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4. Are you aware that some smartphone operating systems have an identifier, meaning a number specifically tied to your phone or tablet, that lets advertisers track your activity over time?

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5. On some devices, there is a setting that lets you reset this identifier so that advertisers will be unable to track you over time. Have you ever changed this setting?

5. On some devices, there is a setting that lets you reset this identifier so that advertisers will be unable to track you over time. Have you ever changed this setting?

6. If you discovered that your phone had an identifier that could reset automatically, how often would you prefer to have the identifier reset?

6. If you discovered that your phone had an identifier that could reset automatically, how often would you prefer to have the identifier reset?

PID. With which political party do you most identify?

PID. With which political party do you most identify?

Household Income

Household Income

Gender

Gender

Age

Age

Region

Region

Education

Education

Age & Presence Of Children

Age & Presence Of Children

Marital Status

Marital Status

Employment

Employment

US01ETH - Race

US01ETH - Race

Are you of Hispanic Ethnicity?

Are you of Hispanic Ethnicity?

Metro status

Metro status

1. What sort of smartphone do you use?

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K-<\$100K	\$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1007	403	604	229	327	451	475	362	170	207	237	362	201
Base: All Respondents (wtd)	1007	486	521	297	347	363	374	327	307	179	212	378	238
iPhone	443	207	236	143	174	126	103	155	185	95	91	164	93
	44%	43%	45%	48%	50%	35%	27%	47%	60%	53%	43%	43%	39%
Android	453	219	234	140	153	160	217	140	95	62	95	180	115
	45%	45%	45%	47%	44%	44%	58%	43%	31%	35%	45%	48%	48%
Both an iPhone and an Android	23	18	5	10	9	3	7	9	7	2	7	5	9
	2%	4%	1%	3%	3%	1%	2%	3%	2%	1%	3%	1%	4%
Other	6	3	3	-	1	6	5	1	1	1	3	2	-
	1%	1%	1%	-	*	2%	1%	*	*	1%	1%	1%	-
I don't have a smartphone	82	38	43	4	10	67	42	22	18	19	15	26	21
	8%	8%	8%	1%	3%	19%	11%	7%	6%	11%	7%	7%	9%
Sigma	1007	486	521	297	347	363	374	327	307	179	212	378	238
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

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1. What sort of smartphone do you use?

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID			iPhone users	Android users	Aware of identifier	Unaware of identifier
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Republicans	Democrats	Independents				
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Base: All Respondents (unwtd)	1007	221	786	597	410	411	99	209	288	488	519	820	187	415	380	112	385	476	420	467
Base: All Respondents (wtd)	1007	258	749	540	467	502	99	183	223	524	483	653	354	407	400	108	443	453	459	467
iPhone	443	114	328	178	265	254	48	56	85	240	203	301	142	197	186	37	443	-	223	219
	44%	44%	44%	33%	57%	51%	48%	30%	38%	46%	42%	46%	40%	48%	47%	34%	100%	-	49%	47%
Android	453	126	327	296	157	211	46	109	87	225	228	266	187	162	174	58	-	453	211	242
	45%	49%	44%	55%	34%	42%	46%	60%	39%	43%	47%	41%	53%	40%	44%	53%	-	100%	46%	52%
Both an iPhone and an Android	23	13	10	9	15	14	1	6	2	13	10	9	14	12	8	-	-	-	19	4
	2%	5%	1%	2%	3%	3%	1%	3%	1%	2%	2%	1%	4%	3%	2%	-	-	-	4%	1%
Other	6	1	5	5	2	2	1	1	2	3	4	6	-	3	2	1	-	-	5	1
	1%	*	1%	1%	*	*	1%	1%	1%	*	1%	1%	-	1%	*	1%	-	-	1%	*
I don't have a smartphone	82	3	79	53	29	21	3	11	46	43	39	70	11	34	30	13	-	-	-	-
	8%	1%	11%	10%	6%	4%	3%	6%	21%	8%	8%	11%	3%	8%	8%	12%	-	-	-	-
Sigma	1007	258	749	540	467	502	99	183	223	524	483	653	354	407	400	108	443	453	459	467
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 10/16-10/17

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2. When thinking about your next smartphone, how much of a priority will the phone's default privacy settings be in your next purchase?

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K-<\$100K	\$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	887	347	540	225	313	349	403	327	157	177	209	328	173
Base: All Answering (wtd)	925	447	478	293	337	296	332	305	289	160	197	352	216
Top priority	152	86	66	56	59	38	49	53	50	23	17	67	46
	16%	19%	14%	19%	17%	13%	15%	17%	17%	14%	9%	19%	21%
												J	J*
High priority but not the top priority	424	220	204	132	163	129	145	143	135	70	95	168	92
	46%	49%	43%	45%	48%	44%	44%	47%	47%	43%	48%	48%	42%
													*
Low priority	136	61	75	38	50	48	41	55	41	24	33	46	33
	15%	14%	16%	13%	15%	16%	12%	18%	14%	15%	17%	13%	15%
													*
Not a priority at all	85	42	43	30	32	23	38	23	24	13	23	28	22
	9%	9%	9%	10%	10%	8%	11%	8%	8%	8%	12%	8%	10%
													*
Don't know	128	38	89	37	32	58	59	30	39	31	30	42	24
	14%	9%	19%	13%	10%	20%	18%	10%	14%	20%	15%	12%	11%
			A			D	G						*
Sigma	925	447	478	293	337	296	332	305	289	160	197	352	216
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Priority (Net)	576	306	270	188	222	167	194	196	185	92	111	235	137
	62%	68%	56%	64%	66%	56%	59%	64%	64%	57%	57%	67%	63%
		B											*
Not a priority (Net)	221	103	119	68	83	71	79	78	65	37	55	74	55
	24%	23%	25%	23%	24%	24%	24%	26%	22%	23%	28%	21%	25%
													*

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

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2. When thinking about your next smartphone, how much of a priority will the phone's default privacy settings be in your next purchase?

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID			iPhone users	Android users	Aware of identifier	Unaware of identifier
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Republicans	Democrats	Independents				
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Base: All Answering (unwtd)	887	216	671	517	370	384	93	189	221	429	458	711	176	363	339	94	385	476	420	467
Base: All Answering (wtd)	925	255	671	487	438	481	96	172	176	481	444	583	343	373	370	96	443	453	459	467
Top priority	152	52	100	80	72	92	10	29	21	85	68	76	76	58	59	15	72	76	91	61
	16%	20%	15%	17%	16%	19%	11%	17%	12%	18%	15%	13%	22%	15%	16%	16%	17%	20%	13%	
						*									*				S	
High priority but not the top priority	424	122	302	227	197	248	38	72	67	218	206	252	172	178	165	52	198	205	229	195
	46%	48%	45%	47%	45%	51%	39%	42%	38%	45%	46%	43%	50%	48%	45%	55%	45%	45%	50%	42%
						H	*								*					
Low priority	136	39	97	57	79	66	12	25	34	79	58	107	30	56	60	11	75	61	70	66
	15%	15%	15%	12%	18%	14%	13%	14%	19%	16%	13%	18%	9%	15%	16%	12%	17%	13%	15%	14%
						C	*					L			*					
Not a priority at all	85	14	71	48	37	33	15	18	18	39	46	57	28	33	37	7	43	41	36	49
	9%	5%	11%	10%	8%	7%	16%	10%	10%	8%	10%	10%	8%	9%	10%	7%	10%	9%	8%	10%
						E*									*					
Don't know	128	27	100	74	53	42	20	28	37	60	67	91	37	49	49	10	55	70	32	96
	14%	11%	15%	15%	12%	9%	21%	16%	21%	13%	15%	16%	11%	13%	13%	11%	13%	16%	7%	21%
						E*	E	E							*					R
Sigma	925	255	671	487	438	481	96	172	176	481	444	583	343	373	370	96	443	453	459	467
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																				
Priority (Net)	576	174	402	307	269	340	48	101	87	303	273	328	248	236	223	67	270	281	320	256
	62%	68%	60%	63%	61%	71%	50%	59%	49%	63%	61%	56%	72%	63%	60%	70%	61%	62%	70%	55%
						FGH	*								*					S
Not a priority (Net)	221	53	168	105	116	99	28	43	52	118	104	163	58	88	97	18	117	102	106	115
	24%	21%	25%	22%	26%	21%	29%	25%	29%	24%	23%	28%	17%	24%	26%	19%	27%	22%	23%	25%
						*		E				L			*					

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Minimum Base: 30 (**), Small Base: 100 (*)

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3. What, if any, privacy concerns do you have when it comes to your smartphone?

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K-<\$100K	\$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	887	347	540	225	313	349	403	327	157	177	209	328	173
Base: All Answering (wtd)	925	447	478	293	337	296	332	305	289	160	197	352	216
The apps I download and use being tracked by third parties	526	267	260	166	207	153	176	196	155	99	111	181	135
	57%	60%	54%	57%	61%	52%	53%	64%	54%	62%	56%	51%	63%
My visits to websites being tracked by third parties	531	250	281	150	210	171	168	187	176	90	132	178	131
	57%	56%	59%	51%	62%	58%	51%	61%	61%	56%	67%	51%	61%
The content I watch or stream, such as videos, being tracked by third parties	383	195	188	145	152	86	131	129	123	61	84	150	89
	41%	44%	39%	50%	45%	29%	39%	42%	43%	38%	43%	43%	41%
Other	26	13	13	3	8	15	9	9	7	3	6	12	5
	3%	3%	3%	1%	2%	5%	3%	3%	3%	2%	3%	3%	2%
None of these	213	94	119	58	73	82	88	68	57	36	39	93	44
	23%	21%	25%	20%	22%	28%	27%	22%	20%	23%	20%	26%	20%
Sigma	1679	819	861	521	651	507	572	589	519	289	372	614	404
	181%	183%	180%	178%	193%	172%	172%	193%	180%	180%	189%	174%	187%

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

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Minimum Base: 30 (**), Small Base: 100 (*)

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Minimum Base: 30 (**), Small Base: 100 (*)

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3. What, if any, privacy concerns do you have when it comes to your smartphone?

	Children in Household			Education		Employment Status				Marital Status		Race		Party ID			iPhone users	Android users	Aware of identifier	Unaware of identifier
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Republicans	Democrats	Independents				
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Base: All Answering (unwtd)	887	216	671	517	370	384	93	189	221	429	458	711	176	363	339	94	385	476	420	467
Base: All Answering (wtd)	925	255	671	487	438	481	96	172	176	481	444	583	343	373	370	96	443	453	459	467
The apps I download and use being tracked by third parties	526	143	384	274	253	288	45	95	98	281	246	316	210	209	223	42	249	257	260	267
	57%	56%	57%	56%	58%	60%	47%	55%	56%	58%	55%	54%	61%	56%	60%	55%	56%	57%	57%	57%
							*									*				
My visits to websites being tracked by third parties	531	150	381	272	259	288	43	101	99	277	254	333	198	222	217	42	249	264	253	278
	57%	59%	57%	56%	59%	60%	44%	59%	56%	58%	57%	57%	58%	60%	59%	44%	56%	58%	55%	60%
						F	*							O	O	*				
The content I watch or stream, such as videos, being tracked by third parties	383	131	252	210	174	219	28	84	52	185	198	210	173	144	164	36	170	194	201	182
	41%	51%	38%	43%	40%	46%	29%	49%	29%	38%	45%	36%	51%	39%	44%	38%	38%	43%	44%	39%
		B				FH	*	FH					K			*				
Other	26	5	21	12	14	12	5	3	6	11	15	19	7	9	5	7	8	17	19	7
	3%	2%	3%	2%	3%	3%	5%	2%	4%	2%	3%	3%	2%	2%	1%	7%	2%	4%	4%	1%
							*									N*				
None of these	213	46	166	123	90	89	29	42	52	117	95	145	67	85	73	27	104	103	82	130
	23%	18%	25%	25%	21%	19%	30%	24%	30%	24%	21%	25%	20%	23%	20%	29%	24%	23%	18%	28%
						E*	E								*					R
Sigma	1679	474	1205	890	789	897	150	326	307	871	808	1023	656	668	682	165	779	836	816	864
	181%	186%	180%	183%	180%	186%	156%	189%	174%	181%	182%	176%	191%	179%	185%	172%	176%	185%	178%	185%

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4. Are you aware that some smartphone operating systems have an identifier, meaning a number specifically tied to your phone or tablet, that lets advertisers track your activity over time?

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K-<\$100K	\$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	887	347	540	225	313	349	403	327	157	177	209	328	173
Base: All Answering (wtd)	925	447	478	293	337	296	332	305	289	160	197	352	216
Yes	459	256	202	172	156	130	166	149	144	66	101	182	110
	50%	57%	42%	59%	46%	44%	50%	49%	50%	41%	51%	52%	51%
No	467	191	276	120	181	166	166	156	145	94	96	170	107
	50%	43%	58%	41%	54%	56%	50%	51%	50%	59%	49%	48%	49%
Sigma	925	447	478	293	337	296	332	305	289	160	197	352	216
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID			iPhone users	Android users	Aware of identifier	Unaware of identifier
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Republicans	Democrats	Independents				
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Base: All Answering (unwt)	887	216	671	517	370	384	93	189	221	429	458	711	176	363	339	94	385	476	420	467
Base: All Answering (wt)	925	255	671	487	438	481	96	172	176	481	444	583	343	373	370	96	443	453	459	467
Yes	459	146	313	239	219	258	48	84	69	239	220	283	176	184	193	45	223	211	459	-
	50%	57%	47%	49%	50%	54%	50%	49%	39%	50%	49%	49%	51%	49%	52%	47%	50%	47%	100%	-
		B				H	*								*					S
No	467	109	357	248	219	222	48	88	108	242	225	300	167	189	177	51	219	242	-	467
	50%	43%	53%	51%	50%	46%	50%	51%	61%	50%	51%	51%	49%	51%	48%	53%	50%	53%	-	100%
			A				*		E						*					R
Sigma	925	255	671	487	438	481	96	172	176	481	444	583	343	373	370	96	443	453	459	467
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 10/16-10/17

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5. On some devices, there is a setting that lets you reset this identifier so that advertisers will be unable to track you over time. Have you ever changed this setting?

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K-<\$100K	\$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Aware Of Identifier (unwtd)	420	191	229	133	140	147	190	151	79	65	103	168	84
Base: Aware Of Identifier (wtd)	459	256	202	172	156	130	166	149	144	66	101	182	110
Yes	91	69	21	46	26	19	30	24	37	8	19	36	28
	20%	27%	10%	27%	16%	14%	18%	16%	26%	12%	19%	20%	26%
		B		E*	*	*		*	*	*			*
No, because I don't know how	266	138	128	90	99	77	106	89	71	41	60	95	68
	58%	54%	63%	52%	63%	59%	64%	60%	49%	63%	60%	52%	62%
				*	*	*		*	*	*			*
No, because it does not bother me	78	41	37	25	26	26	21	24	33	13	11	43	11
	17%	16%	18%	15%	16%	20%	12%	16%	23%	19%	11%	24%	10%
				*	*	*		*	*	*		JL	*
Don't know	25	8	17	11	6	8	9	12	3	4	11	8	2
	5%	3%	8%	6%	4%	6%	6%	8%	2%	6%	11%	4%	2%
				*	*	*		*	*	*			*
Sigma	459	256	202	172	156	130	166	149	144	66	101	182	110
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
No (Net)	343	179	164	115	125	103	126	113	104	54	71	138	79
	75%	70%	81%	67%	80%	79%	76%	76%	72%	82%	71%	76%	72%
			A	*	*	*		*	*	*			*

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5. On some devices, there is a setting that lets you reset this identifier so that advertisers will be unable to track you over time. Have you ever changed this setting?

	Total	Children in Household			Education		Employment Status				Marital Status		Race		Party ID			iPhone users	Android users	Aware of identifier	Unaware of identifier
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Republicans	Democrats	Independents					
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S		
Base: Aware Of Identifier (unwtd)	420	114	306	243	177	200	43	88	89	199	221	329	91	175	164	41	183	217	420	-	
Base: Aware Of Identifier (wtd)	459	146	313	239	219	258	48	84	69	239	220	283	176	184	193	45	223	211	459	-	
Yes	91	35	55	45	46	66	6	11	9	45	46	48	43	40	38	8	45	40	91	-	
	20%	24%	18%	19%	21%	25%	12%	13%	13%	19%	21%	17%	24%	22%	20%	18%	20%	19%	20%	-	
	*					GH	**	*	*			*			**					-	
No, because I don't know how	266	83	182	143	123	145	23	55	43	142	124	171	94	105	108	26	135	114	266	-	
	58%	57%	58%	60%	56%	56%	49%	65%	62%	59%	56%	61%	54%	57%	56%	59%	61%	54%	58%	-	
	*					**	*	*	*			*			**					-	
No, because it does not bother me	78	21	56	36	42	39	14	11	13	42	36	46	32	28	36	9	33	44	78	-	
	17%	15%	18%	15%	19%	15%	30%	13%	20%	18%	16%	16%	18%	16%	19%	20%	15%	21%	17%	-	
	*					**	*	*	*			*			**					-	
Don't know	25	6	19	16	9	9	5	7	4	10	15	18	7	10	11	1	10	12	25	-	
	5%	4%	6%	7%	4%	3%	10%	9%	6%	4%	7%	6%	4%	6%	6%	3%	4%	6%	5%	-	
	*					**	*	*	*			*			**					-	
Sigma	459	146	313	239	219	258	48	84	69	239	220	283	176	184	193	45	223	211	459	-	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	
Summary	343	105	239	179	164	184	37	66	56	184	159	217	126	134	144	35	168	158	343	-	
No (Net)	75%	72%	76%	75%	75%	71%	78%	78%	81%	77%	73%	77%	72%	73%	75%	79%	75%	75%	75%	-	
	*					**	*	*	*			*			**					-	

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I,J,K/L,M/N/O,P/Q,R/S

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I,J,K/L,M/N/O,P/Q,R/S

Minimum Base: 30 (**), Small Base: 100 (*)

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6. If you discovered that your phone had an identifier that could reset automatically, how often would you prefer to have the identifier reset?

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K-<\$100K	\$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	887	347	540	225	313	349	403	327	157	177	209	328	173
Base: All Answering (wtd)	925	447	478	293	337	296	332	305	289	160	197	352	216
Once a week	311	161	150	96	127	88	100	97	115	56	78	111	66
	34%	36%	31%	33%	38%	30%	30%	32%	40%	35%	39%	32%	31%
Once a month	120	56	64	48	37	34	37	57	25	20	34	51	15
	13%	12%	13%	16%	11%	12%	11%	19%	9%	12%	17%	15%	7%
A few times a year	43	30	13	22	12	9	20	12	11	7	7	15	14
	5%	7%	3%	8%	3%	3%	6%	4%	4%	5%	3%	4%	6%
Once a year	34	18	16	20	3	11	17	6	11	3	5	24	2
	4%	4%	3%	7%	1%	4%	5%	2%	4%	2%	2%	7%	1%
Never	33	17	17	13	3	17	13	15	4	4	2	17	10
	4%	4%	3%	4%	1%	6%	4%	5%	2%	2%	1%	5%	5%
I would prefer to reset it myself	229	106	123	59	93	77	86	73	70	33	47	80	69
	25%	24%	26%	20%	27%	26%	26%	24%	24%	20%	24%	23%	32%
Don't know	156	60	96	35	62	58	59	45	52	38	25	53	40
	17%	13%	20%	12%	19%	20%	18%	15%	18%	24%	13%	15%	19%
Sigma	925	447	478	293	337	296	332	305	289	160	197	352	216
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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6. If you discovered that your phone had an identifier that could reset automatically, how often would you prefer to have the identifier reset?

	Total	Children in Household		Education		Employment Status				Marital Status		Race		Party ID			iPhone users	Android users	Aware of identifier	Unaware of identifier
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Republicans	Democrats	Independents				
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Base: All Answering (unwtd)	887	216	671	517	370	384	93	189	221	429	458	711	176	363	339	94	385	476	420	467
Base: All Answering (wtd)	925	255	671	487	438	481	96	172	176	481	444	583	343	373	370	96	443	453	459	467
Once a week	311	91	220	154	157	182	31	51	47	162	149	189	122	130	136	22	156	141	181	130
	34%	36%	33%	32%	36%	38%	33%	30%	26%	34%	33%	32%	36%	35%	37%	23%	35%	31%	39%	28%
						H	*							O	*					S
Once a month	120	38	81	65	55	67	14	17	22	63	57	76	44	49	58	9	63	50	81	39
	13%	15%	12%	13%	12%	14%	15%	10%	12%	13%	13%	13%	13%	13%	16%	10%	14%	11%	18%	8%
							*								*					S
A few times a year	43	13	30	19	25	22	4	9	9	28	15	28	15	22	16	4	21	20	29	15
	5%	5%	4%	4%	6%	5%	4%	5%	5%	6%	3%	5%	4%	6%	4%	4%	5%	4%	6%	3%
							*								*					
Once a year	34	7	27	14	20	16	6	6	5	13	21	17	17	10	12	9	14	19	21	12
	4%	3%	4%	3%	5%	3%	6%	4%	3%	3%	5%	3%	5%	3%	3%	10%	3%	4%	5%	3%
							*									MN*				
Never	33	3	30	15	18	12	4	4	14	14	19	15	18	15	12	2	15	18	16	17
	4%	1%	4%	3%	4%	2%	4%	2%	8%	3%	4%	3%	5%	4%	3%	2%	3%	4%	4%	4%
							*		EG						*					
I would prefer to reset it myself	229	68	161	122	107	118	22	46	43	123	105	152	76	83	81	29	108	119	89	140
	25%	27%	24%	25%	24%	24%	23%	27%	24%	26%	24%	26%	22%	22%	22%	30%	24%	26%	19%	30%
							*								*					R
Don't know	156	34	122	98	57	65	14	39	38	77	79	105	51	65	54	20	66	86	42	114
	17%	13%	18%	20%	13%	14%	15%	22%	21%	16%	18%	18%	15%	17%	15%	21%	15%	19%	9%	24%
				D			*	E	E						*					R
Sigma	925	255	671	487	438	481	96	172	176	481	444	583	343	373	370	96	443	453	459	467
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I,J,K/L,M/N/O,P/Q,R/S

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I,J,K/L,M/N/O,P/Q,R/S

Minimum Base: 30 (**), Small Base: 100 (*)

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PID. With which political party do you most identify?

	Gender			Age			Household Income			Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K-<\$100K	\$100K+	Northeast	Midwest	South	West
	A	B	C	D	E	F	G	H	I	J	K	L	
Base: All Respondents (unwtd)	1007	403	604	229	327	451	475	362	170	207	237	362	201
Base: All Respondents (wtd)	1007	486	521	297	347	363	374	327	307	179	212	378	238
Republican	407	204	203	88	147	173	108	136	163	67	93	154	93
	40%	42%	39%	30%	42%	48%	29%	42%	53%	38%	44%	41%	39%
Democrat	400	179	220	134	126	140	161	123	115	85	75	150	90
	40%	37%	42%	45%	36%	39%	43%	38%	38%	47%	36%	40%	38%
Independents	108	67	42	31	44	34	50	37	21	16	21	42	29
	11%	14%	8%	10%	13%	9%	13%	11%	7%	9%	10%	11%	12%
Don't know/None/Other	92	35	56	44	30	17	54	30	7	11	22	32	26
	9%	7%	11%	15%	9%	5%	15%	9%	2%	6%	11%	8%	11%
Sigma	1007	486	521	297	347	363	374	327	307	179	212	378	238
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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PID. With which political party do you most identify?

	Children in Household			Education		Employment Status				Marital Status		Race		Party ID			iPhone users	Android users	Aware of identifier	Unaware of identifier
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Republicans	Democrats	Independents				
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Base: All Respondents (unwtd)	1007	221	786	597	410	411	99	209	288	488	519	820	187	415	380	112	385	476	420	467
Base: All Respondents (wtd)	1007	258	749	540	467	502	99	183	223	524	483	653	354	407	400	108	443	453	459	467
Republican	407	112	295	216	192	217	31	58	102	273	134	314	93	407	-	-	197	162	184	189
	40%	44%	39%	40%	41%	43%	31%	32%	46%	52%	28%	48%	26%	100%	-	-	44%	36%	40%	41%
						G	*		FG	J		L		NO		*	Q			
Democrat	400	96	303	193	207	198	40	68	93	176	224	236	164	-	400	-	186	174	193	177
	40%	37%	40%	36%	44%	39%	41%	37%	42%	34%	46%	36%	46%	-	100%	-	42%	38%	42%	38%
						C	*			I		K		MO	*					
Independents	108	22	86	67	42	45	17	28	19	42	67	59	49	-	-	108	37	58	45	51
	11%	9%	12%	12%	9%	9%	17%	15%	9%	8%	14%	9%	14%	-	-	100%	8%	13%	10%	11%
							*			I						MN*				
Don't know/None/Other	92	27	65	65	27	43	12	29	8	33	59	44	48	-	-	-	23	59	37	49
	9%	10%	9%	12%	6%	8%	12%	16%	4%	6%	12%	7%	14%	-	-	-	5%	13%	8%	11%
						D	H*	EH		I		K				*		P		
Sigma	1007	258	749	540	467	502	99	183	223	524	483	653	354	407	400	108	443	453	459	467
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G,H,I,J,K/L,M/N/O,P/Q,R/S

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G,H,I,J,K/L,M/N/O,P/Q,R/S

Minimum Base: 30 (**), Small Base: 100 (*)

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Household Income

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K-<\$100K	\$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1007	403	604	229	327	451	475	362	170	207	237	362	201
Base: All Respondents (wtd)	1007	486	521	297	347	363	374	327	307	179	212	378	238
Under \$15K	92	42	50	56	21	15	92	-	-	15	18	36	23
	9%	9%	10%	19%	6%	4%	25%	-	-	8%	8%	10%	10%
\$15K to less than \$20K	24	8	15	6	4	14	24	-	-	4	4	9	6
	2%	2%	3%	2%	1%	4%	6%	-	-	2%	2%	2%	3%
\$20K to less than \$25K	45	15	30	17	9	18	45	-	-	5	9	19	12
	4%	3%	6%	6%	3%	5%	12%	-	-	3%	4%	5%	5%
\$25K to less than \$30K	44	17	27	13	13	19	44	-	-	4	16	12	12
	4%	4%	5%	4%	4%	5%	12%	-	-	2%	8%	3%	5%
\$30K to less than \$40K	67	24	43	20	14	33	67	-	-	7	14	36	10
	7%	5%	8%	7%	4%	9%	18%	-	-	4%	6%	9%	4%
\$40K to less than \$50K	102	52	50	32	38	31	102	-	-	23	10	38	31
	10%	11%	10%	11%	11%	9%	27%	-	-	13%	5%	10%	13%
\$50K to less than \$75K	187	71	116	53	51	83	-	187	-	31	47	83	26
	19%	15%	22%	18%	15%	23%	-	57%	-	17%	22%	22%	11%
\$75K to less than \$100K	139	87	53	43	53	43	-	139	-	24	38	42	35
	14%	18%	10%	15%	15%	12%	-	43%	-	13%	18%	11%	15%
\$100K to less than \$150K	202	101	101	48	94	60	-	-	202	40	45	63	53
	20%	21%	19%	16%	27%	17%	-	-	66%	22%	21%	17%	22%
\$150K or more	105	70	35	7	50	48	-	-	105	26	11	39	29
	10%	14%	7%	2%	14%	13%	-	-	34%	15%	5%	10%	12%
Sigma	1007	486	521	297	347	363	374	327	307	179	212	378	238
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Under \$50K	374	157	217	145	99	130	374	-	-	58	70	151	94
	37%	32%	42%	49%	28%	36%	100%	-	-	32%	33%	40%	40%
\$50K-<\$100K	327	157	169	97	105	125	-	327	-	55	86	125	61
	32%	32%	32%	33%	30%	35%	-	100%	-	31%	40%	33%	26%
\$100K+	307	171	135	55	144	108	-	-	307	66	56	102	82
	30%	35%	26%	19%	41%	30%	-	-	100%	37%	26%	27%	35%
Mean (,000)	80.4	89	72.4	60.7	96.6	81	27.5	71.9	154	92.2	74.3	75.1	85.3
		B		CE	C			F	FG	JK			
STD. DEV.	62.11	66.05	57.12	50.37	68.42	60.02	14.51	13.7	57.57	70.84	53.59	57.14	68.16
		B		CE	C			F	FG	JK			
STD. ERR.	1.96	3	2.5	2.92	3.67	3.15	0.75	0.76	3.29	5.29	3.68	2.94	4.42
		B		CE	C			F	FG	JK			

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Household Income

	Children in Household			Education		Employment Status				Marital Status		Race		Party ID			iPhone users	Android users	Aware of identifier	Unaware of identifier
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Republicans	Democrats	Independents				
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Base: All Respondents (unwtd)	1007	221	786	597	410	411	99	209	288	488	519	820	187	415	380	112	385	476	420	467
Base: All Respondents (wtd)	1007	258	749	540	467	502	99	183	223	524	483	653	407	400	400	108	443	453	459	467
Under \$15K	92	13	79	80	12	16	13	57	5	8	84	35	57	13	37	18	20	61	42	42
	9%	5%	11%	15%	3%	3%	13%	31%	2%	1%	17%	5%	16%	3%	9%	16%	5%	13%	9%	9%
\$15K to less than \$20K		A	D					EH*	EFH						M	M*				
	24	5	19	20	4	5	3	6	9	3	20	15	9	5	9	4	5	13	9	11
\$20K to less than \$25K	2%	2%	2%	4%	1%	1%	3%	3%	4%	1%	4%	2%	3%	1%	2%	4%	1%	3%	2%	2%
				D				*	E							*				
\$25K to less than \$30K	45	8	37	35	10	11	4	17	13	12	33	29	15	19	14	5	13	26	20	18
	4%	3%	5%	7%	2%	2%	4%	9%	6%	2%	7%	5%	4%	5%	3%	4%	3%	6%	4%	4%
\$30K to less than \$40K				D				*	E							*				
	44	9	36	37	7	21	4	7	13	13	32	29	16	12	19	7	13	23	21	17
\$40K to less than \$50K	4%	3%	5%	7%	2%	4%	4%	6%	2%	7%	4%	4%	3%	5%	6%	3%	5%	5%	5%	4%
				D				*								*				
\$50K to less than \$75K	67	15	52	52	15	26	7	13	20	28	39	39	28	24	30	7	16	41	25	34
	7%	6%	7%	10%	3%	5%	7%	7%	9%	5%	8%	6%	8%	6%	8%	6%	4%	9%	6%	7%
\$75K to less than \$100K				D				*							*					
	102	27	75	62	40	54	13	14	21	44	58	42	60	34	52	10	35	53	48	44
\$100K to less than \$150K	10%	10%	10%	11%	9%	11%	13%	8%	9%	8%	12%	6%	17%	8%	13%	9%	8%	12%	11%	9%
								*								*				
\$150K or more	187	38	149	102	85	83	17	29	58	103	84	127	60	71	80	20	81	86	76	95
	19%	15%	20%	19%	18%	17%	17%	16%	26%	20%	17%	19%	17%	17%	20%	19%	18%	19%	17%	20%
Sigma	139	52	87	60	79	91	10	10	29	95	45	90	49	65	43	17	73	54	73	60
	14%	20%	12%	11%	17%	18%	10%	5%	13%	18%	9%	14%	14%	16%	11%	16%	17%	12%	16%	13%
\$50K-\$100K		B	C	G	*			EG							*					
	202	68	133	76	126	131	17	24	30	144	58	160	42	117	74	4	125	63	89	103
\$100K+ Mean (.000)	20%	27%	18%	14%	27%	26%	17%	13%	14%	27%	12%	24%	12%	29%	19%	4%	28%	14%	19%	22%
		B	C	GH	*			J						NO	O	*	Q			
STD. DEV.	105	22	83	16	89	63	11	6	25	73	31	86	18	47	41	17	60	32	55	42
	10%	8%	11%	3%	19%	12%	11%	3%	11%	14%	6%	13%	5%	11%	10%	16%	14%	7%	12%	9%
STD. ERR.				C	G	G*		G	J						*	Q				
	1007	258	749	540	467	502	99	183	223	524	483	653	354	407	400	108	443	453	459	467
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I,J,K/L,M/N/O,P/Q,R/S

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I,J,K/L,M/N/O,P/Q,R/S

Minimum Base: 30 (**), Small Base: 100 (*)

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Gender

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K-<\$100K	\$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1007	403	604	229	327	451	475	362	170	207	237	362	201
Base: All Respondents (wtd)	1007	486	521	297	347	363	374	327	307	179	212	378	238
Male	486	486	-	149	170	167	157	157	171	86	89	174	137
	48%	100%	-	50%	49%	46%	42%	48%	56%	48%	42%	46%	58%
Female	521	-	521	148	177	196	217	169	135	93	123	204	101
	52%	-	100%	50%	51%	54%	58%	52%	44%	52%	58%	54%	42%
Sigma	1007	486	521	297	347	363	374	327	307	179	212	378	238
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Gender

	Children in Household			Education		Employment Status				Marital Status		Race		Party ID			iPhone users	Android users	Aware of identifier	Unaware of identifier
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Republicans	Democrats	Independents				
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Base: All Respondents (unwtd)	1007	221	786	597	410	411	99	209	288	488	519	820	187	415	380	112	385	476	420	467
Base: All Respondents (wtd)	1007	258	749	540	467	502	99	183	223	524	483	653	354	407	400	108	443	453	459	467
Male	486	110	376	234	251	296	44	48	98	257	229	270	216	204	179	67	207	219	256	191
	48%	43%	50%	43%	54%	59%	45%	26%	44%	49%	47%	41%	61%	50%	45%	62%	47%	48%	56%	41%
Female	521	148	374	306	216	206	55	135	125	267	254	383	138	203	220	42	236	234	202	276
	52%	57%	50%	57%	46%	41%	55%	74%	56%	51%	53%	59%	39%	50%	55%	38%	53%	52%	44%	59%
Sigma	1007	258	749	540	467	502	99	183	223	524	483	653	354	407	400	108	443	453	459	467
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I,J,K/L,M/N/O,P/Q,R/S

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I,J,K/L,M/N/O,P/Q,R/S

Minimum Base: 30 (**), Small Base: 100 (*)

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Age

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K-<\$100K	\$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1007	403	604	229	327	451	475	362	170	207	237	362	201
Base: All Respondents (wtd)	1007	486	521	297	347	363	374	327	307	179	212	378	238
18 - 34 (Net)	297	149	148	297	-	-	145	97	55	56	53	121	67
	29%	31%	28%	100%	-	-	39%	30%	18%	31%	25%	32%	28%
18 - 24	70	42	28	70	-	-	46	17	7	18	8	26	18
	7%	9%	5%	23%	-	-	12%	5%	2%	10%	4%	7%	8%
25 - 34	227	107	120	227	-	-	99	80	49	38	46	95	48
	23%	22%	23%	77%	-	-	26%	25%	16%	21%	22%	25%	20%
35 - 54 (Net)	347	170	177	-	347	-	99	105	144	63	78	111	95
	34%	35%	34%	-	100%	-	26%	32%	47%	35%	37%	29%	40%
35 - 44	162	77	85	-	162	-	48	58	55	30	37	52	43
	16%	16%	16%	-	47%	-	13%	18%	18%	17%	18%	14%	18%
45 - 54	185	93	92	-	185	-	50	46	88	33	40	59	53
	18%	19%	18%	-	53%	-	13%	14%	29%	19%	19%	16%	22%
55 + (Net)	363	167	196	-	-	363	130	125	108	61	81	145	76
	36%	34%	38%	-	-	100%	35%	38%	35%	34%	38%	38%	32%
55 - 64	145	61	83	-	-	145	47	54	44	29	38	51	27
	14%	13%	16%	-	-	40%	13%	16%	14%	16%	18%	13%	11%
65+	218	106	113	-	-	218	83	71	64	32	43	94	49
	22%	22%	22%	-	-	60%	22%	22%	21%	18%	20%	25%	21%
Sigma	1007	486	521	297	347	363	374	327	307	179	212	378	238
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	48.3	47.9	48.6	27.9	45.4	67.6	46.1	48.3	50.9	47	48.8	48.5	48.3
STD. DEV.	17.39	17.47	17.33	4.4	5.81	8.38	18.86	17.14	15.36	17.4	16.02	18.06	17.54
STD. ERR.	0.55	0.87	0.71	0.29	0.32	0.39	0.87	0.9	1.18	1.21	1.04	0.95	1.24
Median	48	49	48	29	45	67.27	43	47	50	46.47	48.76	48	48

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Age

	Children in Household			Education		Employment Status				Marital Status		Race		Party ID			iPhon users	Androi users	Aware of Identifier	Unaware of Identifier
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Republican s	Democrat s	Indepen dents				
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Base: All Respondents (unwtd)	1007	221	786	597	410	411	99	209	288	488	519	820	187	415	380	112	385	476	420	467
Base: All Respondents (wtd)	1007	258	749	540	467	502	99	183	223	524	483	653	354	407	400	108	443	453	450	467
18 - 34 (Net)	297	94	203	167	130	172	37	87	1	106	191	137	160	88	134	31	143	140	172	120
	29%	36%	27%	31%	28%	34%	37%	47%	1%	20%	40%	21%	45%	22%	33%	28%	32%	31%	38%	26%
	B					H	H*	EH			I		K		M	*				S
18 - 24	70	5	65	57	13	26	14	30	-	7	63	21	48	15	23	14	37	29	41	28
	7%	2%	9%	11%	3%	5%	14%	16%	-	1%	13%	3%	14%	4%	6%	13%	8%	6%	9%	6%
	B					A	D			H	EH*	EH			I		K			MN*
25 - 34	227	89	139	110	117	146	23	57	1	99	128	116	111	73	111	17	105	111	131	92
	23%	34%	19%	20%	25%	29%	23%	31%	1%	19%	27%	18%	31%	18%	28%	16%	24%	25%	29%	20%
	B					H	H*	H			I		K		MO	*				S
35 - 54 (Net)	347	149	198	176	171	246	30	63	8	207	140	226	122	147	126	44	174	153	156	181
	34%	58%	26%	33%	37%	49%	30%	35%	4%	40%	29%	35%	34%	36%	32%	40%	39%	34%	34%	39%
	B					FGH	H*	H			J					*				
35 - 44	162	93	69	69	93	121	12	27	1	89	73	97	65	52	75	18	83	72	91	69
	16%	36%	9%	13%	20%	24%	12%	15%	1%	17%	15%	15%	18%	13%	19%	16%	19%	16%	20%	15%
	B					C	FGH	H*	H							*				
45 - 54	185	56	129	107	78	125	18	36	7	119	66	128	57	95	52	26	91	80	66	112
	18%	22%	17%	20%	17%	25%	18%	20%	3%	23%	14%	20%	16%	23%	13%	24%	21%	18%	14%	24%
	B					H	H*	H			J				N	N*				R
55 + (Net)	363	15	348	197	166	84	33	33	214	211	152	290	73	173	140	34	126	160	130	166
	36%	6%	46%	37%	35%	17%	33%	18%	96%	40%	31%	44%	21%	42%	35%	31%	28%	35%	28%	35%
	B					A	EG*	EH			F					*				
55 - 64	145	11	133	82	62	58	13	27	46	84	61	108	37	68	57	11	47	78	58	70
	14%	4%	18%	15%	13%	12%	13%	15%	21%	16%	13%	17%	10%	17%	14%	10%	11%	17%	13%	15%
	B					A				E						*				P
65+	218	3	215	115	103	25	20	5	168	127	91	182	36	105	83	23	79	83	72	95
	22%	1%	29%	21%	22%	5%	20%	3%	75%	24%	19%	28%	10%	26%	21%	21%	18%	18%	16%	20%
	B					A			EG*	EH		L				*				
Sigma	1007	258	749	540	467	502	99	183	223	524	483	653	354	407	400	108	443	453	459	467
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary	48.3	39.6	51.2	47.9	48.6	42.3	46	39.8	69.5	51.3	45	52.2	41	51.7	47.1	47.9	46.3	47.4	44.6	49
Mean		A				G*		EH		J		L		N		*				R
STD. DEV.	17.39	9.66	18.45	17.85	16.85	12.94	17.6	15.17	8.59	15.72	18.51	16.91	15.92	16.9	17.13	18.46	17.21	16.63	17.05	16.55
STD. ERR.	0.55	0.65	0.66	0.73	0.83	0.64	1.77	1.05	0.51	0.71	0.81	0.59	1.16	0.83	0.88	1.74	0.88	0.76	0.83	0.77
Median	48	38.04	52	49	46.62	42	45	36	71	51	42	52	37	52	44	49	44	47	42	50

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I,J,K/L,M/N/O,P/Q,R/S

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I,J,K/L,M/N/O,P/Q,R/S

Minimum Base: 30 (**), Small Base: 100 (*)

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Region

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K-<\$100K	\$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1007	403	604	229	327	451	475	362	170	207	237	362	201
Base: All Respondents (wtd)	1007	486	521	297	347	363	374	327	307	179	212	378	238
Northeast	179	86	93	56	63	61	58	55	66	179	-	-	-
	18%	18%	18%	19%	18%	17%	16%	17%	22%	100%	-	-	-
Midwest	212	89	123	53	78	81	70	86	56	-	212	-	-
	21%	18%	24%	18%	22%	22%	19%	26%	18%	-	100%	-	-
South	378	174	204	121	111	145	151	125	102	-	-	378	-
	38%	36%	39%	41%	32%	40%	40%	38%	33%	-	-	100%	-
West	238	137	101	67	95	76	94	61	82	-	-	-	238
	24%	28%	19%	22%	27%	21%	25%	19%	27%	-	-	-	100%
Sigma	1007	486	521	297	347	363	374	327	307	179	212	378	238
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Region

	Children in Household			Education		Employment Status				Marital Status		Race		Party ID			iPhone users	Android users	Aware of identifier	Unaware of identifier
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Republicans	Democrats	Independents				
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Base: All Respondents (unwtd)	1007	221	786	597	410	411	99	209	288	488	519	820	187	415	380	112	385	476	420	467
Base: All Respondents (wtd)	1007	258	749	540	467	502	99	183	223	524	483	653	354	407	400	108	443	453	459	467
Northeast	179	43	136	91	88	95	24	27	34	82	98	130	49	67	85	16	95	62	66	94
	18%	17%	18%	17%	19%	19%	24%	15%	15%	16%	20%	20%	14%	17%	21%	15%	21%	14%	14%	20%
Midwest	212	63	149	113	99	109	21	37	45	118	94	161	51	93	75	21	91	95	101	96
	21%	24%	20%	21%	21%	22%	21%	20%	20%	22%	20%	25%	14%	23%	19%	20%	21%	21%	22%	21%
South	378	82	295	197	181	178	34	72	93	190	188	222	156	154	150	42	164	180	182	170
	38%	32%	39%	37%	39%	36%	34%	40%	42%	36%	39%	34%	44%	38%	37%	39%	37%	40%	40%	36%
West	238	69	169	139	99	119	21	47	51	134	104	140	98	93	90	29	93	115	110	107
	24%	27%	23%	26%	21%	24%	21%	26%	23%	26%	21%	21%	28%	23%	22%	26%	21%	25%	24%	23%
Sigma	1007	258	749	540	467	502	99	183	223	524	483	653	354	407	400	108	443	453	459	467
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G,H,I,J,K/L,M/N/O,P/Q,R/S

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G,H,I,J,K/L,M/N/O,P/Q,R/S

Minimum Base: 30 (**), Small Base: 100 (*)

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Education

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K-<\$100K	\$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1007	403	604	229	327	451	475	362	170	207	237	362	201
Base: All Respondents (wtd)	1007	486	521	297	347	363	374	327	307	179	212	378	238
Grade School	3	1	1	1	1	1	1	1	-	-	-	1	1
	*	*	*	*	*	*	*	*	-	-	-	*	1%
Some High School	10	5	5	7	3	1	10	1	-	1	1	4	3
	1%	1%	1%	2%	1%	*	3%	*	-	1%	1%	1%	1%
Graduated High School	227	97	129	94	60	73	130	60	37	38	54	81	54
	23%	20%	25%	32%	17%	20%	35%	18%	12%	21%	26%	22%	23%
Some College	208	94	114	52	75	82	101	71	35	33	40	78	57
	21%	19%	22%	17%	22%	23%	27%	22%	12%	18%	19%	21%	24%
Associate's degree (AA, AS, etc.)	92	36	56	14	37	41	44	29	19	19	17	32	24
	9%	7%	11%	5%	11%	11%	12%	9%	6%	11%	8%	8%	10%
Bachelor's degree (BA, BS, etc.)	315	152	163	102	110	103	68	125	122	62	75	110	68
	31%	31%	31%	34%	32%	28%	18%	38%	40%	35%	35%	29%	28%
Post Graduate Degree	152	100	53	28	62	63	19	40	93	26	24	71	31
	15%	21%	10%	9%	18%	17%	5%	12%	30%	15%	12%	19%	13%
Sigma	1007	486	521	297	347	363	374	327	307	179	212	378	238
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
No college degree	540	234	306	167	176	197	287	162	91	91	113	197	139
	54%	48%	59%	56%	51%	54%	77%	50%	30%	51%	53%	52%	58%
College degree	467	251	216	130	171	166	87	165	215	88	99	181	99
	46%	52%	41%	44%	49%	46%	23%	50%	70%	49%	47%	48%	42%

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Education

	Children in Household			Education		Employment Status				Marital Status		Race		Party ID			iPhone users	Android users	Aware of identifier	Unaware of identifier
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Republicans	Democrats	Independents				
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Base: All Respondents (unwtd)	1007	221	786	597	410	411	99	209	288	488	519	820	187	415	380	112	385	476	420	467
Base: All Respondents (wtd)	1007	258	749	540	467	502	99	183	223	524	483	653	354	407	400	108	443	453	420	467
Grade School	3	2	1	3	-	1	-	1	1	3	-	3	-	1	-	1	-	2	2	-
	*	1%	*	*	-	*	-	*	*	*	-	*	-	*	-	1%	-	*	*	-
Some High School	10	1	10	10	-	3	2	5	1	2	9	4	6	2	2	3	1	8	6	3
	1%	*	1%	2%	-	1%	2%	3%	*	*	2%	1%	2%	1%	*	3%	*	2%	1%	1%
Graduated High School	227	49	178	227	-	88	21	73	45	90	137	121	105	88	75	28	73	125	102	99
	23%	19%	24%	42%	-	17%	21%	40%	20%	17%	28%	19%	30%	22%	19%	26%	16%	28%	22%	21%
Some College	208	42	166	208	-	106	17	32	54	89	119	120	89	79	85	24	72	111	89	101
	21%	16%	22%	39%	-	21%	17%	17%	24%	17%	25%	18%	25%	19%	21%	22%	16%	24%	19%	22%
Associate's degree (AA, AS, etc.)	92	20	72	92	-	40	11	16	25	49	43	72	20	46	30	10	31	50	40	44
	9%	8%	10%	17%	-	8%	11%	9%	11%	9%	9%	11%	6%	11%	8%	9%	7%	11%	9%	10%
Bachelor's degree (BA, BS, etc.)	315	106	208	-	315	174	33	49	59	197	118	221	94	127	143	21	182	100	133	160
	31%	41%	28%	-	67%	35%	34%	27%	26%	38%	24%	34%	27%	31%	36%	19%	41%	22%	29%	34%
Post Graduate Degree	152	37	115	-	152	90	15	8	39	94	58	113	40	65	64	21	82	57	86	59
	15%	14%	15%	-	33%	18%	16%	4%	18%	18%	12%	17%	11%	16%	16%	19%	19%	13%	19%	13%
Sigma	1007	258	749	540	467	502	99	183	223	524	483	653	354	407	400	108	443	453	420	467
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary	540	114	426	540	-	238	51	126	125	233	307	320	220	216	193	67	178	296	239	248
No college degree	54%	44%	57%	100%	-	47%	51%	69%	56%	44%	64%	49%	62%	53%	48%	62%	40%	65%	52%	53%
	A	D				*	EFH			I		K		*		P				
College degree	46%	56%	43%	-	46%	264	49	57	98	291	176	333	134	192	207	42	265	157	219	219
	B	C				G	G*		G	J		L			*	Q				

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I,J,K/L,M/N/O,P/Q,R/S

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I,J,K/L,M/N/O,P/Q,R/S

Minimum Base: 30 (**), Small Base: 100 (*)

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Age & Presence Of Children

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K-<\$100K	\$100K+	Northeast	Midwest	South	West
	A	B	C	D	E	F	G	H	I	J	K	L	
Base: All Respondents (unwtd)	1007	403	604	229	327	451	475	362	170	207	237	362	201
Base: All Respondents (wtd)	1007	486	521	297	347	363	374	327	307	179	212	378	238
Under 6 only	65	31	34	50	14	1	19	26	20	9	16	25	14
	6%	6%	6%	17%	4%	*	5%	8%	6%	5%	8%	7%	6%
6-12 Only	55	28	27	16	34	5	20	18	17	8	11	22	14
	5%	6%	5%	5%	10%	1%	5%	6%	5%	4%	5%	6%	6%
13-17 Only	70	29	41	7	56	6	20	20	29	9	18	16	27
	7%	6%	8%	2%	16%	2%	5%	6%	10%	5%	9%	4%	11%
Under 6 and 6-12	25	7	18	14	12	-	8	7	11	5	3	12	5
	2%	1%	3%	5%	3%	-	2%	2%	3%	3%	1%	3%	2%
Under 6 and 13-17	5	-	5	-	5	-	1	4	-	1	3	-	1
	1%	-	1%	-	2%	-	*	1%	-	1%	1%	-	1%
6-12 and 13-17	34	15	19	6	25	3	7	15	12	11	11	7	5
	3%	3%	4%	2%	7%	1%	2%	5%	4%	6%	5%	2%	2%
All 3	4	-	4	1	3	-	2	1	2	1	1	-	3
	*	-	1%	*	1%	-	*	*	1%	*	*	-	1%
None Under 18	749	376	374	203	198	348	297	236	216	136	149	295	169
	74%	77%	72%	68%	57%	96%	79%	72%	71%	76%	70%	78%	71%
Sigma	1007	486	521	297	347	363	374	327	307	179	212	378	238
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
With Kids	258	110	148	94	149	15	77	90	90	43	63	82	69
	26%	23%	28%	32%	43%	4%	21%	28%	29%	24%	30%	22%	29%
No Kids	749	376	374	203	198	348	297	236	216	136	149	295	169
	74%	77%	72%	68%	57%	96%	79%	72%	71%	76%	70%	78%	71%

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Age & Presence Of Children

	Children in Household			Education		Employment Status				Marital Status		Race		Party ID			iPhon users	Androi users	Aware of identifi er	Unaware of identifi er
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Republica ns	Democrats	Independe nts				
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Base: All Respondents (unwtd)	1007	221	786	597	410	411	99	209	288	488	519	820	187	415	380	112	385	476	420	467
Base: All Respondents (wtd)	1007	258	749	540	467	502	99	183	223	524	483	653	354	407	400	108	443	453	459	467
Under 6 only	65	65	-	30	35	42	5	16	2	48	16	38	27	28	27	7	32	25	47	17
	6%	25%	-	5%	8%	8%	5%	9%	1%	9%	3%	6%	8%	7%	7%	6%	7%	5%	10%	4%
	B					H	H*	H		J					*					S
6-12 Only	55	55	-	24	30	37	1	16	1	39	16	30	24	21	19	6	19	32	34	21
	5%	21%	-	4%	6%	7%	1%	9%	*	7%	3%	5%	7%	5%	6%	4%	7%	7%	7%	4%
	B					FH	*	FH		J					*					
13-17 Only	70	70	-	32	38	46	8	15	1	55	15	45	24	33	25	6	28	40	27	42
	7%	27%	-	6%	8%	9%	8%	8%	1%	10%	3%	7%	7%	8%	6%	6%	6%	9%	6%	9%
	B					H	H*	H		J					*					
Under 6 and 6-12	25	25	-	8	17	11	5	9	-	18	7	20	5	13	10	*	14	11	16	9
	2%	10%	-	1%	4%	2%	5%	5%	-	3%	1%	3%	1%	3%	3%	*	3%	2%	4%	2%
	B					H*	H								*					
Under 6 and 13-17	5	5	-	4	1	3	-	2	-	4	1	1	4	4	2	-	4	*	4	1
	1%	2%	-	1%	*	1%	-	1%	-	1%	*	*	1%	1%	*	-	1%	*	1%	*
	B					*									*					
6-12 and 13-17	34	34	-	12	22	23	5	6	-	28	6	21	13	13	13	1	15	17	16	18
	3%	13%	-	2%	5%	5%	5%	3%	-	5%	1%	3%	4%	3%	3%	1%	3%	4%	4%	4%
	B					H	H*	H		J					*					
All 3	4	4	-	4	-	2	-	2	-	4	1	2	2	2	1	1	2	2	1	2
	*	2%	-	1%	-	*	-	1%	-	1%	*	*	1%	*	*	1%	*	*	*	1%
	B					*									*					
None Under 18	749	-	749	426	324	338	76	116	219	328	422	495	255	295	303	86	328	327	313	357
	74%	-	100%	79%	69%	67%	76%	64%	98%	63%	87%	76%	72%	72%	76%	80%	74%	72%	68%	77%
	A		D			*			EFG		I				*					R
Sigma	1007	258	749	540	467	502	99	183	223	524	483	653	354	407	400	108	443	453	459	467
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																				
With Kids	258	258	-	114	143	164	23	67	4	196	62	158	99	112	96	22	114	126	146	109
	26%	100%	-	21%	31%	33%	24%	36%	2%	37%	13%	24%	28%	28%	24%	20%	26%	28%	32%	23%
	B			C	H	H*	H			J					*					S
No Kids	749	-	749	426	324	338	76	116	219	328	422	495	255	295	303	86	328	327	313	357
	74%	-	100%	79%	69%	67%	76%	64%	98%	63%	87%	76%	72%	72%	76%	80%	74%	72%	68%	77%
	A		D			*			EFG		I				*					R

Field Dates: 10/16-10/17
 Statistics:
 - Overlap formulae used
 - Column Proportions:
 Columns Tested (5%): A/B,C/D,E/F/G/H,I,J,K/L/M/N/O,P/Q,R/S
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B,C/D,E/F/G/H,I,J,K/L/M/N/O,P/Q,R/S
 Minimum Base: 30 (**), Small Base: 100 (*)

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Marital Status

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K-<\$100K	\$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1007	403	604	229	327	451	475	362	170	207	237	362	201
Base: All Respondents (wtd)	1007	486	521	297	347	363	374	327	307	179	212	378	238
Single	243	147	95	145	66	31	147	74	21	52	43	87	60
	24%	30%	18%	49%	19%	9%	39%	23%	7%	29%	20%	23%	25%
Domestic Partnership	90	38	52	37	36	16	29	15	45	23	20	34	12
	9%	8%	10%	13%	10%	4%	8%	5%	15%	13%	10%	9%	5%
Married	524	257	267	106	207	211	108	198	217	82	118	190	134
	52%	53%	51%	36%	60%	58%	29%	61%	71%	46%	56%	50%	56%
Widowed	47	9	38	-	4	43	26	14	7	9	9	19	11
	5%	2%	7%	-	1%	12%	7%	4%	2%	5%	4%	5%	5%
Divorced or separated	104	35	69	9	33	62	63	25	16	14	22	48	20
	10%	7%	13%	3%	10%	17%	17%	8%	5%	8%	11%	13%	8%
Sigma	1007	486	521	297	347	363	374	327	307	179	212	378	238
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Married	524	257	267	106	207	211	108	198	217	82	118	190	134
	52%	53%	51%	36%	60%	58%	29%	61%	71%	46%	56%	50%	56%
Other	483	229	254	191	140	152	265	129	89	98	94	188	104
	48%	47%	49%	64%	40%	42%	71%	39%	29%	54%	44%	50%	44%

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Marital Status

	Children in Household			Education		Employment Status				Marital Status		Race		Party ID			iPhon users	Androi users	Aware of identifier	Unaware of identifier
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Republica ns	Democrats	Independ ents				
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Base: All Respondents (unwtd)	1007	221	786	597	410	411	99	209	288	488	519	820	187	415	380	112	385	476	420	467
Base: All Respondents (wtd)	1007	258	749	540	467	502	99	183	223	524	483	653	354	407	400	108	443	453	459	467
Single	243	38	205	161	82	134	32	62	15	-	243	96	147	46	123	40	96	115	120	102
	24%	15%	27%	30%	18%	27%	32%	34%	7%	-	50%	15%	41%	11%	31%	36%	22%	25%	26%	22%
		A	D			H	H*	H			I		K		M	M*				
Domestic Partnership	90	11	78	45	45	55	9	14	10	-	90	63	27	40	32	8	55	34	42	48
	9%	4%	10%	8%	10%	11%	9%	8%	5%	-	19%	10%	8%	10%	8%	7%	12%	8%	9%	10%
		A				H	*				I					*				
Married	524	196	328	233	291	268	43	85	128	524	-	386	137	273	176	42	240	225	239	242
	52%	76%	44%	43%	62%	53%	43%	46%	57%	100%	-	59%	39%	67%	44%	38%	54%	50%	52%	52%
		B			C	*		FG	J		L		NO		*					
Widowed	47	1	46	30	17	11	2	3	31	-	47	40	7	15	24	7	19	20	16	24
	5%	*	6%	6%	4%	2%	2%	2%	14%	-	10%	6%	2%	4%	6%	7%	4%	4%	4%	5%
		A					*		EFG		I	L			*					
Divorced or separated	104	12	92	72	32	33	13	19	39	-	104	68	36	33	45	12	32	58	42	50
	10%	5%	12%	13%	7%	7%	13%	10%	17%	-	21%	10%	10%	8%	11%	11%	7%	13%	9%	11%
		A	D				*		E		I				*			P		
Sigma	1007	258	749	540	467	502	99	183	223	524	483	653	354	407	400	108	443	453	459	467
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																				
Married	524	196	328	233	291	268	43	85	128	524	-	386	137	273	176	42	240	225	239	242
	52%	76%	44%	43%	62%	53%	43%	46%	57%	100%	-	59%	39%	67%	44%	38%	54%	50%	52%	52%
		B			C	*		FG	J		L		NO		*					
Other	483	62	422	307	176	233	57	98	95	-	483	267	216	134	224	67	203	228	220	225
	48%	24%	56%	57%	38%	47%	57%	54%	43%	-	100%	41%	61%	33%	56%	62%	46%	50%	48%	48%
		A	D				H*	H			I		K		M	M*				

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I,J,K/L,M/N/O,P/Q,R/S

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I,J,K/L,M/N/O,P/Q,R/S

Minimum Base: 30 (**), Small Base: 100 (*)

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Employment

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K-<\$100K	\$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1007	403	604	229	327	451	475	362	170	207	237	362	201
Base: All Respondents (wtd)	1007	486	521	297	347	363	374	327	307	179	212	378	238
Employed - full-time	433	256	177	158	211	64	113	155	165	87	96	159	91
	43%	53%	34%	53%	61%	18%	30%	47%	54%	48%	45%	42%	38%
Employed - part-time	99	44	55	37	30	33	44	27	28	24	21	34	21
	10%	9%	11%	12%	9%	9%	12%	8%	9%	13%	10%	9%	9%
Self-Employed	68	39	29	14	35	19	21	19	29	8	13	19	28
	7%	8%	6%	5%	10%	5%	6%	6%	9%	5%	6%	5%	12%
Retired	223	98	125	1	8	214	81	87	55	34	45	93	51
	22%	20%	24%	*	2%	59%	22%	27%	18%	19%	21%	25%	21%
Student/Pupil	20	7	12	17	1	1	17	1	2	1	3	9	6
	2%	2%	2%	6%	*	*	4%	*	1%	1%	2%	2%	2%
Homemaker	76	1	76	25	38	13	30	21	25	13	16	26	21
	8%	*	15%	8%	11%	4%	8%	7%	8%	8%	7%	7%	9%
Currently Unemployed	82	40	42	40	24	19	64	14	3	11	17	33	20
	8%	8%	8%	13%	7%	5%	17%	4%	1%	6%	8%	9%	8%
(Dk/Ns)	5	-	5	5	*	-	4	1	-	*	*	4	1
	1%	-	1%	2%	*	-	1%	*	-	*	*	1%	*
Sigma	1007	486	521	297	347	363	374	327	307	179	212	378	238
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Full Time	502	296	206	172	246	84	134	174	194	95	109	178	119
	50%	61%	40%	58%	71%	23%	36%	53%	63%	53%	51%	47%	50%
Part Time	99	44	55	37	30	33	44	27	28	24	21	34	21
	10%	9%	11%	12%	9%	9%	12%	8%	9%	13%	10%	9%	9%
Not Emp.	183	48	135	87	63	33	115	39	30	27	37	72	47
	18%	10%	26%	29%	18%	9%	31%	12%	10%	15%	17%	19%	20%
Retired	223	98	125	1	8	214	81	87	55	34	45	93	51
	22%	20%	24%	*	2%	59%	22%	27%	18%	19%	21%	25%	21%

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Employment

	Children in Household			Education		Employment Status				Marital Status		Race		Party ID			iPhon users	Androi users	Aware of Identifier	Unaware of Identifier
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Republi cans	Democrats	Independ ents				
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Base: All Respondents (unwtd)	1007	221	786	597	410	411	99	209	288	488	519	820	187	415	380	112	385	476	420	467
Base: All Respondents (wtd)	1007	258	749	540	467	502	99	183	223	524	483	653	354	407	400	108	443	453	459	467
Employed - full-time	433	148	286	196	237	433	-	-	-	228	205	270	164	185	172	37	221	184	231	189
	43%	57%	38%	36%	51%	86%	-	-	-	44%	42%	41%	46%	45%	43%	34%	50%	41%	50%	41%
Employed - part-time	99	23	76	51	49	-	99	-	-	43	57	60	39	31	40	17	48	46	48	48
	10%	9%	10%	9%	10%	-	100%	-	-	8%	12%	9%	11%	8%	10%	16%	11%	10%	10%	10%
Self-Employed	68	16	52	42	26	68	-	-	-	40	28	39	30	32	25	8	34	27	27	33
	7%	6%	7%	8%	6%	14%	-	-	-	8%	6%	6%	8%	8%	6%	7%	8%	6%	6%	7%
Retired	223	4	219	125	98	-	-	-	223	128	95	182	40	102	93	19	85	87	69	108
	22%	1%	29%	23%	21%	-	-	-	100%	24%	20%	28%	11%	25%	23%	18%	19%	19%	15%	23%
Student/Pupil	20	2	17	12	8	-	-	20	-	2	18	7	12	1	9	2	9	7	14	6
	2%	1%	2%	2%	2%	-	-	11%	-	*	4%	1%	4%	*	2%	2%	2%	1%	3%	1%
Homemaker	76	50	26	44	33	-	-	76	-	66	10	51	25	37	23	7	28	44	34	39
	8%	20%	3%	8%	7%	-	-	42%	-	13%	2%	8%	7%	9%	6%	6%	6%	10%	7%	8%
Currently Unemployed	82	12	69	66	15	-	-	82	-	14	68	44	37	17	35	18	17	55	32	43
	8%	5%	9%	12%	3%	-	-	45%	-	3%	14%	7%	11%	4%	9%	17%	4%	12%	7%	9%
(Dk/No)	5	2	4	4	1	-	-	5	-	3	3	-	5	2	1	1	2	3	4	1
	1%	1%	*	1%	*	-	-	3%	-	1%	1%	-	2%	1%	*	1%	*	1%	1%	*
Sigma	1007	258	749	540	467	502	99	183	223	524	483	653	354	407	400	108	443	453	459	467
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																				
Full Time	502	164	338	238	264	502	-	-	-	268	233	308	194	217	198	45	254	211	258	222
	50%	64%	45%	44%	56%	100%	-	-	-	51%	48%	47%	55%	53%	50%	41%	57%	47%	56%	48%
Part Time	99	23	76	51	49	-	99	-	-	43	57	60	39	31	40	17	48	46	48	48
	10%	9%	10%	9%	10%	-	100%	-	-	8%	12%	9%	11%	8%	10%	16%	11%	10%	10%	10%
Not Emp.	183	67	116	126	57	-	-	183	-	85	98	102	81	58	68	28	56	109	84	88
	18%	26%	16%	23%	12%	-	-	100%	-	16%	20%	16%	23%	14%	17%	26%	13%	24%	18%	19%
Retired	223	4	219	125	98	-	-	-	223	128	95	182	40	102	93	19	85	87	69	108
	22%	1%	29%	23%	21%	-	-	-	100%	24%	20%	28%	11%	25%	23%	18%	19%	19%	15%	23%

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I,J,K/L,M/N/O,P/Q,R/S

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I,J,K/L,M/N/O,P/Q,R/S

Minimum Base: 30 (**), Small Base: 100 (*)

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US01ETH - Race

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K-<\$100K	\$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1007	403	604	229	327	451	475	362	170	207	237	362	201
Base: All Respondents (wtd)	1007	486	521	297	347	363	374	327	307	179	212	378	238
White or Caucasian (not Hispanic or Latino)	653	270	383	137	226	290	190	218	246	130	161	222	140
	65%	56%	74%	46%	65%	80%	51%	67%	80%	73%	76%	59%	59%
Black or African-American (not Hispanic or Latino)	117	73	45	66	24	27	79	29	9	9	19	64	26
	12%	15%	9%	22%	7%	8%	21%	9%	3%	5%	9%	17%	11%
Asian/Pacific Islander	56	38	18	17	25	14	16	28	12	5	12	15	24
	6%	8%	3%	6%	7%	4%	4%	9%	4%	3%	6%	4%	10%
Native American, Alaska Native, Aleutian	9	3	6	3	4	2	7	1	1	2	3	3	1
	1%	1%	1%	1%	1%	1%	2%	*	*	1%	1%	1%	1%
Hispanic or Latino (White or Caucasian)	105	71	34	37	44	24	43	24	38	14	4	49	38
	10%	15%	6%	12%	13%	7%	11%	7%	12%	8%	2%	13%	16%
Hispanic or Latino (Black or African-American)	5	2	3	2	3	-	3	2	-	2	-	3	-
	1%	*	1%	1%	1%	-	1%	1%	-	1%	-	1%	-
Hispanic or Latino (all other races/multiple races)	47	23	24	31	15	1	29	18	-	14	9	17	7
	5%	5%	5%	10%	4%	*	8%	6%	-	8%	4%	4%	3%
Other	6	3	3	1	3	2	4	2	-	1	2	3	1
	1%	1%	1%	*	1%	*	1%	1%	-	*	1%	1%	*
Prefer not to answer	8	3	5	3	4	2	4	4	-	2	2	3	1
	1%	1%	1%	1%	1%	*	1%	1%	-	1%	1%	1%	1%
Sigma	1007	486	521	297	347	363	374	327	307	179	212	378	238
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
White	653	270	383	137	226	290	190	218	246	130	161	222	140
	65%	56%	74%	46%	65%	80%	51%	67%	80%	73%	76%	59%	59%
Other	354	216	138	160	122	73	184	109	61	49	51	156	98
	35%	44%	26%	54%	35%	20%	49%	33%	20%	27%	24%	41%	41%
Hispanic	157	96	61	70	62	26	75	44	38	30	13	68	45
	16%	20%	12%	23%	18%	7%	20%	13%	12%	17%	6%	18%	19%

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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US01ETH - Race

	Children in Household		Education		Employment Status				Marital Status		Race		Party ID			iPhon users	Androi users	Aware of Identifier	Unaware of Identifier	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Republican s	Democrats					Independ ents
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O					
Base: All Respondents (unwtd)	1007	221	786	597	410	411	99	209	288	488	519	820	187	415	380	112	385	476	420	467
Base: All Respondents (wtd)	1007	258	749	540	467	502	99	183	223	524	483	653	407	400	108	443	453	459	467	
White or Caucasian (not Hispanic or Latino)	653	158	495	320	333	308	60	102	182	386	267	653	-	314	236	59	301	266	283	300
	65%	62%	66%	59%	71%	61%	61%	56%	82%	74%	55%	100%	-	77%	59%	55%	68%	59%	62%	64%
				C		*		EFG	J		L		NO		*	Q				
Black or African-American (not Hispanic or Latino)	117	39	79	88	29	63	7	28	20	30	88	-	117	9	78	20	33	74	56	58
	12%	15%	11%	16%	6%	13%	7%	15%	9%	6%	18%	-	33%	2%	20%	18%	7%	16%	12%	12%
				D		*				I			K		M	M*		P		
Asian/Pacific Islander	56	22	34	13	43	36	3	10	7	32	24	-	56	28	14	9	31	20	28	27
	6%	8%	5%	2%	9%	7%	3%	5%	3%	6%	5%	-	16%	7%	3%	9%	7%	4%	6%	6%
				C		*							K			*				
Native American, Alaska Native, Aleutian	9	3	6	9	-	4	-	2	3	4	5	-	9	4	1	2	-	7	4	4
	1%	1%	1%	2%	-	1%	-	1%	1%	1%	1%	-	3%	1%	*	2%	-	2%	1%	1%
				D		*							K		*					
Hispanic or Latino (White or Caucasian)	105	22	82	68	37	56	15	24	9	58	47	-	105	44	35	12	49	51	52	48
	10%	9%	11%	13%	8%	11%	15%	13%	4%	11%	10%	-	30%	11%	9%	11%	11%	11%	11%	10%
				H		H*		H					K		*					
Hispanic or Latino (Black or African-American)	5	3	2	4	1	3	2	-	-	-	5	-	5	-	3	-	5	-	3	2
	1%	1%	*	1%	*	1%	2%	-	-	-	1%	-	1%	-	1%	-	1%	-	1%	*
						*							K		*					
Hispanic or Latino (all other races/multiple races)	47	8	39	30	16	25	11	11	-	9	38	-	47	6	26	4	21	26	24	23
	5%	3%	5%	6%	4%	5%	11%	6%	-	2%	8%	-	13%	2%	7%	4%	5%	6%	5%	5%
				H		H*		H					K		M	*				
Other	6	1	6	4	3	2	1	2	1	2	4	-	6	1	3	1	2	4	4	2
	1%	*	1%	1%	1%	*	1%	1%	*	*	1%	-	2%	*	1%	1%	*	1%	1%	*
						*							K		*					
Prefer not to answer	8	1	7	4	4	4	-	4	*	3	5	-	8	1	4	1	2	5	5	2
	1%	1%	1%	1%	1%	1%	-	2%	*	1%	1%	-	2%	*	1%	1%	*	1%	1%	*
						*							K		*					
Sigma	1007	258	749	540	467	502	99	183	223	524	483	653	354	407	400	108	443	453	459	467
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																				
White	653	158	495	320	333	308	60	102	182	386	267	653	-	314	236	59	301	266	283	300
	65%	62%	66%	59%	71%	61%	61%	56%	82%	74%	55%	100%	-	77%	59%	55%	68%	59%	62%	64%
				C		*		EFG	J		L		NO		*	Q				
Other	354	99	255	220	134	194	39	81	40	137	216	-	354	93	164	49	142	187	176	167
	35%	38%	34%	41%	29%	39%	39%	44%	18%	26%	45%	-	100%	23%	41%	45%	32%	41%	38%	36%
				D		H		H*		H			K		M	M*		P		
Hispanic	157	34	123	102	55	84	28	35	9	67	90	-	157	50	64	16	75	77	79	73
	16%	13%	16%	19%	12%	17%	28%	19%	4%	13%	19%	-	44%	12%	16%	15%	17%	17%	17%	16%
				D		H		EH*		H			K		*					

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (S%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O,P/Q,R/S

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (S%): A/B,C/D,E/F/G/H,I/J,K/L,M/N/O,P/Q,R/S

Minimum Base: 30 (**), Small Base: 100 (*)

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Are you of Hispanic Ethnicity?

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K-<\$100K	\$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1007	403	604	229	327	451	475	362	170	207	237	362	201
Base: All Respondents (wtd)	1007	486	521	297	347	363	374	327	307	179	212	378	238
Yes	157	96	61	70	62	26	75	44	38	30	13	68	45
	16%	20%	12%	23%	18%	7%	20%	13%	12%	17%	6%	18%	19%
No	843	386	458	226	282	335	296	280	267	146	197	308	193
	84%	79%	88%	76%	81%	92%	79%	86%	87%	81%	93%	82%	81%
(Dk/Ns)	7	4	3	1	3	2	3	3	1	3	2	1	*
	1%	1%	1%	*	1%	1%	1%	1%	*	2%	1%	*	*
Sigma	1007	486	521	297	347	363	374	327	307	179	212	378	238
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Are you of Hispanic Ethnicity?

	Children in Household			Education		Employment Status				Marital Status		Race		Party ID			iPhone users	Android users	Aware of identifier	Unaware of identifier
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Republicans	Democrats	Independents				
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Base: All Respondents (unwtd)	1007	221	786	597	410	411	99	209	288	488	519	820	187	415	380	112	385	476	420	467
Base: All Respondents (wtd)	1007	258	749	540	467	502	99	183	223	524	483	653	354	407	400	108	443	453	459	467
Yes	157	34	123	102	55	84	28	35	9	67	90	-	157	50	64	16	75	77	79	73
	16%	13%	16%	19%	12%	17%	28%	19%	4%	13%	19%	-	44%	12%	16%	15%	17%	17%	17%	16%
				D		H	EH*	H			I		K			*				
No	843	222	621	435	408	413	71	147	212	453	390	649	194	356	334	90	366	373	375	393
	84%	86%	83%	81%	87%	82%	71%	80%	95%	87%	81%	99%	55%	87%	84%	83%	83%	82%	82%	84%
				C		F	*	EFG		J		L				*				
(Dk/Ns)	7	2	5	3	4	4	*	*	2	4	3	4	3	1	1	2	1	3	4	-
	1%	1%	1%	*	1%	1%	*	*	1%	1%	1%	1%	1%	*	*	2%	*	1%	1%	-
							*									*				
Sigma	1007	258	749	540	467	502	99	183	223	524	483	653	354	407	400	108	443	453	459	467
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I,J,K/L,M/N/O,P/Q,R/S

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I,J,K/L,M/N/O,P/Q,R/S

Minimum Base: 30 (**), Small Base: 100 (*)

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Metro status

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K-<\$100K	\$100K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1007	403	604	229	327	451	475	362	170	207	237	362	201
Base: All Respondents (wtd)	1007	486	521	297	347	363	374	327	307	179	212	378	238
All <1M (Includes NON-METRO)	447	181	266	130	136	181	198	150	98	64	108	180	95
	44%	37%	51%	44%	39%	50%	53%	46%	32%	35%	51%	48%	40%
1M-4.9M	306	157	148	77	117	112	97	97	112	35	63	97	111
	30%	32%	28%	26%	34%	31%	26%	30%	36%	19%	30%	26%	47%
5M+	255	147	107	90	95	70	78	80	97	81	41	100	32
	25%	30%	21%	30%	27%	19%	21%	24%	32%	45%	20%	27%	13%
Sigma	1007	486	521	297	347	363	374	327	307	179	212	378	238
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Metro status

	Children in Household			Education		Employment Status				Marital Status		Race		Party ID			iPhone users	Android users	Aware of identifier	Unaware of identifier
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other	Republicans	Democrats	Independents				
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Base: All Respondents (unwtd)	1007	221	786	597	410	411	99	209	288	488	519	820	187	415	380	112	385	476	420	467
Base: All Respondents (wtd)	1007	258	749	540	467	502	99	183	223	524	483	653	354	407	400	108	443	453	459	467
All <1M (Includes NON-METRO)	447	103	343	282	165	204	44	87	112	247	200	323	123	225	142	45	193	202	182	225
	44%	40%	46%	52%	35%	41%	44%	48%	50%	47%	41%	50%	35%	55%	36%	41%	44%	45%	40%	48%
1M-4.9M				D		*		E				L		NO	*				R	
	306	88	218	157	149	150	29	52	75	164	142	186	119	113	126	38	128	139	142	134
5M+	255	66	188	101	153	147	27	44	36	113	141	144	111	69	131	26	121	112	135	107
	25%	26%	25%	19%	33%	29%	27%	24%	16%	22%	29%	22%	31%	17%	33%	24%	27%	25%	29%	23%
Sigma				C	H	*				I		K		M	*					
	1007	258	749	540	467	502	99	183	223	524	483	653	354	407	400	108	443	453	459	467
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 10/16-10/17

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I,J,K/L,M/N/O,P/Q,R/S

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I,J,K/L,M/N/O,P/Q,R/S

Minimum Base: 30 (**), Small Base: 100 (*)

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