% (35)	30% (38)	27% (35)	8% (10)	8% (11)	129
2016 Vote: Didn't Vote	34% (239)	24% (164)	17% (118)	11% (75)	15% (103)	700
Voted in 2014: Yes	33% (411)	33% (412)	19% (239)	9% (115)	5% (66)	1244
Voted in 2014: No	35% (333)	25% (237)	18% (177)	10% (95)	12% (115)	956
2012 Vote: Barack Obama	37% (314)	31% (268)	19% (159)	9% (74)	5% (41)	856
2012 Vote: Mitt Romney	30% (139)	34% (160)	20% (94)	11% (50)	5% (21)	464
2012 Vote: Other	25% (20)	33% (26)	25% (19)	11% (9)	6% (5)	79
2012 Vote: Didn't Vote	34% (271)	24% (193)	18% (143)	10% (77)	14% (113)	796

Continued on next page

Table MCB6_1: How concerned are you about each of the following scenarios?*Having your privacy violated by someone using a flying drone*

Demographic	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Don't know / No opinion	Total N
Adults	34% (744)	29% (649)	19% (416)	10% (210)	8% (181)	2200
4-Region: Northeast	39% (155)	30% (119)	16% (65)	8% (31)	6% (23)	394
4-Region: Midwest	27% (125)	31% (141)	22% (102)	10% (48)	10% (46)	462
4-Region: South	34% (283)	27% (219)	19% (154)	11% (94)	9% (75)	824
4-Region: West	35% (182)	33% (169)	18% (95)	7% (37)	7% (37)	520
Drone owner	24% (59)	36% (89)	17% (41)	11% (28)	12% (30)	246
Has seen someone operate a drone	33% (408)	32% (395)	19% (236)	9% (116)	6% (70)	1225
Familiar with drone regulations	38% (232)	29% (173)	16% (96)	11% (65)	6% (38)	604

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

Table MCB6_2: How concerned are you about each of the following scenarios?
Being physically harmed unintentionally by someone else's careless use of a flying drone

Demographic	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Don't know / No opinion	Total N
Adults	21% (468)	27% (594)	27% (600)	16% (350)	9% (187)	2200
Gender: Male	19% (206)	30% (316)	27% (283)	18% (189)	6% (68)	1062
Gender: Female	23% (262)	24% (278)	28% (317)	14% (162)	11% (120)	1138
Age: 18-34	22% (145)	27% (174)	22% (144)	17% (112)	12% (81)	655
Age: 35-44	25% (89)	29% (103)	23% (83)	17% (60)	6% (23)	358
Age: 45-64	18% (137)	27% (203)	31% (231)	17% (125)	7% (55)	751
Age: 65+	22% (98)	26% (114)	33% (142)	12% (54)	6% (28)	436
GenZers: 1997-2012	22% (56)	26% (65)	24% (61)	13% (33)	15% (39)	253
Millennials: 1981-1996	22% (126)	26% (149)	22% (128)	20% (112)	9% (54)	569
GenXers: 1965-1980	21% (117)	27% (151)	29% (160)	16% (91)	7% (39)	559
Baby Boomers: 1946-1964	20% (146)	28% (203)	31% (228)	14% (106)	7% (51)	735
PID: Dem (no lean)	24% (204)	28% (236)	26% (223)	13% (109)	9% (78)	850
PID: Ind (no lean)	17% (111)	27% (181)	29% (190)	18% (121)	9% (59)	661
PID: Rep (no lean)	22% (154)	26% (177)	27% (187)	18% (121)	7% (51)	689
PID/Gender: Dem Men	24% (96)	31% (124)	24% (96)	14% (58)	7% (27)	401
PID/Gender: Dem Women	24% (108)	25% (113)	28% (127)	11% (51)	11% (51)	449
PID/Gender: Ind Men	12% (38)	31% (96)	27% (83)	21% (66)	8% (24)	307
PID/Gender: Ind Women	21% (73)	24% (84)	30% (106)	15% (55)	10% (36)	354
PID/Gender: Rep Men	20% (72)	27% (96)	29% (104)	18% (65)	5% (17)	354
PID/Gender: Rep Women	24% (81)	24% (81)	25% (83)	17% (56)	10% (33)	334
Ideo: Liberal (1-3)	21% (139)	30% (192)	30% (191)	15% (97)	4% (27)	646
Ideo: Moderate (4)	20% (128)	32% (197)	24% (152)	16% (98)	8% (50)	625
Ideo: Conservative (5-7)	23% (163)	23% (164)	30% (209)	17% (121)	7% (46)	704
Educ: < College	21% (317)	25% (371)	27% (410)	17% (256)	10% (158)	1512
Educ: Bachelors degree	21% (94)	31% (136)	29% (128)	14% (64)	5% (22)	444
Educ: Post-grad	24% (58)	36% (87)	25% (61)	13% (31)	3% (7)	244
Income: Under 50k	23% (273)	25% (303)	25% (307)	15% (187)	12% (139)	1209
Income: 50k-100k	21% (138)	28% (190)	31% (204)	15% (103)	5% (33)	668
Income: 100k+	18% (57)	31% (101)	28% (89)	19% (61)	5% (15)	323
Ethnicity: White	20% (340)	27% (473)	28% (481)	17% (290)	8% (138)	1722
Ethnicity: Hispanic	26% (90)	31% (107)	29% (100)	9% (30)	6% (22)	349

Continued on next page

Table MCB6_2: How concerned are you about each of the following scenarios?
Being physically harmed unintentionally by someone else's careless use of a flying drone

Demographic	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Don't know / No opinion	Total N
Adults	21% (468)	27% (594)	27% (600)	16% (350)	9% (187)	2200
Ethnicity: Black	32% (87)	22% (59)	23% (62)	11% (30)	13% (36)	274
Ethnicity: Other	20% (42)	30% (62)	28% (56)	15% (30)	7% (14)	204
All Christian	21% (223)	30% (318)	28% (297)	15% (152)	6% (59)	1049
All Non-Christian	38% (44)	27% (32)	18% (21)	11% (12)	6% (7)	116
Atheist	9% (8)	29% (25)	39% (35)	17% (15)	6% (6)	88
Agnostic/Nothing in particular	17% (86)	23% (116)	26% (135)	19% (99)	14% (74)	510
Something Else	25% (107)	24% (103)	26% (112)	16% (72)	10% (42)	437
Religious Non-Protestant/Catholic	33% (46)	30% (42)	18% (25)	13% (18)	6% (8)	139
Evangelical	25% (158)	28% (177)	25% (158)	15% (96)	8% (49)	637
Non-Evangelical	21% (169)	28% (228)	30% (244)	15% (121)	6% (51)	813
Community: Urban	26% (165)	25% (159)	26% (161)	14% (90)	8% (50)	626
Community: Suburban	20% (194)	30% (292)	27% (263)	15% (146)	8% (73)	968
Community: Rural	18% (109)	24% (143)	29% (175)	19% (115)	11% (64)	606
Employ: Private Sector	19% (127)	28% (184)	28% (186)	19% (123)	6% (38)	659
Employ: Government	25% (39)	22% (35)	22% (35)	20% (32)	10% (16)	157
Employ: Self-Employed	27% (51)	27% (51)	25% (47)	12% (22)	10% (19)	189
Employ: Homemaker	28% (46)	26% (43)	25% (41)	12% (20)	10% (16)	166
Employ: Retired	19% (97)	29% (147)	31% (158)	14% (71)	6% (33)	505
Employ: Unemployed	19% (58)	26% (78)	27% (80)	16% (49)	11% (34)	300
Employ: Other	22% (29)	22% (29)	24% (32)	19% (24)	13% (17)	131
Military HH: Yes	21% (74)	25% (86)	29% (102)	17% (59)	8% (29)	350
Military HH: No	21% (394)	27% (508)	27% (498)	16% (292)	9% (158)	1850
RD/WT: Right Direction	24% (142)	25% (146)	25% (147)	18% (103)	8% (50)	588
RD/WT: Wrong Track	20% (326)	28% (448)	28% (453)	15% (247)	9% (138)	1612
Trump Job Approve	22% (197)	27% (242)	27% (241)	18% (164)	6% (54)	897
Trump Job Disapprove	21% (256)	28% (335)	28% (338)	14% (171)	9% (105)	1206
Trump Job Strongly Approve	22% (107)	28% (136)	24% (117)	20% (98)	7% (33)	490
Trump Job Somewhat Approve	22% (90)	26% (106)	30% (124)	16% (67)	5% (21)	407
Trump Job Somewhat Disapprove	22% (53)	31% (75)	29% (71)	12% (30)	6% (14)	242
Trump Job Strongly Disapprove	21% (203)	27% (261)	28% (268)	15% (141)	10% (92)	964

Continued on next page

**Table MCB6_2: How concerned are you about each of the following scenarios?
Being physically harmed unintentionally by someone else's careless use of a flying drone**

Demographic	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Don't know / No opinion	Total N
Adults	21% (468)	27% (594)	27% (600)	16% (350)	9% (187)	2200
Favorable of Trump	22% (196)	27% (243)	27% (244)	18% (164)	6% (51)	899
Unfavorable of Trump	21% (253)	28% (330)	28% (338)	14% (169)	8% (100)	1190
Very Favorable of Trump	25% (135)	25% (135)	25% (130)	19% (103)	5% (28)	530
Somewhat Favorable of Trump	17% (62)	30% (109)	31% (113)	17% (61)	6% (23)	369
Somewhat Unfavorable of Trump	21% (45)	30% (64)	29% (63)	13% (29)	7% (15)	217
Very Unfavorable of Trump	21% (207)	27% (266)	28% (275)	14% (140)	9% (86)	974
#1 Issue: Economy	21% (163)	25% (198)	29% (229)	17% (135)	7% (57)	782
#1 Issue: Security	23% (58)	30% (77)	24% (60)	16% (41)	6% (16)	254
#1 Issue: Health Care	17% (68)	27% (109)	32% (130)	14% (58)	9% (36)	400
#1 Issue: Medicare / Social Security	26% (80)	28% (87)	21% (64)	17% (53)	7% (22)	306
#1 Issue: Women's Issues	21% (21)	16% (16)	30% (30)	9% (9)	24% (24)	100
#1 Issue: Education	24% (27)	29% (33)	22% (25)	17% (20)	8% (9)	114
#1 Issue: Energy	23% (26)	32% (36)	25% (29)	14% (15)	6% (7)	114
#1 Issue: Other	19% (24)	28% (37)	26% (33)	15% (19)	13% (17)	130
2018 House Vote: Democrat	21% (150)	30% (212)	29% (208)	12% (87)	7% (47)	704
2018 House Vote: Republican	22% (141)	26% (164)	28% (181)	19% (125)	5% (31)	641
2018 House Vote: Someone else	14% (9)	14% (9)	32% (20)	31% (20)	9% (6)	64
2016 Vote: Hillary Clinton	23% (157)	31% (210)	27% (182)	14% (94)	6% (42)	685
2016 Vote: Donald Trump	21% (145)	27% (188)	27% (188)	19% (133)	5% (32)	686
2016 Vote: Other	18% (24)	20% (26)	35% (45)	19% (24)	8% (10)	129
2016 Vote: Didn't Vote	20% (142)	24% (170)	26% (185)	14% (99)	15% (103)	700
Voted in 2014: Yes	22% (276)	28% (350)	27% (338)	16% (205)	6% (75)	1244
Voted in 2014: No	20% (192)	26% (244)	27% (262)	15% (146)	12% (112)	956
2012 Vote: Barack Obama	23% (199)	29% (247)	27% (232)	15% (131)	6% (48)	856
2012 Vote: Mitt Romney	19% (86)	26% (122)	31% (142)	19% (88)	5% (25)	464
2012 Vote: Other	18% (14)	24% (19)	27% (21)	24% (19)	7% (5)	79
2012 Vote: Didn't Vote	21% (168)	26% (205)	25% (202)	14% (113)	14% (110)	796

Continued on next page

Table MCB6_2: How concerned are you about each of the following scenarios?
Being physically harmed unintentionally by someone else's careless use of a flying drone

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not at all concerned		Don't know / No opinion		Total N
Adults	21%	(468)	27%	(594)	27%	(600)	16%	(350)	9%	(187)	2200
4-Region: Northeast	27%	(106)	29%	(114)	26%	(103)	12%	(46)	6%	(24)	394
4-Region: Midwest	17%	(76)	25%	(116)	31%	(144)	17%	(77)	11%	(50)	462
4-Region: South	22%	(185)	25%	(210)	25%	(205)	18%	(151)	9%	(73)	824
4-Region: West	19%	(101)	30%	(154)	29%	(149)	15%	(76)	8%	(40)	520
Drone owner	13%	(33)	35%	(85)	26%	(65)	16%	(39)	10%	(25)	246
Has seen someone operate a drone	20%	(246)	28%	(340)	28%	(343)	18%	(224)	6%	(72)	1225
Familiar with drone regulations	26%	(158)	31%	(188)	22%	(132)	15%	(91)	6%	(35)	604

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

Table MCB6_3: How concerned are you about each of the following scenarios?
Being physically harmed intentionally by someone else's malicious use of a flying drone

Demographic	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Don't know / No opinion	Total N
Adults	23% (514)	22% (491)	26% (581)	19% (410)	9% (204)	2200
Gender: Male	21% (221)	26% (279)	26% (272)	20% (215)	7% (75)	1062
Gender: Female	26% (293)	19% (212)	27% (310)	17% (195)	11% (129)	1138
Age: 18-34	27% (178)	19% (127)	21% (138)	19% (122)	14% (90)	655
Age: 35-44	27% (96)	24% (87)	24% (87)	18% (64)	7% (24)	358
Age: 45-64	18% (137)	24% (181)	30% (225)	19% (143)	9% (64)	751
Age: 65+	24% (104)	22% (96)	30% (131)	18% (80)	6% (25)	436
GenZers: 1997-2012	29% (73)	19% (49)	18% (47)	17% (44)	16% (41)	253
Millennials: 1981-1996	26% (146)	20% (113)	24% (134)	20% (114)	11% (61)	569
GenXers: 1965-1980	23% (129)	24% (132)	26% (147)	19% (107)	8% (44)	559
Baby Boomers: 1946-1964	19% (141)	23% (172)	32% (235)	18% (129)	8% (56)	735
PID: Dem (no lean)	26% (218)	23% (197)	25% (209)	17% (147)	9% (79)	850
PID: Ind (no lean)	20% (130)	22% (144)	28% (185)	20% (129)	11% (72)	661
PID: Rep (no lean)	24% (165)	22% (150)	27% (187)	19% (134)	8% (53)	689
PID/Gender: Dem Men	25% (99)	26% (105)	23% (93)	20% (78)	6% (26)	401
PID/Gender: Dem Women	27% (120)	20% (92)	26% (116)	15% (69)	12% (53)	449
PID/Gender: Ind Men	16% (49)	25% (77)	27% (83)	21% (65)	11% (33)	307
PID/Gender: Ind Women	23% (81)	19% (67)	29% (102)	18% (65)	11% (39)	354
PID/Gender: Rep Men	21% (73)	27% (97)	27% (96)	20% (72)	5% (16)	354
PID/Gender: Rep Women	28% (92)	16% (53)	27% (91)	18% (61)	11% (37)	334
Ideo: Liberal (1-3)	24% (156)	24% (157)	27% (174)	20% (126)	5% (31)	646
Ideo: Moderate (4)	22% (138)	28% (173)	24% (150)	18% (111)	8% (53)	625
Ideo: Conservative (5-7)	25% (174)	19% (134)	29% (205)	20% (141)	7% (49)	704
Educ: < College	24% (359)	20% (303)	25% (380)	19% (295)	12% (176)	1512
Educ: Bachelors degree	23% (101)	26% (116)	29% (128)	18% (78)	5% (21)	444
Educ: Post-grad	22% (54)	30% (72)	30% (73)	15% (37)	3% (7)	244
Income: Under 50k	26% (310)	21% (256)	24% (286)	17% (206)	13% (152)	1209
Income: 50k-100k	21% (139)	23% (151)	31% (206)	21% (137)	5% (35)	668
Income: 100k+	20% (66)	26% (84)	28% (90)	21% (67)	5% (17)	323
Ethnicity: White	21% (367)	22% (382)	28% (483)	20% (342)	9% (149)	1722
Ethnicity: Hispanic	34% (117)	25% (87)	23% (80)	10% (36)	8% (29)	349

Continued on next page

Table MCB6_3: How concerned are you about each of the following scenarios?
Being physically harmed intentionally by someone else's malicious use of a flying drone

Demographic	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Don't know / No opinion	Total N
Adults	23% (514)	22% (491)	26% (581)	19% (410)	9% (204)	2200
Ethnicity: Black	32% (89)	21% (58)	18% (49)	15% (41)	14% (38)	274
Ethnicity: Other	29% (58)	25% (52)	24% (50)	13% (27)	8% (17)	204
All Christian	23% (239)	25% (263)	29% (300)	18% (186)	6% (60)	1049
All Non-Christian	37% (43)	23% (27)	21% (25)	13% (15)	6% (7)	116
Atheist	14% (12)	19% (16)	33% (29)	26% (23)	9% (8)	88
Agnostic/Nothing in particular	20% (102)	18% (93)	25% (128)	21% (106)	16% (80)	510
Something Else	27% (118)	21% (91)	23% (100)	18% (80)	11% (49)	437
Religious Non-Protestant/Catholic	32% (45)	24% (34)	23% (32)	15% (20)	6% (8)	139
Evangelical	27% (172)	24% (151)	23% (149)	18% (116)	8% (50)	637
Non-Evangelical	22% (182)	24% (191)	30% (240)	17% (142)	7% (58)	813
Community: Urban	30% (188)	22% (138)	23% (146)	16% (101)	9% (54)	626
Community: Suburban	22% (211)	25% (240)	27% (260)	19% (180)	8% (77)	968
Community: Rural	19% (115)	19% (113)	29% (175)	21% (129)	12% (74)	606
Employ: Private Sector	20% (133)	26% (172)	26% (172)	21% (140)	6% (41)	659
Employ: Government	25% (39)	23% (36)	25% (40)	15% (23)	12% (18)	157
Employ: Self-Employed	29% (55)	17% (32)	27% (50)	14% (26)	14% (26)	189
Employ: Homemaker	29% (49)	20% (32)	28% (46)	13% (22)	10% (16)	166
Employ: Retired	21% (108)	25% (124)	29% (146)	19% (97)	6% (31)	505
Employ: Unemployed	23% (68)	19% (58)	28% (83)	18% (54)	13% (38)	300
Employ: Other	27% (35)	12% (16)	19% (25)	26% (35)	15% (20)	131
Military HH: Yes	21% (75)	22% (78)	28% (99)	19% (67)	9% (31)	350
Military HH: No	24% (439)	22% (413)	26% (482)	19% (343)	9% (173)	1850
RD/WT: Right Direction	26% (155)	21% (122)	23% (136)	19% (113)	11% (62)	588
RD/WT: Wrong Track	22% (359)	23% (369)	28% (445)	18% (297)	9% (142)	1612
Trump Job Approve	25% (222)	22% (197)	26% (235)	21% (186)	6% (58)	897
Trump Job Disapprove	23% (275)	24% (284)	27% (322)	18% (212)	9% (113)	1206
Trump Job Strongly Approve	27% (131)	20% (98)	24% (117)	23% (110)	7% (34)	490
Trump Job Somewhat Approve	22% (90)	24% (99)	29% (118)	19% (76)	6% (24)	407
Trump Job Somewhat Disapprove	23% (55)	29% (70)	27% (66)	16% (39)	5% (13)	242
Trump Job Strongly Disapprove	23% (220)	22% (214)	27% (257)	18% (174)	10% (100)	964

Continued on next page

Table MCB6_3: How concerned are you about each of the following scenarios?
Being physically harmed intentionally by someone else's malicious use of a flying drone

Demographic	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Don't know / No opinion	Total N
Adults	23% (514)	22% (491)	26% (581)	19% (410)	9% (204)	2200
Favorable of Trump	25% (222)	22% (198)	26% (237)	20% (184)	6% (58)	899
Unfavorable of Trump	23% (272)	23% (275)	27% (323)	18% (212)	9% (108)	1190
Very Favorable of Trump	30% (157)	19% (100)	24% (129)	22% (114)	6% (31)	530
Somewhat Favorable of Trump	18% (65)	27% (98)	29% (109)	19% (70)	7% (27)	369
Somewhat Unfavorable of Trump	24% (52)	25% (53)	29% (64)	16% (35)	6% (13)	217
Very Unfavorable of Trump	23% (220)	23% (222)	27% (259)	18% (178)	10% (95)	974
#1 Issue: Economy	23% (178)	22% (171)	28% (216)	20% (153)	8% (64)	782
#1 Issue: Security	27% (69)	25% (62)	24% (61)	18% (45)	7% (17)	254
#1 Issue: Health Care	19% (76)	20% (80)	32% (127)	19% (76)	10% (41)	400
#1 Issue: Medicare / Social Security	26% (80)	26% (78)	23% (72)	18% (55)	7% (21)	306
#1 Issue: Women's Issues	25% (25)	9% (9)	21% (21)	20% (21)	24% (24)	100
#1 Issue: Education	22% (25)	28% (32)	22% (25)	17% (20)	11% (13)	114
#1 Issue: Energy	28% (31)	20% (23)	30% (34)	16% (18)	6% (7)	114
#1 Issue: Other	23% (30)	27% (35)	19% (25)	18% (23)	13% (17)	130
2018 House Vote: Democrat	21% (151)	27% (191)	28% (199)	16% (112)	7% (51)	704
2018 House Vote: Republican	24% (151)	22% (138)	27% (172)	22% (142)	6% (38)	641
2018 House Vote: Someone else	19% (12)	14% (9)	35% (22)	22% (14)	10% (6)	64
2016 Vote: Hillary Clinton	24% (165)	26% (178)	28% (191)	15% (103)	7% (49)	685
2016 Vote: Donald Trump	22% (151)	24% (163)	28% (189)	22% (149)	5% (35)	686
2016 Vote: Other	18% (23)	18% (24)	34% (44)	21% (28)	9% (11)	129
2016 Vote: Didn't Vote	25% (175)	18% (127)	22% (157)	19% (131)	16% (110)	700
Voted in 2014: Yes	22% (280)	24% (300)	28% (352)	19% (233)	6% (78)	1244
Voted in 2014: No	24% (234)	20% (190)	24% (229)	19% (177)	13% (126)	956
2012 Vote: Barack Obama	23% (201)	25% (212)	27% (234)	18% (156)	6% (54)	856
2012 Vote: Mitt Romney	20% (93)	22% (103)	30% (141)	21% (99)	6% (26)	464
2012 Vote: Other	16% (12)	21% (17)	28% (22)	30% (24)	6% (5)	79
2012 Vote: Didn't Vote	26% (207)	20% (157)	23% (182)	16% (131)	15% (119)	796

Continued on next page

Table MCB6_3: How concerned are you about each of the following scenarios?
Being physically harmed intentionally by someone else's malicious use of a flying drone

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not at all concerned		Don't know / No opinion		Total N
Adults	23%	(514)	22%	(491)	26%	(581)	19%	(410)	9%	(204)	2200
4-Region: Northeast	30%	(117)	26%	(100)	23%	(92)	14%	(56)	7%	(28)	394
4-Region: Midwest	16%	(72)	21%	(98)	30%	(140)	22%	(100)	11%	(53)	462
4-Region: South	24%	(201)	22%	(178)	24%	(196)	20%	(166)	10%	(84)	824
4-Region: West	24%	(124)	22%	(115)	30%	(154)	17%	(88)	8%	(39)	520
Drone owner	18%	(45)	23%	(58)	29%	(71)	17%	(41)	13%	(32)	246
Has seen someone operate a drone	23%	(282)	23%	(279)	26%	(320)	21%	(260)	7%	(85)	1225
Familiar with drone regulations	29%	(173)	28%	(167)	20%	(119)	17%	(101)	7%	(43)	604

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

Table MCB7: Now on a different topic...Have you ever recommended a product to your parent or guardian?

Demographic	Yes	No	Total N
Adults	56% (1231)	44% (969)	2200
Gender: Male	55% (588)	45% (474)	1062
Gender: Female	57% (643)	43% (495)	1138
Age: 18-34	65% (423)	35% (232)	655
Age: 35-44	69% (248)	31% (110)	358
Age: 45-64	57% (426)	43% (325)	751
Age: 65+	31% (134)	69% (302)	436
GenZers: 1997-2012	63% (159)	37% (95)	253
Millennials: 1981-1996	67% (380)	33% (189)	569
GenXers: 1965-1980	64% (358)	36% (201)	559
Baby Boomers: 1946-1964	43% (318)	57% (417)	735
PID: Dem (no lean)	56% (473)	44% (377)	850
PID: Ind (no lean)	56% (369)	44% (293)	661
PID: Rep (no lean)	56% (389)	44% (300)	689
PID/Gender: Dem Men	54% (216)	46% (185)	401
PID/Gender: Dem Women	57% (258)	43% (192)	449
PID/Gender: Ind Men	51% (158)	49% (149)	307
PID/Gender: Ind Women	60% (211)	40% (144)	354
PID/Gender: Rep Men	61% (214)	39% (140)	354
PID/Gender: Rep Women	52% (174)	48% (160)	334
Ideo: Liberal (1-3)	60% (386)	40% (260)	646
Ideo: Moderate (4)	56% (347)	44% (277)	625
Ideo: Conservative (5-7)	54% (381)	46% (322)	704
Educ: < College	53% (803)	47% (709)	1512
Educ: Bachelors degree	60% (266)	40% (177)	444
Educ: Post-grad	66% (161)	34% (83)	244
Income: Under 50k	53% (642)	47% (568)	1209
Income: 50k-100k	56% (374)	44% (294)	668
Income: 100k+	67% (216)	33% (107)	323
Ethnicity: White	55% (956)	45% (766)	1722
Ethnicity: Hispanic	64% (224)	36% (126)	349
Ethnicity: Black	56% (153)	44% (121)	274
Ethnicity: Other	60% (122)	40% (82)	204

Continued on next page

Table MCB7: Now on a different topic...Have you ever recommended a product to your parent or guardian?

Demographic	Yes	No	Total N
Adults	56% (1231)	44% (969)	2200
All Christian	55% (578)	45% (470)	1049
All Non-Christian	61% (71)	39% (46)	116
Atheist	58% (51)	42% (37)	88
Agnostic/Nothing in particular	55% (281)	45% (229)	510
Something Else	57% (249)	43% (188)	437
Religious Non-Protestant/Catholic	60% (83)	40% (55)	139
Evangelical	54% (341)	46% (296)	637
Non-Evangelical	57% (466)	43% (347)	813
Community: Urban	61% (379)	39% (247)	626
Community: Suburban	56% (540)	44% (428)	968
Community: Rural	51% (311)	49% (294)	606
Employ: Private Sector	65% (426)	35% (233)	659
Employ: Government	60% (95)	40% (62)	157
Employ: Self-Employed	63% (120)	37% (69)	189
Employ: Homemaker	65% (107)	35% (58)	166
Employ: Retired	35% (176)	65% (329)	505
Employ: Unemployed	55% (166)	45% (134)	300
Employ: Other	57% (74)	43% (57)	131
Military HH: Yes	50% (176)	50% (174)	350
Military HH: No	57% (1055)	43% (795)	1850
RD/WT: Right Direction	55% (321)	45% (267)	588
RD/WT: Wrong Track	56% (910)	44% (702)	1612
Trump Job Approve	57% (515)	43% (383)	897
Trump Job Disapprove	55% (664)	45% (542)	1206
Trump Job Strongly Approve	52% (257)	48% (233)	490
Trump Job Somewhat Approve	63% (257)	37% (150)	407
Trump Job Somewhat Disapprove	60% (144)	40% (98)	242
Trump Job Strongly Disapprove	54% (520)	46% (444)	964
Favorable of Trump	58% (517)	42% (382)	899
Unfavorable of Trump	56% (669)	44% (521)	1190

Continued on next page

Table MCB7: Now on a different topic...Have you ever recommended a product to your parent or guardian?

Demographic	Yes	No	Total N
Adults	56% (1231)	44% (969)	2200
Very Favorable of Trump	55% (292)	45% (238)	530
Somewhat Favorable of Trump	61% (225)	39% (144)	369
Somewhat Unfavorable of Trump	66% (143)	34% (73)	217
Very Unfavorable of Trump	54% (526)	46% (448)	974
#1 Issue: Economy	62% (484)	38% (298)	782
#1 Issue: Security	48% (123)	52% (131)	254
#1 Issue: Health Care	57% (229)	43% (171)	400
#1 Issue: Medicare / Social Security	41% (125)	59% (182)	306
#1 Issue: Women's Issues	51% (51)	49% (49)	100
#1 Issue: Education	67% (76)	33% (38)	114
#1 Issue: Energy	63% (72)	37% (41)	114
#1 Issue: Other	55% (72)	45% (58)	130
2018 House Vote: Democrat	56% (396)	44% (308)	704
2018 House Vote: Republican	55% (355)	45% (286)	641
2018 House Vote: Someone else	44% (28)	56% (35)	64
2016 Vote: Hillary Clinton	55% (378)	45% (307)	685
2016 Vote: Donald Trump	57% (388)	43% (298)	686
2016 Vote: Other	58% (74)	42% (55)	129
2016 Vote: Didn't Vote	56% (390)	44% (309)	700
Voted in 2014: Yes	54% (671)	46% (573)	1244
Voted in 2014: No	59% (560)	41% (396)	956
2012 Vote: Barack Obama	54% (464)	46% (392)	856
2012 Vote: Mitt Romney	54% (249)	46% (215)	464
2012 Vote: Other	57% (45)	43% (34)	79
2012 Vote: Didn't Vote	59% (470)	41% (326)	796
4-Region: Northeast	57% (224)	43% (169)	394
4-Region: Midwest	56% (258)	44% (204)	462
4-Region: South	57% (468)	43% (356)	824
4-Region: West	54% (280)	46% (240)	520
Drone owner	62% (153)	38% (94)	246
Has seen someone operate a drone	64% (782)	36% (443)	1225
Familiar with drone regulations	61% (370)	39% (233)	604

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

Table MCB8_1: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Cereal

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(837)	42%	(920)	8%	(172)	12%	(271)	2200
Gender: Male	38%	(400)	42%	(441)	8%	(82)	13%	(139)	1062
Gender: Female	38%	(437)	42%	(479)	8%	(90)	12%	(132)	1138
Age: 18-34	48%	(316)	33%	(214)	7%	(45)	12%	(80)	655
Age: 35-44	43%	(154)	39%	(139)	5%	(17)	13%	(48)	358
Age: 45-64	32%	(240)	49%	(366)	8%	(58)	12%	(87)	751
Age: 65+	29%	(127)	46%	(202)	12%	(51)	13%	(56)	436
GenZers: 1997-2012	57%	(144)	26%	(65)	5%	(14)	12%	(30)	253
Millennials: 1981-1996	42%	(239)	38%	(215)	7%	(40)	13%	(75)	569
GenXers: 1965-1980	35%	(197)	45%	(253)	7%	(41)	12%	(69)	559
Baby Boomers: 1946-1964	31%	(229)	49%	(358)	9%	(68)	11%	(80)	735
PID: Dem (no lean)	41%	(348)	41%	(348)	6%	(53)	12%	(101)	850
PID: Ind (no lean)	34%	(225)	43%	(283)	9%	(61)	14%	(92)	661
PID: Rep (no lean)	38%	(264)	42%	(289)	8%	(58)	11%	(78)	689
PID/Gender: Dem Men	40%	(161)	41%	(166)	7%	(28)	11%	(46)	401
PID/Gender: Dem Women	42%	(187)	40%	(182)	6%	(25)	12%	(55)	449
PID/Gender: Ind Men	33%	(102)	40%	(124)	10%	(29)	17%	(52)	307
PID/Gender: Ind Women	35%	(123)	45%	(159)	9%	(31)	11%	(41)	354
PID/Gender: Rep Men	39%	(137)	43%	(152)	7%	(24)	12%	(41)	354
PID/Gender: Rep Women	38%	(127)	41%	(138)	10%	(33)	11%	(36)	334
Ideo: Liberal (1-3)	38%	(243)	44%	(287)	8%	(52)	10%	(64)	646
Ideo: Moderate (4)	38%	(237)	44%	(275)	7%	(43)	11%	(70)	625
Ideo: Conservative (5-7)	36%	(256)	43%	(302)	10%	(68)	11%	(79)	704
Educ: < College	39%	(592)	41%	(621)	7%	(112)	12%	(186)	1512
Educ: Bachelors degree	35%	(156)	43%	(190)	9%	(42)	13%	(56)	444
Educ: Post-grad	36%	(88)	45%	(109)	7%	(18)	12%	(29)	244

Continued on next page

Table MCB8_1: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Cereal

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(837)	42%	(920)	8%	(172)	12%	(271)	2200
Income: Under 50k	41%	(493)	39%	(469)	8%	(95)	13%	(152)	1209
Income: 50k-100k	35%	(233)	46%	(309)	8%	(52)	11%	(74)	668
Income: 100k+	34%	(111)	44%	(142)	8%	(25)	14%	(45)	323
Ethnicity: White	35%	(606)	45%	(769)	8%	(135)	12%	(212)	1722
Ethnicity: Hispanic	46%	(162)	34%	(117)	10%	(34)	10%	(36)	349
Ethnicity: Black	55%	(151)	25%	(69)	6%	(18)	13%	(36)	274
Ethnicity: Other	39%	(80)	40%	(82)	9%	(19)	11%	(23)	204
All Christian	36%	(380)	46%	(483)	8%	(80)	10%	(106)	1049
All Non-Christian	43%	(50)	40%	(46)	5%	(5)	13%	(15)	116
Atheist	29%	(25)	46%	(41)	14%	(12)	11%	(10)	88
Agnostic/Nothing in particular	37%	(187)	40%	(203)	7%	(37)	16%	(83)	510
Something Else	45%	(195)	34%	(148)	8%	(37)	13%	(58)	437
Religious Non-Protestant/Catholic	44%	(61)	37%	(51)	4%	(5)	15%	(21)	139
Evangelical	43%	(272)	37%	(238)	8%	(52)	12%	(74)	637
Non-Evangelical	35%	(287)	47%	(379)	8%	(64)	10%	(83)	813
Community: Urban	45%	(279)	38%	(239)	8%	(49)	10%	(60)	626
Community: Suburban	33%	(321)	45%	(431)	9%	(83)	14%	(132)	968
Community: Rural	39%	(237)	41%	(251)	6%	(39)	13%	(79)	606
Employ: Private Sector	38%	(249)	43%	(286)	8%	(53)	11%	(72)	659
Employ: Government	38%	(59)	40%	(62)	8%	(12)	15%	(23)	157
Employ: Self-Employed	50%	(94)	29%	(55)	9%	(17)	13%	(24)	189
Employ: Homemaker	38%	(63)	46%	(76)	3%	(5)	12%	(20)	166
Employ: Retired	30%	(151)	49%	(246)	10%	(52)	11%	(56)	505
Employ: Unemployed	41%	(124)	37%	(112)	6%	(19)	15%	(45)	300
Employ: Other	41%	(54)	38%	(50)	5%	(6)	16%	(21)	131

Continued on next page

Table MCB8_1: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Cereal

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
Adults	38%	(837)	42%	(920)	8%	(172)	12%	(271)	2200
Military HH: Yes	41%	(142)	39%	(137)	7%	(24)	13%	(47)	350
Military HH: No	38%	(695)	42%	(784)	8%	(147)	12%	(224)	1850
RD/WT: Right Direction	37%	(220)	40%	(236)	9%	(51)	14%	(81)	588
RD/WT: Wrong Track	38%	(618)	42%	(684)	7%	(120)	12%	(190)	1612
Trump Job Approve	37%	(330)	43%	(385)	8%	(73)	12%	(109)	897
Trump Job Disapprove	38%	(459)	43%	(514)	8%	(94)	12%	(140)	1206
Trump Job Strongly Approve	36%	(174)	42%	(204)	9%	(45)	14%	(68)	490
Trump Job Somewhat Approve	38%	(156)	45%	(181)	7%	(29)	10%	(41)	407
Trump Job Somewhat Disapprove	42%	(103)	42%	(102)	6%	(15)	9%	(22)	242
Trump Job Strongly Disapprove	37%	(356)	43%	(412)	8%	(79)	12%	(117)	964
Favorable of Trump	38%	(342)	43%	(385)	8%	(68)	12%	(104)	899
Unfavorable of Trump	38%	(449)	43%	(509)	8%	(93)	12%	(140)	1190
Very Favorable of Trump	37%	(196)	40%	(215)	9%	(46)	14%	(73)	530
Somewhat Favorable of Trump	40%	(146)	46%	(170)	6%	(22)	8%	(31)	369
Somewhat Unfavorable of Trump	41%	(89)	41%	(89)	7%	(15)	11%	(23)	217
Very Unfavorable of Trump	37%	(359)	43%	(419)	8%	(78)	12%	(117)	974
#1 Issue: Economy	39%	(307)	41%	(322)	7%	(52)	13%	(100)	782
#1 Issue: Security	30%	(77)	46%	(118)	13%	(32)	11%	(27)	254
#1 Issue: Health Care	37%	(147)	44%	(177)	7%	(29)	12%	(48)	400
#1 Issue: Medicare / Social Security	43%	(132)	40%	(124)	6%	(18)	11%	(33)	306
#1 Issue: Women's Issues	52%	(52)	19%	(19)	9%	(9)	20%	(20)	100
#1 Issue: Education	40%	(46)	40%	(45)	6%	(7)	14%	(16)	114
#1 Issue: Energy	35%	(40)	47%	(54)	10%	(12)	7%	(8)	114
#1 Issue: Other	27%	(36)	48%	(62)	10%	(13)	15%	(19)	130

Continued on next page

Table MCB8_1: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Cereal

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
Adults	38%	(837)	42%	(920)	8%	(172)	12%	(271)	2200
2018 House Vote: Democrat	38%	(266)	42%	(293)	9%	(61)	12%	(84)	704
2018 House Vote: Republican	37%	(236)	44%	(280)	8%	(51)	12%	(74)	641
2018 House Vote: Someone else	28%	(18)	46%	(29)	10%	(7)	16%	(10)	64
2016 Vote: Hillary Clinton	37%	(253)	43%	(298)	8%	(58)	11%	(76)	685
2016 Vote: Donald Trump	36%	(245)	45%	(311)	8%	(57)	11%	(73)	686
2016 Vote: Other	37%	(48)	40%	(51)	6%	(8)	17%	(22)	129
2016 Vote: Didn't Vote	42%	(290)	37%	(260)	7%	(48)	14%	(101)	700
Voted in 2014: Yes	36%	(448)	44%	(548)	9%	(107)	11%	(141)	1244
Voted in 2014: No	41%	(389)	39%	(372)	7%	(65)	14%	(130)	956
2012 Vote: Barack Obama	37%	(317)	44%	(381)	8%	(71)	10%	(87)	856
2012 Vote: Mitt Romney	34%	(157)	46%	(213)	8%	(39)	12%	(54)	464
2012 Vote: Other	32%	(25)	48%	(38)	9%	(7)	12%	(9)	79
2012 Vote: Didn't Vote	42%	(336)	36%	(285)	7%	(55)	15%	(120)	796
4-Region: Northeast	42%	(167)	39%	(154)	8%	(31)	11%	(42)	394
4-Region: Midwest	33%	(153)	43%	(201)	9%	(40)	15%	(69)	462
4-Region: South	39%	(322)	42%	(350)	7%	(57)	12%	(95)	824
4-Region: West	38%	(195)	42%	(216)	8%	(44)	12%	(65)	520
Drone owner	43%	(106)	40%	(97)	6%	(14)	11%	(28)	246
Has seen someone operate a drone	42%	(517)	41%	(497)	7%	(90)	10%	(122)	1225
Familiar with drone regulations	49%	(294)	36%	(215)	6%	(36)	10%	(60)	604

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

Table MCB8_2: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Potato chip

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	42%	(919)	38%	(840)	6%	(141)	14%	(301)	2200
Gender: Male	44%	(466)	37%	(389)	6%	(62)	14%	(144)	1062
Gender: Female	40%	(452)	40%	(450)	7%	(79)	14%	(156)	1138
Age: 18-34	49%	(321)	32%	(212)	6%	(38)	13%	(84)	655
Age: 35-44	49%	(177)	35%	(125)	4%	(14)	12%	(42)	358
Age: 45-64	39%	(293)	40%	(303)	6%	(43)	15%	(111)	751
Age: 65+	29%	(127)	46%	(200)	10%	(45)	15%	(64)	436
GenZers: 1997-2012	54%	(138)	28%	(71)	5%	(12)	13%	(33)	253
Millennials: 1981-1996	45%	(256)	35%	(202)	6%	(35)	13%	(76)	569
GenXers: 1965-1980	45%	(250)	37%	(207)	6%	(32)	13%	(71)	559
Baby Boomers: 1946-1964	35%	(260)	44%	(325)	6%	(46)	14%	(104)	735
PID: Dem (no lean)	43%	(369)	40%	(337)	4%	(38)	12%	(106)	850
PID: Ind (no lean)	38%	(253)	39%	(256)	8%	(55)	15%	(98)	661
PID: Rep (no lean)	43%	(296)	36%	(247)	7%	(49)	14%	(97)	689
PID/Gender: Dem Men	44%	(176)	41%	(163)	5%	(18)	11%	(43)	401
PID/Gender: Dem Women	43%	(193)	39%	(174)	4%	(19)	14%	(63)	449
PID/Gender: Ind Men	37%	(113)	40%	(124)	8%	(24)	15%	(45)	307
PID/Gender: Ind Women	39%	(139)	37%	(132)	8%	(30)	15%	(53)	354
PID/Gender: Rep Men	50%	(176)	29%	(103)	5%	(19)	16%	(56)	354
PID/Gender: Rep Women	36%	(120)	43%	(144)	9%	(29)	12%	(41)	334
Ideo: Liberal (1-3)	42%	(274)	43%	(275)	6%	(36)	9%	(61)	646
Ideo: Moderate (4)	42%	(262)	40%	(251)	6%	(35)	12%	(77)	625
Ideo: Conservative (5-7)	40%	(281)	38%	(268)	8%	(54)	14%	(102)	704
Educ: < College	44%	(661)	36%	(551)	6%	(88)	14%	(212)	1512
Educ: Bachelors degree	37%	(163)	43%	(191)	7%	(33)	13%	(57)	444
Educ: Post-grad	39%	(94)	40%	(98)	8%	(20)	13%	(32)	244

Continued on next page

Table MCB8_2: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Potato chip

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	42%	(919)	38%	(840)	6%	(141)	14%	(301)	2200
Income: Under 50k	45%	(547)	35%	(419)	7%	(81)	13%	(162)	1209
Income: 50k-100k	37%	(246)	44%	(295)	5%	(33)	14%	(94)	668
Income: 100k+	39%	(126)	39%	(126)	8%	(26)	14%	(45)	323
Ethnicity: White	39%	(680)	40%	(689)	7%	(114)	14%	(239)	1722
Ethnicity: Hispanic	48%	(168)	31%	(107)	7%	(24)	14%	(50)	349
Ethnicity: Black	55%	(152)	27%	(74)	3%	(9)	14%	(39)	274
Ethnicity: Other	42%	(87)	38%	(78)	9%	(18)	11%	(22)	204
All Christian	40%	(415)	42%	(446)	6%	(58)	12%	(130)	1049
All Non-Christian	39%	(46)	39%	(45)	7%	(8)	15%	(18)	116
Atheist	39%	(35)	42%	(37)	11%	(9)	9%	(8)	88
Agnostic/Nothing in particular	41%	(207)	35%	(178)	8%	(42)	16%	(82)	510
Something Else	49%	(216)	31%	(135)	5%	(23)	14%	(63)	437
Religious Non-Protestant/Catholic	41%	(56)	39%	(54)	6%	(8)	15%	(21)	139
Evangelical	45%	(285)	35%	(226)	5%	(33)	15%	(92)	637
Non-Evangelical	41%	(330)	42%	(339)	6%	(47)	12%	(97)	813
Community: Urban	48%	(301)	36%	(227)	5%	(30)	11%	(69)	626
Community: Suburban	37%	(357)	40%	(391)	7%	(66)	16%	(153)	968
Community: Rural	43%	(261)	37%	(222)	7%	(44)	13%	(79)	606
Employ: Private Sector	42%	(274)	42%	(274)	6%	(39)	11%	(73)	659
Employ: Government	48%	(75)	34%	(54)	3%	(5)	15%	(23)	157
Employ: Self-Employed	47%	(88)	32%	(60)	8%	(15)	14%	(26)	189
Employ: Homemaker	41%	(69)	40%	(66)	4%	(6)	15%	(25)	166
Employ: Retired	33%	(167)	46%	(231)	8%	(42)	13%	(65)	505
Employ: Unemployed	47%	(140)	28%	(83)	6%	(17)	20%	(59)	300
Employ: Other	47%	(61)	35%	(45)	7%	(9)	11%	(15)	131

Continued on next page

Table MCB8_2: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Potato chip

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	42%	(919)	38%	(840)	6%	(141)	14%	(301)	2200
Military HH: Yes	44%	(154)	38%	(133)	5%	(16)	13%	(47)	350
Military HH: No	41%	(765)	38%	(707)	7%	(124)	14%	(254)	1850
RD/WT: Right Direction	40%	(236)	37%	(220)	6%	(34)	17%	(99)	588
RD/WT: Wrong Track	42%	(683)	38%	(620)	7%	(107)	13%	(202)	1612
Trump Job Approve	41%	(364)	39%	(352)	6%	(54)	14%	(128)	897
Trump Job Disapprove	42%	(508)	39%	(471)	6%	(77)	13%	(151)	1206
Trump Job Strongly Approve	43%	(209)	35%	(171)	6%	(31)	16%	(79)	490
Trump Job Somewhat Approve	38%	(155)	44%	(181)	5%	(22)	12%	(48)	407
Trump Job Somewhat Disapprove	51%	(123)	36%	(87)	5%	(12)	8%	(20)	242
Trump Job Strongly Disapprove	40%	(385)	40%	(384)	7%	(64)	14%	(130)	964
Favorable of Trump	42%	(375)	39%	(347)	6%	(53)	14%	(124)	899
Unfavorable of Trump	42%	(501)	39%	(466)	6%	(75)	12%	(149)	1190
Very Favorable of Trump	42%	(222)	36%	(189)	6%	(34)	16%	(86)	530
Somewhat Favorable of Trump	42%	(154)	43%	(157)	5%	(19)	10%	(38)	369
Somewhat Unfavorable of Trump	47%	(102)	37%	(79)	8%	(17)	9%	(19)	217
Very Unfavorable of Trump	41%	(399)	40%	(387)	6%	(58)	13%	(130)	974
#1 Issue: Economy	42%	(326)	40%	(312)	5%	(41)	13%	(102)	782
#1 Issue: Security	42%	(107)	34%	(87)	5%	(13)	18%	(47)	254
#1 Issue: Health Care	42%	(169)	41%	(163)	5%	(20)	12%	(49)	400
#1 Issue: Medicare / Social Security	42%	(129)	38%	(115)	8%	(23)	13%	(39)	306
#1 Issue: Women's Issues	28%	(28)	35%	(35)	12%	(12)	25%	(25)	100
#1 Issue: Education	47%	(54)	30%	(34)	11%	(12)	12%	(14)	114
#1 Issue: Energy	54%	(62)	29%	(33)	12%	(13)	5%	(6)	114
#1 Issue: Other	34%	(44)	47%	(61)	5%	(6)	14%	(19)	130

Continued on next page

Table MCB8_2: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Potato chip

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
Adults	42%	(919)	38%	(840)	6%	(141)	14%	(301)	2200
2018 House Vote: Democrat	40%	(284)	43%	(303)	5%	(33)	12%	(84)	704
2018 House Vote: Republican	41%	(264)	40%	(255)	6%	(40)	13%	(82)	641
2018 House Vote: Someone else	32%	(20)	44%	(28)	7%	(5)	17%	(11)	64
2016 Vote: Hillary Clinton	42%	(285)	42%	(290)	5%	(32)	11%	(77)	685
2016 Vote: Donald Trump	38%	(262)	41%	(284)	7%	(46)	14%	(95)	686
2016 Vote: Other	40%	(52)	37%	(48)	6%	(8)	16%	(21)	129
2016 Vote: Didn't Vote	46%	(319)	31%	(218)	8%	(55)	15%	(108)	700
Voted in 2014: Yes	38%	(475)	43%	(536)	6%	(76)	13%	(157)	1244
Voted in 2014: No	46%	(444)	32%	(304)	7%	(64)	15%	(144)	956
2012 Vote: Barack Obama	40%	(346)	43%	(372)	6%	(48)	11%	(91)	856
2012 Vote: Mitt Romney	36%	(168)	41%	(188)	9%	(40)	15%	(69)	464
2012 Vote: Other	37%	(30)	44%	(35)	9%	(7)	10%	(8)	79
2012 Vote: Didn't Vote	47%	(375)	30%	(242)	6%	(46)	17%	(133)	796
4-Region: Northeast	44%	(171)	38%	(150)	6%	(24)	12%	(49)	394
4-Region: Midwest	38%	(176)	42%	(195)	5%	(24)	15%	(68)	462
4-Region: South	46%	(375)	36%	(296)	6%	(49)	13%	(104)	824
4-Region: West	38%	(195)	38%	(200)	9%	(44)	16%	(81)	520
Drone owner	39%	(95)	41%	(102)	7%	(18)	12%	(30)	246
Has seen someone operate a drone	48%	(583)	36%	(440)	6%	(68)	11%	(135)	1225
Familiar with drone regulations	50%	(302)	35%	(209)	5%	(31)	10%	(62)	604

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

Table MCB8_3: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Coffee

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	39%	(865)	34%	(747)	16%	(343)	11%	(244)	2200
Gender: Male	40%	(425)	35%	(368)	13%	(142)	12%	(126)	1062
Gender: Female	39%	(441)	33%	(379)	18%	(200)	10%	(118)	1138
Age: 18-34	50%	(328)	25%	(161)	13%	(88)	12%	(79)	655
Age: 35-44	48%	(171)	27%	(96)	14%	(50)	12%	(41)	358
Age: 45-64	33%	(246)	38%	(287)	20%	(151)	9%	(67)	751
Age: 65+	28%	(120)	47%	(204)	12%	(54)	13%	(58)	436
GenZers: 1997-2012	46%	(117)	23%	(59)	17%	(44)	13%	(33)	253
Millennials: 1981-1996	49%	(279)	27%	(151)	13%	(72)	12%	(67)	569
GenXers: 1965-1980	39%	(220)	35%	(195)	16%	(89)	10%	(55)	559
Baby Boomers: 1946-1964	31%	(230)	41%	(304)	17%	(127)	10%	(73)	735
PID: Dem (no lean)	43%	(367)	33%	(279)	14%	(116)	10%	(88)	850
PID: Ind (no lean)	34%	(226)	35%	(232)	19%	(123)	12%	(81)	661
PID: Rep (no lean)	40%	(273)	34%	(236)	15%	(104)	11%	(75)	689
PID/Gender: Dem Men	44%	(177)	33%	(134)	12%	(47)	11%	(43)	401
PID/Gender: Dem Women	42%	(190)	32%	(145)	15%	(69)	10%	(45)	449
PID/Gender: Ind Men	32%	(97)	38%	(116)	17%	(53)	14%	(42)	307
PID/Gender: Ind Women	36%	(129)	33%	(116)	20%	(70)	11%	(40)	354
PID/Gender: Rep Men	43%	(151)	33%	(119)	12%	(43)	12%	(42)	354
PID/Gender: Rep Women	36%	(122)	35%	(118)	18%	(61)	10%	(34)	334
Ideo: Liberal (1-3)	43%	(277)	38%	(242)	12%	(79)	7%	(47)	646
Ideo: Moderate (4)	43%	(266)	32%	(201)	14%	(87)	11%	(70)	625
Ideo: Conservative (5-7)	34%	(236)	37%	(261)	19%	(132)	11%	(74)	704
Educ: < College	40%	(612)	32%	(478)	16%	(246)	12%	(176)	1512
Educ: Bachelors degree	37%	(162)	40%	(176)	13%	(58)	11%	(47)	444
Educ: Post-grad	37%	(91)	38%	(93)	16%	(38)	9%	(21)	244

Continued on next page

Table MCB8_3: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Coffee

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
Adults	39%	(865)	34%	(747)	16%	(343)	11%	(244)	2200
Income: Under 50k	42%	(506)	29%	(352)	17%	(209)	12%	(142)	1209
Income: 50k-100k	37%	(248)	39%	(262)	13%	(89)	10%	(69)	668
Income: 100k+	35%	(112)	41%	(133)	14%	(45)	10%	(33)	323
Ethnicity: White	38%	(653)	35%	(610)	16%	(280)	10%	(179)	1722
Ethnicity: Hispanic	52%	(182)	26%	(91)	9%	(32)	13%	(44)	349
Ethnicity: Black	48%	(131)	24%	(65)	14%	(37)	15%	(41)	274
Ethnicity: Other	40%	(81)	36%	(73)	12%	(25)	12%	(25)	204
All Christian	38%	(396)	38%	(401)	15%	(160)	9%	(92)	1049
All Non-Christian	45%	(52)	26%	(31)	11%	(13)	17%	(20)	116
Atheist	31%	(28)	44%	(39)	13%	(11)	11%	(10)	88
Agnostic/Nothing in particular	36%	(184)	32%	(162)	19%	(97)	13%	(68)	510
Something Else	47%	(206)	26%	(115)	14%	(61)	12%	(55)	437
Religious Non-Protestant/Catholic	43%	(59)	24%	(34)	16%	(23)	17%	(23)	139
Evangelical	45%	(284)	31%	(194)	14%	(91)	11%	(67)	637
Non-Evangelical	37%	(304)	39%	(314)	15%	(120)	9%	(76)	813
Community: Urban	49%	(304)	31%	(192)	12%	(76)	9%	(54)	626
Community: Suburban	35%	(335)	37%	(354)	15%	(148)	13%	(130)	968
Community: Rural	37%	(226)	33%	(202)	20%	(119)	10%	(60)	606
Employ: Private Sector	40%	(265)	36%	(235)	15%	(100)	9%	(59)	659
Employ: Government	43%	(67)	29%	(46)	16%	(25)	12%	(19)	157
Employ: Self-Employed	48%	(90)	26%	(50)	13%	(24)	13%	(25)	189
Employ: Homemaker	39%	(64)	37%	(61)	14%	(23)	11%	(18)	166
Employ: Retired	32%	(162)	42%	(210)	15%	(78)	11%	(55)	505
Employ: Unemployed	42%	(125)	29%	(87)	15%	(46)	14%	(43)	300
Employ: Other	39%	(51)	29%	(38)	21%	(28)	11%	(14)	131

Continued on next page

Table MCB8_3: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Coffee

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	39%	(865)	34%	(747)	16%	(343)	11%	(244)	2200
Military HH: Yes	42%	(146)	35%	(121)	13%	(46)	11%	(37)	350
Military HH: No	39%	(719)	34%	(626)	16%	(297)	11%	(208)	1850
RD/WT: Right Direction	40%	(238)	31%	(180)	15%	(88)	14%	(83)	588
RD/WT: Wrong Track	39%	(628)	35%	(568)	16%	(255)	10%	(162)	1612
Trump Job Approve	39%	(353)	34%	(301)	17%	(149)	11%	(95)	897
Trump Job Disapprove	40%	(477)	35%	(428)	14%	(175)	11%	(127)	1206
Trump Job Strongly Approve	40%	(196)	29%	(142)	18%	(90)	13%	(62)	490
Trump Job Somewhat Approve	39%	(157)	39%	(159)	14%	(59)	8%	(32)	407
Trump Job Somewhat Disapprove	45%	(110)	32%	(77)	14%	(33)	9%	(22)	242
Trump Job Strongly Disapprove	38%	(367)	36%	(351)	15%	(141)	11%	(105)	964
Favorable of Trump	40%	(360)	33%	(301)	17%	(150)	10%	(88)	899
Unfavorable of Trump	39%	(465)	35%	(421)	15%	(173)	11%	(131)	1190
Very Favorable of Trump	41%	(218)	30%	(158)	17%	(91)	12%	(65)	530
Somewhat Favorable of Trump	39%	(142)	39%	(143)	16%	(60)	6%	(24)	369
Somewhat Unfavorable of Trump	38%	(83)	33%	(71)	16%	(35)	13%	(28)	217
Very Unfavorable of Trump	39%	(383)	36%	(350)	14%	(138)	11%	(103)	974
#1 Issue: Economy	41%	(319)	35%	(272)	13%	(105)	11%	(86)	782
#1 Issue: Security	30%	(76)	37%	(93)	20%	(52)	13%	(34)	254
#1 Issue: Health Care	38%	(152)	34%	(137)	19%	(75)	9%	(37)	400
#1 Issue: Medicare / Social Security	40%	(124)	33%	(101)	17%	(51)	10%	(31)	306
#1 Issue: Women's Issues	47%	(47)	31%	(31)	5%	(5)	17%	(17)	100
#1 Issue: Education	47%	(53)	24%	(27)	13%	(15)	17%	(19)	114
#1 Issue: Energy	46%	(52)	30%	(34)	18%	(21)	6%	(6)	114
#1 Issue: Other	34%	(44)	41%	(53)	14%	(18)	12%	(15)	130

Continued on next page

Table MCB8_3: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?
Coffee

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
Adults	39%	(865)	34%	(747)	16%	(343)	11%	(244)	2200
2018 House Vote: Democrat	38%	(266)	39%	(276)	13%	(90)	10%	(73)	704
2018 House Vote: Republican	37%	(239)	37%	(238)	16%	(101)	10%	(63)	641
2018 House Vote: Someone else	27%	(17)	40%	(25)	21%	(13)	13%	(8)	64
2016 Vote: Hillary Clinton	38%	(263)	39%	(264)	13%	(92)	10%	(66)	685
2016 Vote: Donald Trump	38%	(261)	36%	(246)	15%	(103)	11%	(76)	686
2016 Vote: Other	33%	(43)	34%	(44)	20%	(26)	13%	(17)	129
2016 Vote: Didn't Vote	43%	(299)	28%	(194)	17%	(121)	12%	(86)	700
Voted in 2014: Yes	38%	(467)	39%	(480)	14%	(176)	10%	(122)	1244
Voted in 2014: No	42%	(399)	28%	(268)	17%	(166)	13%	(123)	956
2012 Vote: Barack Obama	39%	(336)	37%	(317)	14%	(120)	10%	(83)	856
2012 Vote: Mitt Romney	34%	(159)	40%	(186)	16%	(73)	10%	(47)	464
2012 Vote: Other	34%	(27)	45%	(36)	16%	(13)	4%	(3)	79
2012 Vote: Didn't Vote	43%	(343)	26%	(206)	17%	(136)	14%	(112)	796
4-Region: Northeast	42%	(164)	34%	(135)	14%	(53)	11%	(41)	394
4-Region: Midwest	35%	(160)	36%	(166)	18%	(85)	11%	(51)	462
4-Region: South	41%	(336)	33%	(269)	17%	(138)	10%	(80)	824
4-Region: West	39%	(205)	34%	(178)	13%	(66)	14%	(71)	520
Drone owner	47%	(115)	28%	(68)	13%	(32)	13%	(31)	246
Has seen someone operate a drone	43%	(526)	34%	(422)	14%	(170)	9%	(107)	1225
Familiar with drone regulations	50%	(302)	30%	(180)	12%	(73)	8%	(50)	604

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

Table MCB8_4: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Soda

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
Adults	38%	(837)	37%	(815)	14%	(304)	11%	(243)	2200
Gender: Male	39%	(418)	38%	(407)	11%	(115)	12%	(122)	1062
Gender: Female	37%	(419)	36%	(409)	17%	(189)	11%	(121)	1138
Age: 18-34	47%	(310)	31%	(203)	11%	(70)	11%	(72)	655
Age: 35-44	48%	(171)	33%	(118)	8%	(29)	11%	(39)	358
Age: 45-64	32%	(242)	39%	(296)	18%	(133)	11%	(80)	751
Age: 65+	26%	(114)	45%	(198)	16%	(72)	12%	(52)	436
GenZers: 1997-2012	44%	(110)	30%	(76)	14%	(37)	12%	(31)	253
Millennials: 1981-1996	48%	(275)	32%	(183)	8%	(46)	11%	(65)	569
GenXers: 1965-1980	40%	(223)	35%	(197)	14%	(79)	11%	(61)	559
Baby Boomers: 1946-1964	29%	(213)	43%	(317)	18%	(132)	10%	(73)	735
PID: Dem (no lean)	40%	(343)	37%	(312)	12%	(103)	11%	(92)	850
PID: Ind (no lean)	34%	(226)	37%	(244)	16%	(105)	13%	(87)	661
PID: Rep (no lean)	39%	(269)	38%	(260)	14%	(96)	9%	(64)	689
PID/Gender: Dem Men	42%	(169)	38%	(154)	9%	(36)	10%	(42)	401
PID/Gender: Dem Women	39%	(173)	35%	(158)	15%	(67)	11%	(50)	449
PID/Gender: Ind Men	31%	(96)	40%	(123)	14%	(44)	15%	(45)	307
PID/Gender: Ind Women	37%	(130)	34%	(121)	17%	(61)	12%	(42)	354
PID/Gender: Rep Men	43%	(153)	37%	(130)	10%	(35)	10%	(36)	354
PID/Gender: Rep Women	34%	(115)	39%	(130)	18%	(61)	8%	(28)	334
Ideo: Liberal (1-3)	40%	(259)	39%	(254)	12%	(80)	8%	(53)	646
Ideo: Moderate (4)	40%	(247)	39%	(243)	11%	(71)	10%	(64)	625
Ideo: Conservative (5-7)	34%	(241)	38%	(264)	18%	(127)	10%	(71)	704
Educ: < College	40%	(597)	36%	(545)	13%	(199)	11%	(170)	1512
Educ: Bachelors degree	34%	(152)	40%	(176)	16%	(70)	10%	(46)	444
Educ: Post-grad	36%	(88)	39%	(94)	14%	(35)	11%	(27)	244

Continued on next page

Table MCB8_4: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Soda

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
Adults	38%	(837)	37%	(815)	14%	(304)	11%	(243)	2200
Income: Under 50k	40%	(487)	36%	(438)	13%	(151)	11%	(133)	1209
Income: 50k-100k	36%	(239)	38%	(256)	15%	(101)	11%	(72)	668
Income: 100k+	34%	(111)	38%	(122)	16%	(52)	12%	(38)	323
Ethnicity: White	36%	(625)	39%	(668)	14%	(240)	11%	(189)	1722
Ethnicity: Hispanic	42%	(147)	32%	(112)	14%	(49)	12%	(41)	349
Ethnicity: Black	50%	(138)	27%	(75)	10%	(28)	12%	(33)	274
Ethnicity: Other	36%	(74)	35%	(72)	18%	(36)	11%	(22)	204
All Christian	38%	(401)	39%	(412)	13%	(141)	9%	(94)	1049
All Non-Christian	30%	(34)	38%	(45)	19%	(22)	13%	(16)	116
Atheist	42%	(37)	39%	(34)	14%	(12)	5%	(4)	88
Agnostic/Nothing in particular	36%	(186)	34%	(172)	15%	(78)	15%	(74)	510
Something Else	41%	(179)	35%	(152)	12%	(51)	13%	(56)	437
Religious Non-Protestant/Catholic	32%	(45)	39%	(54)	16%	(22)	13%	(19)	139
Evangelical	43%	(277)	35%	(222)	11%	(71)	11%	(68)	637
Non-Evangelical	35%	(288)	40%	(328)	15%	(119)	10%	(79)	813
Community: Urban	44%	(274)	37%	(232)	10%	(65)	9%	(55)	626
Community: Suburban	35%	(337)	36%	(353)	17%	(161)	12%	(117)	968
Community: Rural	37%	(227)	38%	(230)	13%	(78)	12%	(71)	606
Employ: Private Sector	43%	(282)	36%	(235)	12%	(78)	10%	(64)	659
Employ: Government	40%	(63)	35%	(55)	10%	(15)	15%	(24)	157
Employ: Self-Employed	37%	(70)	34%	(65)	16%	(31)	12%	(23)	189
Employ: Homemaker	37%	(61)	41%	(68)	10%	(17)	12%	(20)	166
Employ: Retired	27%	(134)	47%	(240)	16%	(82)	10%	(50)	505
Employ: Unemployed	47%	(141)	24%	(72)	15%	(44)	14%	(42)	300
Employ: Other	39%	(52)	36%	(47)	18%	(24)	7%	(9)	131

Continued on next page

Table MCB8_4: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Soda

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(837)	37%	(815)	14%	(304)	11%	(243)	2200
Military HH: Yes	42%	(147)	36%	(126)	11%	(38)	11%	(39)	350
Military HH: No	37%	(691)	37%	(689)	14%	(266)	11%	(204)	1850
RD/WT: Right Direction	41%	(242)	34%	(203)	12%	(71)	12%	(72)	588
RD/WT: Wrong Track	37%	(595)	38%	(613)	14%	(232)	11%	(171)	1612
Trump Job Approve	39%	(350)	37%	(336)	13%	(120)	10%	(92)	897
Trump Job Disapprove	38%	(461)	38%	(456)	13%	(162)	11%	(128)	1206
Trump Job Strongly Approve	40%	(195)	36%	(175)	14%	(68)	11%	(52)	490
Trump Job Somewhat Approve	38%	(155)	40%	(161)	13%	(51)	10%	(40)	407
Trump Job Somewhat Disapprove	40%	(98)	38%	(92)	13%	(31)	9%	(22)	242
Trump Job Strongly Disapprove	38%	(363)	38%	(364)	14%	(131)	11%	(106)	964
Favorable of Trump	39%	(352)	37%	(336)	14%	(124)	10%	(87)	899
Unfavorable of Trump	38%	(455)	38%	(447)	13%	(160)	11%	(128)	1190
Very Favorable of Trump	40%	(213)	36%	(190)	14%	(74)	10%	(54)	530
Somewhat Favorable of Trump	38%	(139)	40%	(146)	14%	(50)	9%	(33)	369
Somewhat Unfavorable of Trump	38%	(83)	38%	(83)	14%	(29)	10%	(22)	217
Very Unfavorable of Trump	38%	(373)	37%	(364)	13%	(130)	11%	(106)	974
#1 Issue: Economy	38%	(300)	39%	(302)	12%	(97)	11%	(83)	782
#1 Issue: Security	43%	(110)	32%	(82)	15%	(37)	10%	(25)	254
#1 Issue: Health Care	39%	(154)	36%	(145)	14%	(55)	11%	(46)	400
#1 Issue: Medicare / Social Security	35%	(106)	39%	(119)	16%	(49)	10%	(32)	306
#1 Issue: Women's Issues	46%	(46)	21%	(21)	12%	(12)	21%	(21)	100
#1 Issue: Education	44%	(50)	35%	(40)	10%	(12)	10%	(11)	114
#1 Issue: Energy	38%	(43)	41%	(47)	12%	(14)	9%	(10)	114
#1 Issue: Other	22%	(28)	45%	(59)	21%	(28)	12%	(15)	130

Continued on next page

Table MCB8_4: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Soda

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
Adults	38%	(837)	37%	(815)	14%	(304)	11%	(243)	2200
2018 House Vote: Democrat	37%	(264)	39%	(271)	14%	(97)	10%	(72)	704
2018 House Vote: Republican	38%	(245)	38%	(246)	14%	(91)	9%	(59)	641
2018 House Vote: Someone else	20%	(13)	45%	(29)	22%	(14)	13%	(8)	64
2016 Vote: Hillary Clinton	38%	(262)	40%	(276)	13%	(86)	9%	(62)	685
2016 Vote: Donald Trump	38%	(261)	38%	(261)	15%	(101)	9%	(63)	686
2016 Vote: Other	29%	(38)	42%	(55)	16%	(20)	13%	(16)	129
2016 Vote: Didn't Vote	40%	(277)	32%	(223)	14%	(97)	15%	(102)	700
Voted in 2014: Yes	37%	(458)	39%	(486)	14%	(176)	10%	(125)	1244
Voted in 2014: No	40%	(380)	34%	(329)	13%	(128)	12%	(119)	956
2012 Vote: Barack Obama	37%	(319)	39%	(334)	14%	(119)	10%	(84)	856
2012 Vote: Mitt Romney	36%	(167)	40%	(187)	15%	(69)	9%	(41)	464
2012 Vote: Other	33%	(26)	44%	(35)	16%	(13)	7%	(5)	79
2012 Vote: Didn't Vote	41%	(324)	32%	(256)	13%	(103)	14%	(113)	796
4-Region: Northeast	37%	(148)	37%	(146)	15%	(61)	10%	(40)	394
4-Region: Midwest	35%	(161)	41%	(190)	12%	(54)	12%	(57)	462
4-Region: South	42%	(346)	35%	(285)	14%	(116)	9%	(77)	824
4-Region: West	35%	(183)	37%	(194)	14%	(73)	13%	(70)	520
Drone owner	41%	(101)	33%	(81)	14%	(34)	13%	(31)	246
Has seen someone operate a drone	41%	(506)	37%	(451)	13%	(158)	9%	(111)	1225
Familiar with drone regulations	44%	(267)	35%	(213)	12%	(70)	9%	(53)	604

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

Table MCB8_5: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?*Deli meat*

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(825)	37%	(818)	10%	(221)	15%	(335)	2200
Gender: Male	38%	(407)	37%	(398)	8%	(83)	16%	(174)	1062
Gender: Female	37%	(419)	37%	(420)	12%	(138)	14%	(161)	1138
Age: 18-34	46%	(298)	27%	(179)	13%	(83)	14%	(94)	655
Age: 35-44	40%	(144)	38%	(137)	7%	(24)	15%	(53)	358
Age: 45-64	37%	(277)	41%	(309)	7%	(56)	15%	(110)	751
Age: 65+	24%	(107)	44%	(193)	14%	(59)	18%	(78)	436
GenZers: 1997-2012	49%	(125)	22%	(57)	13%	(32)	16%	(40)	253
Millennials: 1981-1996	42%	(240)	33%	(187)	11%	(61)	14%	(81)	569
GenXers: 1965-1980	38%	(214)	40%	(222)	8%	(46)	14%	(77)	559
Baby Boomers: 1946-1964	31%	(229)	43%	(318)	10%	(71)	16%	(117)	735
PID: Dem (no lean)	39%	(332)	36%	(307)	10%	(81)	15%	(130)	850
PID: Ind (no lean)	29%	(194)	41%	(270)	13%	(83)	17%	(114)	661
PID: Rep (no lean)	44%	(300)	35%	(240)	8%	(57)	13%	(91)	689
PID/Gender: Dem Men	40%	(161)	38%	(154)	7%	(29)	14%	(57)	401
PID/Gender: Dem Women	38%	(171)	34%	(154)	12%	(52)	16%	(73)	449
PID/Gender: Ind Men	27%	(82)	43%	(131)	11%	(33)	20%	(62)	307
PID/Gender: Ind Women	32%	(112)	39%	(140)	14%	(51)	15%	(52)	354
PID/Gender: Rep Men	46%	(164)	32%	(114)	6%	(21)	16%	(55)	354
PID/Gender: Rep Women	41%	(136)	38%	(126)	11%	(36)	11%	(36)	334
Ideo: Liberal (1-3)	38%	(245)	41%	(263)	10%	(63)	12%	(74)	646
Ideo: Moderate (4)	38%	(238)	38%	(236)	9%	(58)	15%	(93)	625
Ideo: Conservative (5-7)	37%	(260)	39%	(272)	11%	(76)	14%	(96)	704
Educ: < College	40%	(601)	35%	(525)	9%	(142)	16%	(243)	1512
Educ: Bachelors degree	33%	(145)	43%	(192)	11%	(49)	13%	(57)	444
Educ: Post-grad	32%	(79)	41%	(101)	12%	(30)	14%	(35)	244

Continued on next page

Table MCB8_5: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Deli meat

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(825)	37%	(818)	10%	(221)	15%	(335)	2200
Income: Under 50k	40%	(481)	33%	(398)	11%	(136)	16%	(194)	1209
Income: 50k-100k	34%	(228)	43%	(285)	9%	(60)	14%	(94)	668
Income: 100k+	36%	(115)	42%	(136)	8%	(26)	14%	(46)	323
Ethnicity: White	35%	(611)	40%	(681)	10%	(165)	15%	(264)	1722
Ethnicity: Hispanic	41%	(142)	32%	(111)	13%	(47)	14%	(50)	349
Ethnicity: Black	52%	(142)	24%	(67)	8%	(22)	16%	(44)	274
Ethnicity: Other	36%	(73)	34%	(70)	17%	(34)	13%	(27)	204
All Christian	36%	(375)	42%	(441)	9%	(96)	13%	(136)	1049
All Non-Christian	45%	(52)	28%	(33)	13%	(16)	13%	(16)	116
Atheist	32%	(28)	39%	(35)	15%	(13)	14%	(13)	88
Agnostic/Nothing in particular	34%	(176)	33%	(169)	13%	(66)	19%	(99)	510
Something Else	44%	(194)	32%	(140)	7%	(30)	17%	(72)	437
Religious Non-Protestant/Catholic	41%	(57)	32%	(44)	13%	(17)	15%	(21)	139
Evangelical	43%	(273)	35%	(225)	7%	(47)	14%	(92)	637
Non-Evangelical	35%	(288)	42%	(339)	9%	(77)	14%	(110)	813
Community: Urban	40%	(251)	37%	(231)	11%	(71)	12%	(73)	626
Community: Suburban	36%	(345)	38%	(366)	9%	(88)	17%	(169)	968
Community: Rural	38%	(229)	37%	(221)	10%	(62)	15%	(93)	606
Employ: Private Sector	36%	(237)	41%	(268)	10%	(68)	13%	(86)	659
Employ: Government	44%	(69)	34%	(53)	4%	(7)	17%	(27)	157
Employ: Self-Employed	45%	(84)	35%	(67)	8%	(16)	12%	(22)	189
Employ: Homemaker	42%	(69)	41%	(67)	7%	(12)	11%	(18)	166
Employ: Retired	28%	(142)	45%	(227)	11%	(54)	16%	(82)	505
Employ: Unemployed	40%	(119)	27%	(80)	12%	(36)	22%	(66)	300
Employ: Other	48%	(63)	28%	(36)	8%	(10)	16%	(21)	131

Continued on next page

Table MCB8_5: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Deli meat

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
Adults	38%	(825)	37%	(818)	10%	(221)	15%	(335)	2200
Military HH: Yes	39%	(136)	37%	(129)	8%	(30)	16%	(54)	350
Military HH: No	37%	(689)	37%	(689)	10%	(192)	15%	(281)	1850
RD/WT: Right Direction	39%	(232)	35%	(208)	8%	(50)	17%	(98)	588
RD/WT: Wrong Track	37%	(593)	38%	(610)	11%	(171)	15%	(237)	1612
Trump Job Approve	39%	(348)	39%	(351)	9%	(77)	14%	(122)	897
Trump Job Disapprove	37%	(450)	38%	(454)	11%	(131)	14%	(172)	1206
Trump Job Strongly Approve	41%	(202)	36%	(178)	9%	(42)	14%	(68)	490
Trump Job Somewhat Approve	36%	(146)	42%	(172)	9%	(35)	13%	(53)	407
Trump Job Somewhat Disapprove	42%	(102)	39%	(94)	8%	(19)	11%	(27)	242
Trump Job Strongly Disapprove	36%	(348)	37%	(360)	12%	(111)	15%	(145)	964
Favorable of Trump	40%	(363)	38%	(342)	8%	(75)	13%	(119)	899
Unfavorable of Trump	37%	(435)	38%	(453)	11%	(125)	15%	(177)	1190
Very Favorable of Trump	42%	(223)	36%	(190)	8%	(43)	14%	(75)	530
Somewhat Favorable of Trump	38%	(140)	41%	(153)	9%	(32)	12%	(44)	369
Somewhat Unfavorable of Trump	34%	(74)	40%	(87)	10%	(21)	16%	(34)	217
Very Unfavorable of Trump	37%	(361)	38%	(365)	11%	(104)	15%	(143)	974
#1 Issue: Economy	38%	(300)	40%	(315)	7%	(58)	14%	(108)	782
#1 Issue: Security	39%	(98)	35%	(88)	13%	(33)	14%	(35)	254
#1 Issue: Health Care	34%	(136)	42%	(167)	9%	(38)	15%	(59)	400
#1 Issue: Medicare / Social Security	38%	(117)	35%	(108)	11%	(33)	16%	(48)	306
#1 Issue: Women's Issues	45%	(45)	14%	(14)	14%	(14)	28%	(28)	100
#1 Issue: Education	44%	(50)	26%	(29)	12%	(13)	19%	(21)	114
#1 Issue: Energy	40%	(46)	35%	(39)	16%	(18)	9%	(10)	114
#1 Issue: Other	26%	(33)	44%	(57)	11%	(14)	19%	(25)	130

Continued on next page

Table MCB8_5: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Deli meat

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
Adults	38%	(825)	37%	(818)	10%	(221)	15%	(335)	2200
2018 House Vote: Democrat	33%	(233)	43%	(301)	10%	(71)	14%	(99)	704
2018 House Vote: Republican	42%	(270)	38%	(244)	8%	(49)	12%	(78)	641
2018 House Vote: Someone else	20%	(13)	38%	(24)	9%	(6)	33%	(21)	64
2016 Vote: Hillary Clinton	34%	(236)	42%	(286)	9%	(63)	15%	(101)	685
2016 Vote: Donald Trump	39%	(270)	39%	(270)	8%	(57)	13%	(89)	686
2016 Vote: Other	24%	(31)	43%	(56)	11%	(14)	22%	(28)	129
2016 Vote: Didn't Vote	41%	(288)	30%	(207)	12%	(87)	17%	(117)	700
Voted in 2014: Yes	36%	(445)	41%	(510)	9%	(110)	14%	(178)	1244
Voted in 2014: No	40%	(381)	32%	(308)	12%	(111)	16%	(157)	956
2012 Vote: Barack Obama	37%	(316)	41%	(348)	9%	(77)	14%	(116)	856
2012 Vote: Mitt Romney	36%	(168)	40%	(183)	10%	(47)	14%	(66)	464
2012 Vote: Other	27%	(21)	55%	(43)	8%	(6)	11%	(8)	79
2012 Vote: Didn't Vote	40%	(318)	30%	(242)	11%	(91)	18%	(145)	796
4-Region: Northeast	42%	(166)	35%	(136)	11%	(41)	13%	(50)	394
4-Region: Midwest	34%	(155)	42%	(193)	8%	(37)	17%	(77)	462
4-Region: South	41%	(337)	36%	(296)	9%	(78)	14%	(113)	824
4-Region: West	32%	(167)	37%	(193)	13%	(65)	18%	(95)	520
Drone owner	39%	(97)	36%	(89)	9%	(23)	15%	(38)	246
Has seen someone operate a drone	41%	(505)	36%	(438)	10%	(117)	13%	(165)	1225
Familiar with drone regulations	48%	(287)	33%	(201)	7%	(43)	12%	(72)	604

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

Table MCB8_6: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Laundry detergent

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	44%	(968)	40%	(886)	3%	(61)	13%	(285)	2200
Gender: Male	44%	(470)	38%	(405)	3%	(30)	15%	(158)	1062
Gender: Female	44%	(498)	42%	(482)	3%	(31)	11%	(128)	1138
Age: 18-34	55%	(360)	27%	(176)	5%	(34)	13%	(85)	655
Age: 35-44	55%	(196)	31%	(110)	1%	(4)	13%	(48)	358
Age: 45-64	37%	(278)	50%	(374)	2%	(12)	12%	(87)	751
Age: 65+	31%	(134)	52%	(227)	2%	(10)	15%	(65)	436
GenZers: 1997-2012	59%	(150)	19%	(48)	7%	(18)	15%	(37)	253
Millennials: 1981-1996	53%	(300)	31%	(179)	3%	(18)	13%	(72)	569
GenXers: 1965-1980	44%	(247)	42%	(233)	2%	(10)	12%	(69)	559
Baby Boomers: 1946-1964	33%	(245)	53%	(387)	2%	(11)	12%	(92)	735
PID: Dem (no lean)	48%	(404)	38%	(322)	3%	(28)	11%	(96)	850
PID: Ind (no lean)	40%	(263)	41%	(272)	3%	(20)	16%	(106)	661
PID: Rep (no lean)	44%	(300)	43%	(293)	2%	(12)	12%	(83)	689
PID/Gender: Dem Men	50%	(199)	35%	(141)	3%	(13)	12%	(48)	401
PID/Gender: Dem Women	46%	(205)	40%	(181)	3%	(15)	11%	(48)	449
PID/Gender: Ind Men	38%	(116)	39%	(120)	3%	(9)	20%	(62)	307
PID/Gender: Ind Women	41%	(147)	43%	(152)	3%	(11)	13%	(45)	354
PID/Gender: Rep Men	44%	(154)	41%	(144)	2%	(8)	14%	(48)	354
PID/Gender: Rep Women	44%	(146)	45%	(149)	1%	(4)	10%	(35)	334
Ideo: Liberal (1-3)	47%	(304)	40%	(260)	3%	(16)	10%	(65)	646
Ideo: Moderate (4)	46%	(290)	38%	(240)	3%	(18)	12%	(76)	625
Ideo: Conservative (5-7)	39%	(274)	47%	(328)	3%	(19)	12%	(82)	704
Educ: < College	46%	(690)	38%	(577)	3%	(48)	13%	(197)	1512
Educ: Bachelors degree	38%	(169)	47%	(209)	2%	(9)	13%	(56)	444
Educ: Post-grad	44%	(108)	41%	(100)	1%	(3)	13%	(32)	244

Continued on next page

Table MCB8_6: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Laundry detergent

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	44%	(968)	40%	(886)	3%	(61)	13%	(285)	2200
Income: Under 50k	48%	(581)	36%	(437)	3%	(35)	13%	(157)	1209
Income: 50k-100k	38%	(252)	47%	(313)	3%	(18)	13%	(85)	668
Income: 100k+	42%	(135)	42%	(137)	2%	(8)	13%	(44)	323
Ethnicity: White	42%	(719)	43%	(745)	2%	(35)	13%	(223)	1722
Ethnicity: Hispanic	53%	(185)	31%	(110)	7%	(23)	9%	(31)	349
Ethnicity: Black	58%	(160)	23%	(62)	6%	(16)	13%	(36)	274
Ethnicity: Other	43%	(88)	39%	(79)	5%	(9)	13%	(27)	204
All Christian	43%	(449)	45%	(473)	2%	(16)	11%	(111)	1049
All Non-Christian	43%	(50)	34%	(40)	4%	(5)	18%	(21)	116
Atheist	33%	(29)	47%	(42)	6%	(6)	13%	(11)	88
Agnostic/Nothing in particular	43%	(220)	36%	(185)	2%	(12)	18%	(92)	510
Something Else	50%	(218)	34%	(146)	5%	(22)	12%	(50)	437
Religious Non-Protestant/Catholic	45%	(63)	34%	(47)	4%	(5)	18%	(25)	139
Evangelical	46%	(291)	39%	(249)	4%	(26)	11%	(72)	637
Non-Evangelical	44%	(358)	44%	(357)	2%	(13)	11%	(85)	813
Community: Urban	49%	(305)	37%	(229)	4%	(26)	11%	(67)	626
Community: Suburban	41%	(401)	42%	(407)	2%	(19)	15%	(141)	968
Community: Rural	43%	(262)	41%	(251)	3%	(15)	13%	(78)	606
Employ: Private Sector	44%	(292)	41%	(271)	2%	(16)	12%	(79)	659
Employ: Government	51%	(80)	35%	(55)	3%	(5)	11%	(18)	157
Employ: Self-Employed	47%	(89)	35%	(66)	3%	(6)	15%	(28)	189
Employ: Homemaker	39%	(64)	48%	(79)	—	(0)	14%	(23)	166
Employ: Retired	35%	(175)	51%	(257)	2%	(11)	12%	(63)	505
Employ: Unemployed	52%	(156)	30%	(89)	4%	(11)	15%	(45)	300
Employ: Other	46%	(60)	38%	(50)	5%	(7)	10%	(13)	131

Continued on next page

Table MCB8_6: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Laundry detergent

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
Adults	44%	(968)	40%	(886)	3%	(61)	13%	(285)	2200
Military HH: Yes	41%	(145)	43%	(150)	3%	(11)	13%	(44)	350
Military HH: No	44%	(823)	40%	(737)	3%	(49)	13%	(242)	1850
RD/WT: Right Direction	44%	(259)	38%	(224)	2%	(14)	16%	(91)	588
RD/WT: Wrong Track	44%	(708)	41%	(663)	3%	(46)	12%	(194)	1612
Trump Job Approve	43%	(390)	43%	(390)	2%	(14)	12%	(104)	897
Trump Job Disapprove	44%	(533)	39%	(475)	4%	(45)	13%	(154)	1206
Trump Job Strongly Approve	47%	(230)	39%	(190)	1%	(5)	13%	(64)	490
Trump Job Somewhat Approve	39%	(159)	49%	(200)	2%	(8)	10%	(40)	407
Trump Job Somewhat Disapprove	48%	(116)	39%	(95)	3%	(7)	10%	(25)	242
Trump Job Strongly Disapprove	43%	(417)	39%	(380)	4%	(38)	13%	(128)	964
Favorable of Trump	45%	(403)	43%	(383)	1%	(12)	11%	(101)	899
Unfavorable of Trump	44%	(522)	40%	(474)	4%	(45)	12%	(148)	1190
Very Favorable of Trump	46%	(245)	40%	(212)	1%	(5)	13%	(68)	530
Somewhat Favorable of Trump	43%	(158)	47%	(172)	2%	(6)	9%	(33)	369
Somewhat Unfavorable of Trump	45%	(98)	41%	(90)	3%	(7)	10%	(21)	217
Very Unfavorable of Trump	44%	(424)	39%	(384)	4%	(38)	13%	(127)	974
#1 Issue: Economy	44%	(346)	41%	(318)	2%	(15)	13%	(102)	782
#1 Issue: Security	40%	(102)	45%	(114)	2%	(5)	13%	(33)	254
#1 Issue: Health Care	44%	(178)	40%	(161)	5%	(18)	11%	(44)	400
#1 Issue: Medicare / Social Security	43%	(133)	44%	(136)	—	(1)	12%	(36)	306
#1 Issue: Women's Issues	40%	(40)	24%	(24)	17%	(17)	19%	(20)	100
#1 Issue: Education	53%	(61)	32%	(37)	1%	(1)	13%	(15)	114
#1 Issue: Energy	49%	(55)	36%	(41)	3%	(3)	13%	(14)	114
#1 Issue: Other	40%	(52)	42%	(55)	—	(1)	17%	(22)	130

Continued on next page

Table MCB8_6: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Laundry detergent

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
Adults	44%	(968)	40%	(886)	3%	(61)	13%	(285)	2200
2018 House Vote: Democrat	42%	(294)	44%	(311)	3%	(20)	11%	(79)	704
2018 House Vote: Republican	43%	(276)	45%	(286)	1%	(8)	11%	(71)	641
2018 House Vote: Someone else	30%	(19)	51%	(32)	2%	(1)	17%	(11)	64
2016 Vote: Hillary Clinton	41%	(283)	45%	(311)	2%	(16)	11%	(75)	685
2016 Vote: Donald Trump	43%	(295)	45%	(308)	1%	(10)	11%	(74)	686
2016 Vote: Other	43%	(55)	37%	(48)	1%	(1)	19%	(25)	129
2016 Vote: Didn't Vote	48%	(335)	31%	(220)	5%	(33)	16%	(112)	700
Voted in 2014: Yes	41%	(505)	45%	(564)	2%	(25)	12%	(150)	1244
Voted in 2014: No	48%	(462)	34%	(322)	4%	(36)	14%	(136)	956
2012 Vote: Barack Obama	42%	(357)	45%	(382)	3%	(22)	11%	(95)	856
2012 Vote: Mitt Romney	40%	(183)	45%	(210)	2%	(10)	13%	(60)	464
2012 Vote: Other	39%	(31)	51%	(40)	1%	(1)	9%	(7)	79
2012 Vote: Didn't Vote	50%	(395)	31%	(250)	3%	(28)	15%	(123)	796
4-Region: Northeast	46%	(180)	40%	(159)	2%	(9)	12%	(45)	394
4-Region: Midwest	38%	(177)	41%	(190)	5%	(24)	15%	(71)	462
4-Region: South	46%	(383)	40%	(330)	2%	(16)	12%	(96)	824
4-Region: West	44%	(227)	40%	(208)	2%	(11)	14%	(73)	520
Drone owner	43%	(107)	38%	(95)	2%	(6)	16%	(39)	246
Has seen someone operate a drone	48%	(593)	38%	(469)	2%	(27)	11%	(136)	1225
Familiar with drone regulations	56%	(339)	30%	(184)	3%	(21)	10%	(61)	604

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

Table MCB8_7: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?*Cleaning supplies*

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	46%	(1022)	35%	(779)	3%	(58)	15%	(340)	2200
Gender: Male	44%	(466)	36%	(378)	3%	(27)	18%	(191)	1062
Gender: Female	49%	(556)	35%	(401)	3%	(31)	13%	(150)	1138
Age: 18-34	54%	(357)	23%	(153)	5%	(35)	17%	(111)	655
Age: 35-44	55%	(197)	30%	(107)	1%	(2)	14%	(52)	358
Age: 45-64	44%	(334)	40%	(304)	2%	(12)	13%	(101)	751
Age: 65+	31%	(135)	49%	(215)	2%	(9)	18%	(77)	436
GenZers: 1997-2012	57%	(144)	18%	(46)	7%	(17)	18%	(47)	253
Millennials: 1981-1996	52%	(296)	29%	(162)	3%	(18)	16%	(92)	569
GenXers: 1965-1980	50%	(279)	36%	(199)	2%	(10)	13%	(71)	559
Baby Boomers: 1946-1964	38%	(282)	45%	(334)	1%	(8)	15%	(111)	735
PID: Dem (no lean)	51%	(436)	32%	(276)	2%	(17)	14%	(121)	850
PID: Ind (no lean)	41%	(269)	37%	(247)	3%	(21)	19%	(124)	661
PID: Rep (no lean)	46%	(317)	37%	(255)	3%	(20)	14%	(96)	689
PID/Gender: Dem Men	50%	(200)	33%	(130)	3%	(10)	15%	(61)	401
PID/Gender: Dem Women	53%	(236)	32%	(146)	2%	(7)	13%	(60)	449
PID/Gender: Ind Men	34%	(103)	39%	(121)	2%	(8)	25%	(76)	307
PID/Gender: Ind Women	47%	(166)	36%	(127)	4%	(14)	14%	(48)	354
PID/Gender: Rep Men	46%	(163)	36%	(127)	3%	(10)	15%	(54)	354
PID/Gender: Rep Women	46%	(154)	38%	(129)	3%	(10)	12%	(41)	334
Ideo: Liberal (1-3)	48%	(313)	37%	(238)	3%	(19)	12%	(75)	646
Ideo: Moderate (4)	48%	(302)	34%	(214)	2%	(13)	15%	(95)	625
Ideo: Conservative (5-7)	43%	(306)	40%	(278)	2%	(17)	15%	(103)	704
Educ: < College	48%	(721)	33%	(504)	3%	(53)	16%	(235)	1512
Educ: Bachelors degree	42%	(188)	41%	(181)	—	(2)	16%	(72)	444
Educ: Post-grad	46%	(113)	39%	(94)	1%	(3)	14%	(34)	244

Continued on next page

Table MCB8_7: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Cleaning supplies

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
Adults	46%	(1022)	35%	(779)	3%	(58)	15%	(340)	2200
Income: Under 50k	51%	(620)	31%	(370)	3%	(35)	15%	(185)	1209
Income: 50k-100k	42%	(278)	41%	(273)	1%	(10)	16%	(108)	668
Income: 100k+	39%	(125)	42%	(136)	4%	(14)	15%	(48)	323
Ethnicity: White	44%	(752)	38%	(663)	2%	(42)	15%	(266)	1722
Ethnicity: Hispanic	54%	(188)	26%	(90)	7%	(23)	14%	(49)	349
Ethnicity: Black	60%	(165)	22%	(62)	2%	(5)	16%	(43)	274
Ethnicity: Other	52%	(106)	27%	(55)	6%	(12)	15%	(31)	204
All Christian	46%	(483)	39%	(414)	2%	(22)	12%	(129)	1049
All Non-Christian	47%	(55)	32%	(37)	3%	(4)	18%	(21)	116
Atheist	28%	(25)	47%	(42)	6%	(6)	18%	(16)	88
Agnostic/Nothing in particular	45%	(229)	31%	(156)	3%	(13)	22%	(111)	510
Something Else	53%	(230)	30%	(130)	3%	(13)	14%	(63)	437
Religious Non-Protestant/Catholic	50%	(69)	30%	(42)	3%	(4)	17%	(24)	139
Evangelical	49%	(315)	34%	(218)	3%	(20)	13%	(84)	637
Non-Evangelical	46%	(378)	39%	(316)	2%	(15)	13%	(105)	813
Community: Urban	51%	(321)	34%	(214)	2%	(15)	12%	(76)	626
Community: Suburban	44%	(430)	35%	(340)	2%	(20)	18%	(178)	968
Community: Rural	45%	(271)	37%	(225)	4%	(23)	14%	(87)	606
Employ: Private Sector	45%	(297)	38%	(251)	1%	(9)	15%	(101)	659
Employ: Government	48%	(75)	31%	(49)	7%	(11)	14%	(22)	157
Employ: Self-Employed	50%	(94)	33%	(61)	1%	(3)	16%	(31)	189
Employ: Homemaker	55%	(92)	32%	(52)	—	(0)	13%	(22)	166
Employ: Retired	37%	(185)	47%	(238)	2%	(10)	14%	(72)	505
Employ: Unemployed	51%	(152)	23%	(68)	6%	(19)	20%	(60)	300
Employ: Other	54%	(70)	33%	(44)	—	(1)	12%	(16)	131

Continued on next page

Table MCB8_7: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?*Cleaning supplies*

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
Adults	46%	(1022)	35%	(779)	3%	(58)	15%	(340)	2200
Military HH: Yes	45%	(156)	38%	(132)	3%	(10)	15%	(53)	350
Military HH: No	47%	(866)	35%	(647)	3%	(49)	16%	(287)	1850
RD/WT: Right Direction	45%	(264)	34%	(203)	1%	(7)	20%	(115)	588
RD/WT: Wrong Track	47%	(758)	36%	(576)	3%	(52)	14%	(226)	1612
Trump Job Approve	46%	(411)	37%	(334)	2%	(19)	15%	(133)	897
Trump Job Disapprove	48%	(578)	35%	(426)	3%	(33)	14%	(170)	1206
Trump Job Strongly Approve	44%	(218)	36%	(179)	2%	(11)	17%	(82)	490
Trump Job Somewhat Approve	47%	(193)	38%	(156)	2%	(8)	13%	(51)	407
Trump Job Somewhat Disapprove	50%	(120)	32%	(78)	3%	(8)	15%	(36)	242
Trump Job Strongly Disapprove	47%	(458)	36%	(348)	3%	(25)	14%	(134)	964
Favorable of Trump	47%	(419)	36%	(327)	2%	(22)	15%	(131)	899
Unfavorable of Trump	47%	(561)	36%	(427)	2%	(28)	15%	(174)	1190
Very Favorable of Trump	46%	(243)	35%	(188)	2%	(12)	17%	(88)	530
Somewhat Favorable of Trump	48%	(176)	38%	(140)	3%	(10)	12%	(43)	369
Somewhat Unfavorable of Trump	49%	(106)	32%	(69)	2%	(5)	17%	(37)	217
Very Unfavorable of Trump	47%	(455)	37%	(359)	2%	(22)	14%	(137)	974
#1 Issue: Economy	50%	(387)	36%	(279)	—	(4)	14%	(112)	782
#1 Issue: Security	41%	(103)	37%	(95)	4%	(9)	18%	(47)	254
#1 Issue: Health Care	46%	(182)	38%	(151)	2%	(8)	15%	(59)	400
#1 Issue: Medicare / Social Security	42%	(129)	40%	(124)	3%	(8)	15%	(45)	306
#1 Issue: Women's Issues	39%	(39)	25%	(25)	15%	(15)	21%	(21)	100
#1 Issue: Education	57%	(64)	24%	(28)	3%	(4)	16%	(18)	114
#1 Issue: Energy	61%	(70)	22%	(25)	4%	(5)	12%	(14)	114
#1 Issue: Other	36%	(47)	41%	(53)	4%	(6)	19%	(24)	130

Continued on next page

Table MCB8_7: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?
Cleaning supplies

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
Adults	46%	(1022)	35%	(779)	3%	(58)	15%	(340)	2200
2018 House Vote: Democrat	46%	(322)	40%	(281)	2%	(15)	12%	(86)	704
2018 House Vote: Republican	46%	(295)	39%	(252)	2%	(10)	13%	(85)	641
2018 House Vote: Someone else	23%	(15)	39%	(25)	7%	(5)	30%	(19)	64
2016 Vote: Hillary Clinton	47%	(321)	38%	(258)	2%	(17)	13%	(90)	685
2016 Vote: Donald Trump	43%	(294)	41%	(281)	2%	(13)	14%	(98)	686
2016 Vote: Other	43%	(56)	34%	(44)	1%	(2)	21%	(27)	129
2016 Vote: Didn't Vote	50%	(352)	28%	(196)	4%	(26)	18%	(126)	700
Voted in 2014: Yes	44%	(546)	40%	(500)	2%	(21)	14%	(177)	1244
Voted in 2014: No	50%	(476)	29%	(279)	4%	(37)	17%	(164)	956
2012 Vote: Barack Obama	46%	(393)	38%	(328)	2%	(19)	14%	(116)	856
2012 Vote: Mitt Romney	41%	(191)	43%	(198)	2%	(8)	14%	(67)	464
2012 Vote: Other	43%	(34)	46%	(36)	1%	(1)	9%	(7)	79
2012 Vote: Didn't Vote	50%	(400)	27%	(216)	4%	(30)	19%	(150)	796
4-Region: Northeast	52%	(204)	34%	(135)	1%	(5)	13%	(49)	394
4-Region: Midwest	40%	(183)	40%	(185)	2%	(9)	19%	(86)	462
4-Region: South	51%	(423)	33%	(272)	2%	(17)	14%	(112)	824
4-Region: West	41%	(213)	36%	(187)	5%	(27)	18%	(93)	520
Drone owner	46%	(113)	30%	(74)	7%	(17)	17%	(43)	246
Has seen someone operate a drone	51%	(619)	32%	(395)	3%	(35)	14%	(176)	1225
Familiar with drone regulations	54%	(324)	30%	(180)	5%	(30)	12%	(69)	604

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

Table MCB8_8: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Soap

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(828)	46%	(1023)	2%	(46)	14%	(303)	2200
Gender: Male	37%	(390)	46%	(484)	3%	(28)	15%	(160)	1062
Gender: Female	38%	(437)	47%	(539)	2%	(19)	13%	(143)	1138
Age: 18-34	49%	(320)	33%	(215)	5%	(32)	14%	(89)	655
Age: 35-44	46%	(165)	40%	(143)	1%	(4)	13%	(45)	358
Age: 45-64	32%	(242)	53%	(395)	—	(4)	15%	(110)	751
Age: 65+	23%	(101)	62%	(270)	2%	(7)	14%	(59)	436
GenZers: 1997-2012	54%	(136)	26%	(66)	8%	(19)	13%	(33)	253
Millennials: 1981-1996	45%	(255)	39%	(220)	3%	(15)	14%	(80)	569
GenXers: 1965-1980	38%	(213)	47%	(262)	1%	(3)	14%	(81)	559
Baby Boomers: 1946-1964	28%	(207)	58%	(425)	1%	(8)	13%	(94)	735
PID: Dem (no lean)	43%	(363)	43%	(362)	1%	(11)	13%	(113)	850
PID: Ind (no lean)	31%	(208)	50%	(334)	3%	(17)	16%	(103)	661
PID: Rep (no lean)	37%	(257)	47%	(327)	3%	(18)	13%	(87)	689
PID/Gender: Dem Men	41%	(165)	43%	(171)	3%	(10)	13%	(54)	401
PID/Gender: Dem Women	44%	(198)	42%	(191)	—	(1)	13%	(59)	449
PID/Gender: Ind Men	27%	(84)	50%	(153)	3%	(10)	19%	(60)	307
PID/Gender: Ind Women	35%	(124)	51%	(181)	2%	(6)	12%	(43)	354
PID/Gender: Rep Men	40%	(141)	45%	(160)	2%	(7)	13%	(46)	354
PID/Gender: Rep Women	35%	(116)	50%	(167)	3%	(11)	12%	(41)	334
Ideo: Liberal (1-3)	41%	(263)	47%	(300)	2%	(10)	11%	(73)	646
Ideo: Moderate (4)	35%	(216)	51%	(317)	2%	(11)	13%	(80)	625
Ideo: Conservative (5-7)	35%	(249)	49%	(345)	3%	(20)	13%	(90)	704
Educ: < College	37%	(561)	46%	(693)	3%	(41)	14%	(218)	1512
Educ: Bachelors degree	38%	(167)	49%	(217)	—	(2)	13%	(57)	444
Educ: Post-grad	41%	(100)	46%	(113)	1%	(4)	11%	(27)	244

Continued on next page

Table MCB8_8: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Soap

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(828)	46%	(1023)	2%	(46)	14%	(303)	2200
Income: Under 50k	40%	(488)	43%	(518)	3%	(33)	14%	(170)	1209
Income: 50k-100k	35%	(233)	51%	(342)	1%	(7)	13%	(85)	668
Income: 100k+	33%	(107)	50%	(162)	2%	(6)	15%	(48)	323
Ethnicity: White	33%	(576)	51%	(870)	2%	(35)	14%	(241)	1722
Ethnicity: Hispanic	51%	(177)	33%	(116)	3%	(10)	13%	(46)	349
Ethnicity: Black	58%	(159)	26%	(72)	2%	(5)	14%	(38)	274
Ethnicity: Other	45%	(93)	40%	(82)	3%	(6)	12%	(24)	204
All Christian	36%	(382)	49%	(515)	2%	(21)	12%	(130)	1049
All Non-Christian	47%	(55)	36%	(41)	2%	(3)	15%	(17)	116
Atheist	21%	(19)	62%	(55)	1%	(0)	16%	(14)	88
Agnostic/Nothing in particular	37%	(191)	43%	(219)	3%	(15)	17%	(85)	510
Something Else	41%	(181)	44%	(193)	2%	(7)	13%	(56)	437
Religious Non-Protestant/Catholic	45%	(62)	37%	(51)	2%	(3)	17%	(23)	139
Evangelical	40%	(254)	46%	(291)	1%	(9)	13%	(84)	637
Non-Evangelical	36%	(295)	49%	(401)	2%	(19)	12%	(97)	813
Community: Urban	45%	(280)	43%	(267)	2%	(12)	11%	(67)	626
Community: Suburban	33%	(321)	50%	(482)	1%	(14)	16%	(151)	968
Community: Rural	38%	(227)	45%	(274)	3%	(20)	14%	(85)	606
Employ: Private Sector	37%	(246)	47%	(310)	2%	(11)	14%	(92)	659
Employ: Government	41%	(64)	42%	(65)	2%	(3)	16%	(24)	157
Employ: Self-Employed	44%	(84)	41%	(77)	2%	(3)	13%	(25)	189
Employ: Homemaker	44%	(74)	42%	(70)	3%	(5)	10%	(17)	166
Employ: Retired	25%	(129)	60%	(304)	1%	(7)	13%	(65)	505
Employ: Unemployed	43%	(129)	38%	(115)	4%	(11)	15%	(45)	300
Employ: Other	40%	(53)	43%	(56)	1%	(2)	16%	(21)	131

Continued on next page

Table MCB8_8: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Soap

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(828)	46%	(1023)	2%	(46)	14%	(303)	2200
Military HH: Yes	36%	(126)	47%	(166)	1%	(4)	15%	(54)	350
Military HH: No	38%	(702)	46%	(857)	2%	(43)	13%	(249)	1850
RD/WT: Right Direction	39%	(227)	44%	(258)	2%	(13)	15%	(90)	588
RD/WT: Wrong Track	37%	(600)	47%	(765)	2%	(33)	13%	(213)	1612
Trump Job Approve	36%	(319)	49%	(439)	2%	(19)	13%	(121)	897
Trump Job Disapprove	39%	(467)	46%	(560)	2%	(26)	13%	(153)	1206
Trump Job Strongly Approve	35%	(173)	50%	(244)	1%	(7)	14%	(68)	490
Trump Job Somewhat Approve	36%	(146)	48%	(196)	3%	(12)	13%	(53)	407
Trump Job Somewhat Disapprove	42%	(102)	47%	(115)	2%	(4)	9%	(21)	242
Trump Job Strongly Disapprove	38%	(365)	46%	(445)	2%	(22)	14%	(132)	964
Favorable of Trump	36%	(324)	49%	(442)	2%	(19)	13%	(115)	899
Unfavorable of Trump	39%	(464)	46%	(546)	2%	(21)	13%	(159)	1190
Very Favorable of Trump	35%	(188)	50%	(263)	2%	(8)	13%	(71)	530
Somewhat Favorable of Trump	37%	(136)	48%	(178)	3%	(11)	12%	(43)	369
Somewhat Unfavorable of Trump	42%	(92)	40%	(86)	5%	(10)	13%	(28)	217
Very Unfavorable of Trump	38%	(372)	47%	(460)	1%	(11)	13%	(131)	974
#1 Issue: Economy	39%	(303)	46%	(363)	1%	(10)	14%	(106)	782
#1 Issue: Security	39%	(98)	46%	(117)	3%	(7)	13%	(32)	254
#1 Issue: Health Care	34%	(134)	51%	(205)	1%	(3)	15%	(59)	400
#1 Issue: Medicare / Social Security	36%	(110)	52%	(158)	1%	(3)	12%	(36)	306
#1 Issue: Women's Issues	40%	(40)	32%	(33)	3%	(3)	24%	(24)	100
#1 Issue: Education	48%	(55)	32%	(37)	6%	(7)	13%	(15)	114
#1 Issue: Energy	37%	(42)	41%	(47)	12%	(13)	10%	(11)	114
#1 Issue: Other	35%	(46)	49%	(64)	—	(0)	15%	(20)	130

Continued on next page

Table MCB8_8: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Soap

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
Adults	38%	(828)	46%	(1023)	2%	(46)	14%	(303)	2200
2018 House Vote: Democrat	37%	(259)	50%	(349)	1%	(7)	13%	(90)	704
2018 House Vote: Republican	35%	(222)	51%	(330)	2%	(11)	12%	(77)	641
2018 House Vote: Someone else	27%	(17)	39%	(25)	1%	(1)	33%	(21)	64
2016 Vote: Hillary Clinton	39%	(266)	48%	(327)	1%	(8)	12%	(85)	685
2016 Vote: Donald Trump	35%	(238)	52%	(354)	2%	(15)	12%	(79)	686
2016 Vote: Other	34%	(43)	43%	(56)	—	(0)	23%	(29)	129
2016 Vote: Didn't Vote	40%	(281)	41%	(286)	3%	(24)	16%	(109)	700
Voted in 2014: Yes	36%	(448)	49%	(612)	1%	(18)	13%	(166)	1244
Voted in 2014: No	40%	(379)	43%	(411)	3%	(28)	14%	(137)	956
2012 Vote: Barack Obama	38%	(328)	49%	(418)	1%	(8)	12%	(102)	856
2012 Vote: Mitt Romney	31%	(144)	53%	(245)	2%	(11)	14%	(63)	464
2012 Vote: Other	31%	(24)	56%	(44)	—	(0)	13%	(10)	79
2012 Vote: Didn't Vote	41%	(328)	39%	(314)	3%	(28)	16%	(127)	796
4-Region: Northeast	41%	(163)	44%	(172)	3%	(11)	12%	(49)	394
4-Region: Midwest	33%	(151)	50%	(230)	3%	(12)	15%	(69)	462
4-Region: South	41%	(336)	44%	(366)	2%	(15)	13%	(107)	824
4-Region: West	34%	(177)	49%	(255)	2%	(9)	15%	(79)	520
Drone owner	43%	(106)	40%	(98)	3%	(7)	14%	(35)	246
Has seen someone operate a drone	41%	(507)	44%	(539)	2%	(30)	12%	(150)	1225
Familiar with drone regulations	49%	(298)	37%	(225)	2%	(15)	11%	(66)	604

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

Table MCB8_9: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Skincare

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	26%	(582)	46%	(1002)	13%	(286)	15%	(329)	2200
Gender: Male	23%	(243)	39%	(413)	21%	(223)	17%	(183)	1062
Gender: Female	30%	(339)	52%	(589)	6%	(63)	13%	(146)	1138
Age: 18-34	37%	(243)	37%	(243)	12%	(76)	14%	(93)	655
Age: 35-44	36%	(130)	41%	(148)	8%	(29)	14%	(51)	358
Age: 45-64	19%	(144)	52%	(393)	13%	(95)	16%	(119)	751
Age: 65+	15%	(64)	50%	(219)	20%	(87)	15%	(66)	436
GenZers: 1997-2012	46%	(117)	31%	(79)	8%	(20)	15%	(38)	253
Millennials: 1981-1996	31%	(176)	41%	(235)	13%	(73)	15%	(86)	569
GenXers: 1965-1980	30%	(166)	48%	(270)	9%	(53)	13%	(70)	559
Baby Boomers: 1946-1964	15%	(111)	52%	(380)	17%	(125)	16%	(119)	735
PID: Dem (no lean)	30%	(257)	45%	(381)	11%	(91)	14%	(121)	850
PID: Ind (no lean)	23%	(150)	45%	(299)	16%	(108)	16%	(105)	661
PID: Rep (no lean)	25%	(175)	47%	(322)	13%	(88)	15%	(103)	689
PID/Gender: Dem Men	26%	(104)	40%	(162)	18%	(74)	15%	(61)	401
PID/Gender: Dem Women	34%	(153)	49%	(219)	4%	(17)	13%	(60)	449
PID/Gender: Ind Men	16%	(49)	39%	(121)	27%	(82)	18%	(56)	307
PID/Gender: Ind Women	29%	(101)	50%	(178)	7%	(26)	14%	(49)	354
PID/Gender: Rep Men	25%	(90)	37%	(130)	19%	(68)	18%	(65)	354
PID/Gender: Rep Women	26%	(85)	57%	(192)	6%	(20)	11%	(37)	334
Ideo: Liberal (1-3)	30%	(192)	48%	(309)	11%	(74)	11%	(72)	646
Ideo: Moderate (4)	27%	(168)	49%	(304)	11%	(69)	13%	(84)	625
Ideo: Conservative (5-7)	22%	(152)	47%	(334)	16%	(115)	15%	(103)	704
Educ: < College	27%	(404)	43%	(646)	14%	(216)	16%	(246)	1512
Educ: Bachelors degree	24%	(105)	55%	(245)	10%	(42)	12%	(52)	444
Educ: Post-grad	30%	(73)	46%	(111)	11%	(28)	13%	(32)	244

Continued on next page

Table MCB8_9: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Skincare

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	26%	(582)	46%	(1002)	13%	(286)	15%	(329)	2200
Income: Under 50k	29%	(349)	41%	(497)	15%	(177)	15%	(186)	1209
Income: 50k-100k	24%	(161)	50%	(336)	10%	(69)	15%	(101)	668
Income: 100k+	22%	(72)	52%	(169)	12%	(40)	13%	(42)	323
Ethnicity: White	23%	(399)	48%	(822)	14%	(233)	16%	(267)	1722
Ethnicity: Hispanic	34%	(119)	38%	(134)	13%	(46)	15%	(51)	349
Ethnicity: Black	43%	(118)	33%	(91)	9%	(25)	15%	(40)	274
Ethnicity: Other	32%	(65)	44%	(89)	14%	(28)	11%	(21)	204
All Christian	24%	(254)	50%	(526)	13%	(136)	13%	(132)	1049
All Non-Christian	27%	(32)	44%	(52)	11%	(13)	17%	(20)	116
Atheist	17%	(15)	54%	(47)	20%	(18)	9%	(8)	88
Agnostic/Nothing in particular	28%	(142)	39%	(201)	13%	(66)	20%	(100)	510
Something Else	32%	(138)	40%	(176)	12%	(54)	16%	(69)	437
Religious Non-Protestant/Catholic	28%	(39)	45%	(63)	10%	(13)	17%	(23)	139
Evangelical	29%	(183)	46%	(293)	10%	(63)	15%	(99)	637
Non-Evangelical	24%	(198)	48%	(390)	16%	(126)	12%	(99)	813
Community: Urban	34%	(210)	42%	(263)	12%	(77)	12%	(75)	626
Community: Suburban	23%	(221)	49%	(479)	11%	(105)	17%	(163)	968
Community: Rural	25%	(150)	43%	(260)	17%	(104)	15%	(91)	606
Employ: Private Sector	27%	(176)	49%	(326)	11%	(74)	13%	(83)	659
Employ: Government	33%	(52)	41%	(64)	9%	(14)	17%	(27)	157
Employ: Self-Employed	31%	(59)	41%	(77)	13%	(25)	15%	(28)	189
Employ: Homemaker	29%	(48)	52%	(86)	7%	(12)	12%	(20)	166
Employ: Retired	15%	(77)	49%	(250)	20%	(104)	15%	(75)	505
Employ: Unemployed	27%	(82)	38%	(113)	15%	(44)	20%	(61)	300
Employ: Other	31%	(41)	44%	(58)	8%	(11)	16%	(21)	131

Continued on next page

Table MCB8_9: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Skincare

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
Adults	26%	(582)	46%	(1002)	13%	(286)	15%	(329)	2200
Military HH: Yes	24%	(83)	41%	(144)	15%	(53)	20%	(69)	350
Military HH: No	27%	(499)	46%	(858)	13%	(233)	14%	(260)	1850
RD/WT: Right Direction	28%	(167)	43%	(254)	11%	(66)	17%	(100)	588
RD/WT: Wrong Track	26%	(415)	46%	(748)	14%	(220)	14%	(229)	1612
Trump Job Approve	25%	(225)	48%	(433)	12%	(107)	15%	(132)	897
Trump Job Disapprove	28%	(335)	45%	(549)	13%	(162)	13%	(161)	1206
Trump Job Strongly Approve	25%	(123)	45%	(222)	13%	(63)	17%	(82)	490
Trump Job Somewhat Approve	25%	(102)	52%	(211)	11%	(45)	12%	(50)	407
Trump Job Somewhat Disapprove	34%	(81)	45%	(108)	12%	(30)	9%	(23)	242
Trump Job Strongly Disapprove	26%	(254)	46%	(440)	14%	(132)	14%	(138)	964
Favorable of Trump	26%	(231)	48%	(434)	12%	(106)	14%	(128)	899
Unfavorable of Trump	28%	(328)	45%	(533)	14%	(163)	14%	(166)	1190
Very Favorable of Trump	25%	(134)	45%	(241)	12%	(66)	17%	(89)	530
Somewhat Favorable of Trump	26%	(97)	52%	(193)	11%	(40)	11%	(39)	369
Somewhat Unfavorable of Trump	32%	(68)	40%	(88)	15%	(32)	13%	(29)	217
Very Unfavorable of Trump	27%	(260)	46%	(446)	13%	(131)	14%	(137)	974
#1 Issue: Economy	29%	(225)	48%	(374)	8%	(63)	15%	(119)	782
#1 Issue: Security	21%	(52)	48%	(122)	15%	(38)	16%	(42)	254
#1 Issue: Health Care	27%	(109)	46%	(184)	15%	(59)	12%	(49)	400
#1 Issue: Medicare / Social Security	24%	(72)	42%	(127)	22%	(67)	13%	(40)	306
#1 Issue: Women's Issues	30%	(30)	37%	(37)	6%	(6)	27%	(27)	100
#1 Issue: Education	35%	(40)	32%	(36)	17%	(20)	16%	(18)	114
#1 Issue: Energy	27%	(31)	49%	(55)	16%	(18)	9%	(10)	114
#1 Issue: Other	17%	(23)	51%	(66)	12%	(16)	19%	(25)	130

Continued on next page

Table MCB8_9: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Skincare

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
Adults	26%	(582)	46%	(1002)	13%	(286)	15%	(329)	2200
2018 House Vote: Democrat	26%	(187)	48%	(339)	12%	(88)	13%	(91)	704
2018 House Vote: Republican	25%	(162)	50%	(320)	11%	(73)	13%	(86)	641
2018 House Vote: Someone else	14%	(9)	43%	(28)	28%	(18)	15%	(10)	64
2016 Vote: Hillary Clinton	26%	(179)	48%	(329)	12%	(83)	14%	(94)	685
2016 Vote: Donald Trump	24%	(164)	50%	(344)	13%	(87)	13%	(91)	686
2016 Vote: Other	26%	(33)	42%	(54)	15%	(19)	18%	(23)	129
2016 Vote: Didn't Vote	29%	(206)	39%	(276)	14%	(97)	17%	(121)	700
Voted in 2014: Yes	25%	(306)	50%	(616)	12%	(151)	14%	(170)	1244
Voted in 2014: No	29%	(275)	40%	(386)	14%	(135)	17%	(159)	956
2012 Vote: Barack Obama	27%	(231)	48%	(412)	12%	(104)	13%	(109)	856
2012 Vote: Mitt Romney	20%	(93)	51%	(238)	14%	(63)	15%	(69)	464
2012 Vote: Other	20%	(16)	59%	(46)	12%	(9)	10%	(8)	79
2012 Vote: Didn't Vote	30%	(240)	38%	(303)	14%	(110)	18%	(144)	796
4-Region: Northeast	28%	(112)	50%	(198)	9%	(37)	12%	(46)	394
4-Region: Midwest	20%	(94)	48%	(220)	15%	(69)	17%	(80)	462
4-Region: South	30%	(245)	44%	(360)	13%	(109)	13%	(110)	824
4-Region: West	25%	(131)	43%	(224)	14%	(72)	18%	(93)	520
Drone owner	26%	(65)	46%	(114)	11%	(28)	16%	(40)	246
Has seen someone operate a drone	29%	(349)	45%	(546)	13%	(165)	13%	(165)	1225
Familiar with drone regulations	39%	(237)	39%	(233)	10%	(63)	12%	(71)	604

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

Table MCB8_10: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Beauty products

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	23%	(514)	41%	(904)	21%	(454)	15%	(327)	2200
Gender: Male	18%	(192)	32%	(340)	34%	(359)	16%	(170)	1062
Gender: Female	28%	(322)	50%	(564)	8%	(95)	14%	(157)	1138
Age: 18-34	34%	(224)	34%	(222)	18%	(121)	14%	(89)	655
Age: 35-44	34%	(120)	37%	(133)	14%	(49)	15%	(55)	358
Age: 45-64	17%	(130)	46%	(348)	21%	(159)	15%	(114)	751
Age: 65+	9%	(40)	46%	(201)	29%	(126)	16%	(69)	436
GenZers: 1997-2012	42%	(107)	27%	(68)	18%	(46)	13%	(33)	253
Millennials: 1981-1996	28%	(157)	39%	(222)	18%	(103)	15%	(87)	569
GenXers: 1965-1980	27%	(152)	45%	(249)	14%	(79)	14%	(79)	559
Baby Boomers: 1946-1964	12%	(87)	45%	(333)	28%	(203)	15%	(113)	735
PID: Dem (no lean)	27%	(231)	39%	(335)	19%	(159)	15%	(124)	850
PID: Ind (no lean)	18%	(120)	42%	(280)	23%	(154)	16%	(107)	661
PID: Rep (no lean)	24%	(163)	42%	(289)	21%	(141)	14%	(96)	689
PID/Gender: Dem Men	23%	(92)	31%	(126)	31%	(124)	15%	(59)	401
PID/Gender: Dem Women	31%	(139)	47%	(209)	8%	(35)	15%	(66)	449
PID/Gender: Ind Men	9%	(29)	31%	(96)	40%	(123)	19%	(59)	307
PID/Gender: Ind Women	26%	(91)	52%	(184)	9%	(31)	14%	(48)	354
PID/Gender: Rep Men	20%	(71)	33%	(118)	32%	(113)	15%	(53)	354
PID/Gender: Rep Women	28%	(92)	51%	(171)	9%	(29)	13%	(43)	334
Ideo: Liberal (1-3)	28%	(182)	40%	(258)	20%	(128)	12%	(78)	646
Ideo: Moderate (4)	22%	(138)	44%	(273)	20%	(124)	14%	(90)	625
Ideo: Conservative (5-7)	19%	(132)	45%	(317)	22%	(158)	14%	(97)	704
Educ: < College	24%	(363)	38%	(581)	21%	(319)	16%	(249)	1512
Educ: Bachelors degree	21%	(91)	49%	(216)	20%	(91)	10%	(46)	444
Educ: Post-grad	25%	(60)	44%	(108)	18%	(44)	13%	(32)	244

Continued on next page

Table MCB8_10: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Beauty products

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	23%	(514)	41%	(904)	21%	(454)	15%	(327)	2200
Income: Under 50k	27%	(324)	36%	(435)	21%	(259)	16%	(191)	1209
Income: 50k-100k	19%	(125)	47%	(316)	20%	(135)	14%	(91)	668
Income: 100k+	20%	(65)	48%	(154)	19%	(60)	14%	(45)	323
Ethnicity: White	20%	(348)	43%	(749)	21%	(370)	15%	(256)	1722
Ethnicity: Hispanic	40%	(141)	31%	(108)	16%	(57)	13%	(44)	349
Ethnicity: Black	40%	(109)	28%	(78)	15%	(42)	17%	(46)	274
Ethnicity: Other	28%	(57)	38%	(78)	21%	(43)	13%	(26)	204
All Christian	22%	(226)	46%	(479)	21%	(222)	12%	(121)	1049
All Non-Christian	26%	(31)	41%	(48)	17%	(20)	16%	(18)	116
Atheist	12%	(11)	40%	(36)	36%	(32)	11%	(10)	88
Agnostic/Nothing in particular	24%	(122)	35%	(177)	22%	(113)	19%	(97)	510
Something Else	29%	(125)	38%	(164)	16%	(68)	18%	(81)	437
Religious Non-Protestant/Catholic	26%	(36)	42%	(58)	15%	(20)	17%	(24)	139
Evangelical	28%	(180)	42%	(265)	14%	(91)	16%	(101)	637
Non-Evangelical	20%	(163)	44%	(360)	24%	(196)	12%	(94)	813
Community: Urban	29%	(184)	39%	(246)	17%	(107)	14%	(89)	626
Community: Suburban	20%	(197)	44%	(423)	20%	(197)	16%	(151)	968
Community: Rural	22%	(134)	39%	(235)	25%	(150)	14%	(87)	606
Employ: Private Sector	23%	(154)	44%	(287)	18%	(120)	15%	(98)	659
Employ: Government	33%	(52)	39%	(61)	15%	(24)	13%	(20)	157
Employ: Self-Employed	26%	(48)	40%	(76)	19%	(36)	15%	(28)	189
Employ: Homemaker	32%	(54)	47%	(77)	7%	(12)	14%	(23)	166
Employ: Retired	11%	(57)	43%	(218)	31%	(155)	15%	(74)	505
Employ: Unemployed	28%	(83)	34%	(102)	22%	(65)	17%	(50)	300
Employ: Other	28%	(36)	39%	(51)	15%	(20)	18%	(23)	131

Continued on next page

Table MCB8_10: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Beauty products

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	23%	(514)	41%	(904)	21%	(454)	15%	(327)	2200
Military HH: Yes	20%	(70)	39%	(137)	25%	(87)	16%	(57)	350
Military HH: No	24%	(444)	41%	(768)	20%	(367)	15%	(271)	1850
RD/WT: Right Direction	22%	(132)	40%	(234)	22%	(131)	15%	(91)	588
RD/WT: Wrong Track	24%	(382)	42%	(670)	20%	(323)	15%	(236)	1612
Trump Job Approve	22%	(194)	45%	(401)	19%	(174)	14%	(128)	897
Trump Job Disapprove	25%	(299)	40%	(483)	21%	(258)	14%	(166)	1206
Trump Job Strongly Approve	23%	(111)	41%	(203)	22%	(106)	14%	(70)	490
Trump Job Somewhat Approve	21%	(84)	49%	(199)	17%	(68)	14%	(57)	407
Trump Job Somewhat Disapprove	30%	(72)	43%	(104)	15%	(36)	13%	(31)	242
Trump Job Strongly Disapprove	24%	(227)	39%	(379)	23%	(222)	14%	(135)	964
Favorable of Trump	23%	(203)	44%	(398)	19%	(171)	14%	(127)	899
Unfavorable of Trump	24%	(285)	40%	(478)	22%	(257)	14%	(171)	1190
Very Favorable of Trump	24%	(129)	41%	(215)	21%	(112)	14%	(74)	530
Somewhat Favorable of Trump	20%	(74)	49%	(182)	16%	(59)	14%	(53)	369
Somewhat Unfavorable of Trump	28%	(60)	42%	(90)	16%	(35)	15%	(32)	217
Very Unfavorable of Trump	23%	(225)	40%	(388)	23%	(222)	14%	(138)	974
#1 Issue: Economy	27%	(208)	45%	(348)	15%	(118)	14%	(108)	782
#1 Issue: Security	16%	(40)	42%	(107)	25%	(63)	18%	(45)	254
#1 Issue: Health Care	24%	(95)	40%	(159)	22%	(89)	14%	(58)	400
#1 Issue: Medicare / Social Security	18%	(55)	39%	(118)	29%	(89)	14%	(44)	306
#1 Issue: Women's Issues	34%	(34)	31%	(31)	15%	(15)	20%	(20)	100
#1 Issue: Education	29%	(33)	35%	(40)	18%	(20)	18%	(20)	114
#1 Issue: Energy	29%	(33)	42%	(48)	21%	(23)	9%	(10)	114
#1 Issue: Other	12%	(15)	42%	(55)	29%	(37)	18%	(23)	130

Continued on next page

Table MCB8_10: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Beauty products

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	23%	(514)	41%	(904)	21%	(454)	15%	(327)	2200
2018 House Vote: Democrat	22%	(152)	45%	(320)	19%	(131)	14%	(101)	704
2018 House Vote: Republican	21%	(136)	43%	(277)	22%	(138)	14%	(90)	641
2018 House Vote: Someone else	9%	(6)	41%	(26)	28%	(18)	21%	(14)	64
2016 Vote: Hillary Clinton	22%	(154)	44%	(298)	20%	(140)	14%	(93)	685
2016 Vote: Donald Trump	21%	(143)	44%	(304)	21%	(145)	14%	(94)	686
2016 Vote: Other	19%	(25)	39%	(50)	24%	(31)	18%	(23)	129
2016 Vote: Didn't Vote	27%	(192)	36%	(252)	20%	(139)	17%	(117)	700
Voted in 2014: Yes	20%	(246)	45%	(556)	22%	(268)	14%	(174)	1244
Voted in 2014: No	28%	(268)	36%	(348)	19%	(186)	16%	(154)	956
2012 Vote: Barack Obama	23%	(201)	44%	(378)	20%	(170)	13%	(108)	856
2012 Vote: Mitt Romney	17%	(81)	44%	(204)	24%	(110)	15%	(69)	464
2012 Vote: Other	14%	(11)	52%	(41)	19%	(15)	15%	(12)	79
2012 Vote: Didn't Vote	28%	(221)	35%	(277)	20%	(160)	17%	(138)	796
4-Region: Northeast	28%	(108)	39%	(155)	22%	(88)	11%	(43)	394
4-Region: Midwest	17%	(79)	47%	(219)	17%	(77)	19%	(87)	462
4-Region: South	24%	(200)	41%	(340)	21%	(174)	13%	(111)	824
4-Region: West	24%	(127)	37%	(190)	22%	(115)	17%	(87)	520
Drone owner	28%	(68)	42%	(104)	17%	(41)	14%	(33)	246
Has seen someone operate a drone	25%	(312)	39%	(481)	21%	(262)	14%	(170)	1225
Familiar with drone regulations	36%	(217)	35%	(211)	16%	(98)	13%	(77)	604

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

Table MCB8_11: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Personal computer

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	26%	(580)	51%	(1124)	7%	(150)	16%	(346)	2200
Gender: Male	31%	(333)	49%	(518)	4%	(42)	16%	(169)	1062
Gender: Female	22%	(247)	53%	(607)	9%	(108)	16%	(177)	1138
Age: 18-34	40%	(264)	34%	(224)	10%	(67)	15%	(101)	655
Age: 35-44	34%	(122)	44%	(157)	7%	(24)	15%	(54)	358
Age: 45-64	19%	(144)	60%	(450)	5%	(38)	16%	(120)	751
Age: 65+	11%	(49)	67%	(294)	5%	(21)	16%	(72)	436
GenZers: 1997-2012	48%	(121)	28%	(71)	11%	(27)	13%	(34)	253
Millennials: 1981-1996	34%	(193)	40%	(226)	10%	(54)	17%	(96)	569
GenXers: 1965-1980	27%	(148)	52%	(289)	6%	(34)	16%	(88)	559
Baby Boomers: 1946-1964	14%	(105)	66%	(481)	4%	(31)	16%	(118)	735
PID: Dem (no lean)	28%	(240)	52%	(443)	6%	(54)	13%	(113)	850
PID: Ind (no lean)	24%	(157)	50%	(331)	9%	(56)	18%	(116)	661
PID: Rep (no lean)	26%	(182)	51%	(350)	6%	(39)	17%	(117)	689
PID/Gender: Dem Men	32%	(127)	49%	(198)	5%	(21)	13%	(54)	401
PID/Gender: Dem Women	25%	(113)	54%	(244)	7%	(33)	13%	(59)	449
PID/Gender: Ind Men	27%	(84)	52%	(159)	3%	(8)	18%	(56)	307
PID/Gender: Ind Women	21%	(73)	49%	(172)	14%	(48)	17%	(61)	354
PID/Gender: Rep Men	34%	(121)	45%	(160)	4%	(13)	17%	(60)	354
PID/Gender: Rep Women	18%	(61)	57%	(190)	8%	(26)	17%	(57)	334
Ideo: Liberal (1-3)	33%	(210)	51%	(330)	5%	(34)	11%	(71)	646
Ideo: Moderate (4)	21%	(128)	56%	(349)	9%	(56)	15%	(92)	625
Ideo: Conservative (5-7)	24%	(172)	55%	(387)	4%	(30)	16%	(115)	704
Educ: < College	24%	(366)	49%	(743)	9%	(134)	18%	(268)	1512
Educ: Bachelors degree	31%	(137)	55%	(246)	3%	(12)	11%	(49)	444
Educ: Post-grad	31%	(76)	55%	(135)	2%	(4)	12%	(29)	244

Continued on next page

Table MCB8_11: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Personal computer

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	26%	(580)	51%	(1124)	7%	(150)	16%	(346)	2200
Income: Under 50k	26%	(314)	47%	(566)	9%	(109)	18%	(220)	1209
Income: 50k-100k	25%	(168)	57%	(379)	4%	(26)	14%	(95)	668
Income: 100k+	30%	(98)	55%	(179)	5%	(15)	10%	(32)	323
Ethnicity: White	24%	(410)	54%	(938)	6%	(106)	16%	(268)	1722
Ethnicity: Hispanic	41%	(144)	32%	(113)	13%	(44)	14%	(48)	349
Ethnicity: Black	38%	(104)	34%	(93)	9%	(24)	19%	(53)	274
Ethnicity: Other	32%	(65)	46%	(94)	9%	(19)	13%	(26)	204
All Christian	25%	(266)	57%	(600)	4%	(42)	13%	(140)	1049
All Non-Christian	39%	(45)	46%	(53)	4%	(5)	11%	(13)	116
Atheist	25%	(22)	52%	(46)	4%	(4)	19%	(17)	88
Agnostic/Nothing in particular	27%	(135)	45%	(231)	10%	(50)	18%	(92)	510
Something Else	25%	(111)	44%	(194)	11%	(49)	19%	(84)	437
Religious Non-Protestant/Catholic	39%	(55)	43%	(60)	3%	(5)	14%	(19)	139
Evangelical	27%	(174)	51%	(326)	7%	(42)	15%	(94)	637
Non-Evangelical	23%	(189)	56%	(452)	6%	(49)	15%	(123)	813
Community: Urban	36%	(224)	45%	(284)	6%	(36)	13%	(83)	626
Community: Suburban	21%	(205)	55%	(528)	6%	(57)	18%	(177)	968
Community: Rural	25%	(151)	51%	(312)	9%	(57)	14%	(86)	606
Employ: Private Sector	30%	(201)	52%	(343)	6%	(36)	12%	(78)	659
Employ: Government	40%	(62)	37%	(58)	9%	(14)	15%	(23)	157
Employ: Self-Employed	30%	(56)	46%	(87)	5%	(9)	19%	(36)	189
Employ: Homemaker	19%	(31)	52%	(86)	7%	(12)	22%	(36)	166
Employ: Retired	14%	(73)	65%	(329)	4%	(22)	16%	(82)	505
Employ: Unemployed	25%	(76)	44%	(131)	13%	(40)	18%	(53)	300
Employ: Other	21%	(28)	51%	(66)	9%	(12)	19%	(25)	131

Continued on next page

Table MCB8_11: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Personal computer

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	26%	(580)	51%	(1124)	7%	(150)	16%	(346)	2200
Military HH: Yes	27%	(95)	51%	(180)	6%	(20)	16%	(55)	350
Military HH: No	26%	(485)	51%	(945)	7%	(130)	16%	(291)	1850
RD/WT: Right Direction	28%	(164)	48%	(281)	6%	(37)	18%	(107)	588
RD/WT: Wrong Track	26%	(415)	52%	(843)	7%	(113)	15%	(240)	1612
Trump Job Approve	24%	(219)	53%	(479)	6%	(52)	16%	(148)	897
Trump Job Disapprove	27%	(329)	52%	(628)	8%	(92)	13%	(158)	1206
Trump Job Strongly Approve	26%	(126)	51%	(249)	6%	(31)	17%	(84)	490
Trump Job Somewhat Approve	23%	(93)	56%	(230)	5%	(20)	16%	(63)	407
Trump Job Somewhat Disapprove	30%	(72)	50%	(121)	8%	(19)	12%	(29)	242
Trump Job Strongly Disapprove	27%	(257)	53%	(506)	8%	(72)	13%	(129)	964
Favorable of Trump	25%	(228)	53%	(477)	5%	(49)	16%	(145)	899
Unfavorable of Trump	27%	(316)	51%	(613)	8%	(96)	14%	(166)	1190
Very Favorable of Trump	27%	(145)	50%	(267)	6%	(30)	17%	(89)	530
Somewhat Favorable of Trump	23%	(83)	57%	(210)	5%	(19)	15%	(56)	369
Somewhat Unfavorable of Trump	29%	(63)	45%	(97)	10%	(21)	16%	(36)	217
Very Unfavorable of Trump	26%	(253)	53%	(516)	8%	(74)	13%	(130)	974
#1 Issue: Economy	26%	(200)	55%	(433)	5%	(38)	14%	(111)	782
#1 Issue: Security	22%	(57)	48%	(123)	8%	(20)	21%	(55)	254
#1 Issue: Health Care	26%	(104)	52%	(206)	8%	(34)	14%	(57)	400
#1 Issue: Medicare / Social Security	24%	(73)	57%	(173)	4%	(13)	16%	(48)	306
#1 Issue: Women's Issues	40%	(40)	22%	(22)	21%	(21)	18%	(18)	100
#1 Issue: Education	35%	(40)	41%	(47)	8%	(10)	16%	(18)	114
#1 Issue: Energy	44%	(49)	38%	(43)	5%	(6)	14%	(15)	114
#1 Issue: Other	13%	(18)	60%	(78)	7%	(10)	20%	(25)	130

Continued on next page

Table MCB8_11: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Personal computer

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
Adults	26%	(580)	51%	(1124)	7%	(150)	16%	(346)	2200
2018 House Vote: Democrat	24%	(169)	58%	(407)	4%	(28)	14%	(100)	704
2018 House Vote: Republican	27%	(174)	54%	(348)	3%	(21)	15%	(98)	641
2018 House Vote: Someone else	16%	(10)	42%	(27)	23%	(15)	19%	(12)	64
2016 Vote: Hillary Clinton	26%	(181)	55%	(379)	5%	(35)	13%	(90)	685
2016 Vote: Donald Trump	25%	(171)	56%	(384)	4%	(25)	16%	(106)	686
2016 Vote: Other	22%	(29)	54%	(69)	3%	(4)	21%	(28)	129
2016 Vote: Didn't Vote	28%	(199)	42%	(292)	12%	(86)	17%	(122)	700
Voted in 2014: Yes	26%	(320)	56%	(700)	4%	(50)	14%	(175)	1244
Voted in 2014: No	27%	(259)	44%	(425)	10%	(100)	18%	(172)	956
2012 Vote: Barack Obama	26%	(226)	56%	(477)	4%	(36)	14%	(117)	856
2012 Vote: Mitt Romney	24%	(110)	59%	(272)	3%	(13)	15%	(68)	464
2012 Vote: Other	20%	(16)	67%	(53)	3%	(2)	10%	(8)	79
2012 Vote: Didn't Vote	29%	(227)	40%	(318)	12%	(98)	19%	(153)	796
4-Region: Northeast	27%	(108)	51%	(202)	7%	(26)	15%	(57)	394
4-Region: Midwest	25%	(115)	53%	(243)	6%	(26)	17%	(77)	462
4-Region: South	23%	(188)	55%	(449)	8%	(69)	14%	(118)	824
4-Region: West	32%	(168)	44%	(229)	6%	(29)	18%	(94)	520
Drone owner	41%	(101)	42%	(102)	3%	(8)	14%	(35)	246
Has seen someone operate a drone	30%	(368)	50%	(611)	7%	(80)	14%	(166)	1225
Familiar with drone regulations	38%	(228)	42%	(256)	8%	(49)	12%	(71)	604

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

Table MCB8_12: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?
 Beer

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	18%	(367)	32%	(654)	37%	(764)	13%	(266)	2050
Gender: Male	24%	(238)	37%	(367)	26%	(261)	13%	(131)	998
Gender: Female	12%	(128)	27%	(286)	48%	(502)	13%	(135)	1053
Age: 18-34	24%	(120)	31%	(158)	33%	(167)	12%	(61)	505
Age: 35-44	27%	(97)	32%	(115)	26%	(94)	14%	(52)	358
Age: 45-64	15%	(115)	33%	(244)	40%	(302)	12%	(90)	751
Age: 65+	8%	(35)	31%	(136)	46%	(201)	15%	(64)	436
GenZers: 1997-2012	21%	(22)	22%	(23)	41%	(42)	16%	(17)	104
Millennials: 1981-1996	25%	(140)	33%	(190)	29%	(165)	13%	(74)	569
GenXers: 1965-1980	22%	(120)	32%	(181)	34%	(193)	12%	(65)	559
Baby Boomers: 1946-1964	11%	(81)	32%	(234)	44%	(322)	13%	(97)	735
PID: Dem (no lean)	19%	(149)	33%	(255)	35%	(270)	14%	(106)	779
PID: Ind (no lean)	15%	(92)	33%	(204)	37%	(227)	14%	(87)	610
PID: Rep (no lean)	19%	(126)	29%	(195)	40%	(267)	11%	(74)	661
PID/Gender: Dem Men	26%	(97)	39%	(144)	21%	(78)	14%	(53)	373
PID/Gender: Dem Women	13%	(51)	27%	(111)	47%	(192)	13%	(53)	406
PID/Gender: Ind Men	16%	(47)	40%	(115)	26%	(74)	18%	(50)	286
PID/Gender: Ind Women	14%	(45)	28%	(89)	47%	(153)	11%	(36)	323
PID/Gender: Rep Men	28%	(94)	32%	(108)	32%	(109)	8%	(27)	338
PID/Gender: Rep Women	10%	(32)	27%	(87)	49%	(158)	14%	(46)	323
Ideo: Liberal (1-3)	23%	(130)	38%	(219)	30%	(170)	9%	(50)	569
Ideo: Moderate (4)	17%	(101)	33%	(199)	36%	(217)	14%	(88)	606
Ideo: Conservative (5-7)	17%	(113)	28%	(192)	45%	(305)	11%	(74)	684
Educ: < College	17%	(236)	28%	(389)	40%	(544)	14%	(198)	1367
Educ: Bachelors degree	17%	(73)	41%	(179)	33%	(144)	10%	(46)	441
Educ: Post-grad	24%	(57)	35%	(86)	31%	(76)	9%	(23)	242

Continued on next page

Table MCB8_12: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Beer

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	18%	(367)	32%	(654)	37%	(764)	13%	(266)	2050
Income: Under 50k	19%	(209)	26%	(284)	41%	(455)	15%	(161)	1109
Income: 50k-100k	14%	(87)	39%	(244)	36%	(225)	12%	(73)	629
Income: 100k+	23%	(71)	40%	(126)	27%	(84)	11%	(33)	313
Ethnicity: White	16%	(269)	33%	(538)	38%	(623)	13%	(210)	1640
Ethnicity: Hispanic	26%	(79)	28%	(84)	33%	(97)	13%	(38)	298
Ethnicity: Black	28%	(67)	26%	(63)	31%	(75)	15%	(35)	240
Ethnicity: Other	19%	(32)	31%	(53)	38%	(65)	12%	(21)	170
All Christian	18%	(186)	34%	(343)	38%	(385)	10%	(98)	1013
All Non-Christian	16%	(17)	31%	(33)	40%	(43)	13%	(14)	107
Atheist	13%	(9)	50%	(38)	28%	(21)	9%	(7)	75
Agnostic/Nothing in particular	18%	(79)	31%	(140)	34%	(151)	18%	(79)	448
Something Else	19%	(75)	25%	(100)	40%	(164)	17%	(68)	407
Religious Non-Protestant/Catholic	16%	(21)	27%	(34)	42%	(53)	16%	(20)	128
Evangelical	18%	(107)	25%	(152)	44%	(264)	14%	(83)	605
Non-Evangelical	19%	(149)	36%	(285)	35%	(272)	10%	(76)	782
Community: Urban	28%	(162)	33%	(191)	27%	(158)	12%	(69)	580
Community: Suburban	12%	(112)	35%	(320)	39%	(356)	14%	(125)	913
Community: Rural	17%	(92)	26%	(142)	45%	(250)	13%	(73)	557
Employ: Private Sector	24%	(154)	39%	(252)	26%	(166)	11%	(72)	644
Employ: Government	19%	(26)	33%	(46)	35%	(48)	13%	(19)	140
Employ: Self-Employed	23%	(40)	34%	(61)	31%	(56)	12%	(22)	179
Employ: Homemaker	14%	(22)	28%	(44)	47%	(75)	11%	(18)	159
Employ: Retired	9%	(46)	32%	(161)	46%	(234)	13%	(64)	505
Employ: Unemployed	20%	(54)	21%	(57)	42%	(113)	16%	(43)	267
Employ: Other	17%	(20)	21%	(25)	45%	(53)	17%	(20)	119

Continued on next page

Table MCB8_12: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Beer

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	18%	(367)	32%	(654)	37%	(764)	13%	(266)	2050
Military HH: Yes	19%	(63)	30%	(101)	38%	(127)	12%	(41)	331
Military HH: No	18%	(304)	32%	(553)	37%	(637)	13%	(225)	1719
RD/WT: Right Direction	21%	(117)	30%	(172)	35%	(197)	14%	(77)	563
RD/WT: Wrong Track	17%	(250)	32%	(482)	38%	(567)	13%	(189)	1487
Trump Job Approve	19%	(167)	29%	(255)	39%	(337)	12%	(106)	866
Trump Job Disapprove	18%	(194)	34%	(378)	36%	(399)	12%	(132)	1103
Trump Job Strongly Approve	22%	(103)	27%	(130)	40%	(189)	11%	(54)	476
Trump Job Somewhat Approve	17%	(65)	32%	(125)	38%	(149)	13%	(53)	391
Trump Job Somewhat Disapprove	22%	(49)	37%	(83)	29%	(66)	12%	(28)	226
Trump Job Strongly Disapprove	16%	(144)	34%	(295)	38%	(333)	12%	(104)	877
Favorable of Trump	19%	(166)	30%	(264)	39%	(342)	11%	(100)	872
Unfavorable of Trump	17%	(189)	34%	(369)	36%	(397)	13%	(137)	1091
Very Favorable of Trump	22%	(112)	26%	(137)	40%	(205)	12%	(65)	519
Somewhat Favorable of Trump	15%	(54)	36%	(127)	39%	(137)	10%	(35)	353
Somewhat Unfavorable of Trump	17%	(34)	36%	(71)	28%	(56)	18%	(36)	198
Very Unfavorable of Trump	17%	(155)	33%	(298)	38%	(341)	11%	(100)	894
#1 Issue: Economy	23%	(174)	33%	(247)	33%	(245)	12%	(89)	755
#1 Issue: Security	15%	(37)	28%	(67)	43%	(105)	14%	(33)	242
#1 Issue: Health Care	17%	(65)	33%	(128)	39%	(152)	11%	(45)	390
#1 Issue: Medicare / Social Security	11%	(34)	31%	(93)	43%	(128)	15%	(45)	299
#1 Issue: Women's Issues	10%	(7)	40%	(27)	32%	(22)	18%	(12)	68
#1 Issue: Education	14%	(12)	35%	(31)	30%	(26)	22%	(20)	90
#1 Issue: Energy	23%	(19)	29%	(25)	42%	(36)	7%	(6)	86
#1 Issue: Other	16%	(19)	29%	(35)	40%	(49)	15%	(18)	121

Continued on next page

Table MCB8_12: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?

Beer

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
Adults	18%	(367)	32%	(654)	37%	(764)	13%	(266)	2050
2018 House Vote: Democrat	17%	(117)	36%	(250)	34%	(237)	13%	(90)	694
2018 House Vote: Republican	19%	(120)	30%	(188)	40%	(257)	11%	(71)	636
2018 House Vote: Someone else	6%	(4)	39%	(24)	41%	(24)	14%	(9)	60
2016 Vote: Hillary Clinton	18%	(121)	34%	(230)	35%	(234)	13%	(88)	673
2016 Vote: Donald Trump	18%	(122)	32%	(220)	39%	(267)	11%	(77)	686
2016 Vote: Other	14%	(18)	38%	(49)	39%	(50)	9%	(12)	129
2016 Vote: Didn't Vote	19%	(105)	28%	(155)	38%	(213)	16%	(89)	562
Voted in 2014: Yes	17%	(215)	33%	(411)	37%	(464)	12%	(147)	1237
Voted in 2014: No	19%	(152)	30%	(242)	37%	(300)	15%	(119)	813
2012 Vote: Barack Obama	17%	(145)	35%	(294)	34%	(285)	13%	(113)	837
2012 Vote: Mitt Romney	15%	(69)	30%	(139)	45%	(209)	10%	(46)	464
2012 Vote: Other	26%	(20)	37%	(29)	30%	(24)	7%	(6)	79
2012 Vote: Didn't Vote	20%	(132)	28%	(189)	37%	(243)	15%	(101)	666
4-Region: Northeast	22%	(82)	32%	(120)	33%	(123)	13%	(47)	372
4-Region: Midwest	16%	(71)	34%	(149)	35%	(152)	14%	(60)	432
4-Region: South	16%	(122)	30%	(228)	43%	(329)	12%	(93)	773
4-Region: West	19%	(91)	33%	(157)	34%	(160)	14%	(66)	473
Drone owner	27%	(57)	39%	(83)	24%	(52)	10%	(21)	212
Has seen someone operate a drone	21%	(238)	34%	(381)	33%	(365)	12%	(129)	1113
Familiar with drone regulations	30%	(162)	35%	(189)	25%	(137)	9%	(51)	539

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

Table MCB8_13: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?*Liquor*

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	16%	(336)	36%	(740)	34%	(691)	14%	(283)	2050
Gender: Male	19%	(193)	37%	(373)	28%	(282)	15%	(149)	998
Gender: Female	14%	(143)	35%	(366)	39%	(409)	13%	(134)	1053
Age: 18-34	25%	(127)	34%	(171)	26%	(133)	15%	(75)	505
Age: 35-44	25%	(89)	36%	(129)	26%	(94)	13%	(46)	358
Age: 45-64	11%	(80)	38%	(288)	37%	(276)	14%	(107)	751
Age: 65+	9%	(40)	35%	(153)	43%	(188)	13%	(55)	436
GenZers: 1997-2012	28%	(29)	24%	(25)	32%	(33)	16%	(17)	104
Millennials: 1981-1996	24%	(137)	36%	(206)	25%	(141)	15%	(84)	569
GenXers: 1965-1980	15%	(82)	39%	(219)	33%	(182)	13%	(75)	559
Baby Boomers: 1946-1964	11%	(83)	36%	(265)	40%	(292)	13%	(94)	735
PID: Dem (no lean)	18%	(143)	38%	(300)	29%	(228)	14%	(109)	779
PID: Ind (no lean)	13%	(81)	37%	(225)	35%	(212)	15%	(92)	610
PID: Rep (no lean)	17%	(113)	33%	(215)	38%	(251)	12%	(82)	661
PID/Gender: Dem Men	21%	(77)	40%	(149)	25%	(94)	14%	(53)	373
PID/Gender: Dem Women	16%	(65)	37%	(151)	33%	(133)	14%	(57)	406
PID/Gender: Ind Men	13%	(38)	40%	(115)	29%	(84)	17%	(49)	286
PID/Gender: Ind Women	13%	(43)	34%	(110)	40%	(128)	13%	(43)	323
PID/Gender: Rep Men	23%	(78)	32%	(110)	31%	(104)	14%	(47)	338
PID/Gender: Rep Women	11%	(35)	33%	(106)	46%	(147)	11%	(35)	323
Ideo: Liberal (1-3)	22%	(123)	43%	(242)	25%	(142)	11%	(62)	569
Ideo: Moderate (4)	16%	(98)	37%	(223)	32%	(197)	14%	(88)	606
Ideo: Conservative (5-7)	13%	(90)	33%	(225)	42%	(290)	11%	(78)	684
Educ: < College	15%	(204)	34%	(466)	36%	(493)	15%	(204)	1367
Educ: Bachelors degree	16%	(71)	41%	(180)	31%	(137)	12%	(53)	441
Educ: Post-grad	25%	(61)	39%	(94)	25%	(61)	11%	(26)	242

Continued on next page

Table MCB8_13: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?
Liquor

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
Adults	16%	(336)	36%	(740)	34%	(691)	14%	(283)	2050
Income: Under 50k	17%	(183)	31%	(341)	37%	(415)	15%	(170)	1109
Income: 50k-100k	15%	(96)	41%	(260)	32%	(202)	11%	(70)	629
Income: 100k+	18%	(57)	44%	(139)	24%	(74)	14%	(44)	313
Ethnicity: White	15%	(243)	38%	(616)	34%	(555)	14%	(226)	1640
Ethnicity: Hispanic	20%	(61)	36%	(106)	30%	(91)	13%	(40)	298
Ethnicity: Black	29%	(70)	26%	(63)	28%	(66)	17%	(41)	240
Ethnicity: Other	13%	(23)	36%	(61)	41%	(70)	10%	(16)	170
All Christian	15%	(156)	39%	(395)	35%	(351)	11%	(111)	1013
All Non-Christian	25%	(27)	32%	(34)	29%	(31)	14%	(15)	107
Atheist	11%	(8)	41%	(31)	27%	(21)	21%	(16)	75
Agnostic/Nothing in particular	17%	(75)	36%	(163)	30%	(133)	17%	(78)	448
Something Else	17%	(71)	29%	(117)	38%	(155)	16%	(63)	407
Religious Non-Protestant/Catholic	22%	(28)	31%	(40)	32%	(41)	14%	(18)	128
Evangelical	17%	(102)	28%	(171)	42%	(256)	12%	(76)	605
Non-Evangelical	15%	(121)	42%	(328)	30%	(238)	12%	(95)	782
Community: Urban	26%	(148)	37%	(215)	24%	(139)	13%	(77)	580
Community: Suburban	13%	(119)	39%	(357)	33%	(303)	15%	(134)	913
Community: Rural	12%	(69)	30%	(167)	45%	(249)	13%	(72)	557
Employ: Private Sector	20%	(128)	44%	(281)	24%	(154)	13%	(81)	644
Employ: Government	19%	(26)	34%	(48)	32%	(45)	15%	(21)	140
Employ: Self-Employed	27%	(49)	31%	(56)	26%	(47)	15%	(26)	179
Employ: Homemaker	13%	(21)	42%	(67)	35%	(56)	9%	(15)	159
Employ: Retired	9%	(48)	35%	(175)	43%	(215)	13%	(67)	505
Employ: Unemployed	16%	(42)	27%	(71)	40%	(108)	17%	(46)	267
Employ: Other	11%	(13)	28%	(34)	44%	(52)	17%	(20)	119

Continued on next page

Table MCB8_13: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?
 Liquor

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	16%	(336)	36%	(740)	34%	(691)	14%	(283)	2050
Military HH: Yes	15%	(49)	35%	(116)	36%	(121)	14%	(45)	331
Military HH: No	17%	(287)	36%	(623)	33%	(570)	14%	(238)	1719
RD/WT: Right Direction	18%	(101)	31%	(175)	35%	(198)	16%	(89)	563
RD/WT: Wrong Track	16%	(235)	38%	(565)	33%	(493)	13%	(195)	1487
Trump Job Approve	16%	(140)	33%	(284)	38%	(328)	13%	(114)	866
Trump Job Disapprove	17%	(185)	40%	(436)	31%	(340)	13%	(141)	1103
Trump Job Strongly Approve	17%	(80)	27%	(129)	41%	(196)	15%	(70)	476
Trump Job Somewhat Approve	15%	(60)	40%	(155)	34%	(132)	11%	(43)	391
Trump Job Somewhat Disapprove	21%	(48)	41%	(93)	27%	(60)	11%	(25)	226
Trump Job Strongly Disapprove	16%	(138)	39%	(343)	32%	(280)	13%	(116)	877
Favorable of Trump	17%	(144)	34%	(293)	37%	(320)	13%	(115)	872
Unfavorable of Trump	17%	(183)	39%	(422)	32%	(347)	13%	(139)	1091
Very Favorable of Trump	17%	(87)	28%	(145)	41%	(210)	15%	(77)	519
Somewhat Favorable of Trump	16%	(57)	42%	(149)	31%	(110)	11%	(38)	353
Somewhat Unfavorable of Trump	17%	(33)	39%	(76)	32%	(63)	12%	(24)	198
Very Unfavorable of Trump	17%	(149)	39%	(346)	32%	(284)	13%	(114)	894
#1 Issue: Economy	19%	(146)	39%	(297)	29%	(216)	13%	(95)	755
#1 Issue: Security	13%	(32)	31%	(76)	41%	(99)	15%	(36)	242
#1 Issue: Health Care	17%	(67)	36%	(142)	33%	(129)	13%	(52)	390
#1 Issue: Medicare / Social Security	9%	(27)	30%	(91)	45%	(135)	16%	(47)	299
#1 Issue: Women's Issues	13%	(9)	45%	(31)	28%	(19)	14%	(9)	68
#1 Issue: Education	22%	(20)	25%	(23)	31%	(28)	21%	(19)	90
#1 Issue: Energy	21%	(18)	41%	(35)	30%	(25)	9%	(7)	86
#1 Issue: Other	15%	(18)	38%	(46)	32%	(39)	15%	(18)	121

Continued on next page

Table MCB8_13: Consider your favorite brands for the following types of products. For each type of product, is your favorite brand one that your parent or guardian use now or used in the past?
Liquor

Demographic	Yes, my favorite brand of this product is one my parent or guardian use or used		No, my favorite brand of this product is not one my parent or guardian use or used		I don't use this type of product		Don't know / No opinion		Total N
Adults	16%	(336)	36%	(740)	34%	(691)	14%	(283)	2050
2018 House Vote: Democrat	17%	(120)	43%	(298)	26%	(182)	14%	(94)	694
2018 House Vote: Republican	17%	(109)	33%	(207)	38%	(240)	13%	(80)	636
2018 House Vote: Someone else	6%	(3)	38%	(23)	36%	(22)	20%	(12)	60
2016 Vote: Hillary Clinton	18%	(123)	41%	(277)	28%	(192)	12%	(82)	673
2016 Vote: Donald Trump	15%	(101)	36%	(249)	36%	(245)	13%	(91)	686
2016 Vote: Other	14%	(18)	35%	(45)	35%	(45)	17%	(21)	129
2016 Vote: Didn't Vote	17%	(95)	30%	(169)	37%	(209)	16%	(90)	562
Voted in 2014: Yes	17%	(205)	38%	(470)	33%	(405)	13%	(157)	1237
Voted in 2014: No	16%	(131)	33%	(270)	35%	(286)	16%	(126)	813
2012 Vote: Barack Obama	17%	(140)	40%	(335)	31%	(256)	13%	(107)	837
2012 Vote: Mitt Romney	13%	(62)	34%	(160)	41%	(192)	11%	(50)	464
2012 Vote: Other	12%	(9)	42%	(33)	32%	(25)	14%	(11)	79
2012 Vote: Didn't Vote	18%	(123)	32%	(212)	32%	(216)	17%	(115)	666
4-Region: Northeast	20%	(74)	37%	(136)	31%	(114)	13%	(48)	372
4-Region: Midwest	16%	(69)	43%	(184)	28%	(121)	13%	(58)	432
4-Region: South	15%	(119)	33%	(258)	38%	(297)	13%	(99)	773
4-Region: West	16%	(74)	34%	(161)	34%	(160)	17%	(79)	473
Drone owner	21%	(45)	40%	(85)	27%	(57)	12%	(25)	212
Has seen someone operate a drone	20%	(228)	37%	(411)	30%	(333)	13%	(141)	1113
Familiar with drone regulations	28%	(151)	37%	(201)	23%	(126)	11%	(61)	539

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

Table MCB9_1: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Cereal

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(81)	1%	(8)	53%	(485)	2%	(18)	19%	(174)	17%	(154)	920
Gender: Male	10%	(42)	1%	(4)	49%	(215)	3%	(12)	25%	(109)	13%	(59)	441
Gender: Female	8%	(39)	1%	(4)	56%	(270)	1%	(6)	14%	(65)	20%	(95)	479
Age: 18-34	10%	(21)	1%	(3)	46%	(98)	5%	(11)	20%	(42)	19%	(40)	214
Age: 35-44	13%	(19)	2%	(3)	51%	(71)	—	(0)	17%	(24)	16%	(22)	139
Age: 45-64	9%	(32)	1%	(2)	57%	(207)	2%	(7)	18%	(67)	13%	(49)	366
Age: 65+	5%	(9)	—	(0)	54%	(109)	—	(0)	20%	(41)	21%	(43)	202
GenZers: 1997-2012	12%	(8)	1%	(1)	21%	(14)	13%	(8)	25%	(16)	29%	(19)	65
Millennials: 1981-1996	11%	(23)	1%	(2)	54%	(117)	1%	(3)	19%	(41)	13%	(28)	215
GenXers: 1965-1980	9%	(23)	2%	(5)	56%	(142)	2%	(6)	16%	(40)	14%	(36)	253
Baby Boomers: 1946-1964	7%	(24)	—	(0)	55%	(195)	—	(1)	19%	(69)	19%	(68)	358
PID: Dem (no lean)	10%	(36)	1%	(3)	49%	(171)	3%	(12)	21%	(73)	16%	(54)	348
PID: Ind (no lean)	7%	(20)	—	(1)	58%	(163)	2%	(6)	14%	(41)	19%	(53)	283
PID: Rep (no lean)	9%	(26)	1%	(4)	52%	(151)	—	(1)	21%	(60)	16%	(48)	289
PID/Gender: Dem Men	9%	(15)	1%	(2)	42%	(69)	5%	(8)	32%	(53)	12%	(19)	166
PID/Gender: Dem Women	11%	(21)	—	(1)	56%	(101)	2%	(4)	11%	(21)	19%	(35)	182
PID/Gender: Ind Men	8%	(10)	—	(0)	60%	(75)	3%	(3)	13%	(17)	15%	(19)	124
PID/Gender: Ind Women	6%	(10)	1%	(1)	55%	(88)	1%	(2)	15%	(24)	21%	(33)	159
PID/Gender: Rep Men	11%	(17)	1%	(2)	47%	(71)	—	(0)	26%	(40)	14%	(21)	152
PID/Gender: Rep Women	6%	(8)	1%	(2)	58%	(80)	—	(1)	14%	(20)	19%	(27)	138
Ideo: Liberal (1-3)	10%	(28)	1%	(4)	50%	(142)	3%	(9)	19%	(54)	17%	(49)	287
Ideo: Moderate (4)	9%	(24)	—	(1)	55%	(152)	2%	(6)	18%	(48)	16%	(43)	275
Ideo: Conservative (5-7)	9%	(27)	1%	(3)	54%	(163)	1%	(4)	19%	(59)	15%	(47)	302
Educ: < College	8%	(50)	1%	(3)	52%	(321)	2%	(13)	20%	(123)	18%	(112)	621
Educ: Bachelors degree	11%	(21)	1%	(1)	53%	(101)	2%	(4)	19%	(37)	14%	(26)	190
Educ: Post-grad	9%	(10)	3%	(4)	57%	(62)	2%	(2)	13%	(14)	15%	(16)	109

Continued on next page

Table MCB9_1: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?
Cereal

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(81)	1%	(8)	53%	(485)	2%	(18)	19%	(174)	17%	(154)	920
Income: Under 50k	8%	(37)	—	(2)	50%	(235)	2%	(11)	22%	(105)	17%	(80)	469
Income: 50k-100k	10%	(30)	1%	(3)	57%	(175)	2%	(7)	13%	(42)	17%	(51)	309
Income: 100k+	10%	(14)	2%	(3)	53%	(75)	—	(0)	19%	(28)	16%	(23)	142
Ethnicity: White	9%	(69)	1%	(7)	54%	(415)	1%	(6)	19%	(142)	17%	(129)	769
Ethnicity: Hispanic	5%	(6)	—	(0)	50%	(59)	6%	(7)	27%	(32)	12%	(14)	117
Ethnicity: Black	12%	(8)	2%	(1)	37%	(26)	11%	(7)	19%	(13)	20%	(14)	69
Ethnicity: Other	5%	(4)	—	(0)	54%	(44)	5%	(4)	23%	(18)	13%	(11)	82
All Christian	9%	(41)	1%	(4)	55%	(267)	2%	(9)	18%	(86)	16%	(75)	483
Agnostic/Nothing in particular	10%	(20)	1%	(2)	48%	(97)	3%	(6)	21%	(42)	18%	(36)	203
Something Else	9%	(13)	—	(0)	54%	(79)	—	(0)	17%	(25)	20%	(30)	148
Religious Non-Protestant/Catholic	6%	(3)	3%	(1)	40%	(21)	6%	(3)	32%	(16)	14%	(7)	51
Evangelical	8%	(20)	1%	(3)	51%	(121)	3%	(7)	18%	(43)	19%	(45)	238
Non-Evangelical	9%	(34)	1%	(2)	57%	(218)	—	(2)	17%	(66)	15%	(57)	379
Community: Urban	11%	(26)	2%	(4)	51%	(123)	2%	(6)	20%	(48)	14%	(32)	239
Community: Suburban	9%	(40)	1%	(4)	53%	(228)	3%	(12)	17%	(73)	17%	(75)	431
Community: Rural	6%	(16)	—	(0)	54%	(135)	—	(0)	21%	(53)	19%	(47)	251
Employ: Private Sector	11%	(32)	1%	(3)	54%	(155)	1%	(4)	15%	(42)	17%	(50)	286
Employ: Government	10%	(6)	—	(0)	39%	(24)	10%	(6)	24%	(15)	17%	(11)	62
Employ: Self-Employed	5%	(3)	3%	(2)	58%	(32)	1%	(0)	24%	(13)	9%	(5)	55
Employ: Homemaker	16%	(12)	2%	(2)	60%	(46)	—	(0)	9%	(7)	13%	(10)	76
Employ: Retired	4%	(10)	—	(0)	53%	(132)	—	(0)	24%	(59)	19%	(46)	246
Employ: Unemployed	10%	(11)	1%	(1)	49%	(55)	3%	(4)	22%	(25)	15%	(17)	112
Employ: Other	5%	(3)	2%	(1)	53%	(26)	2%	(1)	18%	(9)	21%	(10)	50
Military HH: Yes	10%	(14)	1%	(1)	52%	(71)	3%	(4)	18%	(24)	16%	(22)	137
Military HH: No	9%	(67)	1%	(7)	53%	(414)	2%	(14)	19%	(150)	17%	(133)	784

Continued on next page

Table MCB9_1: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Cereal

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(81)	1%	(8)	53%	(485)	2%	(18)	19%	(174)	17%	(154)	920
RD/WT: Right Direction	11%	(26)	1%	(2)	57%	(135)	—	(1)	17%	(39)	14%	(33)	236
RD/WT: Wrong Track	8%	(55)	1%	(6)	51%	(350)	2%	(17)	20%	(134)	18%	(121)	684
Trump Job Approve	8%	(30)	1%	(3)	55%	(212)	1%	(2)	19%	(74)	17%	(65)	385
Trump Job Disapprove	10%	(52)	1%	(5)	51%	(263)	3%	(15)	19%	(96)	16%	(84)	514
Trump Job Strongly Approve	9%	(18)	1%	(1)	54%	(109)	—	(1)	22%	(45)	15%	(30)	204
Trump Job Somewhat Approve	6%	(12)	1%	(2)	57%	(103)	1%	(2)	16%	(29)	19%	(35)	181
Trump Job Somewhat Disapprove	14%	(15)	1%	(1)	51%	(52)	3%	(3)	19%	(19)	11%	(12)	102
Trump Job Strongly Disapprove	9%	(37)	1%	(3)	51%	(212)	3%	(12)	18%	(76)	17%	(72)	412
Favorable of Trump	8%	(32)	1%	(4)	54%	(208)	1%	(2)	19%	(74)	17%	(65)	385
Unfavorable of Trump	9%	(44)	1%	(4)	52%	(266)	3%	(16)	19%	(95)	17%	(84)	509
Very Favorable of Trump	8%	(17)	1%	(3)	53%	(115)	—	(1)	22%	(48)	15%	(32)	215
Somewhat Favorable of Trump	9%	(15)	1%	(1)	55%	(93)	1%	(2)	16%	(26)	19%	(33)	170
Somewhat Unfavorable of Trump	9%	(8)	2%	(1)	54%	(48)	3%	(3)	22%	(19)	10%	(9)	89
Very Unfavorable of Trump	9%	(36)	1%	(2)	52%	(217)	3%	(13)	18%	(76)	18%	(75)	419
#1 Issue: Economy	10%	(31)	—	(2)	54%	(173)	1%	(4)	18%	(57)	17%	(55)	322
#1 Issue: Security	11%	(13)	1%	(1)	58%	(68)	1%	(1)	16%	(19)	13%	(15)	118
#1 Issue: Health Care	8%	(14)	1%	(3)	57%	(101)	1%	(3)	16%	(27)	16%	(29)	177
#1 Issue: Medicare / Social Security	3%	(3)	—	(0)	43%	(54)	4%	(5)	31%	(39)	19%	(24)	124
#1 Issue: Energy	16%	(9)	2%	(1)	37%	(20)	6%	(3)	27%	(14)	12%	(6)	54
#1 Issue: Other	4%	(3)	—	(0)	56%	(34)	—	(0)	17%	(10)	23%	(15)	62
2018 House Vote: Democrat	9%	(26)	1%	(2)	56%	(164)	2%	(5)	21%	(61)	12%	(36)	293
2018 House Vote: Republican	10%	(27)	1%	(3)	55%	(153)	—	(1)	19%	(53)	15%	(42)	280

Continued on next page

Table MCB9_1: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?
Cereal

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(81)	1%	(8)	53%	(485)	2%	(18)	19%	(174)	17%	(154)	920
2016 Vote: Hillary Clinton	9%	(28)	1%	(2)	54%	(162)	3%	(10)	18%	(53)	14%	(43)	298
2016 Vote: Donald Trump	9%	(29)	1%	(2)	56%	(174)	1%	(2)	19%	(60)	14%	(43)	311
2016 Vote: Other	16%	(8)	—	(0)	51%	(26)	1%	(0)	8%	(4)	25%	(13)	51
2016 Vote: Didn't Vote	6%	(15)	1%	(3)	47%	(124)	2%	(6)	22%	(57)	21%	(55)	260
Voted in 2014: Yes	9%	(49)	1%	(5)	56%	(306)	2%	(11)	19%	(103)	13%	(74)	548
Voted in 2014: No	9%	(32)	1%	(3)	48%	(179)	2%	(7)	19%	(70)	22%	(80)	372
2012 Vote: Barack Obama	7%	(27)	1%	(3)	57%	(215)	3%	(10)	19%	(71)	14%	(55)	381
2012 Vote: Mitt Romney	12%	(25)	1%	(2)	54%	(115)	—	(1)	15%	(32)	18%	(39)	213
2012 Vote: Didn't Vote	9%	(25)	1%	(3)	47%	(133)	3%	(8)	23%	(64)	18%	(52)	285
4-Region: Northeast	10%	(15)	1%	(2)	49%	(75)	—	(0)	18%	(27)	22%	(34)	154
4-Region: Midwest	8%	(16)	—	(0)	53%	(107)	3%	(6)	21%	(41)	15%	(31)	201
4-Region: South	8%	(27)	1%	(4)	54%	(189)	2%	(6)	18%	(63)	17%	(59)	350
4-Region: West	10%	(23)	1%	(2)	52%	(113)	2%	(5)	19%	(42)	14%	(31)	216
Drone owner	9%	(9)	1%	(1)	51%	(50)	2%	(2)	25%	(25)	12%	(11)	97
Has seen someone operate a drone	8%	(41)	1%	(6)	53%	(262)	3%	(15)	20%	(100)	15%	(73)	497
Familiar with drone regulations	13%	(28)	2%	(4)	47%	(102)	4%	(9)	27%	(58)	6%	(14)	215

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

Table MCB9_2: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Potato chip

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
Adults	13%	(110)	2%	(16)	46%	(384)	2%	(18)	19%	(156)	19%	(156)	840
Gender: Male	13%	(52)	2%	(8)	47%	(185)	2%	(9)	20%	(78)	15%	(57)	389
Gender: Female	13%	(57)	2%	(8)	44%	(200)	2%	(9)	17%	(77)	22%	(99)	450
Age: 18-34	18%	(39)	3%	(7)	35%	(75)	5%	(11)	18%	(39)	20%	(41)	212
Age: 35-44	13%	(17)	4%	(5)	40%	(50)	3%	(3)	22%	(27)	18%	(22)	125
Age: 45-64	10%	(30)	1%	(2)	53%	(160)	1%	(4)	18%	(54)	18%	(54)	303
Age: 65+	12%	(25)	1%	(1)	50%	(100)	—	(0)	18%	(36)	19%	(38)	200
GenZers: 1997-2012	23%	(16)	1%	(1)	19%	(13)	10%	(7)	21%	(15)	26%	(19)	71
Millennials: 1981-1996	16%	(33)	4%	(9)	45%	(92)	3%	(5)	17%	(35)	14%	(28)	202
GenXers: 1965-1980	12%	(25)	2%	(5)	45%	(93)	1%	(3)	20%	(41)	19%	(40)	207
Baby Boomers: 1946-1964	10%	(33)	—	(1)	53%	(172)	1%	(3)	17%	(56)	19%	(60)	325
PID: Dem (no lean)	17%	(56)	2%	(7)	44%	(148)	3%	(11)	19%	(63)	16%	(52)	337
PID: Ind (no lean)	11%	(27)	1%	(3)	49%	(127)	1%	(4)	16%	(40)	21%	(55)	256
PID: Rep (no lean)	11%	(27)	2%	(6)	44%	(110)	1%	(3)	21%	(53)	20%	(49)	247
PID/Gender: Dem Men	18%	(29)	3%	(4)	43%	(71)	2%	(3)	21%	(35)	14%	(22)	163
PID/Gender: Dem Women	16%	(27)	1%	(2)	45%	(78)	5%	(9)	16%	(28)	17%	(30)	174
PID/Gender: Ind Men	9%	(11)	2%	(3)	54%	(66)	3%	(4)	15%	(19)	17%	(21)	124
PID/Gender: Ind Women	13%	(17)	1%	(1)	45%	(60)	—	(0)	16%	(21)	25%	(33)	132
PID/Gender: Rep Men	13%	(13)	1%	(1)	46%	(48)	2%	(2)	24%	(25)	13%	(13)	103
PID/Gender: Rep Women	9%	(14)	3%	(5)	43%	(62)	—	(1)	19%	(27)	25%	(36)	144
Ideo: Liberal (1-3)	19%	(53)	2%	(6)	39%	(108)	3%	(9)	19%	(51)	17%	(48)	275
Ideo: Moderate (4)	13%	(33)	1%	(2)	50%	(127)	3%	(7)	17%	(43)	15%	(39)	251
Ideo: Conservative (5-7)	8%	(22)	3%	(7)	50%	(134)	1%	(1)	19%	(51)	20%	(52)	268
Educ: < College	14%	(77)	2%	(12)	43%	(239)	2%	(13)	19%	(106)	19%	(104)	551
Educ: Bachelors degree	12%	(24)	—	(1)	52%	(99)	1%	(3)	19%	(36)	15%	(28)	191
Educ: Post-grad	9%	(9)	4%	(4)	47%	(46)	2%	(2)	14%	(14)	24%	(24)	98

Continued on next page

Table MCB9_2: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?
Potato chip

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	13%	(110)	2%	(16)	46%	(384)	2%	(18)	19%	(156)	19%	(156)	840
Income: Under 50k	14%	(61)	3%	(11)	44%	(186)	4%	(15)	18%	(74)	17%	(73)	419
Income: 50k-100k	13%	(38)	1%	(3)	45%	(133)	1%	(2)	22%	(64)	18%	(54)	295
Income: 100k+	8%	(10)	2%	(3)	52%	(65)	1%	(1)	14%	(17)	23%	(29)	126
Ethnicity: White	13%	(88)	2%	(12)	47%	(326)	1%	(6)	18%	(125)	19%	(131)	689
Ethnicity: Hispanic	22%	(24)	5%	(5)	29%	(31)	4%	(4)	31%	(33)	8%	(9)	107
Ethnicity: Black	7%	(5)	2%	(2)	33%	(25)	9%	(6)	28%	(21)	20%	(15)	74
Ethnicity: Other	20%	(16)	3%	(2)	44%	(34)	7%	(5)	12%	(9)	14%	(11)	78
All Christian	13%	(56)	2%	(11)	48%	(213)	1%	(6)	19%	(85)	17%	(74)	446
Agnostic/Nothing in particular	14%	(26)	—	(0)	46%	(82)	3%	(5)	13%	(24)	23%	(41)	178
Something Else	11%	(15)	3%	(4)	37%	(50)	4%	(5)	22%	(30)	23%	(31)	135
Religious Non-Protestant/Catholic	15%	(8)	2%	(1)	52%	(28)	3%	(1)	16%	(9)	13%	(7)	54
Evangelical	9%	(20)	5%	(12)	37%	(84)	3%	(7)	25%	(57)	20%	(46)	226
Non-Evangelical	14%	(47)	1%	(3)	50%	(169)	1%	(4)	17%	(57)	17%	(59)	339
Community: Urban	18%	(42)	4%	(8)	48%	(109)	2%	(4)	16%	(35)	12%	(27)	227
Community: Suburban	11%	(44)	1%	(5)	43%	(170)	2%	(10)	22%	(84)	20%	(79)	391
Community: Rural	11%	(24)	1%	(3)	47%	(105)	2%	(4)	16%	(36)	22%	(50)	222
Employ: Private Sector	10%	(28)	3%	(9)	46%	(127)	2%	(6)	20%	(55)	18%	(49)	274
Employ: Government	14%	(7)	7%	(4)	39%	(21)	1%	(0)	15%	(8)	25%	(13)	54
Employ: Self-Employed	28%	(17)	3%	(2)	45%	(27)	—	(0)	15%	(9)	10%	(6)	60
Employ: Homemaker	20%	(13)	—	(0)	41%	(27)	5%	(3)	20%	(13)	14%	(9)	66
Employ: Retired	10%	(23)	—	(1)	52%	(121)	1%	(3)	18%	(41)	18%	(42)	231
Employ: Unemployed	14%	(12)	2%	(1)	41%	(35)	1%	(1)	17%	(14)	25%	(21)	83
Military HH: Yes	13%	(18)	2%	(3)	51%	(68)	1%	(1)	18%	(24)	15%	(19)	133
Military HH: No	13%	(92)	2%	(13)	45%	(316)	2%	(17)	19%	(131)	19%	(137)	707

Continued on next page

Table MCB9_2: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Potato chip

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	13%	(110)	2%	(16)	46%	(384)	2%	(18)	19%	(156)	19%	(156)	840
RD/WT: Right Direction	11%	(24)	2%	(5)	46%	(100)	3%	(6)	20%	(43)	19%	(42)	220
RD/WT: Wrong Track	14%	(86)	2%	(11)	46%	(284)	2%	(12)	18%	(113)	18%	(114)	620
Trump Job Approve	11%	(40)	2%	(9)	45%	(157)	1%	(5)	21%	(74)	19%	(68)	352
Trump Job Disapprove	14%	(68)	2%	(7)	47%	(222)	3%	(13)	16%	(77)	18%	(83)	471
Trump Job Strongly Approve	10%	(18)	2%	(4)	44%	(75)	—	(0)	25%	(42)	19%	(32)	171
Trump Job Somewhat Approve	12%	(22)	2%	(4)	45%	(82)	3%	(5)	18%	(32)	20%	(36)	181
Trump Job Somewhat Disapprove	13%	(11)	2%	(1)	44%	(38)	2%	(2)	22%	(19)	17%	(14)	87
Trump Job Strongly Disapprove	15%	(57)	2%	(6)	48%	(183)	3%	(11)	15%	(58)	18%	(69)	384
Favorable of Trump	10%	(36)	2%	(5)	45%	(158)	1%	(4)	21%	(74)	20%	(70)	347
Unfavorable of Trump	15%	(72)	2%	(10)	46%	(216)	3%	(12)	16%	(74)	18%	(82)	466
Very Favorable of Trump	9%	(18)	2%	(4)	47%	(89)	2%	(3)	21%	(41)	18%	(35)	189
Somewhat Favorable of Trump	11%	(18)	1%	(1)	44%	(69)	1%	(1)	21%	(33)	22%	(35)	157
Somewhat Unfavorable of Trump	20%	(16)	5%	(4)	38%	(30)	4%	(3)	21%	(16)	12%	(10)	79
Very Unfavorable of Trump	14%	(56)	2%	(6)	48%	(187)	2%	(8)	15%	(58)	19%	(72)	387
#1 Issue: Economy	14%	(43)	1%	(4)	44%	(139)	2%	(6)	17%	(52)	22%	(68)	312
#1 Issue: Security	8%	(7)	2%	(1)	56%	(48)	4%	(3)	13%	(11)	18%	(16)	87
#1 Issue: Health Care	14%	(23)	4%	(6)	48%	(79)	3%	(5)	18%	(29)	14%	(22)	163
#1 Issue: Medicare / Social Security	13%	(15)	2%	(2)	46%	(53)	—	(0)	23%	(26)	16%	(19)	115
#1 Issue: Other	10%	(6)	—	(0)	48%	(30)	—	(0)	13%	(8)	29%	(18)	61
2018 House Vote: Democrat	16%	(48)	1%	(4)	47%	(144)	1%	(3)	18%	(53)	17%	(51)	303
2018 House Vote: Republican	10%	(25)	2%	(5)	50%	(128)	2%	(5)	18%	(47)	18%	(45)	255
2016 Vote: Hillary Clinton	17%	(49)	1%	(3)	48%	(140)	1%	(4)	14%	(41)	18%	(52)	290
2016 Vote: Donald Trump	10%	(28)	2%	(6)	47%	(134)	1%	(3)	21%	(60)	19%	(53)	284
2016 Vote: Didn't Vote	13%	(27)	3%	(7)	40%	(87)	4%	(9)	22%	(48)	18%	(39)	218

Continued on next page

Table MCB9_2: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?
Potato chip

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	13%	(110)	2%	(16)	46%	(384)	2%	(18)	19%	(156)	19%	(156)	840
Voted in 2014: Yes	14%	(74)	1%	(8)	49%	(264)	1%	(5)	17%	(91)	17%	(93)	536
Voted in 2014: No	12%	(35)	3%	(8)	40%	(120)	4%	(13)	21%	(64)	21%	(63)	304
2012 Vote: Barack Obama	14%	(54)	2%	(6)	48%	(180)	1%	(3)	18%	(68)	16%	(61)	372
2012 Vote: Mitt Romney	11%	(21)	1%	(3)	45%	(85)	1%	(2)	19%	(35)	23%	(43)	188
2012 Vote: Didn't Vote	13%	(32)	2%	(6)	40%	(96)	5%	(13)	21%	(51)	18%	(43)	242
4-Region: Northeast	9%	(14)	—	(0)	56%	(84)	4%	(5)	16%	(24)	15%	(22)	150
4-Region: Midwest	15%	(30)	—	(0)	41%	(80)	1%	(2)	24%	(47)	19%	(36)	195
4-Region: South	10%	(31)	2%	(5)	49%	(144)	3%	(10)	16%	(46)	20%	(60)	296
4-Region: West	17%	(35)	5%	(10)	38%	(76)	—	(1)	19%	(39)	19%	(39)	200
Drone owner	21%	(21)	6%	(6)	37%	(38)	—	(0)	24%	(24)	12%	(12)	102
Has seen someone operate a drone	13%	(56)	2%	(10)	46%	(200)	3%	(12)	20%	(88)	17%	(74)	440
Familiar with drone regulations	13%	(28)	5%	(11)	41%	(85)	2%	(5)	30%	(62)	8%	(18)	209

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

Table MCB9_3: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Coffee

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	15%	(116)	1%	(8)	51%	(381)	3%	(19)	13%	(100)	17%	(123)	747
Gender: Male	17%	(63)	1%	(3)	52%	(190)	1%	(4)	15%	(55)	14%	(53)	368
Gender: Female	14%	(52)	1%	(5)	50%	(191)	4%	(15)	12%	(45)	19%	(71)	379
Age: 18-34	16%	(26)	3%	(4)	43%	(69)	7%	(11)	16%	(25)	15%	(25)	161
Age: 35-44	13%	(13)	1%	(1)	48%	(46)	4%	(4)	14%	(13)	21%	(20)	96
Age: 45-64	16%	(45)	1%	(2)	58%	(167)	1%	(3)	11%	(31)	14%	(39)	287
Age: 65+	16%	(32)	1%	(1)	49%	(99)	—	(1)	15%	(31)	19%	(39)	204
GenZers: 1997-2012	18%	(11)	—	(0)	29%	(17)	16%	(10)	23%	(14)	13%	(8)	59
Millennials: 1981-1996	17%	(25)	3%	(4)	51%	(77)	2%	(3)	13%	(19)	15%	(23)	151
GenXers: 1965-1980	14%	(27)	—	(1)	52%	(101)	3%	(6)	13%	(25)	18%	(36)	195
Baby Boomers: 1946-1964	16%	(48)	1%	(3)	55%	(168)	—	(1)	11%	(35)	16%	(49)	304
PID: Dem (no lean)	14%	(40)	1%	(3)	48%	(135)	3%	(9)	19%	(54)	14%	(39)	279
PID: Ind (no lean)	14%	(33)	2%	(4)	56%	(129)	2%	(5)	10%	(22)	17%	(39)	232
PID: Rep (no lean)	18%	(42)	1%	(2)	50%	(117)	2%	(5)	10%	(24)	19%	(46)	236
PID/Gender: Dem Men	14%	(19)	2%	(3)	49%	(66)	1%	(2)	25%	(33)	9%	(12)	134
PID/Gender: Dem Women	15%	(21)	—	(0)	48%	(69)	5%	(7)	15%	(21)	18%	(26)	145
PID/Gender: Ind Men	18%	(21)	—	(0)	57%	(66)	1%	(1)	9%	(10)	15%	(17)	116
PID/Gender: Ind Women	11%	(12)	3%	(4)	54%	(63)	4%	(4)	10%	(12)	19%	(22)	116
PID/Gender: Rep Men	19%	(23)	1%	(1)	49%	(59)	1%	(1)	10%	(12)	20%	(23)	119
PID/Gender: Rep Women	16%	(19)	1%	(1)	50%	(59)	3%	(4)	11%	(12)	19%	(22)	118
Ideo: Liberal (1-3)	13%	(31)	1%	(1)	49%	(119)	6%	(15)	19%	(46)	12%	(30)	242
Ideo: Moderate (4)	17%	(33)	1%	(3)	57%	(116)	—	(0)	11%	(21)	14%	(28)	201
Ideo: Conservative (5-7)	18%	(46)	2%	(4)	50%	(131)	1%	(2)	10%	(26)	20%	(52)	261
Educ: < College	14%	(68)	1%	(7)	50%	(237)	3%	(14)	16%	(77)	16%	(76)	478
Educ: Bachelors degree	17%	(31)	—	(1)	54%	(95)	1%	(2)	9%	(16)	18%	(32)	176
Educ: Post-grad	18%	(17)	1%	(1)	52%	(49)	3%	(3)	8%	(8)	17%	(16)	93

Continued on next page

Table MCB9_3: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?
Coffee

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	15%	(116)	1%	(8)	51%	(381)	3%	(19)	13%	(100)	17%	(123)	747
Income: Under 50k	16%	(56)	2%	(7)	46%	(164)	1%	(2)	18%	(62)	17%	(61)	352
Income: 50k-100k	14%	(37)	—	(1)	56%	(146)	4%	(11)	11%	(28)	15%	(40)	262
Income: 100k+	17%	(23)	1%	(1)	54%	(71)	4%	(6)	8%	(10)	17%	(22)	133
Ethnicity: White	15%	(90)	1%	(8)	53%	(322)	1%	(7)	12%	(75)	18%	(108)	610
Ethnicity: Hispanic	15%	(13)	4%	(4)	41%	(37)	12%	(11)	21%	(19)	8%	(7)	91
Ethnicity: Black	17%	(11)	—	(0)	33%	(22)	12%	(8)	23%	(15)	15%	(10)	65
Ethnicity: Other	20%	(15)	—	(0)	52%	(38)	5%	(4)	14%	(10)	8%	(6)	73
All Christian	16%	(65)	1%	(3)	52%	(208)	2%	(6)	14%	(55)	16%	(63)	401
Agnostic/Nothing in particular	16%	(25)	2%	(4)	48%	(78)	1%	(1)	13%	(21)	20%	(33)	162
Something Else	16%	(19)	1%	(1)	47%	(54)	7%	(8)	14%	(16)	15%	(17)	115
Evangelical	17%	(32)	2%	(3)	47%	(91)	6%	(11)	12%	(23)	18%	(34)	194
Non-Evangelical	16%	(49)	—	(1)	53%	(168)	1%	(3)	15%	(48)	15%	(46)	314
Community: Urban	15%	(29)	1%	(2)	55%	(105)	6%	(11)	10%	(19)	13%	(25)	192
Community: Suburban	17%	(59)	—	(1)	50%	(177)	2%	(6)	13%	(46)	18%	(65)	354
Community: Rural	14%	(27)	2%	(5)	49%	(99)	1%	(1)	18%	(35)	16%	(33)	202
Employ: Private Sector	13%	(30)	1%	(1)	56%	(131)	2%	(4)	13%	(30)	16%	(38)	235
Employ: Self-Employed	16%	(8)	—	(0)	65%	(32)	—	(0)	9%	(4)	11%	(5)	50
Employ: Homemaker	23%	(14)	—	(0)	45%	(27)	4%	(2)	17%	(10)	12%	(8)	61
Employ: Retired	15%	(31)	1%	(1)	53%	(111)	—	(1)	15%	(31)	17%	(36)	210
Employ: Unemployed	15%	(13)	6%	(5)	41%	(36)	2%	(1)	19%	(17)	17%	(15)	87
Military HH: Yes	15%	(19)	1%	(1)	57%	(69)	4%	(5)	11%	(14)	11%	(14)	121
Military HH: No	15%	(97)	1%	(7)	50%	(312)	2%	(14)	14%	(87)	17%	(110)	626
RD/WT: Right Direction	13%	(23)	1%	(2)	54%	(97)	1%	(2)	12%	(21)	19%	(34)	180
RD/WT: Wrong Track	16%	(93)	1%	(6)	50%	(284)	3%	(17)	14%	(79)	16%	(89)	568

Continued on next page

Table MCB9_3: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Coffee

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	15%	(116)	1%	(8)	51%	(381)	3%	(19)	13%	(100)	17%	(123)	747
Trump Job Approve	15%	(44)	1%	(2)	55%	(166)	2%	(7)	10%	(30)	17%	(52)	301
Trump Job Disapprove	16%	(68)	2%	(6)	49%	(210)	3%	(12)	15%	(66)	15%	(65)	428
Trump Job Strongly Approve	15%	(21)	—	(0)	57%	(81)	2%	(3)	8%	(11)	18%	(25)	142
Trump Job Somewhat Approve	14%	(23)	1%	(2)	53%	(85)	2%	(3)	12%	(19)	17%	(27)	159
Trump Job Somewhat Disapprove	25%	(20)	3%	(2)	54%	(42)	—	(0)	4%	(3)	13%	(10)	77
Trump Job Strongly Disapprove	14%	(49)	1%	(4)	48%	(169)	3%	(12)	18%	(63)	16%	(55)	351
Favorable of Trump	15%	(46)	1%	(2)	53%	(159)	2%	(7)	11%	(33)	18%	(54)	301
Unfavorable of Trump	15%	(64)	1%	(6)	51%	(217)	3%	(12)	14%	(59)	15%	(64)	421
Very Favorable of Trump	16%	(25)	—	(0)	54%	(85)	3%	(5)	10%	(15)	17%	(27)	158
Somewhat Favorable of Trump	15%	(21)	2%	(2)	51%	(74)	1%	(2)	12%	(17)	19%	(27)	143
Somewhat Unfavorable of Trump	22%	(16)	1%	(1)	53%	(38)	—	(0)	10%	(7)	13%	(9)	71
Very Unfavorable of Trump	14%	(48)	2%	(5)	51%	(179)	3%	(12)	15%	(52)	15%	(54)	350
#1 Issue: Economy	15%	(41)	2%	(4)	51%	(138)	2%	(5)	12%	(33)	18%	(50)	272
#1 Issue: Security	9%	(8)	—	(0)	55%	(51)	5%	(5)	13%	(12)	19%	(17)	93
#1 Issue: Health Care	17%	(23)	2%	(2)	54%	(74)	1%	(2)	12%	(16)	15%	(20)	137
#1 Issue: Medicare / Social Security	15%	(15)	2%	(2)	51%	(51)	—	(0)	19%	(19)	13%	(13)	101
#1 Issue: Other	18%	(10)	—	(0)	56%	(30)	—	(0)	8%	(4)	18%	(9)	53
2018 House Vote: Democrat	14%	(39)	1%	(2)	50%	(138)	1%	(4)	19%	(51)	15%	(42)	276
2018 House Vote: Republican	20%	(46)	—	(0)	55%	(130)	1%	(3)	9%	(22)	16%	(37)	238
2016 Vote: Hillary Clinton	13%	(34)	1%	(2)	49%	(128)	3%	(7)	19%	(50)	16%	(42)	264
2016 Vote: Donald Trump	20%	(49)	—	(0)	52%	(128)	1%	(4)	10%	(24)	17%	(43)	246
2016 Vote: Didn't Vote	11%	(21)	3%	(6)	53%	(102)	4%	(8)	12%	(23)	18%	(34)	194
Voted in 2014: Yes	17%	(81)	—	(2)	52%	(250)	1%	(6)	14%	(67)	15%	(73)	480
Voted in 2014: No	13%	(34)	2%	(6)	49%	(131)	5%	(13)	12%	(33)	19%	(50)	268

Continued on next page

Table MCB9_3: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?
Coffee

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	15%	(116)	1%	(8)	51%	(381)	3%	(19)	13%	(100)	17%	(123)	747
2012 Vote: Barack Obama	13%	(41)	1%	(2)	50%	(159)	4%	(14)	17%	(53)	15%	(48)	317
2012 Vote: Mitt Romney	18%	(33)	—	(0)	53%	(97)	2%	(3)	8%	(14)	20%	(38)	186
2012 Vote: Didn't Vote	15%	(31)	3%	(6)	51%	(105)	1%	(2)	13%	(28)	17%	(35)	206
4-Region: Northeast	12%	(17)	4%	(6)	49%	(66)	—	(0)	15%	(21)	19%	(25)	135
4-Region: Midwest	16%	(26)	—	(0)	48%	(79)	4%	(6)	17%	(28)	16%	(26)	166
4-Region: South	15%	(40)	1%	(3)	54%	(147)	2%	(5)	10%	(28)	18%	(48)	269
4-Region: West	19%	(33)	—	(0)	50%	(89)	4%	(7)	14%	(24)	14%	(24)	178
Drone owner	19%	(13)	—	(0)	54%	(37)	2%	(1)	13%	(9)	12%	(8)	68
Has seen someone operate a drone	15%	(64)	1%	(6)	55%	(232)	3%	(14)	11%	(44)	14%	(61)	422
Familiar with drone regulations	15%	(27)	2%	(4)	49%	(88)	8%	(14)	16%	(29)	10%	(17)	180

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

Table MCB9_4: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Soda

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	12%	(100)	2%	(15)	50%	(406)	3%	(21)	15%	(123)	18%	(151)	815
Gender: Male	12%	(51)	1%	(6)	51%	(207)	4%	(15)	18%	(74)	13%	(55)	407
Gender: Female	12%	(49)	2%	(9)	49%	(199)	1%	(6)	12%	(49)	24%	(96)	409
Age: 18-34	15%	(30)	5%	(10)	41%	(84)	5%	(10)	15%	(31)	18%	(37)	203
Age: 35-44	10%	(12)	2%	(3)	52%	(62)	1%	(2)	18%	(21)	16%	(18)	118
Age: 45-64	12%	(36)	—	(1)	57%	(170)	2%	(7)	11%	(33)	17%	(50)	296
Age: 65+	11%	(21)	1%	(2)	46%	(90)	1%	(2)	19%	(37)	23%	(46)	198
GenZers: 1997-2012	16%	(12)	4%	(3)	41%	(31)	8%	(6)	14%	(11)	17%	(13)	76
Millennials: 1981-1996	12%	(23)	5%	(8)	47%	(85)	3%	(5)	17%	(32)	16%	(29)	183
GenXers: 1965-1980	14%	(28)	1%	(2)	50%	(99)	3%	(7)	12%	(24)	19%	(37)	197
Baby Boomers: 1946-1964	11%	(36)	1%	(2)	53%	(168)	1%	(3)	15%	(47)	19%	(62)	317
PID: Dem (no lean)	12%	(37)	2%	(5)	50%	(156)	2%	(7)	18%	(55)	17%	(52)	312
PID: Ind (no lean)	10%	(25)	2%	(5)	52%	(126)	3%	(8)	12%	(28)	21%	(50)	244
PID: Rep (no lean)	15%	(38)	2%	(5)	48%	(124)	2%	(6)	15%	(39)	19%	(48)	260
PID/Gender: Dem Men	12%	(18)	2%	(3)	48%	(75)	4%	(7)	22%	(34)	11%	(17)	154
PID/Gender: Dem Women	12%	(19)	1%	(2)	52%	(82)	—	(0)	14%	(22)	22%	(35)	158
PID/Gender: Ind Men	9%	(11)	2%	(2)	58%	(71)	5%	(6)	12%	(15)	15%	(18)	123
PID/Gender: Ind Women	12%	(14)	2%	(3)	46%	(55)	2%	(2)	12%	(14)	27%	(33)	121
PID/Gender: Rep Men	17%	(21)	—	(0)	47%	(62)	1%	(2)	20%	(26)	15%	(19)	130
PID/Gender: Rep Women	13%	(17)	3%	(5)	48%	(62)	3%	(4)	10%	(13)	22%	(29)	130
Ideo: Liberal (1-3)	12%	(31)	2%	(5)	46%	(118)	4%	(10)	18%	(45)	18%	(45)	254
Ideo: Moderate (4)	13%	(32)	2%	(5)	52%	(126)	2%	(6)	14%	(33)	17%	(41)	243
Ideo: Conservative (5-7)	12%	(32)	2%	(5)	54%	(143)	2%	(5)	13%	(34)	17%	(45)	264
Educ: < College	13%	(70)	2%	(10)	50%	(272)	2%	(12)	15%	(81)	18%	(101)	545
Educ: Bachelors degree	11%	(19)	2%	(3)	49%	(86)	3%	(5)	16%	(29)	20%	(34)	176
Educ: Post-grad	11%	(10)	3%	(3)	51%	(48)	4%	(4)	14%	(14)	17%	(16)	94

Continued on next page

Table MCB9_4: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?
Soda

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	12%	(100)	2%	(15)	50%	(406)	3%	(21)	15%	(123)	18%	(151)	815
Income: Under 50k	13%	(59)	1%	(5)	45%	(199)	3%	(15)	17%	(73)	20%	(87)	438
Income: 50k-100k	9%	(22)	3%	(8)	58%	(150)	2%	(4)	13%	(33)	16%	(40)	256
Income: 100k+	16%	(19)	2%	(2)	47%	(58)	1%	(2)	14%	(17)	20%	(24)	122
Ethnicity: White	12%	(80)	2%	(10)	51%	(343)	1%	(8)	14%	(96)	19%	(130)	668
Ethnicity: Hispanic	15%	(17)	3%	(3)	48%	(54)	4%	(4)	20%	(22)	11%	(12)	112
Ethnicity: Black	10%	(8)	5%	(4)	30%	(23)	10%	(7)	24%	(18)	20%	(15)	75
Ethnicity: Other	16%	(12)	2%	(1)	55%	(40)	7%	(5)	11%	(8)	9%	(6)	72
All Christian	10%	(42)	2%	(10)	52%	(215)	3%	(11)	16%	(67)	16%	(68)	412
Agnostic/Nothing in particular	15%	(25)	1%	(1)	49%	(85)	4%	(7)	12%	(21)	19%	(33)	172
Something Else	14%	(21)	2%	(2)	43%	(65)	1%	(2)	16%	(24)	25%	(38)	152
Religious Non-Protestant/Catholic	18%	(10)	3%	(2)	38%	(20)	3%	(1)	16%	(9)	22%	(12)	54
Evangelical	9%	(19)	3%	(6)	44%	(98)	3%	(7)	18%	(39)	24%	(53)	222
Non-Evangelical	13%	(42)	2%	(7)	54%	(177)	1%	(5)	15%	(49)	15%	(49)	328
Community: Urban	16%	(37)	2%	(4)	48%	(111)	6%	(13)	15%	(34)	14%	(33)	232
Community: Suburban	12%	(41)	3%	(11)	51%	(178)	1%	(5)	15%	(54)	18%	(64)	353
Community: Rural	9%	(22)	—	(0)	51%	(117)	1%	(2)	15%	(34)	24%	(54)	230
Employ: Private Sector	11%	(26)	3%	(8)	54%	(128)	2%	(5)	16%	(38)	13%	(31)	235
Employ: Government	8%	(4)	7%	(4)	40%	(22)	9%	(5)	14%	(8)	22%	(12)	55
Employ: Self-Employed	12%	(8)	1%	(1)	45%	(29)	1%	(0)	24%	(15)	18%	(12)	65
Employ: Homemaker	22%	(15)	1%	(0)	37%	(26)	4%	(2)	20%	(14)	17%	(11)	68
Employ: Retired	10%	(24)	1%	(2)	52%	(124)	1%	(1)	16%	(37)	21%	(50)	240
Employ: Unemployed	17%	(12)	—	(0)	47%	(34)	4%	(3)	6%	(4)	26%	(19)	72
Military HH: Yes	11%	(13)	3%	(4)	55%	(69)	2%	(2)	16%	(20)	14%	(17)	126
Military HH: No	13%	(87)	2%	(11)	49%	(337)	3%	(19)	15%	(103)	19%	(133)	689

Continued on next page

Table MCB9_4: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Soda

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
Adults	12%	(100)	2%	(15)	50%	(406)	3%	(21)	15%	(123)	18%	(151)	815
RD/WT: Right Direction	15%	(30)	1%	(3)	49%	(100)	2%	(4)	15%	(31)	17%	(35)	203
RD/WT: Wrong Track	11%	(70)	2%	(12)	50%	(306)	3%	(17)	15%	(92)	19%	(115)	613
Trump Job Approve	12%	(42)	1%	(5)	50%	(168)	3%	(10)	13%	(44)	20%	(68)	336
Trump Job Disapprove	12%	(55)	2%	(10)	51%	(233)	2%	(11)	15%	(70)	17%	(77)	456
Trump Job Strongly Approve	16%	(27)	1%	(2)	46%	(81)	1%	(2)	16%	(28)	20%	(34)	175
Trump Job Somewhat Approve	9%	(14)	1%	(2)	54%	(87)	5%	(8)	10%	(16)	21%	(34)	161
Trump Job Somewhat Disapprove	11%	(10)	7%	(6)	54%	(50)	1%	(1)	14%	(13)	13%	(12)	92
Trump Job Strongly Disapprove	12%	(45)	1%	(4)	50%	(183)	3%	(10)	16%	(58)	18%	(64)	364
Favorable of Trump	13%	(44)	1%	(5)	49%	(166)	3%	(9)	15%	(52)	18%	(60)	336
Unfavorable of Trump	10%	(46)	2%	(11)	52%	(230)	3%	(12)	14%	(64)	19%	(84)	447
Very Favorable of Trump	17%	(33)	1%	(2)	48%	(91)	1%	(1)	15%	(29)	18%	(33)	190
Somewhat Favorable of Trump	8%	(11)	2%	(2)	51%	(75)	5%	(8)	16%	(23)	18%	(27)	146
Somewhat Unfavorable of Trump	8%	(7)	2%	(1)	52%	(43)	2%	(2)	14%	(11)	22%	(18)	83
Very Unfavorable of Trump	11%	(39)	3%	(9)	51%	(187)	3%	(10)	14%	(52)	18%	(66)	364
#1 Issue: Economy	12%	(36)	2%	(6)	50%	(150)	2%	(6)	18%	(54)	17%	(51)	302
#1 Issue: Security	13%	(11)	4%	(3)	55%	(45)	1%	(1)	8%	(7)	19%	(16)	82
#1 Issue: Health Care	13%	(19)	—	(0)	48%	(69)	6%	(8)	13%	(19)	21%	(30)	145
#1 Issue: Medicare / Social Security	15%	(18)	—	(0)	40%	(48)	1%	(1)	22%	(26)	22%	(27)	119
#1 Issue: Other	9%	(5)	—	(0)	59%	(35)	—	(0)	8%	(5)	25%	(14)	59
2018 House Vote: Democrat	8%	(21)	2%	(5)	53%	(145)	3%	(8)	18%	(48)	17%	(45)	271
2018 House Vote: Republican	13%	(32)	2%	(6)	51%	(126)	1%	(2)	15%	(37)	18%	(43)	246
2016 Vote: Hillary Clinton	8%	(22)	2%	(6)	50%	(137)	2%	(7)	19%	(52)	19%	(52)	276
2016 Vote: Donald Trump	13%	(35)	3%	(7)	51%	(133)	1%	(3)	15%	(39)	17%	(45)	261
2016 Vote: Other	17%	(9)	—	(0)	45%	(24)	4%	(2)	8%	(4)	26%	(14)	55
2016 Vote: Didn't Vote	15%	(34)	1%	(2)	50%	(111)	4%	(9)	12%	(27)	18%	(40)	223

Continued on next page

Table MCB9_4: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?
Soda

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way	Total N	
Adults	12%	(100)	2%	(15)	50%	(406)	3%	(21)	15%	(123)	18%	(151)	815
Voted in 2014: Yes	12%	(59)	2%	(7)	51%	(246)	2%	(10)	15%	(75)	18%	(89)	486
Voted in 2014: No	13%	(41)	2%	(8)	48%	(160)	3%	(11)	14%	(47)	19%	(62)	329
2012 Vote: Barack Obama	10%	(34)	2%	(5)	53%	(179)	3%	(9)	15%	(52)	17%	(55)	334
2012 Vote: Mitt Romney	12%	(22)	1%	(2)	50%	(93)	—	(0)	16%	(29)	22%	(40)	187
2012 Vote: Didn't Vote	15%	(38)	2%	(6)	46%	(118)	4%	(11)	15%	(40)	17%	(44)	256
4-Region: Northeast	10%	(14)	2%	(3)	52%	(76)	1%	(2)	22%	(32)	13%	(19)	146
4-Region: Midwest	12%	(22)	2%	(4)	48%	(91)	2%	(3)	18%	(34)	19%	(36)	190
4-Region: South	11%	(32)	2%	(5)	50%	(141)	4%	(11)	11%	(33)	22%	(63)	285
4-Region: West	16%	(31)	2%	(3)	50%	(98)	3%	(5)	12%	(24)	17%	(33)	194
Drone owner	18%	(15)	5%	(4)	43%	(34)	6%	(5)	15%	(12)	13%	(11)	81
Has seen someone operate a drone	13%	(57)	1%	(5)	52%	(237)	4%	(17)	14%	(63)	16%	(73)	451
Familiar with drone regulations	17%	(36)	4%	(8)	49%	(105)	5%	(10)	18%	(37)	8%	(16)	213

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

Table MCB9_5: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Deli meat

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	13%	(107)	2%	(16)	52%	(426)	2%	(20)	12%	(100)	18%	(149)	818
Gender: Male	13%	(53)	2%	(9)	51%	(203)	2%	(9)	15%	(60)	16%	(64)	398
Gender: Female	13%	(53)	2%	(8)	53%	(224)	3%	(11)	10%	(40)	20%	(85)	420
Age: 18-34	19%	(35)	6%	(10)	36%	(65)	9%	(17)	6%	(11)	23%	(42)	179
Age: 35-44	13%	(18)	1%	(1)	52%	(71)	2%	(3)	17%	(23)	15%	(21)	137
Age: 45-64	10%	(32)	1%	(3)	61%	(187)	—	(0)	13%	(40)	15%	(46)	309
Age: 65+	11%	(22)	1%	(2)	53%	(103)	—	(0)	13%	(26)	21%	(40)	193
GenZers: 1997-2012	13%	(7)	10%	(6)	26%	(15)	16%	(9)	8%	(4)	27%	(16)	57
Millennials: 1981-1996	21%	(38)	3%	(5)	46%	(85)	4%	(8)	9%	(18)	17%	(32)	187
GenXers: 1965-1980	10%	(23)	1%	(3)	55%	(123)	1%	(3)	17%	(38)	15%	(33)	222
Baby Boomers: 1946-1964	11%	(34)	1%	(2)	58%	(183)	—	(0)	11%	(35)	20%	(63)	318
PID: Dem (no lean)	14%	(44)	3%	(8)	52%	(161)	2%	(5)	14%	(42)	15%	(47)	307
PID: Ind (no lean)	13%	(35)	1%	(4)	52%	(141)	4%	(10)	10%	(27)	20%	(54)	270
PID: Rep (no lean)	12%	(28)	2%	(4)	52%	(124)	2%	(5)	13%	(31)	20%	(48)	240
PID/Gender: Dem Men	15%	(23)	5%	(8)	44%	(67)	2%	(3)	18%	(28)	16%	(24)	154
PID/Gender: Dem Women	14%	(22)	—	(1)	61%	(94)	1%	(2)	9%	(14)	15%	(22)	154
PID/Gender: Ind Men	16%	(20)	1%	(1)	54%	(71)	4%	(6)	9%	(12)	16%	(21)	131
PID/Gender: Ind Women	10%	(14)	2%	(3)	50%	(70)	3%	(5)	11%	(15)	23%	(33)	140
PID/Gender: Rep Men	9%	(10)	—	(0)	57%	(65)	—	(0)	18%	(21)	16%	(18)	114
PID/Gender: Rep Women	14%	(17)	3%	(4)	47%	(60)	3%	(4)	8%	(11)	24%	(30)	126
Ideo: Liberal (1-3)	10%	(27)	2%	(5)	53%	(139)	4%	(11)	12%	(32)	19%	(50)	263
Ideo: Moderate (4)	15%	(36)	2%	(6)	53%	(125)	3%	(6)	13%	(30)	14%	(34)	236
Ideo: Conservative (5-7)	13%	(35)	2%	(6)	54%	(147)	—	(0)	11%	(29)	20%	(55)	272
Educ: < College	13%	(66)	2%	(9)	52%	(275)	2%	(13)	12%	(63)	19%	(99)	525
Educ: Bachelors degree	13%	(25)	3%	(6)	54%	(103)	1%	(2)	11%	(22)	18%	(34)	192
Educ: Post-grad	15%	(15)	1%	(1)	48%	(48)	6%	(6)	16%	(16)	15%	(15)	101

Continued on next page

Table MCB9_5: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Deli meat

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
Adults	13%	(107)	2%	(16)	52%	(426)	2%	(20)	12%	(100)	18%	(149)	818
Income: Under 50k	12%	(49)	2%	(9)	52%	(207)	4%	(15)	12%	(48)	17%	(70)	398
Income: 50k-100k	15%	(43)	2%	(7)	52%	(149)	1%	(2)	11%	(32)	18%	(52)	285
Income: 100k+	11%	(15)	1%	(1)	51%	(70)	2%	(3)	15%	(20)	20%	(27)	136
Ethnicity: White	13%	(90)	2%	(15)	54%	(366)	2%	(13)	11%	(74)	18%	(124)	681
Ethnicity: Hispanic	13%	(15)	6%	(7)	48%	(54)	8%	(9)	13%	(15)	11%	(12)	111
Ethnicity: Black	15%	(10)	—	(0)	34%	(23)	6%	(4)	26%	(17)	19%	(13)	67
Ethnicity: Other	10%	(7)	1%	(1)	54%	(37)	4%	(3)	14%	(10)	18%	(13)	70
All Christian	13%	(59)	2%	(11)	54%	(238)	2%	(11)	11%	(50)	16%	(72)	441
Agnostic/Nothing in particular	14%	(24)	1%	(1)	50%	(85)	1%	(2)	11%	(18)	23%	(39)	169
Something Else	13%	(18)	2%	(3)	45%	(63)	2%	(3)	19%	(27)	18%	(26)	140
Evangelical	16%	(36)	3%	(6)	48%	(107)	1%	(2)	14%	(31)	19%	(43)	225
Non-Evangelical	11%	(36)	2%	(8)	55%	(187)	4%	(13)	13%	(45)	15%	(51)	339
Community: Urban	12%	(27)	2%	(4)	52%	(119)	3%	(7)	17%	(38)	15%	(36)	231
Community: Suburban	15%	(56)	1%	(3)	51%	(186)	2%	(6)	12%	(45)	19%	(71)	366
Community: Rural	11%	(24)	4%	(9)	55%	(121)	3%	(7)	8%	(17)	19%	(42)	221
Employ: Private Sector	12%	(31)	2%	(4)	55%	(149)	2%	(4)	15%	(41)	14%	(39)	268
Employ: Government	22%	(11)	3%	(2)	51%	(27)	2%	(1)	10%	(5)	12%	(6)	53
Employ: Self-Employed	14%	(9)	—	(0)	51%	(34)	9%	(6)	12%	(8)	15%	(10)	67
Employ: Homemaker	24%	(16)	5%	(3)	43%	(29)	4%	(2)	5%	(3)	20%	(13)	67
Employ: Retired	11%	(25)	1%	(1)	56%	(128)	—	(0)	14%	(31)	18%	(42)	227
Employ: Unemployed	9%	(7)	7%	(5)	48%	(38)	5%	(4)	9%	(7)	22%	(18)	80
Military HH: Yes	16%	(21)	2%	(2)	51%	(66)	1%	(2)	14%	(18)	15%	(20)	129
Military HH: No	12%	(85)	2%	(14)	52%	(360)	3%	(18)	12%	(82)	19%	(129)	689
RD/WT: Right Direction	12%	(25)	2%	(5)	56%	(117)	1%	(2)	13%	(27)	15%	(32)	208
RD/WT: Wrong Track	13%	(81)	2%	(12)	51%	(309)	3%	(18)	12%	(73)	19%	(117)	610

Continued on next page

Table MCB9_5: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Deli meat

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	13%	(107)	2%	(16)	52%	(426)	2%	(20)	12%	(100)	18%	(149)	818
Trump Job Approve	12%	(42)	2%	(8)	54%	(189)	3%	(10)	12%	(40)	17%	(61)	351
Trump Job Disapprove	14%	(64)	2%	(9)	51%	(231)	2%	(9)	12%	(54)	19%	(87)	454
Trump Job Strongly Approve	12%	(21)	1%	(1)	53%	(95)	3%	(6)	12%	(22)	18%	(33)	178
Trump Job Somewhat Approve	12%	(21)	4%	(7)	55%	(94)	2%	(4)	11%	(19)	16%	(28)	172
Trump Job Somewhat Disapprove	24%	(22)	2%	(2)	43%	(41)	—	(0)	12%	(11)	20%	(18)	94
Trump Job Strongly Disapprove	12%	(42)	2%	(7)	53%	(190)	2%	(9)	12%	(43)	19%	(69)	360
Favorable of Trump	12%	(40)	2%	(7)	54%	(185)	3%	(10)	11%	(39)	18%	(61)	342
Unfavorable of Trump	14%	(63)	2%	(10)	50%	(228)	2%	(8)	13%	(58)	19%	(86)	453
Very Favorable of Trump	13%	(25)	1%	(2)	54%	(102)	3%	(7)	13%	(24)	16%	(30)	190
Somewhat Favorable of Trump	10%	(15)	3%	(5)	55%	(84)	2%	(4)	10%	(15)	20%	(31)	153
Somewhat Unfavorable of Trump	23%	(20)	7%	(6)	35%	(30)	—	(0)	19%	(17)	16%	(14)	87
Very Unfavorable of Trump	12%	(43)	1%	(4)	54%	(198)	2%	(8)	11%	(41)	20%	(72)	365
#1 Issue: Economy	12%	(39)	1%	(3)	54%	(170)	3%	(10)	11%	(36)	18%	(58)	315
#1 Issue: Security	8%	(7)	—	(0)	60%	(53)	—	(0)	12%	(11)	19%	(16)	88
#1 Issue: Health Care	16%	(26)	2%	(3)	50%	(84)	3%	(6)	15%	(25)	14%	(24)	167
#1 Issue: Medicare / Social Security	13%	(14)	1%	(1)	46%	(50)	—	(0)	21%	(23)	19%	(21)	108
#1 Issue: Other	3%	(2)	3%	(2)	58%	(33)	—	(0)	3%	(2)	33%	(19)	57
2018 House Vote: Democrat	15%	(45)	1%	(4)	52%	(158)	1%	(4)	14%	(41)	17%	(50)	301
2018 House Vote: Republican	12%	(28)	1%	(3)	58%	(142)	1%	(2)	11%	(28)	17%	(41)	244
2016 Vote: Hillary Clinton	13%	(36)	1%	(3)	53%	(152)	2%	(5)	15%	(43)	16%	(47)	286
2016 Vote: Donald Trump	15%	(40)	2%	(6)	53%	(144)	—	(1)	13%	(35)	17%	(45)	270
2016 Vote: Other	11%	(6)	—	(0)	51%	(28)	1%	(1)	10%	(6)	27%	(15)	56
2016 Vote: Didn't Vote	12%	(24)	3%	(7)	50%	(103)	7%	(13)	8%	(17)	20%	(42)	207
Voted in 2014: Yes	13%	(65)	1%	(5)	55%	(279)	1%	(4)	14%	(70)	17%	(89)	510
Voted in 2014: No	14%	(42)	4%	(12)	48%	(148)	5%	(16)	10%	(31)	20%	(60)	308

Continued on next page

Table MCB9_5: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Deli meat

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way	Total N	
Adults	13%	(107)	2%	(16)	52%	(426)	2%	(20)	12%	(100)	18%	(149)	818
2012 Vote: Barack Obama	15%	(52)	1%	(3)	51%	(177)	1%	(5)	16%	(55)	16%	(57)	348
2012 Vote: Mitt Romney	10%	(19)	1%	(1)	58%	(106)	—	(0)	9%	(17)	22%	(40)	183
2012 Vote: Didn't Vote	13%	(31)	5%	(12)	49%	(118)	6%	(14)	10%	(24)	17%	(42)	242
4-Region: Northeast	18%	(25)	—	(0)	47%	(64)	3%	(4)	7%	(10)	24%	(32)	136
4-Region: Midwest	7%	(14)	5%	(9)	52%	(101)	2%	(4)	17%	(32)	17%	(33)	193
4-Region: South	14%	(42)	1%	(3)	52%	(153)	4%	(11)	13%	(37)	17%	(50)	296
4-Region: West	13%	(26)	2%	(4)	56%	(108)	1%	(1)	11%	(21)	17%	(33)	193
Drone owner	15%	(14)	3%	(2)	45%	(40)	13%	(12)	11%	(10)	13%	(11)	89
Has seen someone operate a drone	12%	(52)	2%	(11)	55%	(240)	3%	(11)	11%	(50)	17%	(74)	438
Familiar with drone regulations	17%	(34)	6%	(11)	49%	(98)	6%	(11)	12%	(24)	11%	(22)	201

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

Table MCB9_6: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?
Laundry detergent

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	13%	(115)	2%	(20)	50%	(444)	2%	(17)	19%	(164)	14%	(127)	886
Gender: Male	14%	(55)	2%	(7)	48%	(192)	3%	(12)	22%	(89)	12%	(49)	405
Gender: Female	12%	(60)	3%	(12)	52%	(252)	1%	(5)	16%	(75)	16%	(78)	482
Age: 18-34	18%	(32)	8%	(14)	43%	(76)	2%	(3)	16%	(28)	13%	(23)	176
Age: 35-44	12%	(13)	3%	(3)	52%	(56)	2%	(2)	19%	(21)	13%	(14)	110
Age: 45-64	12%	(46)	1%	(2)	55%	(205)	3%	(10)	15%	(55)	15%	(56)	374
Age: 65+	10%	(23)	—	(1)	47%	(107)	1%	(1)	27%	(61)	15%	(35)	227
Millennials: 1981-1996	15%	(26)	4%	(8)	53%	(95)	1%	(1)	16%	(28)	12%	(21)	179
GenXers: 1965-1980	12%	(28)	2%	(4)	54%	(125)	1%	(2)	14%	(33)	18%	(41)	233
Baby Boomers: 1946-1964	11%	(43)	—	(0)	50%	(195)	3%	(11)	22%	(83)	14%	(54)	387
PID: Dem (no lean)	12%	(39)	3%	(9)	51%	(164)	1%	(3)	21%	(68)	12%	(40)	322
PID: Ind (no lean)	14%	(38)	2%	(4)	51%	(138)	1%	(2)	17%	(46)	16%	(44)	272
PID: Rep (no lean)	13%	(37)	2%	(7)	49%	(143)	4%	(12)	17%	(50)	15%	(44)	293
PID/Gender: Dem Men	15%	(20)	3%	(4)	48%	(68)	—	(0)	22%	(31)	12%	(17)	141
PID/Gender: Dem Women	10%	(18)	3%	(5)	53%	(96)	2%	(3)	21%	(37)	12%	(22)	181
PID/Gender: Ind Men	12%	(15)	—	(0)	54%	(64)	—	(0)	21%	(25)	13%	(16)	120
PID/Gender: Ind Women	16%	(24)	3%	(4)	48%	(73)	1%	(2)	14%	(21)	18%	(28)	152
PID/Gender: Rep Men	14%	(20)	2%	(4)	42%	(60)	8%	(11)	23%	(33)	11%	(16)	144
PID/Gender: Rep Women	12%	(18)	2%	(3)	56%	(83)	—	(0)	12%	(17)	19%	(28)	149
Ideo: Liberal (1-3)	9%	(22)	4%	(11)	54%	(140)	2%	(4)	19%	(50)	12%	(32)	260
Ideo: Moderate (4)	14%	(33)	1%	(3)	54%	(129)	—	(1)	16%	(39)	14%	(34)	240
Ideo: Conservative (5-7)	14%	(45)	2%	(5)	47%	(155)	3%	(10)	20%	(64)	15%	(49)	328
Educ: < College	13%	(75)	2%	(12)	50%	(291)	2%	(12)	18%	(107)	14%	(80)	577
Educ: Bachelors degree	12%	(24)	2%	(5)	50%	(105)	1%	(3)	19%	(40)	16%	(33)	209
Educ: Post-grad	15%	(15)	3%	(3)	49%	(49)	2%	(2)	18%	(18)	14%	(14)	100

Continued on next page

Table MCB9_6: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?
Laundry detergent

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	13%	(115)	2%	(20)	50%	(444)	2%	(17)	19%	(164)	14%	(127)	886
Income: Under 50k	14%	(60)	2%	(9)	49%	(216)	1%	(4)	21%	(91)	13%	(58)	437
Income: 50k-100k	12%	(37)	2%	(7)	52%	(163)	3%	(11)	15%	(47)	16%	(49)	313
Income: 100k+	13%	(18)	3%	(4)	48%	(66)	1%	(2)	20%	(27)	15%	(21)	137
Ethnicity: White	13%	(97)	1%	(10)	50%	(370)	2%	(15)	19%	(141)	15%	(112)	745
Ethnicity: Hispanic	14%	(16)	10%	(11)	47%	(51)	7%	(7)	16%	(17)	7%	(8)	110
Ethnicity: Black	12%	(7)	1%	(1)	53%	(33)	1%	(1)	17%	(10)	16%	(10)	62
Ethnicity: Other	13%	(10)	11%	(9)	52%	(41)	2%	(1)	17%	(13)	6%	(5)	79
All Christian	13%	(63)	1%	(5)	53%	(248)	2%	(12)	18%	(85)	13%	(60)	473
Agnostic/Nothing in particular	15%	(27)	2%	(3)	48%	(90)	1%	(2)	18%	(33)	16%	(30)	185
Something Else	12%	(17)	5%	(7)	40%	(59)	2%	(2)	24%	(36)	17%	(25)	146
Evangelical	12%	(31)	3%	(7)	46%	(114)	4%	(10)	20%	(49)	16%	(39)	249
Non-Evangelical	13%	(46)	2%	(5)	52%	(187)	1%	(4)	19%	(69)	13%	(45)	357
Community: Urban	12%	(28)	4%	(9)	49%	(113)	1%	(3)	21%	(47)	12%	(28)	229
Community: Suburban	15%	(59)	1%	(6)	50%	(204)	1%	(4)	19%	(79)	13%	(55)	407
Community: Rural	11%	(28)	2%	(4)	51%	(127)	4%	(10)	15%	(38)	18%	(44)	251
Employ: Private Sector	10%	(28)	2%	(5)	51%	(138)	1%	(4)	21%	(56)	15%	(40)	271
Employ: Government	16%	(9)	7%	(4)	46%	(25)	3%	(2)	13%	(7)	15%	(8)	55
Employ: Self-Employed	15%	(10)	5%	(3)	54%	(36)	1%	(1)	14%	(9)	10%	(7)	66
Employ: Homemaker	17%	(14)	6%	(5)	58%	(45)	—	(0)	10%	(8)	8%	(6)	79
Employ: Retired	9%	(24)	—	(1)	51%	(131)	1%	(1)	24%	(61)	15%	(39)	257
Employ: Unemployed	20%	(17)	2%	(2)	40%	(35)	9%	(8)	13%	(11)	16%	(14)	89
Employ: Other	12%	(6)	—	(0)	50%	(25)	1%	(1)	19%	(10)	18%	(9)	50
Military HH: Yes	13%	(19)	2%	(4)	48%	(73)	6%	(8)	20%	(30)	11%	(16)	150
Military HH: No	13%	(95)	2%	(16)	50%	(372)	1%	(8)	18%	(134)	15%	(111)	737

Continued on next page

Table MCB9_6: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?
Laundry detergent

Demographic	It was recommended by a friend or different family member				I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
Adults	13%	(115)	2%	(20)	50%	(444)	2%	(17)	19%	(164)	14%	(127)		886	
RD/WT: Right Direction	13%	(30)	2%	(5)	48%	(106)	2%	(4)	21%	(48)	14%	(32)		224	
RD/WT: Wrong Track	13%	(85)	2%	(15)	51%	(338)	2%	(13)	18%	(117)	14%	(96)		663	
Trump Job Approve	12%	(46)	2%	(8)	50%	(195)	3%	(12)	18%	(69)	15%	(59)		390	
Trump Job Disapprove	13%	(62)	2%	(11)	52%	(245)	1%	(4)	19%	(90)	13%	(63)		475	
Trump Job Strongly Approve	11%	(21)	2%	(3)	49%	(93)	5%	(10)	18%	(35)	14%	(28)		190	
Trump Job Somewhat Approve	12%	(25)	3%	(5)	51%	(103)	1%	(2)	17%	(33)	16%	(31)		200	
Trump Job Somewhat Disapprove	19%	(18)	—	(0)	51%	(49)	1%	(1)	20%	(19)	9%	(8)		95	
Trump Job Strongly Disapprove	11%	(43)	3%	(11)	52%	(197)	1%	(4)	19%	(71)	14%	(54)		380	
Favorable of Trump	14%	(54)	2%	(8)	49%	(187)	3%	(12)	16%	(61)	16%	(61)		383	
Unfavorable of Trump	12%	(55)	2%	(11)	52%	(248)	1%	(4)	20%	(93)	13%	(62)		474	
Very Favorable of Trump	12%	(26)	1%	(3)	51%	(108)	5%	(10)	17%	(37)	13%	(28)		212	
Somewhat Favorable of Trump	17%	(28)	3%	(5)	46%	(79)	1%	(2)	14%	(24)	19%	(33)		172	
Somewhat Unfavorable of Trump	14%	(13)	—	(0)	51%	(46)	—	(0)	25%	(22)	10%	(9)		90	
Very Unfavorable of Trump	11%	(43)	3%	(11)	53%	(202)	1%	(4)	18%	(71)	14%	(54)		384	
#1 Issue: Economy	14%	(44)	2%	(5)	48%	(153)	3%	(10)	16%	(52)	17%	(55)		318	
#1 Issue: Security	12%	(14)	5%	(6)	51%	(59)	—	(0)	14%	(16)	16%	(19)		114	
#1 Issue: Health Care	11%	(18)	3%	(5)	53%	(86)	2%	(3)	19%	(31)	11%	(18)		161	
#1 Issue: Medicare / Social Security	12%	(16)	—	(1)	48%	(65)	1%	(1)	27%	(37)	12%	(17)		136	
#1 Issue: Other	11%	(6)	—	(0)	54%	(30)	—	(0)	13%	(7)	22%	(12)		55	
2018 House Vote: Democrat	11%	(33)	1%	(3)	53%	(166)	1%	(3)	23%	(70)	11%	(36)		311	
2018 House Vote: Republican	14%	(41)	1%	(3)	53%	(153)	1%	(2)	17%	(48)	14%	(40)		286	
2016 Vote: Hillary Clinton	10%	(32)	2%	(6)	53%	(165)	1%	(4)	21%	(65)	13%	(39)		311	
2016 Vote: Donald Trump	13%	(40)	2%	(6)	53%	(162)	1%	(3)	16%	(51)	15%	(46)		308	
2016 Vote: Didn't Vote	15%	(33)	3%	(7)	44%	(98)	4%	(9)	19%	(41)	14%	(31)		220	

Continued on next page

Table MCB9_6: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?
Laundry detergent

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
Adults	13%	(115)	2%	(20)	50%	(444)	2%	(17)	19%	(164)	14%	(127)	886
Voted in 2014: Yes	12%	(70)	1%	(6)	53%	(301)	1%	(5)	18%	(101)	14%	(81)	564
Voted in 2014: No	14%	(44)	4%	(14)	44%	(143)	4%	(12)	20%	(63)	14%	(46)	322
2012 Vote: Barack Obama	10%	(40)	2%	(10)	52%	(198)	1%	(4)	21%	(81)	13%	(49)	382
2012 Vote: Mitt Romney	14%	(30)	—	(1)	49%	(103)	1%	(3)	15%	(32)	20%	(42)	210
2012 Vote: Didn't Vote	15%	(38)	4%	(9)	48%	(120)	4%	(9)	17%	(42)	13%	(32)	250
4-Region: Northeast	10%	(16)	1%	(1)	57%	(91)	1%	(2)	15%	(24)	16%	(25)	159
4-Region: Midwest	13%	(25)	3%	(6)	44%	(84)	1%	(1)	22%	(42)	17%	(32)	190
4-Region: South	12%	(38)	2%	(6)	52%	(173)	1%	(4)	19%	(64)	13%	(44)	330
4-Region: West	17%	(35)	3%	(6)	47%	(97)	4%	(9)	17%	(35)	12%	(26)	208
Drone owner	10%	(9)	6%	(6)	51%	(48)	8%	(8)	17%	(16)	7%	(7)	95
Has seen someone operate a drone	14%	(64)	4%	(17)	48%	(226)	3%	(13)	19%	(89)	13%	(60)	469
Familiar with drone regulations	16%	(29)	5%	(9)	49%	(89)	1%	(3)	20%	(37)	10%	(18)	184

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

Table MCB9_7: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Cleaning supplies

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way	Total N	
Adults	12%	(91)	2%	(13)	53%	(416)	3%	(22)	17%	(131)	14%	(106)	779
Gender: Male	13%	(50)	3%	(10)	51%	(193)	4%	(15)	18%	(69)	11%	(41)	378
Gender: Female	10%	(42)	1%	(3)	56%	(223)	2%	(8)	15%	(62)	16%	(65)	401
Age: 18-34	10%	(15)	4%	(6)	54%	(83)	6%	(10)	16%	(25)	10%	(15)	153
Age: 35-44	18%	(19)	5%	(5)	47%	(50)	3%	(4)	14%	(15)	13%	(14)	107
Age: 45-64	12%	(37)	—	(1)	61%	(185)	2%	(7)	13%	(38)	12%	(36)	304
Age: 65+	9%	(19)	—	(1)	46%	(98)	1%	(2)	24%	(53)	19%	(42)	215
Millennials: 1981-1996	11%	(18)	5%	(9)	51%	(83)	6%	(9)	16%	(25)	11%	(18)	162
GenXers: 1965-1980	17%	(33)	—	(1)	57%	(113)	4%	(7)	13%	(25)	10%	(20)	199
Baby Boomers: 1946-1964	10%	(34)	1%	(2)	52%	(175)	2%	(5)	18%	(60)	18%	(59)	334
PID: Dem (no lean)	12%	(34)	2%	(5)	53%	(145)	3%	(9)	19%	(51)	11%	(32)	276
PID: Ind (no lean)	7%	(17)	2%	(5)	54%	(135)	3%	(8)	19%	(47)	15%	(36)	247
PID: Rep (no lean)	16%	(40)	1%	(3)	53%	(136)	2%	(5)	13%	(33)	15%	(39)	255
PID/Gender: Dem Men	11%	(15)	4%	(5)	49%	(64)	5%	(7)	20%	(26)	10%	(14)	130
PID/Gender: Dem Women	13%	(20)	—	(1)	55%	(81)	1%	(2)	17%	(25)	12%	(18)	146
PID/Gender: Ind Men	9%	(10)	2%	(3)	56%	(67)	3%	(4)	19%	(23)	11%	(13)	121
PID/Gender: Ind Women	5%	(7)	1%	(2)	54%	(68)	4%	(5)	18%	(23)	18%	(23)	127
PID/Gender: Rep Men	19%	(25)	2%	(2)	49%	(62)	3%	(4)	16%	(20)	11%	(14)	127
PID/Gender: Rep Women	12%	(15)	—	(0)	58%	(74)	1%	(1)	10%	(13)	19%	(24)	129
Ideo: Liberal (1-3)	9%	(22)	3%	(8)	58%	(138)	3%	(6)	16%	(38)	11%	(26)	238
Ideo: Moderate (4)	14%	(31)	1%	(1)	51%	(109)	3%	(6)	19%	(40)	12%	(27)	214
Ideo: Conservative (5-7)	13%	(36)	1%	(4)	53%	(147)	3%	(10)	15%	(40)	15%	(41)	278
Educ: < College	11%	(57)	1%	(7)	53%	(266)	2%	(12)	17%	(85)	15%	(76)	504
Educ: Bachelors degree	10%	(18)	2%	(4)	58%	(105)	4%	(7)	15%	(27)	12%	(21)	181
Educ: Post-grad	18%	(17)	1%	(1)	48%	(45)	3%	(3)	20%	(18)	9%	(9)	94

Continued on next page

Table MCB9_7: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?
Cleaning supplies

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	12%	(91)	2%	(13)	53%	(416)	3%	(22)	17%	(131)	14%	(106)	779
Income: Under 50k	10%	(36)	2%	(6)	53%	(195)	4%	(14)	18%	(67)	14%	(51)	370
Income: 50k-100k	13%	(35)	2%	(5)	56%	(154)	1%	(3)	15%	(40)	13%	(37)	273
Income: 100k+	15%	(20)	1%	(2)	49%	(67)	4%	(5)	18%	(24)	13%	(18)	136
Ethnicity: White	12%	(81)	1%	(8)	53%	(349)	2%	(16)	17%	(111)	15%	(98)	663
Ethnicity: Hispanic	7%	(6)	4%	(4)	55%	(50)	9%	(8)	16%	(15)	9%	(8)	90
Ethnicity: Black	4%	(2)	7%	(4)	58%	(36)	5%	(3)	23%	(14)	3%	(2)	62
Ethnicity: Other	15%	(8)	—	(0)	58%	(32)	6%	(3)	10%	(6)	12%	(6)	55
All Christian	12%	(49)	2%	(7)	55%	(228)	2%	(10)	17%	(70)	12%	(52)	414
Agnostic/Nothing in particular	13%	(20)	—	(1)	51%	(80)	5%	(7)	14%	(23)	16%	(25)	156
Something Else	11%	(14)	1%	(1)	49%	(64)	3%	(3)	22%	(28)	14%	(19)	130
Evangelical	10%	(21)	1%	(3)	51%	(111)	3%	(7)	20%	(43)	15%	(34)	218
Non-Evangelical	13%	(41)	2%	(5)	55%	(175)	2%	(5)	17%	(54)	12%	(37)	316
Community: Urban	13%	(28)	3%	(7)	52%	(111)	5%	(11)	20%	(42)	7%	(15)	214
Community: Suburban	13%	(45)	2%	(6)	55%	(187)	1%	(3)	16%	(53)	13%	(46)	340
Community: Rural	8%	(18)	—	(0)	53%	(118)	4%	(8)	16%	(35)	20%	(45)	225
Employ: Private Sector	14%	(34)	4%	(10)	55%	(138)	2%	(6)	12%	(30)	13%	(33)	251
Employ: Self-Employed	14%	(8)	—	(0)	47%	(29)	3%	(2)	27%	(16)	10%	(6)	61
Employ: Homemaker	15%	(8)	—	(0)	59%	(31)	—	(0)	16%	(8)	10%	(5)	52
Employ: Retired	9%	(22)	—	(1)	51%	(122)	2%	(4)	21%	(51)	16%	(39)	238
Employ: Unemployed	11%	(7)	—	(0)	55%	(37)	10%	(7)	14%	(10)	10%	(7)	68
Military HH: Yes	11%	(14)	1%	(2)	53%	(70)	2%	(3)	22%	(29)	10%	(13)	132
Military HH: No	12%	(77)	2%	(11)	53%	(346)	3%	(19)	16%	(101)	14%	(93)	647
RD/WT: Right Direction	15%	(30)	3%	(6)	50%	(101)	3%	(7)	15%	(31)	14%	(28)	203
RD/WT: Wrong Track	11%	(61)	1%	(7)	55%	(315)	3%	(15)	17%	(100)	13%	(78)	576

Continued on next page

Table MCB9_7: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?*Cleaning supplies*

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	12%	(91)	2%	(13)	53%	(416)	3%	(22)	17%	(131)	14%	(106)	779
Trump Job Approve	12%	(39)	2%	(6)	55%	(184)	2%	(6)	16%	(53)	14%	(46)	334
Trump Job Disapprove	12%	(52)	2%	(7)	53%	(226)	4%	(16)	17%	(71)	13%	(54)	426
Trump Job Strongly Approve	15%	(26)	2%	(4)	51%	(92)	—	(0)	17%	(31)	14%	(25)	179
Trump Job Somewhat Approve	8%	(13)	1%	(2)	59%	(92)	4%	(6)	14%	(22)	13%	(21)	156
Trump Job Somewhat Disapprove	18%	(14)	1%	(0)	57%	(45)	1%	(1)	11%	(9)	12%	(9)	78
Trump Job Strongly Disapprove	11%	(38)	2%	(7)	52%	(181)	4%	(15)	18%	(62)	13%	(44)	348
Favorable of Trump	12%	(39)	2%	(6)	54%	(177)	2%	(6)	16%	(53)	14%	(45)	327
Unfavorable of Trump	12%	(50)	2%	(7)	54%	(231)	3%	(14)	17%	(71)	13%	(54)	427
Very Favorable of Trump	14%	(26)	1%	(2)	53%	(99)	1%	(2)	18%	(34)	13%	(24)	188
Somewhat Favorable of Trump	9%	(13)	3%	(4)	56%	(78)	3%	(4)	13%	(19)	15%	(21)	140
Somewhat Unfavorable of Trump	18%	(12)	—	(0)	57%	(40)	3%	(2)	11%	(8)	11%	(7)	69
Very Unfavorable of Trump	10%	(37)	2%	(7)	54%	(192)	4%	(13)	18%	(64)	13%	(47)	359
#1 Issue: Economy	12%	(33)	1%	(3)	54%	(152)	4%	(12)	16%	(44)	13%	(35)	279
#1 Issue: Security	10%	(10)	—	(0)	59%	(56)	1%	(1)	12%	(11)	17%	(16)	95
#1 Issue: Health Care	16%	(24)	3%	(4)	48%	(73)	4%	(6)	15%	(23)	14%	(21)	151
#1 Issue: Medicare / Social Security	10%	(13)	2%	(2)	43%	(53)	—	(0)	26%	(32)	19%	(24)	124
#1 Issue: Other	11%	(6)	1%	(1)	67%	(36)	—	(0)	13%	(7)	8%	(4)	53
2018 House Vote: Democrat	10%	(29)	2%	(6)	54%	(153)	2%	(7)	18%	(52)	12%	(35)	281
2018 House Vote: Republican	15%	(38)	2%	(5)	56%	(140)	1%	(3)	12%	(30)	14%	(35)	252
2016 Vote: Hillary Clinton	10%	(27)	—	(1)	54%	(139)	2%	(6)	20%	(52)	13%	(34)	258
2016 Vote: Donald Trump	15%	(43)	2%	(7)	54%	(152)	1%	(4)	14%	(38)	13%	(37)	281
2016 Vote: Didn't Vote	6%	(12)	3%	(5)	53%	(103)	4%	(8)	19%	(37)	16%	(31)	196
Voted in 2014: Yes	14%	(71)	1%	(7)	54%	(269)	2%	(9)	16%	(79)	13%	(66)	500
Voted in 2014: No	7%	(21)	2%	(6)	53%	(147)	5%	(13)	19%	(52)	14%	(40)	279

Continued on next page

Table MCB9_7: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?
Cleaning supplies

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	12%	(91)	2%	(13)	53%	(416)	3%	(22)	17%	(131)	14%	(106)	779
2012 Vote: Barack Obama	11%	(37)	1%	(5)	52%	(172)	3%	(8)	19%	(61)	14%	(45)	328
2012 Vote: Mitt Romney	15%	(30)	1%	(3)	54%	(108)	1%	(2)	14%	(27)	14%	(28)	198
2012 Vote: Didn't Vote	8%	(18)	2%	(5)	53%	(115)	5%	(11)	17%	(36)	14%	(31)	216
4-Region: Northeast	12%	(16)	1%	(2)	51%	(69)	7%	(9)	16%	(22)	13%	(17)	135
4-Region: Midwest	15%	(27)	—	(1)	51%	(94)	3%	(5)	17%	(31)	15%	(27)	185
4-Region: South	8%	(21)	1%	(4)	57%	(155)	2%	(6)	20%	(54)	12%	(32)	272
4-Region: West	14%	(27)	4%	(7)	53%	(98)	1%	(2)	13%	(23)	16%	(30)	187
Drone owner	16%	(12)	1%	(1)	51%	(37)	6%	(4)	19%	(14)	8%	(6)	74
Has seen someone operate a drone	11%	(45)	1%	(5)	55%	(218)	4%	(17)	16%	(65)	11%	(44)	395
Familiar with drone regulations	10%	(17)	3%	(6)	59%	(106)	8%	(15)	18%	(33)	2%	(4)	180

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

Table MCB9_8: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?
Soap

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	11%	(108)	2%	(19)	52%	(529)	1%	(15)	19%	(195)	15%	(157)	1023
Gender: Male	12%	(61)	2%	(10)	48%	(234)	1%	(3)	21%	(102)	15%	(74)	484
Gender: Female	9%	(47)	2%	(9)	55%	(294)	2%	(12)	17%	(94)	15%	(83)	539
Age: 18-34	12%	(26)	5%	(11)	45%	(96)	6%	(12)	17%	(37)	16%	(34)	215
Age: 35-44	14%	(20)	3%	(4)	49%	(70)	—	(0)	23%	(33)	11%	(16)	143
Age: 45-64	10%	(40)	1%	(4)	58%	(229)	—	(1)	16%	(63)	15%	(57)	395
Age: 65+	8%	(22)	—	(0)	50%	(134)	1%	(1)	23%	(62)	19%	(50)	270
GenZers: 1997-2012	13%	(9)	8%	(5)	30%	(19)	17%	(11)	14%	(9)	19%	(12)	66
Millennials: 1981-1996	13%	(29)	3%	(7)	52%	(114)	1%	(2)	20%	(43)	12%	(26)	220
GenXers: 1965-1980	12%	(31)	2%	(6)	54%	(141)	—	(0)	19%	(49)	13%	(35)	262
Baby Boomers: 1946-1964	8%	(33)	—	(1)	54%	(230)	1%	(3)	19%	(81)	18%	(77)	425
PID: Dem (no lean)	11%	(41)	1%	(5)	53%	(193)	1%	(3)	21%	(74)	13%	(46)	362
PID: Ind (no lean)	10%	(32)	2%	(6)	54%	(182)	3%	(11)	14%	(47)	17%	(56)	334
PID: Rep (no lean)	10%	(34)	2%	(7)	47%	(154)	1%	(2)	23%	(74)	17%	(55)	327
PID/Gender: Dem Men	13%	(22)	2%	(3)	50%	(86)	—	(1)	21%	(35)	14%	(24)	171
PID/Gender: Dem Women	10%	(19)	1%	(2)	56%	(107)	1%	(2)	20%	(39)	12%	(22)	191
PID/Gender: Ind Men	12%	(19)	2%	(3)	49%	(75)	1%	(2)	17%	(26)	18%	(28)	153
PID/Gender: Ind Women	7%	(14)	2%	(4)	59%	(106)	5%	(9)	11%	(21)	15%	(28)	181
PID/Gender: Rep Men	12%	(19)	3%	(5)	46%	(74)	—	(1)	25%	(40)	14%	(22)	160
PID/Gender: Rep Women	9%	(15)	2%	(3)	48%	(81)	1%	(1)	20%	(34)	20%	(33)	167
Ideo: Liberal (1-3)	9%	(28)	2%	(7)	51%	(154)	4%	(12)	20%	(59)	13%	(40)	300
Ideo: Moderate (4)	12%	(39)	2%	(7)	55%	(173)	—	(1)	16%	(51)	14%	(45)	317
Ideo: Conservative (5-7)	10%	(36)	1%	(5)	50%	(172)	—	(1)	22%	(75)	16%	(56)	345
Educ: < College	11%	(78)	2%	(13)	50%	(344)	2%	(13)	20%	(136)	16%	(108)	693
Educ: Bachelors degree	7%	(15)	1%	(3)	59%	(127)	1%	(1)	17%	(38)	15%	(33)	217
Educ: Post-grad	12%	(14)	2%	(3)	51%	(58)	1%	(1)	19%	(22)	14%	(16)	113

Continued on next page

Table MCB9_8: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Soap

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	11%	(108)	2%	(19)	52%	(529)	1%	(15)	19%	(195)	15%	(157)	1023
Income: Under 50k	11%	(58)	2%	(12)	50%	(261)	2%	(8)	19%	(99)	16%	(80)	518
Income: 50k-100k	9%	(30)	1%	(3)	55%	(187)	1%	(2)	19%	(65)	16%	(54)	342
Income: 100k+	12%	(20)	2%	(4)	49%	(80)	3%	(5)	19%	(31)	14%	(23)	162
Ethnicity: White	11%	(93)	2%	(18)	51%	(441)	1%	(10)	20%	(176)	15%	(132)	870
Ethnicity: Hispanic	9%	(10)	3%	(4)	48%	(55)	7%	(8)	25%	(30)	8%	(10)	116
Ethnicity: Black	12%	(8)	1%	(1)	50%	(36)	—	(0)	21%	(15)	16%	(11)	72
Ethnicity: Other	8%	(7)	—	(0)	63%	(51)	7%	(5)	6%	(5)	17%	(14)	82
All Christian	9%	(48)	1%	(8)	54%	(279)	1%	(7)	21%	(106)	13%	(68)	515
Atheist	3%	(2)	4%	(2)	56%	(31)	7%	(4)	13%	(7)	18%	(10)	55
Agnostic/Nothing in particular	12%	(27)	1%	(2)	53%	(116)	2%	(3)	13%	(28)	19%	(42)	219
Something Else	13%	(25)	3%	(5)	42%	(81)	—	(1)	25%	(48)	17%	(33)	193
Religious Non-Protestant/Catholic	20%	(10)	4%	(2)	51%	(26)	2%	(1)	14%	(7)	9%	(5)	51
Evangelical	14%	(40)	3%	(8)	44%	(127)	—	(1)	24%	(68)	16%	(46)	291
Non-Evangelical	7%	(28)	1%	(5)	56%	(226)	2%	(6)	21%	(83)	13%	(53)	401
Community: Urban	12%	(31)	3%	(8)	52%	(140)	2%	(5)	19%	(51)	12%	(32)	267
Community: Suburban	10%	(49)	2%	(11)	52%	(249)	—	(1)	20%	(98)	15%	(74)	482
Community: Rural	10%	(28)	—	(0)	51%	(140)	3%	(9)	17%	(46)	19%	(51)	274
Employ: Private Sector	11%	(33)	3%	(9)	54%	(169)	1%	(2)	18%	(55)	13%	(41)	310
Employ: Government	15%	(10)	5%	(4)	42%	(28)	6%	(4)	16%	(10)	16%	(11)	65
Employ: Self-Employed	7%	(6)	2%	(2)	58%	(45)	6%	(4)	18%	(14)	8%	(6)	77
Employ: Homemaker	17%	(12)	—	(0)	56%	(39)	1%	(1)	20%	(14)	6%	(4)	70
Employ: Retired	9%	(27)	—	(0)	52%	(158)	—	(1)	22%	(67)	17%	(51)	304
Employ: Unemployed	12%	(14)	2%	(3)	46%	(53)	—	(0)	20%	(23)	19%	(22)	115
Employ: Other	4%	(2)	3%	(1)	51%	(28)	1%	(1)	15%	(8)	27%	(15)	56

Continued on next page

Table MCB9_8: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Soap

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
Adults	11%	(108)	2%	(19)	52%	(529)	1%	(15)	19%	(195)	15%	(157)	1023
Military HH: Yes	6%	(10)	—	(1)	51%	(85)	4%	(7)	24%	(40)	14%	(24)	166
Military HH: No	11%	(98)	2%	(18)	52%	(444)	1%	(8)	18%	(155)	16%	(134)	857
RD/WT: Right Direction	7%	(19)	3%	(7)	52%	(133)	2%	(4)	21%	(55)	15%	(40)	258
RD/WT: Wrong Track	12%	(89)	2%	(12)	52%	(395)	1%	(11)	18%	(140)	15%	(118)	765
Trump Job Approve	8%	(35)	2%	(7)	52%	(229)	2%	(8)	21%	(91)	16%	(69)	439
Trump Job Disapprove	12%	(69)	2%	(12)	52%	(293)	1%	(7)	17%	(95)	15%	(84)	560
Trump Job Strongly Approve	8%	(20)	3%	(7)	48%	(116)	2%	(6)	21%	(52)	17%	(42)	244
Trump Job Somewhat Approve	8%	(15)	—	(0)	57%	(112)	1%	(2)	20%	(39)	14%	(27)	196
Trump Job Somewhat Disapprove	12%	(14)	3%	(3)	50%	(58)	—	(0)	18%	(21)	17%	(19)	115
Trump Job Strongly Disapprove	12%	(55)	2%	(8)	53%	(235)	2%	(7)	17%	(75)	15%	(65)	445
Favorable of Trump	9%	(40)	2%	(7)	49%	(218)	2%	(10)	22%	(96)	16%	(70)	442
Unfavorable of Trump	11%	(62)	1%	(8)	54%	(295)	1%	(5)	17%	(92)	15%	(83)	546
Very Favorable of Trump	9%	(23)	3%	(7)	49%	(129)	3%	(8)	20%	(53)	17%	(44)	263
Somewhat Favorable of Trump	10%	(18)	—	(0)	50%	(90)	1%	(1)	24%	(43)	15%	(26)	178
Somewhat Unfavorable of Trump	11%	(9)	1%	(1)	58%	(50)	—	(0)	16%	(14)	14%	(12)	86
Very Unfavorable of Trump	11%	(53)	1%	(7)	53%	(246)	1%	(5)	17%	(78)	15%	(71)	460
#1 Issue: Economy	9%	(34)	1%	(2)	53%	(191)	2%	(7)	17%	(63)	18%	(65)	363
#1 Issue: Security	7%	(8)	2%	(2)	53%	(62)	3%	(4)	16%	(18)	19%	(23)	117
#1 Issue: Health Care	14%	(28)	3%	(6)	49%	(101)	1%	(1)	24%	(49)	10%	(20)	205
#1 Issue: Medicare / Social Security	7%	(11)	—	(0)	49%	(78)	1%	(2)	23%	(36)	20%	(31)	158
#1 Issue: Other	15%	(10)	—	(0)	59%	(38)	—	(0)	10%	(7)	16%	(10)	64
2018 House Vote: Democrat	10%	(35)	1%	(3)	56%	(196)	1%	(2)	19%	(65)	14%	(49)	349
2018 House Vote: Republican	10%	(34)	1%	(5)	51%	(169)	1%	(2)	21%	(68)	16%	(52)	330

Continued on next page

Table MCB9_8: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Soap

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way	Total N	
Adults	11%	(108)	2%	(19)	52%	(529)	1%	(15)	19%	(195)	15%	(157)	1023
2016 Vote: Hillary Clinton	9%	(29)	1%	(3)	56%	(182)	1%	(5)	18%	(58)	15%	(51)	327
2016 Vote: Donald Trump	11%	(38)	3%	(9)	51%	(181)	1%	(3)	19%	(68)	16%	(55)	354
2016 Vote: Other	22%	(12)	—	(0)	42%	(23)	1%	(0)	21%	(12)	15%	(8)	56
2016 Vote: Didn't Vote	10%	(28)	2%	(7)	50%	(143)	2%	(7)	20%	(58)	15%	(43)	286
Voted in 2014: Yes	11%	(69)	1%	(8)	53%	(322)	1%	(4)	19%	(114)	16%	(96)	612
Voted in 2014: No	9%	(39)	3%	(11)	50%	(207)	3%	(12)	20%	(82)	15%	(61)	411
2012 Vote: Barack Obama	9%	(37)	1%	(4)	55%	(228)	1%	(5)	21%	(86)	14%	(58)	418
2012 Vote: Mitt Romney	12%	(29)	2%	(4)	51%	(124)	1%	(3)	17%	(42)	18%	(44)	245
2012 Vote: Didn't Vote	11%	(34)	4%	(11)	49%	(153)	3%	(8)	20%	(61)	15%	(46)	314
4-Region: Northeast	14%	(24)	1%	(1)	54%	(93)	1%	(1)	18%	(32)	12%	(21)	172
4-Region: Midwest	8%	(18)	3%	(8)	49%	(113)	3%	(6)	21%	(49)	16%	(37)	230
4-Region: South	9%	(33)	1%	(2)	55%	(203)	1%	(2)	18%	(67)	16%	(59)	366
4-Region: West	13%	(33)	3%	(7)	47%	(120)	2%	(6)	19%	(49)	16%	(41)	255
Drone owner	8%	(8)	7%	(7)	47%	(46)	6%	(6)	20%	(20)	12%	(12)	98
Has seen someone operate a drone	12%	(62)	2%	(12)	51%	(276)	1%	(7)	19%	(105)	14%	(78)	539
Familiar with drone regulations	15%	(34)	4%	(10)	46%	(104)	5%	(11)	21%	(48)	8%	(18)	225

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

Table MCB9_9: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Skincare

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way	Total N	
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)			
Adults	14%	(142)	2%	(19)	49%	(487)	4%	(38)	18%	(181)	14%	(136)	1002
Gender: Male	16%	(68)	1%	(5)	43%	(178)	3%	(13)	22%	(92)	14%	(58)	413
Gender: Female	13%	(74)	2%	(14)	52%	(309)	4%	(25)	15%	(90)	13%	(78)	589
Age: 18-34	15%	(37)	5%	(12)	46%	(111)	8%	(19)	16%	(39)	10%	(25)	243
Age: 35-44	17%	(25)	2%	(3)	46%	(68)	3%	(5)	16%	(24)	16%	(24)	148
Age: 45-64	13%	(52)	1%	(3)	51%	(201)	3%	(12)	18%	(73)	13%	(52)	393
Age: 65+	12%	(27)	1%	(1)	49%	(108)	1%	(1)	21%	(46)	16%	(35)	219
GenZers: 1997-2012	20%	(15)	5%	(4)	28%	(22)	11%	(9)	24%	(19)	13%	(10)	79
Millennials: 1981-1996	14%	(32)	4%	(9)	53%	(125)	5%	(13)	13%	(30)	11%	(26)	235
GenXers: 1965-1980	13%	(35)	2%	(5)	52%	(141)	2%	(6)	18%	(48)	13%	(35)	270
Baby Boomers: 1946-1964	15%	(55)	—	(1)	47%	(179)	3%	(10)	20%	(75)	16%	(60)	380
PID: Dem (no lean)	16%	(61)	1%	(5)	48%	(182)	6%	(24)	18%	(68)	11%	(41)	381
PID: Ind (no lean)	13%	(38)	1%	(2)	54%	(161)	2%	(7)	13%	(39)	17%	(51)	299
PID: Rep (no lean)	13%	(43)	4%	(12)	44%	(143)	2%	(6)	23%	(75)	14%	(44)	322
PID/Gender: Dem Men	19%	(31)	1%	(2)	38%	(61)	6%	(10)	23%	(37)	12%	(20)	162
PID/Gender: Dem Women	13%	(30)	2%	(3)	55%	(121)	7%	(15)	14%	(30)	9%	(21)	219
PID/Gender: Ind Men	12%	(15)	—	(0)	51%	(62)	1%	(1)	15%	(18)	20%	(25)	121
PID/Gender: Ind Women	13%	(23)	1%	(2)	56%	(100)	3%	(6)	12%	(21)	15%	(27)	178
PID/Gender: Rep Men	16%	(21)	2%	(3)	42%	(54)	1%	(2)	28%	(36)	11%	(14)	130
PID/Gender: Rep Women	11%	(21)	5%	(9)	46%	(89)	2%	(4)	20%	(39)	16%	(30)	192
Ideo: Liberal (1-3)	16%	(50)	4%	(13)	47%	(145)	6%	(18)	17%	(51)	10%	(32)	309
Ideo: Moderate (4)	14%	(44)	1%	(2)	50%	(151)	3%	(9)	18%	(54)	15%	(45)	304
Ideo: Conservative (5-7)	14%	(46)	1%	(4)	50%	(166)	3%	(9)	20%	(65)	13%	(44)	334
Educ: < College	12%	(78)	2%	(13)	48%	(308)	4%	(24)	20%	(127)	15%	(96)	646
Educ: Bachelors degree	19%	(48)	2%	(5)	50%	(122)	4%	(10)	15%	(37)	10%	(24)	245
Educ: Post-grad	15%	(16)	1%	(1)	51%	(57)	3%	(4)	16%	(17)	14%	(16)	111

Continued on next page

Table MCB9_9: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Skincare

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way	Total N	
Adults	14%	(142)	2%	(19)	49%	(487)	4%	(38)	18%	(181)	14%	(136)	1002
Income: Under 50k	14%	(67)	3%	(16)	46%	(229)	5%	(25)	19%	(92)	14%	(68)	497
Income: 50k-100k	14%	(46)	—	(1)	54%	(181)	2%	(7)	18%	(59)	13%	(43)	336
Income: 100k+	17%	(29)	1%	(2)	46%	(77)	3%	(6)	18%	(30)	15%	(25)	169
Ethnicity: White	14%	(118)	2%	(15)	48%	(395)	3%	(24)	19%	(153)	14%	(117)	822
Ethnicity: Hispanic	19%	(25)	8%	(10)	39%	(52)	7%	(10)	22%	(29)	6%	(8)	134
Ethnicity: Black	16%	(15)	1%	(1)	55%	(50)	7%	(6)	14%	(13)	7%	(7)	91
Ethnicity: Other	10%	(9)	4%	(4)	47%	(42)	8%	(7)	17%	(15)	14%	(12)	89
All Christian	15%	(77)	2%	(12)	50%	(261)	3%	(18)	16%	(85)	14%	(73)	526
All Non-Christian	27%	(14)	1%	(0)	49%	(26)	5%	(2)	15%	(8)	3%	(2)	52
Agnostic/Nothing in particular	12%	(24)	1%	(2)	54%	(109)	5%	(10)	15%	(31)	13%	(25)	201
Something Else	11%	(20)	3%	(5)	40%	(70)	3%	(5)	27%	(47)	17%	(30)	176
Religious Non-Protestant/Catholic	24%	(15)	2%	(1)	48%	(30)	4%	(2)	18%	(11)	4%	(3)	63
Evangelical	12%	(34)	4%	(11)	44%	(128)	4%	(11)	21%	(62)	16%	(47)	293
Non-Evangelical	16%	(61)	1%	(5)	49%	(192)	3%	(12)	17%	(65)	14%	(55)	390
Community: Urban	15%	(38)	3%	(7)	48%	(127)	5%	(13)	19%	(50)	10%	(27)	263
Community: Suburban	15%	(70)	2%	(10)	48%	(231)	4%	(19)	18%	(87)	13%	(63)	479
Community: Rural	13%	(34)	1%	(1)	49%	(128)	2%	(5)	17%	(45)	18%	(46)	260
Employ: Private Sector	15%	(48)	2%	(7)	48%	(157)	4%	(13)	18%	(59)	13%	(43)	326
Employ: Government	18%	(11)	1%	(1)	39%	(25)	2%	(1)	22%	(14)	18%	(11)	64
Employ: Self-Employed	21%	(16)	—	(0)	50%	(38)	2%	(1)	17%	(13)	9%	(7)	77
Employ: Homemaker	15%	(13)	5%	(5)	56%	(48)	3%	(3)	14%	(12)	7%	(6)	86
Employ: Retired	12%	(31)	—	(1)	51%	(127)	2%	(5)	22%	(55)	13%	(32)	250
Employ: Unemployed	12%	(13)	5%	(5)	48%	(54)	9%	(10)	14%	(15)	13%	(15)	113
Employ: Other	12%	(7)	—	(0)	39%	(22)	3%	(2)	16%	(9)	31%	(18)	58

Continued on next page

Table MCB9_9: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Skincare

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way	Total N	
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)			
Adults	14%	(142)	2%	(19)	49%	(487)	4%	(38)	18%	(181)	14%	(136)	1002
Military HH: Yes	9%	(12)	1%	(1)	60%	(87)	2%	(3)	19%	(27)	10%	(14)	144
Military HH: No	15%	(129)	2%	(18)	47%	(400)	4%	(35)	18%	(154)	14%	(122)	858
RD/WT: Right Direction	14%	(34)	1%	(3)	46%	(118)	2%	(6)	21%	(54)	15%	(38)	254
RD/WT: Wrong Track	14%	(107)	2%	(16)	49%	(369)	4%	(31)	17%	(128)	13%	(98)	748
Trump Job Approve	13%	(55)	3%	(12)	47%	(206)	2%	(8)	21%	(92)	14%	(61)	433
Trump Job Disapprove	16%	(86)	1%	(8)	50%	(273)	5%	(29)	16%	(85)	12%	(67)	549
Trump Job Strongly Approve	13%	(29)	3%	(8)	43%	(96)	3%	(7)	23%	(51)	15%	(32)	222
Trump Job Somewhat Approve	13%	(27)	2%	(4)	52%	(109)	—	(1)	20%	(42)	13%	(28)	211
Trump Job Somewhat Disapprove	18%	(19)	1%	(1)	50%	(54)	4%	(4)	14%	(16)	14%	(15)	108
Trump Job Strongly Disapprove	15%	(67)	2%	(7)	50%	(219)	6%	(25)	16%	(70)	12%	(53)	440
Favorable of Trump	13%	(58)	3%	(12)	46%	(201)	2%	(11)	21%	(91)	14%	(61)	434
Unfavorable of Trump	15%	(80)	1%	(6)	51%	(271)	5%	(27)	16%	(83)	12%	(67)	533
Very Favorable of Trump	11%	(27)	4%	(9)	43%	(104)	4%	(9)	24%	(57)	14%	(34)	241
Somewhat Favorable of Trump	16%	(30)	1%	(3)	50%	(97)	1%	(1)	18%	(34)	14%	(27)	193
Somewhat Unfavorable of Trump	18%	(15)	1%	(1)	52%	(46)	1%	(1)	15%	(13)	13%	(12)	88
Very Unfavorable of Trump	14%	(64)	1%	(5)	51%	(225)	6%	(26)	16%	(70)	12%	(55)	446
#1 Issue: Economy	15%	(58)	1%	(3)	47%	(177)	3%	(12)	18%	(68)	15%	(56)	374
#1 Issue: Security	12%	(15)	3%	(3)	45%	(56)	3%	(4)	20%	(24)	17%	(20)	122
#1 Issue: Health Care	12%	(21)	2%	(4)	53%	(97)	4%	(7)	18%	(33)	12%	(22)	184
#1 Issue: Medicare / Social Security	16%	(21)	—	(1)	47%	(60)	2%	(3)	21%	(27)	13%	(16)	127
#1 Issue: Energy	17%	(9)	—	(0)	52%	(29)	1%	(1)	23%	(13)	7%	(4)	55
#1 Issue: Other	10%	(7)	2%	(2)	53%	(35)	1%	(1)	12%	(8)	22%	(15)	66
2018 House Vote: Democrat	14%	(49)	1%	(2)	53%	(179)	3%	(11)	18%	(60)	11%	(37)	339
2018 House Vote: Republican	14%	(45)	1%	(2)	47%	(150)	3%	(8)	23%	(75)	13%	(41)	320

Continued on next page

Table MCB9_9: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?
Skincare

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	14%	(142)	2%	(19)	49%	(487)	4%	(38)	18%	(181)	14%	(136)	1002
2016 Vote: Hillary Clinton	14%	(45)	1%	(4)	52%	(170)	4%	(12)	20%	(66)	10%	(33)	329
2016 Vote: Donald Trump	13%	(46)	1%	(4)	48%	(165)	2%	(5)	24%	(82)	12%	(41)	344
2016 Vote: Other	20%	(11)	—	(0)	54%	(29)	7%	(4)	1%	(1)	18%	(10)	54
2016 Vote: Didn't Vote	15%	(40)	4%	(11)	44%	(123)	6%	(17)	12%	(33)	19%	(52)	276
Voted in 2014: Yes	14%	(87)	1%	(5)	51%	(316)	3%	(16)	19%	(117)	12%	(75)	616
Voted in 2014: No	14%	(54)	4%	(14)	44%	(171)	6%	(21)	17%	(65)	16%	(61)	386
2012 Vote: Barack Obama	13%	(54)	1%	(4)	52%	(216)	3%	(14)	18%	(76)	12%	(48)	412
2012 Vote: Mitt Romney	15%	(35)	—	(0)	46%	(111)	2%	(5)	21%	(49)	16%	(38)	238
2012 Vote: Didn't Vote	15%	(44)	5%	(15)	44%	(133)	6%	(19)	16%	(49)	14%	(43)	303
4-Region: Northeast	15%	(30)	2%	(4)	45%	(90)	5%	(10)	22%	(44)	11%	(21)	198
4-Region: Midwest	12%	(27)	2%	(4)	48%	(106)	7%	(16)	14%	(30)	17%	(38)	220
4-Region: South	13%	(46)	2%	(6)	50%	(179)	3%	(10)	18%	(65)	15%	(54)	360
4-Region: West	17%	(39)	2%	(5)	50%	(112)	1%	(2)	19%	(42)	10%	(23)	224
Drone owner	25%	(29)	8%	(9)	38%	(43)	3%	(3)	18%	(20)	8%	(9)	114
Has seen someone operate a drone	15%	(80)	3%	(17)	48%	(262)	3%	(19)	19%	(102)	12%	(66)	546
Familiar with drone regulations	22%	(51)	5%	(12)	41%	(96)	6%	(13)	20%	(46)	6%	(15)	233

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

Table MCB9_10: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Beauty products

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way	Total N	
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)			
Adults	14%	(124)	1%	(10)	47%	(427)	5%	(44)	20%	(176)	13%	(122)	904
Gender: Male	15%	(50)	1%	(5)	38%	(131)	6%	(19)	26%	(87)	14%	(48)	340
Gender: Female	13%	(74)	1%	(5)	53%	(296)	4%	(25)	16%	(89)	13%	(74)	564
Age: 18-34	14%	(32)	2%	(4)	45%	(101)	9%	(20)	19%	(43)	10%	(23)	222
Age: 35-44	19%	(25)	1%	(2)	38%	(51)	6%	(8)	20%	(26)	17%	(22)	133
Age: 45-64	12%	(43)	1%	(4)	53%	(185)	4%	(13)	18%	(61)	12%	(41)	348
Age: 65+	12%	(24)	—	(1)	45%	(90)	2%	(4)	23%	(46)	18%	(36)	201
GenZers: 1997-2012	8%	(6)	6%	(4)	40%	(27)	4%	(3)	30%	(20)	13%	(9)	68
Millennials: 1981-1996	18%	(40)	—	(1)	46%	(103)	9%	(21)	16%	(36)	10%	(21)	222
GenXers: 1965-1980	13%	(32)	2%	(5)	51%	(128)	4%	(10)	17%	(41)	13%	(32)	249
Baby Boomers: 1946-1964	12%	(40)	—	(0)	47%	(157)	3%	(11)	22%	(72)	16%	(53)	333
PID: Dem (no lean)	17%	(58)	1%	(5)	50%	(166)	6%	(21)	15%	(51)	10%	(34)	335
PID: Ind (no lean)	10%	(29)	1%	(3)	48%	(133)	5%	(15)	20%	(55)	16%	(45)	280
PID: Rep (no lean)	13%	(37)	1%	(2)	44%	(128)	3%	(8)	24%	(70)	15%	(43)	289
PID/Gender: Dem Men	15%	(19)	3%	(4)	41%	(52)	10%	(13)	18%	(23)	12%	(15)	126
PID/Gender: Dem Women	19%	(39)	—	(1)	55%	(114)	4%	(9)	13%	(28)	9%	(19)	209
PID/Gender: Ind Men	14%	(14)	1%	(1)	41%	(39)	5%	(5)	22%	(21)	17%	(17)	96
PID/Gender: Ind Women	8%	(15)	1%	(2)	51%	(94)	5%	(10)	19%	(34)	15%	(28)	184
PID/Gender: Rep Men	15%	(17)	—	(0)	33%	(39)	2%	(2)	37%	(43)	14%	(16)	118
PID/Gender: Rep Women	12%	(20)	1%	(2)	52%	(88)	4%	(7)	16%	(27)	16%	(27)	171
Ideo: Liberal (1-3)	15%	(38)	1%	(3)	50%	(129)	7%	(18)	16%	(42)	11%	(29)	258
Ideo: Moderate (4)	14%	(37)	—	(1)	52%	(141)	5%	(14)	16%	(45)	13%	(35)	273
Ideo: Conservative (5-7)	14%	(44)	2%	(5)	45%	(142)	3%	(9)	24%	(76)	13%	(43)	317
Educ: < College	13%	(76)	1%	(7)	46%	(269)	3%	(20)	21%	(125)	15%	(84)	581
Educ: Bachelors degree	15%	(33)	1%	(2)	50%	(108)	8%	(17)	15%	(33)	11%	(23)	216
Educ: Post-grad	14%	(15)	1%	(1)	47%	(51)	7%	(7)	17%	(18)	14%	(15)	108

Continued on next page

Table MCB9_10: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?
Beauty products

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way	Total N	
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)			
Adults	14%	(124)	1%	(10)	47%	(427)	5%	(44)	20%	(176)	13%	(122)	904
Income: Under 50k	15%	(67)	2%	(7)	42%	(182)	5%	(23)	21%	(89)	15%	(67)	435
Income: 50k-100k	11%	(36)	—	(1)	55%	(172)	5%	(16)	18%	(56)	11%	(35)	316
Income: 100k+	14%	(22)	1%	(1)	47%	(73)	4%	(6)	20%	(31)	13%	(20)	154
Ethnicity: White	14%	(103)	—	(2)	47%	(352)	4%	(31)	20%	(149)	15%	(112)	749
Ethnicity: Hispanic	19%	(21)	2%	(2)	45%	(49)	6%	(7)	23%	(25)	4%	(4)	108
Ethnicity: Black	15%	(11)	6%	(5)	45%	(35)	11%	(8)	15%	(12)	8%	(6)	78
Ethnicity: Other	13%	(10)	4%	(3)	51%	(40)	7%	(5)	20%	(15)	5%	(4)	78
All Christian	14%	(65)	1%	(5)	47%	(227)	5%	(24)	20%	(95)	13%	(64)	479
Agnostic/Nothing in particular	16%	(28)	2%	(4)	46%	(81)	5%	(9)	15%	(26)	16%	(29)	177
Something Else	13%	(21)	1%	(1)	46%	(75)	3%	(5)	24%	(40)	14%	(22)	164
Religious Non-Protestant/Catholic	22%	(13)	—	(0)	40%	(24)	8%	(4)	20%	(12)	11%	(6)	58
Evangelical	12%	(32)	—	(0)	45%	(118)	5%	(12)	22%	(58)	17%	(44)	265
Non-Evangelical	14%	(50)	2%	(6)	49%	(176)	5%	(17)	20%	(71)	11%	(39)	360
Community: Urban	17%	(42)	3%	(6)	45%	(111)	6%	(14)	19%	(48)	10%	(26)	246
Community: Suburban	15%	(62)	1%	(3)	50%	(210)	6%	(24)	17%	(73)	12%	(52)	423
Community: Rural	9%	(21)	—	(1)	45%	(106)	3%	(7)	24%	(56)	19%	(45)	235
Employ: Private Sector	15%	(43)	1%	(3)	46%	(133)	8%	(22)	19%	(53)	12%	(34)	287
Employ: Government	18%	(11)	1%	(1)	36%	(22)	2%	(1)	27%	(16)	15%	(9)	61
Employ: Self-Employed	15%	(11)	—	(0)	55%	(42)	5%	(4)	16%	(12)	10%	(7)	76
Employ: Homemaker	15%	(12)	4%	(3)	53%	(41)	1%	(1)	20%	(15)	7%	(6)	77
Employ: Retired	12%	(26)	—	(0)	46%	(100)	3%	(5)	24%	(52)	16%	(34)	218
Employ: Unemployed	11%	(11)	4%	(4)	51%	(52)	6%	(6)	16%	(17)	13%	(13)	102
Employ: Other	13%	(7)	—	(0)	45%	(23)	5%	(2)	7%	(4)	30%	(15)	51
Military HH: Yes	12%	(17)	—	(0)	49%	(67)	5%	(7)	22%	(30)	12%	(16)	137
Military HH: No	14%	(107)	1%	(10)	47%	(360)	5%	(38)	19%	(147)	14%	(106)	768

Continued on next page

Table MCB9_10: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Beauty products

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	14%	(124)	1%	(10)	47%	(427)	5%	(44)	20%	(176)	13%	(122)	904
RD/WT: Right Direction	14%	(34)	1%	(1)	40%	(94)	4%	(10)	26%	(61)	15%	(35)	234
RD/WT: Wrong Track	14%	(91)	1%	(9)	50%	(333)	5%	(35)	17%	(116)	13%	(87)	670
Trump Job Approve	13%	(50)	1%	(4)	45%	(182)	3%	(13)	25%	(99)	13%	(53)	401
Trump Job Disapprove	15%	(73)	1%	(6)	50%	(241)	6%	(30)	15%	(70)	13%	(62)	483
Trump Job Strongly Approve	14%	(28)	—	(0)	41%	(83)	4%	(9)	28%	(57)	12%	(25)	203
Trump Job Somewhat Approve	11%	(22)	2%	(4)	50%	(99)	2%	(5)	21%	(41)	14%	(28)	199
Trump Job Somewhat Disapprove	15%	(16)	—	(0)	49%	(50)	9%	(9)	14%	(15)	14%	(14)	104
Trump Job Strongly Disapprove	15%	(58)	2%	(6)	50%	(191)	6%	(21)	15%	(55)	13%	(47)	379
Favorable of Trump	13%	(52)	1%	(4)	43%	(171)	3%	(13)	25%	(101)	14%	(58)	398
Unfavorable of Trump	14%	(69)	1%	(6)	51%	(243)	6%	(30)	15%	(73)	12%	(57)	478
Very Favorable of Trump	13%	(27)	—	(0)	42%	(90)	4%	(8)	29%	(64)	12%	(27)	215
Somewhat Favorable of Trump	14%	(25)	2%	(4)	44%	(81)	3%	(5)	20%	(37)	17%	(31)	182
Somewhat Unfavorable of Trump	15%	(14)	1%	(1)	53%	(48)	3%	(3)	17%	(15)	10%	(9)	90
Very Unfavorable of Trump	14%	(55)	1%	(5)	50%	(195)	7%	(27)	15%	(57)	12%	(48)	388
#1 Issue: Economy	14%	(47)	1%	(4)	49%	(172)	5%	(17)	17%	(59)	14%	(49)	348
#1 Issue: Security	14%	(14)	1%	(1)	45%	(48)	4%	(4)	23%	(24)	14%	(15)	107
#1 Issue: Health Care	17%	(28)	3%	(4)	48%	(76)	4%	(7)	17%	(27)	11%	(17)	159
#1 Issue: Medicare / Social Security	10%	(12)	—	(0)	40%	(47)	4%	(5)	29%	(35)	16%	(19)	118
#1 Issue: Other	5%	(3)	—	(0)	62%	(34)	—	(0)	15%	(8)	18%	(10)	55
2018 House Vote: Democrat	15%	(48)	2%	(6)	50%	(161)	5%	(16)	16%	(51)	12%	(38)	320
2018 House Vote: Republican	14%	(38)	—	(0)	47%	(131)	3%	(8)	23%	(65)	13%	(36)	277
2016 Vote: Hillary Clinton	16%	(47)	2%	(5)	48%	(144)	6%	(17)	17%	(51)	12%	(35)	298
2016 Vote: Donald Trump	13%	(40)	—	(1)	48%	(145)	3%	(10)	24%	(73)	12%	(35)	304
2016 Vote: Other	21%	(10)	1%	(1)	43%	(22)	2%	(1)	16%	(8)	17%	(9)	50
2016 Vote: Didn't Vote	11%	(28)	1%	(3)	46%	(117)	7%	(17)	18%	(44)	17%	(44)	252

Continued on next page

Table MCB9_10: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?
Beauty products

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
Adults	14%	(124)	1%	(10)	47%	(427)	5%	(44)	20%	(176)	13%	(122)	904
Voted in 2014: Yes	15%	(81)	1%	(5)	48%	(269)	5%	(27)	18%	(102)	13%	(71)	556
Voted in 2014: No	12%	(43)	1%	(5)	45%	(158)	5%	(18)	21%	(74)	15%	(51)	348
2012 Vote: Barack Obama	14%	(52)	2%	(6)	49%	(184)	6%	(22)	17%	(65)	13%	(48)	378
2012 Vote: Mitt Romney	13%	(26)	—	(1)	50%	(102)	2%	(5)	22%	(44)	13%	(26)	204
2012 Vote: Didn't Vote	14%	(38)	1%	(3)	42%	(118)	6%	(17)	22%	(60)	15%	(41)	277
4-Region: Northeast	11%	(17)	1%	(1)	52%	(80)	6%	(9)	17%	(27)	13%	(21)	155
4-Region: Midwest	14%	(31)	2%	(4)	43%	(95)	5%	(11)	23%	(50)	13%	(28)	219
4-Region: South	14%	(47)	1%	(5)	48%	(162)	4%	(15)	18%	(62)	15%	(49)	340
4-Region: West	16%	(30)	—	(0)	47%	(89)	5%	(10)	20%	(38)	13%	(24)	190
Drone owner	15%	(16)	3%	(3)	45%	(46)	6%	(6)	21%	(22)	10%	(10)	104
Has seen someone operate a drone	15%	(74)	1%	(7)	47%	(226)	5%	(26)	18%	(87)	13%	(61)	481
Familiar with drone regulations	18%	(39)	3%	(7)	42%	(88)	7%	(14)	24%	(51)	6%	(13)	211

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

Table MCB9_11: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Personal computer

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(221)	2%	(22)	55%	(619)	2%	(21)	11%	(119)	11%	(122)	1124
Gender: Male	16%	(80)	2%	(11)	59%	(306)	2%	(13)	11%	(59)	9%	(49)	518
Gender: Female	23%	(141)	2%	(11)	52%	(313)	1%	(9)	10%	(60)	12%	(73)	607
Age: 18-34	16%	(35)	4%	(10)	52%	(116)	4%	(8)	11%	(25)	13%	(29)	224
Age: 35-44	16%	(26)	4%	(6)	54%	(85)	2%	(3)	14%	(22)	10%	(16)	157
Age: 45-64	19%	(87)	1%	(4)	59%	(265)	2%	(8)	9%	(38)	10%	(47)	450
Age: 65+	25%	(73)	1%	(2)	52%	(153)	1%	(2)	12%	(34)	10%	(30)	294
GenZers: 1997-2012	18%	(13)	7%	(5)	35%	(25)	4%	(3)	15%	(11)	22%	(15)	71
Millennials: 1981-1996	14%	(32)	4%	(10)	58%	(132)	3%	(8)	11%	(24)	9%	(21)	226
GenXers: 1965-1980	20%	(57)	1%	(3)	56%	(162)	1%	(4)	12%	(35)	10%	(27)	289
Baby Boomers: 1946-1964	21%	(102)	1%	(4)	57%	(274)	1%	(5)	9%	(41)	11%	(55)	481
PID: Dem (no lean)	21%	(92)	2%	(10)	55%	(243)	2%	(11)	11%	(50)	8%	(37)	443
PID: Ind (no lean)	19%	(61)	2%	(7)	59%	(197)	1%	(2)	8%	(25)	12%	(40)	331
PID: Rep (no lean)	19%	(68)	1%	(5)	51%	(179)	3%	(9)	13%	(44)	13%	(45)	350
PID/Gender: Dem Men	16%	(32)	3%	(5)	57%	(113)	4%	(7)	13%	(25)	8%	(16)	198
PID/Gender: Dem Women	25%	(60)	2%	(5)	53%	(130)	1%	(4)	10%	(25)	9%	(21)	244
PID/Gender: Ind Men	13%	(21)	3%	(5)	64%	(101)	1%	(1)	8%	(13)	12%	(19)	159
PID/Gender: Ind Women	23%	(40)	1%	(2)	55%	(95)	1%	(1)	7%	(13)	12%	(21)	172
PID/Gender: Rep Men	17%	(27)	1%	(1)	57%	(91)	3%	(5)	14%	(22)	9%	(14)	160
PID/Gender: Rep Women	21%	(41)	2%	(4)	46%	(88)	2%	(4)	12%	(23)	16%	(31)	190
Ideo: Liberal (1-3)	21%	(68)	2%	(7)	58%	(190)	2%	(7)	9%	(30)	8%	(28)	330
Ideo: Moderate (4)	20%	(69)	2%	(8)	54%	(188)	1%	(2)	12%	(41)	12%	(40)	349
Ideo: Conservative (5-7)	18%	(70)	1%	(5)	55%	(214)	3%	(11)	11%	(42)	12%	(45)	387
Educ: < College	20%	(148)	2%	(13)	54%	(399)	2%	(16)	12%	(88)	11%	(80)	743
Educ: Bachelors degree	19%	(47)	3%	(6)	57%	(141)	1%	(2)	9%	(22)	11%	(27)	246
Educ: Post-grad	19%	(26)	2%	(2)	58%	(79)	3%	(3)	7%	(9)	11%	(15)	135

Continued on next page

Table MCB9_11: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?
Personal computer

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
Adults	20%	(221)	2%	(22)	55%	(619)	2%	(21)	11%	(119)	11%	(122)	1124
Income: Under 50k	19%	(106)	2%	(9)	54%	(305)	3%	(15)	12%	(67)	11%	(64)	566
Income: 50k-100k	20%	(75)	3%	(10)	57%	(216)	1%	(3)	9%	(36)	11%	(40)	379
Income: 100k+	23%	(40)	1%	(2)	55%	(98)	2%	(4)	9%	(16)	10%	(18)	179
Ethnicity: White	19%	(179)	2%	(18)	55%	(520)	2%	(17)	11%	(101)	11%	(103)	938
Ethnicity: Hispanic	17%	(20)	6%	(7)	57%	(64)	4%	(4)	14%	(16)	2%	(2)	113
Ethnicity: Black	23%	(22)	1%	(1)	48%	(44)	3%	(3)	12%	(11)	13%	(12)	93
Ethnicity: Other	22%	(20)	4%	(3)	58%	(55)	1%	(1)	7%	(7)	8%	(7)	94
All Christian	22%	(130)	2%	(11)	53%	(319)	3%	(15)	11%	(64)	10%	(61)	600
All Non-Christian	21%	(11)	1%	(0)	67%	(36)	1%	(0)	6%	(3)	4%	(2)	53
Agnostic/Nothing in particular	15%	(34)	3%	(7)	60%	(140)	2%	(4)	10%	(22)	11%	(24)	231
Something Else	19%	(36)	2%	(4)	51%	(98)	1%	(1)	13%	(25)	15%	(29)	194
Religious Non-Protestant/Catholic	21%	(12)	1%	(0)	67%	(41)	1%	(0)	7%	(4)	3%	(2)	60
Evangelical	17%	(56)	2%	(6)	50%	(164)	4%	(12)	14%	(44)	14%	(44)	326
Non-Evangelical	24%	(108)	2%	(9)	54%	(243)	1%	(4)	9%	(42)	10%	(45)	452
Community: Urban	20%	(58)	4%	(10)	51%	(145)	4%	(12)	14%	(39)	7%	(20)	284
Community: Suburban	19%	(102)	1%	(7)	58%	(305)	1%	(7)	9%	(47)	12%	(61)	528
Community: Rural	20%	(62)	1%	(4)	54%	(169)	1%	(2)	11%	(34)	13%	(41)	312
Employ: Private Sector	17%	(59)	3%	(10)	59%	(204)	2%	(6)	9%	(29)	10%	(36)	343
Employ: Government	18%	(11)	7%	(4)	47%	(27)	6%	(4)	9%	(5)	13%	(7)	58
Employ: Self-Employed	21%	(19)	1%	(1)	58%	(50)	1%	(1)	14%	(12)	5%	(4)	87
Employ: Homemaker	21%	(18)	3%	(2)	52%	(45)	—	(0)	14%	(12)	10%	(9)	86
Employ: Retired	22%	(72)	1%	(2)	54%	(179)	2%	(5)	11%	(37)	10%	(33)	329
Employ: Unemployed	22%	(28)	1%	(1)	52%	(68)	2%	(3)	8%	(11)	15%	(20)	131
Employ: Other	19%	(12)	2%	(1)	51%	(34)	3%	(2)	14%	(9)	12%	(8)	66

Continued on next page

Table MCB9_11: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?
 Personal computer

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(221)	2%	(22)	55%	(619)	2%	(21)	11%	(119)	11%	(122)	1124
Military HH: Yes	21%	(38)	2%	(4)	55%	(99)	—	(1)	13%	(23)	9%	(16)	180
Military HH: No	19%	(183)	2%	(18)	55%	(520)	2%	(21)	10%	(97)	11%	(106)	945
RD/WT: Right Direction	20%	(55)	2%	(6)	54%	(152)	3%	(9)	10%	(29)	11%	(30)	281
RD/WT: Wrong Track	20%	(166)	2%	(16)	55%	(467)	2%	(13)	11%	(91)	11%	(92)	843
Trump Job Approve	19%	(89)	2%	(8)	54%	(260)	2%	(10)	11%	(54)	12%	(58)	479
Trump Job Disapprove	20%	(128)	2%	(14)	56%	(350)	2%	(11)	10%	(64)	10%	(61)	628
Trump Job Strongly Approve	24%	(59)	—	(1)	53%	(131)	2%	(5)	10%	(26)	11%	(27)	249
Trump Job Somewhat Approve	13%	(30)	3%	(7)	56%	(128)	2%	(6)	12%	(28)	13%	(31)	230
Trump Job Somewhat Disapprove	19%	(23)	2%	(3)	53%	(64)	1%	(1)	13%	(15)	12%	(15)	121
Trump Job Strongly Disapprove	21%	(105)	2%	(11)	56%	(286)	2%	(9)	10%	(49)	9%	(46)	506
Favorable of Trump	19%	(91)	2%	(7)	53%	(253)	3%	(12)	12%	(56)	12%	(57)	477
Unfavorable of Trump	20%	(123)	2%	(14)	57%	(351)	1%	(9)	9%	(55)	10%	(61)	613
Very Favorable of Trump	24%	(64)	—	(1)	51%	(137)	3%	(7)	11%	(28)	11%	(30)	267
Somewhat Favorable of Trump	13%	(27)	3%	(6)	55%	(116)	3%	(6)	13%	(28)	13%	(27)	210
Somewhat Unfavorable of Trump	18%	(17)	3%	(2)	59%	(57)	1%	(1)	7%	(7)	12%	(12)	97
Very Unfavorable of Trump	21%	(106)	2%	(12)	57%	(294)	2%	(8)	9%	(48)	9%	(48)	516
#1 Issue: Economy	20%	(86)	2%	(7)	52%	(227)	1%	(6)	12%	(53)	12%	(54)	433
#1 Issue: Security	16%	(20)	1%	(2)	57%	(71)	1%	(2)	8%	(10)	16%	(19)	123
#1 Issue: Health Care	19%	(40)	4%	(8)	59%	(122)	3%	(5)	9%	(18)	7%	(14)	206
#1 Issue: Medicare / Social Security	23%	(40)	1%	(2)	53%	(93)	1%	(2)	12%	(21)	10%	(16)	173
#1 Issue: Other	19%	(15)	—	(0)	63%	(49)	—	(0)	5%	(4)	13%	(10)	78
2018 House Vote: Democrat	20%	(80)	2%	(10)	56%	(228)	2%	(7)	12%	(50)	8%	(32)	407
2018 House Vote: Republican	19%	(66)	1%	(3)	59%	(204)	2%	(8)	10%	(34)	9%	(33)	348

Continued on next page

Table MCB9_11: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?
Personal computer

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way	Total N	
Adults	20%	(221)	2%	(22)	55%	(619)	2%	(21)	11%	(119)	11%	(122)	1124
2016 Vote: Hillary Clinton	20%	(77)	2%	(9)	57%	(217)	1%	(6)	9%	(34)	10%	(37)	379
2016 Vote: Donald Trump	18%	(71)	1%	(4)	55%	(212)	2%	(7)	13%	(50)	10%	(40)	384
2016 Vote: Other	23%	(16)	—	(0)	57%	(40)	4%	(3)	6%	(4)	10%	(7)	69
2016 Vote: Didn't Vote	20%	(58)	3%	(9)	51%	(150)	2%	(6)	11%	(31)	13%	(39)	292
Voted in 2014: Yes	20%	(138)	1%	(9)	58%	(406)	2%	(13)	10%	(71)	9%	(63)	700
Voted in 2014: No	20%	(83)	3%	(13)	50%	(212)	2%	(9)	11%	(48)	14%	(59)	425
2012 Vote: Barack Obama	19%	(92)	2%	(9)	58%	(275)	1%	(7)	11%	(51)	9%	(43)	477
2012 Vote: Mitt Romney	19%	(51)	—	(1)	57%	(156)	2%	(7)	9%	(24)	13%	(34)	272
2012 Vote: Other	22%	(12)	1%	(0)	57%	(30)	1%	(0)	12%	(6)	8%	(4)	53
2012 Vote: Didn't Vote	21%	(66)	3%	(11)	49%	(156)	2%	(7)	12%	(37)	13%	(40)	318
4-Region: Northeast	20%	(41)	2%	(4)	53%	(107)	2%	(5)	14%	(28)	8%	(17)	202
4-Region: Midwest	21%	(51)	1%	(2)	58%	(140)	2%	(4)	9%	(21)	11%	(26)	243
4-Region: South	18%	(80)	2%	(8)	57%	(255)	2%	(9)	10%	(44)	12%	(52)	449
4-Region: West	22%	(49)	3%	(7)	51%	(117)	1%	(3)	11%	(26)	12%	(27)	229
Drone owner	22%	(23)	5%	(5)	54%	(55)	7%	(7)	7%	(7)	5%	(5)	102
Has seen someone operate a drone	20%	(120)	2%	(13)	58%	(354)	2%	(13)	9%	(54)	9%	(56)	611
Familiar with drone regulations	19%	(48)	4%	(11)	54%	(139)	5%	(13)	12%	(31)	5%	(14)	256

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

Table MCB9_12: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Beer

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(132)	3%	(22)	45%	(297)	3%	(18)	14%	(92)	14%	(94)	654
Gender: Male	18%	(66)	2%	(9)	51%	(186)	2%	(9)	14%	(53)	12%	(45)	367
Gender: Female	23%	(66)	4%	(12)	39%	(111)	3%	(9)	14%	(39)	17%	(49)	286
Age: 18-34	22%	(35)	8%	(12)	37%	(59)	5%	(8)	17%	(26)	12%	(19)	158
Age: 35-44	22%	(26)	6%	(7)	41%	(47)	2%	(3)	14%	(16)	15%	(17)	115
Age: 45-64	20%	(49)	1%	(2)	48%	(118)	3%	(6)	13%	(31)	15%	(38)	244
Age: 65+	16%	(22)	—	(0)	54%	(74)	1%	(1)	14%	(19)	16%	(21)	136
Millennials: 1981-1996	24%	(46)	7%	(13)	40%	(75)	4%	(7)	12%	(23)	13%	(25)	190
GenXers: 1965-1980	20%	(36)	3%	(5)	44%	(80)	4%	(7)	14%	(25)	15%	(28)	181
Baby Boomers: 1946-1964	17%	(41)	1%	(2)	52%	(123)	1%	(1)	13%	(31)	16%	(37)	234
PID: Dem (no lean)	19%	(48)	3%	(6)	45%	(115)	4%	(10)	19%	(48)	11%	(27)	255
PID: Ind (no lean)	21%	(42)	2%	(4)	50%	(102)	1%	(2)	11%	(22)	16%	(32)	204
PID: Rep (no lean)	21%	(42)	6%	(11)	41%	(80)	3%	(6)	11%	(22)	18%	(35)	195
PID/Gender: Dem Men	20%	(29)	2%	(4)	50%	(72)	2%	(3)	19%	(27)	7%	(10)	144
PID/Gender: Dem Women	17%	(19)	3%	(3)	38%	(42)	7%	(7)	19%	(21)	16%	(18)	111
PID/Gender: Ind Men	15%	(18)	2%	(2)	55%	(63)	1%	(1)	11%	(13)	15%	(18)	115
PID/Gender: Ind Women	28%	(25)	2%	(2)	43%	(38)	—	(0)	11%	(9)	16%	(15)	89
PID/Gender: Rep Men	18%	(19)	3%	(4)	46%	(50)	4%	(4)	12%	(13)	17%	(18)	108
PID/Gender: Rep Women	26%	(22)	9%	(8)	35%	(30)	1%	(1)	10%	(9)	19%	(17)	87
Ideo: Liberal (1-3)	18%	(40)	5%	(11)	43%	(93)	5%	(10)	18%	(40)	11%	(25)	219
Ideo: Moderate (4)	25%	(49)	1%	(3)	48%	(96)	1%	(2)	13%	(27)	12%	(23)	199
Ideo: Conservative (5-7)	20%	(38)	2%	(4)	48%	(92)	3%	(6)	10%	(20)	17%	(32)	192
Educ: < College	21%	(82)	4%	(16)	44%	(173)	2%	(8)	13%	(50)	15%	(60)	389
Educ: Bachelors degree	18%	(32)	1%	(2)	46%	(82)	4%	(7)	17%	(31)	15%	(26)	179
Educ: Post-grad	21%	(18)	4%	(4)	49%	(42)	3%	(3)	13%	(11)	10%	(9)	86

Continued on next page

Table MCB9_12: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Beer

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
Adults	20%	(132)	3%	(22)	45%	(297)	3%	(18)	14%	(92)	14%	(94)	654
Income: Under 50k	19%	(54)	5%	(15)	44%	(125)	2%	(7)	13%	(38)	16%	(45)	284
Income: 50k-100k	21%	(51)	1%	(3)	48%	(117)	3%	(7)	14%	(35)	13%	(32)	244
Income: 100k+	21%	(26)	3%	(4)	44%	(55)	3%	(4)	15%	(19)	14%	(17)	126
Ethnicity: White	20%	(107)	3%	(18)	48%	(256)	2%	(9)	13%	(68)	15%	(80)	538
Ethnicity: Hispanic	15%	(12)	10%	(8)	39%	(33)	2%	(2)	29%	(24)	6%	(5)	84
Ethnicity: Black	8%	(5)	4%	(3)	32%	(20)	13%	(8)	27%	(17)	16%	(10)	63
Ethnicity: Other	36%	(19)	2%	(1)	38%	(20)	1%	(0)	13%	(7)	9%	(5)	53
All Christian	21%	(71)	4%	(12)	44%	(152)	4%	(13)	14%	(50)	13%	(46)	343
Agnostic/Nothing in particular	25%	(34)	1%	(1)	47%	(65)	—	(1)	11%	(15)	16%	(23)	140
Something Else	16%	(16)	5%	(5)	43%	(43)	4%	(4)	16%	(16)	16%	(16)	100
Evangelical	16%	(24)	7%	(11)	39%	(58)	7%	(10)	14%	(21)	18%	(27)	152
Non-Evangelical	22%	(62)	2%	(7)	46%	(131)	2%	(6)	15%	(44)	12%	(34)	285
Community: Urban	24%	(46)	5%	(9)	44%	(85)	2%	(4)	16%	(30)	9%	(18)	191
Community: Suburban	18%	(58)	3%	(9)	47%	(150)	4%	(12)	14%	(44)	15%	(47)	320
Community: Rural	19%	(28)	2%	(4)	44%	(62)	1%	(1)	13%	(18)	21%	(29)	142
Employ: Private Sector	20%	(50)	2%	(5)	50%	(126)	4%	(11)	13%	(32)	11%	(27)	252
Employ: Self-Employed	27%	(17)	4%	(3)	45%	(27)	—	(0)	18%	(11)	5%	(3)	61
Employ: Retired	15%	(24)	1%	(1)	54%	(86)	1%	(1)	14%	(23)	16%	(26)	161
Employ: Unemployed	22%	(13)	13%	(8)	28%	(16)	—	(0)	9%	(5)	27%	(16)	57
Military HH: Yes	21%	(21)	1%	(1)	52%	(53)	1%	(1)	13%	(13)	12%	(13)	101
Military HH: No	20%	(111)	4%	(21)	44%	(244)	3%	(17)	14%	(78)	15%	(82)	553
RD/WT: Right Direction	18%	(31)	3%	(5)	45%	(77)	3%	(6)	14%	(24)	17%	(28)	172
RD/WT: Wrong Track	21%	(101)	3%	(17)	45%	(219)	2%	(12)	14%	(68)	14%	(66)	482
Trump Job Approve	19%	(49)	6%	(15)	42%	(108)	3%	(8)	13%	(33)	16%	(42)	255
Trump Job Disapprove	21%	(79)	2%	(7)	47%	(179)	2%	(9)	15%	(56)	13%	(47)	378

Continued on next page

Table MCB9_12: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Beer

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(132)	3%	(22)	45%	(297)	3%	(18)	14%	(92)	14%	(94)	654
Trump Job Strongly Approve	22%	(28)	9%	(12)	41%	(54)	4%	(5)	6%	(8)	18%	(23)	130
Trump Job Somewhat Approve	17%	(21)	2%	(3)	44%	(55)	2%	(3)	20%	(25)	15%	(19)	125
Trump Job Somewhat Disapprove	25%	(21)	2%	(2)	46%	(39)	—	(0)	15%	(12)	12%	(10)	83
Trump Job Strongly Disapprove	20%	(58)	2%	(6)	48%	(141)	3%	(9)	15%	(44)	13%	(38)	295
Favorable of Trump	22%	(58)	5%	(15)	43%	(112)	3%	(8)	10%	(27)	17%	(45)	264
Unfavorable of Trump	19%	(71)	2%	(6)	48%	(177)	3%	(10)	16%	(59)	12%	(46)	369
Very Favorable of Trump	21%	(28)	9%	(12)	45%	(61)	4%	(5)	4%	(5)	18%	(25)	137
Somewhat Favorable of Trump	23%	(29)	2%	(2)	40%	(51)	2%	(3)	17%	(22)	15%	(20)	127
Somewhat Unfavorable of Trump	17%	(12)	1%	(1)	49%	(35)	1%	(1)	24%	(17)	8%	(5)	71
Very Unfavorable of Trump	20%	(59)	2%	(6)	48%	(142)	3%	(9)	14%	(41)	14%	(40)	298
#1 Issue: Economy	20%	(50)	3%	(7)	46%	(113)	2%	(5)	16%	(39)	14%	(33)	247
#1 Issue: Security	16%	(11)	5%	(3)	47%	(32)	4%	(3)	7%	(5)	21%	(14)	67
#1 Issue: Health Care	18%	(24)	1%	(2)	49%	(62)	3%	(4)	16%	(20)	12%	(16)	128
#1 Issue: Medicare / Social Security	21%	(20)	3%	(3)	47%	(44)	1%	(1)	11%	(11)	16%	(15)	93
2018 House Vote: Democrat	18%	(46)	1%	(2)	47%	(117)	2%	(6)	19%	(48)	12%	(31)	250
2018 House Vote: Republican	19%	(36)	3%	(5)	46%	(87)	1%	(2)	12%	(22)	19%	(35)	188
2016 Vote: Hillary Clinton	16%	(37)	2%	(4)	46%	(106)	2%	(4)	20%	(45)	14%	(33)	230
2016 Vote: Donald Trump	21%	(46)	3%	(7)	42%	(92)	2%	(4)	13%	(29)	19%	(41)	220
2016 Vote: Didn't Vote	21%	(33)	6%	(9)	49%	(76)	5%	(8)	9%	(14)	10%	(15)	155
Voted in 2014: Yes	18%	(75)	2%	(9)	48%	(196)	2%	(7)	15%	(63)	15%	(62)	411
Voted in 2014: No	23%	(56)	5%	(13)	42%	(101)	5%	(11)	12%	(29)	13%	(32)	242
2012 Vote: Barack Obama	18%	(52)	2%	(7)	47%	(139)	2%	(5)	18%	(52)	13%	(39)	294
2012 Vote: Mitt Romney	16%	(22)	3%	(5)	49%	(68)	1%	(1)	7%	(9)	24%	(34)	139
2012 Vote: Didn't Vote	24%	(45)	5%	(10)	40%	(76)	6%	(11)	14%	(26)	11%	(21)	189

Continued on next page

Table MCB9_12: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Beer

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way	Total N	
Adults	20%	(132)	3%	(22)	45%	(297)	3%	(18)	14%	(92)	14%	(94)	654
4-Region: Northeast	22%	(26)	2%	(3)	40%	(48)	—	(0)	20%	(24)	16%	(19)	120
4-Region: Midwest	21%	(31)	1%	(2)	49%	(74)	2%	(4)	11%	(17)	15%	(22)	149
4-Region: South	21%	(49)	3%	(6)	44%	(101)	3%	(7)	12%	(28)	16%	(37)	228
4-Region: West	16%	(25)	7%	(11)	47%	(73)	4%	(7)	15%	(23)	11%	(17)	157
Drone owner	15%	(12)	15%	(13)	40%	(33)	2%	(2)	14%	(12)	13%	(11)	83
Has seen someone operate a drone	22%	(83)	5%	(18)	47%	(179)	2%	(9)	11%	(42)	13%	(50)	381
Familiar with drone regulations	20%	(38)	9%	(17)	41%	(77)	5%	(9)	15%	(28)	11%	(21)	189

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

Table MCB9_13: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Liquor

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way	Total N	
Adults	23%	(171)	1%	(10)	48%	(354)	3%	(22)	10%	(74)	15%	(108)	740
Gender: Male	21%	(77)	1%	(3)	50%	(188)	3%	(10)	12%	(45)	13%	(50)	373
Gender: Female	26%	(94)	2%	(7)	45%	(166)	3%	(12)	8%	(29)	16%	(58)	366
Age: 18-34	22%	(37)	3%	(6)	42%	(71)	6%	(11)	17%	(28)	10%	(18)	171
Age: 35-44	25%	(33)	3%	(4)	40%	(52)	3%	(4)	12%	(16)	16%	(21)	129
Age: 45-64	22%	(63)	—	(1)	56%	(160)	2%	(6)	5%	(16)	14%	(41)	288
Age: 65+	25%	(39)	—	(0)	47%	(71)	—	(0)	10%	(15)	18%	(28)	153
Millennials: 1981-1996	23%	(47)	3%	(6)	46%	(94)	5%	(11)	10%	(20)	14%	(29)	206
GenXers: 1965-1980	25%	(55)	2%	(4)	48%	(104)	4%	(10)	9%	(20)	12%	(26)	219
Baby Boomers: 1946-1964	21%	(56)	—	(0)	53%	(142)	—	(0)	7%	(18)	18%	(49)	265
PID: Dem (no lean)	23%	(68)	2%	(7)	51%	(154)	4%	(11)	12%	(35)	8%	(24)	300
PID: Ind (no lean)	22%	(49)	1%	(2)	50%	(112)	1%	(3)	8%	(17)	19%	(42)	225
PID: Rep (no lean)	25%	(54)	1%	(1)	41%	(89)	3%	(7)	10%	(22)	20%	(42)	215
PID/Gender: Dem Men	18%	(27)	1%	(1)	58%	(87)	3%	(5)	13%	(20)	6%	(9)	149
PID/Gender: Dem Women	27%	(41)	4%	(6)	44%	(67)	4%	(6)	10%	(16)	10%	(15)	151
PID/Gender: Ind Men	18%	(21)	1%	(2)	54%	(62)	—	(0)	9%	(10)	17%	(20)	115
PID/Gender: Ind Women	26%	(28)	—	(0)	45%	(50)	3%	(3)	6%	(7)	20%	(22)	110
PID/Gender: Rep Men	27%	(29)	—	(0)	36%	(39)	4%	(4)	14%	(16)	19%	(21)	110
PID/Gender: Rep Women	24%	(25)	1%	(1)	47%	(49)	3%	(3)	6%	(6)	20%	(21)	106
Ideo: Liberal (1-3)	16%	(40)	3%	(7)	54%	(130)	2%	(5)	14%	(35)	10%	(25)	242
Ideo: Moderate (4)	30%	(67)	—	(0)	46%	(102)	2%	(4)	9%	(19)	14%	(31)	223
Ideo: Conservative (5-7)	24%	(54)	—	(1)	46%	(104)	4%	(9)	8%	(17)	18%	(40)	225
Educ: < College	24%	(111)	2%	(7)	49%	(228)	3%	(14)	9%	(42)	14%	(63)	466
Educ: Bachelors degree	22%	(40)	1%	(2)	46%	(84)	3%	(5)	12%	(21)	16%	(29)	180
Educ: Post-grad	22%	(20)	1%	(1)	46%	(43)	3%	(3)	12%	(11)	17%	(15)	94

Continued on next page

Table MCB9_13: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?
Liquor

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	23%	(171)	1%	(10)	48%	(354)	3%	(22)	10%	(74)	15%	(108)	740
Income: Under 50k	25%	(84)	1%	(5)	46%	(157)	4%	(12)	10%	(33)	14%	(49)	341
Income: 50k-100k	21%	(53)	1%	(3)	52%	(136)	1%	(4)	9%	(25)	15%	(39)	260
Income: 100k+	25%	(34)	1%	(2)	44%	(61)	4%	(6)	12%	(17)	14%	(20)	139
Ethnicity: White	23%	(144)	1%	(6)	50%	(306)	2%	(11)	9%	(54)	16%	(95)	616
Ethnicity: Hispanic	17%	(18)	5%	(5)	51%	(54)	2%	(2)	20%	(21)	6%	(6)	106
Ethnicity: Black	18%	(11)	3%	(2)	33%	(21)	15%	(9)	24%	(15)	8%	(5)	63
Ethnicity: Other	27%	(16)	3%	(2)	45%	(28)	3%	(2)	10%	(6)	13%	(8)	61
All Christian	22%	(89)	1%	(4)	48%	(192)	3%	(13)	10%	(39)	15%	(58)	395
Agnostic/Nothing in particular	27%	(44)	—	(1)	45%	(74)	4%	(6)	9%	(15)	14%	(23)	163
Something Else	28%	(33)	2%	(2)	44%	(51)	1%	(2)	10%	(11)	15%	(18)	117
Evangelical	27%	(46)	1%	(2)	39%	(68)	5%	(9)	12%	(20)	15%	(26)	171
Non-Evangelical	21%	(70)	1%	(4)	52%	(171)	1%	(5)	9%	(30)	15%	(49)	328
Community: Urban	27%	(58)	3%	(6)	44%	(95)	7%	(14)	11%	(23)	9%	(19)	215
Community: Suburban	20%	(73)	1%	(4)	50%	(180)	1%	(5)	10%	(36)	17%	(59)	357
Community: Rural	24%	(41)	—	(0)	47%	(79)	2%	(3)	9%	(15)	18%	(29)	167
Employ: Private Sector	25%	(70)	2%	(5)	47%	(133)	2%	(6)	11%	(32)	13%	(36)	281
Employ: Self-Employed	18%	(10)	4%	(2)	41%	(23)	4%	(2)	18%	(10)	16%	(9)	56
Employ: Homemaker	24%	(16)	3%	(2)	46%	(30)	1%	(0)	14%	(9)	12%	(8)	67
Employ: Retired	24%	(42)	—	(0)	53%	(93)	—	(0)	8%	(14)	15%	(26)	175
Employ: Unemployed	17%	(12)	—	(0)	53%	(38)	6%	(4)	8%	(6)	15%	(11)	71
Military HH: Yes	15%	(18)	2%	(2)	57%	(67)	—	(1)	10%	(12)	15%	(18)	116
Military HH: No	25%	(154)	1%	(8)	46%	(288)	3%	(21)	10%	(62)	14%	(90)	623
RD/WT: Right Direction	20%	(35)	—	(0)	44%	(77)	4%	(7)	14%	(24)	18%	(31)	175
RD/WT: Wrong Track	24%	(136)	2%	(10)	49%	(277)	3%	(15)	9%	(50)	14%	(77)	565

Continued on next page

Table MCB9_13: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?

Liquor

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	23%	(171)	1%	(10)	48%	(354)	3%	(22)	10%	(74)	15%	(108)	740
Trump Job Approve	23%	(65)	1%	(2)	49%	(139)	2%	(7)	9%	(26)	16%	(45)	284
Trump Job Disapprove	23%	(102)	2%	(8)	47%	(206)	3%	(13)	11%	(48)	13%	(59)	436
Trump Job Strongly Approve	23%	(29)	—	(0)	52%	(67)	4%	(5)	6%	(7)	15%	(20)	129
Trump Job Somewhat Approve	23%	(36)	1%	(2)	46%	(72)	1%	(2)	12%	(19)	16%	(25)	155
Trump Job Somewhat Disapprove	33%	(31)	—	(0)	38%	(36)	1%	(1)	16%	(15)	12%	(11)	93
Trump Job Strongly Disapprove	21%	(71)	2%	(8)	50%	(171)	4%	(13)	10%	(33)	14%	(48)	343
Favorable of Trump	25%	(74)	—	(0)	48%	(139)	2%	(5)	9%	(25)	17%	(50)	293
Unfavorable of Trump	22%	(92)	2%	(10)	49%	(208)	3%	(13)	11%	(46)	13%	(54)	422
Very Favorable of Trump	25%	(37)	—	(0)	50%	(73)	3%	(5)	5%	(7)	16%	(23)	145
Somewhat Favorable of Trump	25%	(37)	—	(0)	45%	(66)	—	(0)	12%	(18)	18%	(27)	149
Somewhat Unfavorable of Trump	28%	(21)	2%	(2)	41%	(31)	2%	(1)	19%	(14)	9%	(7)	76
Very Unfavorable of Trump	20%	(71)	2%	(8)	51%	(177)	4%	(12)	9%	(31)	14%	(47)	346
#1 Issue: Economy	23%	(70)	—	(1)	47%	(140)	2%	(7)	12%	(37)	14%	(42)	297
#1 Issue: Security	21%	(16)	1%	(1)	47%	(36)	—	(0)	4%	(3)	27%	(20)	76
#1 Issue: Health Care	22%	(31)	1%	(2)	52%	(74)	3%	(4)	8%	(11)	14%	(20)	142
#1 Issue: Medicare / Social Security	29%	(26)	2%	(2)	48%	(43)	1%	(1)	11%	(10)	9%	(8)	91
2018 House Vote: Democrat	23%	(70)	2%	(5)	51%	(151)	4%	(11)	10%	(31)	10%	(31)	298
2018 House Vote: Republican	27%	(55)	—	(0)	45%	(92)	2%	(4)	9%	(19)	18%	(37)	207
2016 Vote: Hillary Clinton	21%	(58)	2%	(5)	50%	(138)	3%	(8)	12%	(32)	12%	(35)	277
2016 Vote: Donald Trump	28%	(68)	—	(1)	44%	(108)	3%	(7)	9%	(22)	17%	(42)	249
2016 Vote: Didn't Vote	19%	(33)	2%	(4)	52%	(89)	4%	(7)	9%	(15)	13%	(23)	169
Voted in 2014: Yes	24%	(112)	1%	(4)	49%	(231)	3%	(12)	9%	(42)	15%	(69)	470
Voted in 2014: No	22%	(59)	2%	(6)	46%	(123)	4%	(10)	12%	(33)	14%	(38)	270

Continued on next page

Table MCB9_13: You indicated your favorite brand for each of the following types of products is not used by your parents. Which of the following is closest to how you first became aware of the brand that is your favorite?
Liquor

Demographic	It was recommended by a friend or different family member		I saw it in a show or movie		My own research		A celebrity or social media influencer used or recommended it		I saw it in an advertisement		Another way	Total N	
Adults	23%	(171)	1%	(10)	48%	(354)	3%	(22)	10%	(74)	15%	(108)	740
2012 Vote: Barack Obama	20%	(68)	2%	(7)	53%	(178)	3%	(10)	9%	(30)	13%	(42)	335
2012 Vote: Mitt Romney	23%	(37)	—	(0)	45%	(72)	3%	(4)	5%	(8)	24%	(38)	160
2012 Vote: Didn't Vote	25%	(53)	1%	(3)	43%	(91)	3%	(7)	15%	(32)	12%	(26)	212
4-Region: Northeast	22%	(29)	—	(0)	46%	(63)	4%	(5)	13%	(18)	15%	(20)	136
4-Region: Midwest	26%	(49)	—	(0)	45%	(83)	3%	(6)	8%	(15)	17%	(31)	184
4-Region: South	21%	(54)	2%	(4)	52%	(134)	2%	(5)	9%	(23)	15%	(38)	258
4-Region: West	25%	(40)	3%	(5)	46%	(74)	4%	(6)	11%	(18)	12%	(19)	161
Drone owner	19%	(16)	2%	(2)	54%	(46)	5%	(4)	10%	(9)	9%	(8)	85
Has seen someone operate a drone	25%	(101)	1%	(5)	51%	(208)	3%	(11)	8%	(34)	13%	(52)	411
Familiar with drone regulations	26%	(52)	1%	(3)	45%	(90)	8%	(16)	13%	(26)	7%	(14)	201

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	253	12%
	Millennials: 1981-1996	569	26%
	GenXers: 1965-1980	559	25%
	Baby Boomers: 1946-1964	735	33%
	N	2116	
xpid3	PID: Dem (no lean)	850	39%
	PID: Ind (no lean)	661	30%
	PID: Rep (no lean)	689	31%
	N	2200	
xpidGender	PID/Gender: Dem Men	401	18%
	PID/Gender: Dem Women	449	20%
	PID/Gender: Ind Men	307	14%
	PID/Gender: Ind Women	354	16%
	PID/Gender: Rep Men	354	16%
	PID/Gender: Rep Women	334	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	646	29%
	Ideo: Moderate (4)	625	28%
	Ideo: Conservative (5-7)	704	32%
	N	1974	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1209	55%
	Income: 50k-100k	668	30%
	Income: 100k+	323	15%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1049	48%
	All Non-Christian	116	5%
	Atheist	88	4%
	Agnostic/Nothing in particular	510	23%
	Something Else	437	20%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	139	6%
xdemEvang	Evangelical	637	29%
	Non-Evangelical	813	37%
	N	1450	
xdemUsr	Community: Urban	626	28%
	Community: Suburban	968	44%
	Community: Rural	606	28%
	N	2200	
xdemEmploy	Employ: Private Sector	659	30%
	Employ: Government	157	7%
	Employ: Self-Employed	189	9%
	Employ: Homemaker	166	8%
	Employ: Retired	505	23%
	Employ: Unemployed	300	14%
	Employ: Other	131	6%
	N	2107	
xdemMilHH1	Military HH: Yes	350	16%
	Military HH: No	1850	84%
	N	2200	
xnrl	RD/WT: Right Direction	588	27%
	RD/WT: Wrong Track	1612	73%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	897	41%
	Trump Job Disapprove	1206	55%
	N	2104	
Trump_Approve2	Trump Job Strongly Approve	490	22%
	Trump Job Somewhat Approve	407	19%
	Trump Job Somewhat Disapprove	242	11%
	Trump Job Strongly Disapprove	964	44%
	N	2104	
Trump_Fav	Favorable of Trump	899	41%
	Unfavorable of Trump	1190	54%
	N	2089	
Trump_Fav_FULL	Very Favorable of Trump	530	24%
	Somewhat Favorable of Trump	369	17%
	Somewhat Unfavorable of Trump	217	10%
	Very Unfavorable of Trump	974	44%
	N	2089	
xnr3	#1 Issue: Economy	782	36%
	#1 Issue: Security	254	12%
	#1 Issue: Health Care	400	18%
	#1 Issue: Medicare / Social Security	306	14%
	#1 Issue: Women's Issues	100	5%
	#1 Issue: Education	114	5%
	#1 Issue: Energy	114	5%
	#1 Issue: Other	130	6%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	704	32%
	2018 House Vote: Republican	641	29%
	2018 House Vote: Someone else	64	3%
	N	1409	
xsubVote16O	2016 Vote: Hillary Clinton	685	31%
	2016 Vote: Donald Trump	686	31%
	2016 Vote: Other	129	6%
	2016 Vote: Didn't Vote	700	32%
	N	2200	
xsubVote14O	Voted in 2014: Yes	1244	57%
	Voted in 2014: No	956	43%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	856	39%
	2012 Vote: Mitt Romney	464	21%
	2012 Vote: Other	79	4%
	2012 Vote: Didn't Vote	796	36%
	N	2196	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
MCBxdem1	Drone owner	246	11%
MCBxdem2	Has seen someone operate a drone	1225	56%
MCBxdem3	Familiar with drone regulations	604	27%

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



MORNING CONSULT